

# SEO (Search Engine Optimization)

## VARIANT VENTURES LLC

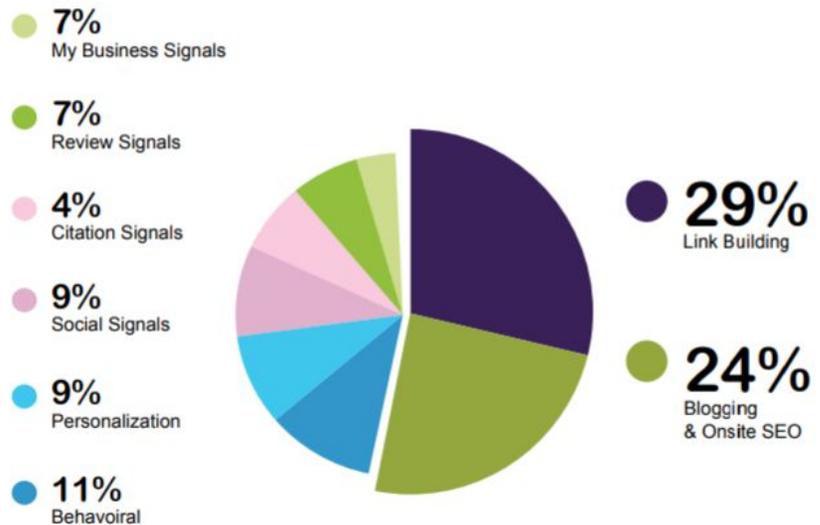
We're a small business development and marketing firm based out of Rochester NY. Our team has been in the business since 2007 and has helped main street businesses all over the country.

We are here to help the little guys make a big impact. We aim to partner with companies seeking to do good in their communities.

Visit [variantventuresllc.com](http://variantventuresllc.com) to get an SEO score report or get connected to your dedicated Account Manager.

### SEO Organic rankings

According to Moz, here are the factors that influence your rankings on search engine results pages (SERPs). These factors include:



### What is SEO?

Search Engine Optimization (SEO) is the process of positioning your website to rank highly in search results. SEO helps make your website visible to people you are looking for a business like yours. For example, if you own a moving company, you'll want to be visible for searches like "best moving service."

If you want optimal visibility in search rankings, then you need SEO. This digital marketing method involves ongoing updates to your website, as well as persistent content marketing.

**Content marketing** is a critical component of your SEO strategy because it builds your online brand, earns links, and boosts your website's authority.

SEO has the **best long-term return on investment (ROI)** because you don't have to pay for clicks from organic search results. That doesn't mean that SEO is free, though.

### You Can See Results

One of the best parts of our entire SEO process is that you can track everything in our dashboard. You can see the content we create, as well as detailed progress of your search rankings.



REAL SEO Features	Description
<b>Targeted Keywords</b>	Finds the most productive keywords for your SEO campaign.
<b>Article Syndication</b>	Creates unique keyword-rich articles, each posted to a distinct, industry-related website. No spun content.
<b>Featured News</b>	Earns an authoritative, editorially appropriate link from an independent news website or blog site.
<b>Content Marketing</b>	Shares all forms of content with the right people in the right places. Unique, quality content earns links, showing search engines that yours is a website of authority.
<b>Twitter Splash</b>	Your content is posted on Twitter profiles that are related to your business niche.
<b>Onsite Blog</b>	Adds fresh, engaging content to your website.
<b>Visual Asset</b>	A custom featured image that references a fact in your onsite blog.
<b>Onsite Optimization</b>	Optimizes your website for target keyword density, title tags, internal linking and rich snippet markup. Includes recommendations for overall website design.
<b>Website Copy Edits</b>	Adds target keywords to your existing web copy.
<b>Conversion Optimization</b>	Makes recommendations to improve conversion rate. Includes set up of lead capture form on your website.
<b>Reporting</b>	Provides campaign results, including rankings and conversions.
<b>Link Audit</b>	Reviews your link profile and determines if link cleanup is needed for optimal SEO performance.
<b>\$10 Phone Tracking Credit</b>	Tracks phone calls from your online marketing campaigns. Complimentary \$10 credit included in all SEO plans.