

SEO || Search Engine Optimization

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- Keyword research is the single-most important factor in search engine optimization. You need to find a company that can research and determine the best targeted & traffic generating keywords for your business. Then map out a plan to get you where you to the top!

Architecture plays a vital role and in order to ensure your website has a search friendly structure we break the entire site down "shotgun style". We make sure that your internal linking structure tells the search engines which pages are most important. Internal linking also helps the search engines know what keywords your website should rank high for!

Creation & optimization of meta & title tags – Many website's have meta tags, however they are almost always implemented improperly, or else they lack the quality needed to succeed. We create meta & title tags that improve click through rates, increase rankings and improve company branding.

Optimization of website URLs - Search engines place a large amount of relevance on page URL's. Keyword rich URLs that are also simple and to the point help you in the search engines. Avoiding odd characters (like question marks, quotes, etc) and visitor session ID's in URL's can help improve your rankings.

Inbound Link Building – H2O has seen many websites that have grabbed amazing rankings under highly searched keywords and phrases that had terrible on-site optimization. The reason behind this is simple, they had a lot of high quality inbound links to their website. The search engines rely heavily on inbound links to your website. The hard thing about link building is this; One quality link can help your website more than thousands of low quality links. With that said, we are experts at finding the best links that make a major impact on your website. The more high quality links pointing to your website, the more relevant your website is considered to the search engines.

We obtain links from a variety of methods including blog development, articles & press releases, quality directory submission & we also hunt down your competitions links. Plus, if necessary we consult on your companies behalf to obtain sponsored links on popular websites that can make a drastic impact.