



**search engine
optimization**

SEO



marketing & advertising

IF marketing & advertising

SEO SERVICE

Intra-Focus SEO (Search Engine Optimization) is a managed service that helps businesses develop and maintain a strong web presence, increasing overall brand recognition and site visits by allowing your ideal prospects find your website, thereby finding your products or services. Our organic approach to SEO utilizes steady, long-term improvements to your website and proactive marketing efforts to increase your online visibility and deliver regular, quality leads from all popular internet search engines.

“
Our search phrases
are extremely
competitive
in this market,
but Intra-Focus
took on the challenge
and helped us
'get on the map'
of search engine
visibility.
They also
took great care
to explain their
approach
step by step
to make us
completely
comfortable with the
program.
Every day,
more people
find out about us
because of
Intra-Focus
SEO.”

David Litzau
Vice President of Operations
Harrington Custom Homes

Search Engine Statistics



The number of online users is estimated at more than 172 million, or 77% of the adult population.

(Source: Harris Interactive/
The Harris Poll: May 24, 2006)

U.S. web users conduct more than 6.4 billion searches per month.

(Nielsen//NetRatings, March 2006)

Our Approach

As search engine technology grows more complex, earning a top ranking becomes more difficult. Today, a number of different actions, both internal to your website and external, are needed to place highly in online searches. Some specific actions Intra-Focus takes to increase and maintain your rank within popular search engines include the following:

- Initial website evaluation (structure, content, navigation, etc.)
- Title tag and metatag development & execution (catered to search engine criteria)
- Content development (to improve long-term success and visitor satisfaction)
- Link-building campaigns (with a focus on links from relevant, quality websites)
- Directory submission (as needed)
- Online article distribution (to generate back-links from other relevant websites)

APPROACH

- Online press release distribution (to generate back links and PR opportunities)
- Constant pursuit of targeted online exposure
- Ongoing review of ranking for most important phrases
- Code modifications based on latest changes in search engine algorithms
- Benchmark and progress reports on specific ranking and results

We also offer full management of pay-per-click campaigns and related landing pages.

Content Management

Targeted content and a well-maintained list of relevant and proper keywords allow search engines to associate your website with terms and phrases specific to your company. Popular terms and phrases can vary greatly over location and time. Our extensive research and active, ongoing management ensures your website remains properly positioned among the most relevant searches.

Search Phrase	Search Engine Rank				Monthly Search
	12/1/06 (Base)	12/1/07	1/30/07	3/15/07	
sports marketing	Off radar	Off radar			8,600
golf instruction	Off radar	Off radar			5,640
golf vacations	Off radar	Off radar			4,660
golf schools	Off radar	Off radar			3,980
sports marketing management	Off radar	Off radar			2,700
speakers bureau	Off radar	Off radar			2,180
corporate sports hospitality	Off radar	Off radar			1,880
corporate sports hospitality events	Off radar	Off radar			1,820
professional sports speakers	Off radar	Off radar			1,800
corporate sports hospitality events management	Off radar	Off radar			1,800
golf vacation packages	Off radar	Off radar			1,710
corporate event planning	Off radar	Off radar			1,620
banquet golf	Off radar	Off radar			1,220
sports event marketing	Off radar	Off radar			1,140
corporate hospitality services	Off radar	Off radar			800
golf travel package	Off radar	Off radar			800
event management sports marketing	Off radar	Off radar			800
celebrity speakers	Off radar	Off radar			840

PROVEN RESULTS:

Through active search marketing and website optimization, Intra-Focus SEO services can enhance your web presence and increase your visibility among the major search engines, boosting your company's brand awareness, website traffic and leads.



Intra-Focus SEO helped Gatlinburg Real Estate reach a top ranking for their key terms on all three major search engines.

corporate headquarters:

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