webxloo
Building Your Online Universe

GET THE COMPETITIVE EDGE

THE COMPONENTS FOR A SUCCESSFUL INTERNET MARKETING STRATEGY

Commit yourself to an online presence. SEO isn't a one-time event and it's not something that's picked up overnight.

SEO is the result of experienced online sales that combine with technology to produce the best practices.

PARTNERS AND CERTIFICATION

SEARCH ADVERTISING | MOBILE ADVERTISING | DISPLAY ADVERTISING | GOOGLE ANALYTICS IQ | MOBILE SITES | DIGITAL SALES

ABOUT SEO. ONLY THE BEST PRACTICES.

SEO (Search Engine Optimization) is a complex process of obtaining higher positions in SERPs or search engine result pages. The higher your rankings are, the more organic or unpaid traffic your website will get, which will eventually bring you more visitors, leads, and sales.

The algorithms of Google, Bing, Yahoo and other search engines are ever-changing, so our approach is to constantly monitor updates to deliver to our clients the best SEO practices possible. Our SEO specialists will optimize your website, so that web crawlers will consider it valuable and push it up in search results.

HOW TO IMPROVE YOUR ONLINE PRESENCE

UNIQUE TITLES AND META DESCRIPTION

Our SEO experts set well-written, keyword-containing headings and descriptions to every page of your website. These meta elements summarize the page content to show visitors and search engines what the page is about.

INTERNAL LINKS

Internal links are hyperlinks that point to another page of the same website. Once our SEO team implements them, the average time on your site increases, more users are engaged, and the search engines see that your website is worth visiting.

KEYWORDS RESEARCH

We extract the keywords that people are using when searching for products or services you offer, and any related ones. Having the most common phrases that people use, we optimize your website content for potential buyers.

IMAGE OPTIMIZATION

Are your images optimized? If you don't know, probably they aren't. There are three main steps to take: Reducing the size of the images to speed up the loading time, using only responsive images for their proper viewing on any mobile device, and adding the unique alt text to every image. Our SEO specialists have already mastered these steps and are glad to implement them for you.

URLS OPTIMIZATION

The short, readable, and keywords optimized URLs help users and search engines understand what the destination page contains. When the user knows where this link will bring him, he more likely will click it.

404 PAGE CUSTOMIZATION

The unoptimized 404 page can be the dead-end of a visitor's journey. Our SEO team creates a custom 404 page for your website which will show users the path back, and will keep them onsite longer.

XML SITEMAP SUBMISSION

XML sitemap is a blueprint of your website. It helps search engines find your pages easier and rank them.

MANAGED SEM. COMPETITIVE EDGE.

Search engines display websites that deliver the most relevant content and possess high domain authority.

Webxloo Managed SEO is a set of ongoing on page and off site adjustments comprised of keyword research, competitors analysis, meta information optimization, URLs optimization, internal and backlinks building, blog posting, social media marketing, reputation management, etc.

There are approximately 11 billion monthly Internet queries in the USA alone, and there is only one first page of search results. Impressive competition, right? In the era of the Internet you have to compete not only with businesses nearby but also with those who rank better on Google. In other words, with those who have already implemented SEO.

Meeting these requirements is the main goal of managed SEO. We'll increase your website relevancy by enriching your content and meta descriptions with keywords and phrases that people use when searching for products or services similar to yours. We'll improve your domain authority by building the backlinks to your website from only the trusted sources.

We'll let people all across the Internet know that your business is trustworthy by managing your online reputation.

SEO RESULTS COME WITH TIME

While it may take some time, just wait and you will see the rich rewards - high search rankings, online visibility, more visitors, leads and sales. Contact us for a free consultation.

VISIBILITY SCORE*

CRAWLED PAGES

500

Healthy	465
Broken	0
Have Issues	4
Redirects	1
Blocked	1

*This graph provides an example of website SEO-audit visualization.

ON SITE OPTIMIZATION.

On Site Optimization deals with everything on your website that you can change and modify. You need **ON SITE SEO** if you want to increase organic traffic, drive leads and improve your position in search engine results.

On Site Optimization is a process which has three ultimate goals:

MAKING your website more relevant to customers' queries.

SHOWING search engines that your website contains the data that people are looking for.

HELPING customers better understand what your pages are about.

Once your website is optimized, it will be ranked higher in search engine result pages, its visibility will be increased, and more customers will visit your website.

WEBXLOO OFFERS FOUR SEO PACKAGES FOR DIFFERENT TYPES OF BUSINESSES. CHOOSE YOUR PACKAGE AND LET OUR TEAM IMPROVE YOUR WEBSITE.

SERVICE	START UP SEO-1	ADVANCED SEO-2	BUSINESS SEO-3	ENTERPRISE SEO-4
Website Statistics	●	●	●	●
Titles Optimization	●	●	●	●
Descriptions Optimization	●	●	●	●
Keywords Optimization	●	●	●	●
Images Alts & Titles Optimization	●	●	●	●
SEO Optimized Texts	●	●	●	●
Vehicle URLs Optimization	●	●	●	●
Ranking Statistics		●	●	●
Heading Tags Optimization		●	●	●
Internal Links Optimization		●	●	●
Outbound Links Optimization			●	●
Links Statistics			●	●
Keywords in URLs			●	●
Bold/Italic/Underlined Keywords			●	●
Schema.org Mark Up				●
Competitors Watchlist				●
Anchored Texts				●
Short & Readable URLs				●

OFF SITE MANAGEMENT.

Off site Search Engine Optimization is the process of promoting your website across the web. It is accomplished from sources other than your dealer website to increase search engine performance for target keywords that are related to your On Site content and the keywords that exist in Off Site direct links.

WE OFFER YOU 4 OFF SITE SEO PACKAGES.
CHOOSE THE PACKAGE THAT SUITS THE TYPE OF BUSINESS YOU RUN
AND LET OUR TEAM IMPROVE YOUR BRAND AWARENESS.

SERVICE	START UP SEM-1	ADVANCED SEM-2	BUSINESS SEM-3	ENTERPRISE SEM-4
Article Writing	• 5 articles (500 words) • keywords - 3	• 10 articles (600 words) • keywords - 4	• 15 articles (700 words) • keywords - 5	• 20 articles (800 words) • keywords - 6
Blog Posting Service	• 5 blogs • variety of Page Rank 2-3	• 10 blogs • variety of Page Rank 2-4	• 15 blogs • variety of Page Rank 3-5	• 20 blogs • variety of Page Rank 4-6
Local Listings	• Search engines with PR 1-3 and 5 local listings hubs	• Search engines with PR 1-4 and 10 local listings hubs	• Search engines with PR 1-5 and 15 local listings hubs	• Search engines with PR 1-7 and 20 local listings hubs
Forum Links	• 10 active links	• 20 active links	• 30 active links	• 50 active links
Social Media Management	• manage 1 social account	• manage 2 social accounts	• manage 3 social accounts	• manage 5 social accounts
News Page Management	• 1 news article per week	• 2 news articles per week	• 3 news articles per week	• 5 news articles per week
Link Building	• 10 links	• 20 links	• 30 links	• 80 links
Social Bookmarks	• 7 bookmarks	• 10 bookmarks	• 15 bookmarks	• 20 bookmarks
Google TOP10	• 1 keyword	• 2 keywords	• 3 keywords	• 5 keywords

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SOCIAL MEDIA MANAGEMENT.

Communicating with customers properly is of utmost importance. And here is where **Facebook, Twitter, Pinterest, YouTube, LinkedIn** and other social networks and blogs are very helpful. Social media is a huge and captivating space now. Social media provides the ability to connect with customers individually, and in a highly targeted, customer specified way. It's important that you make people aware of your company and its line of business.

Social media is one of the most cost effective Internet marketing strategies. You do not need to invest money into it, just invest some dedicated time and resources. Increase your traffic in no time. The more people you can get to see your posts, the more effective your social media campaigns can be. Social media can give your site a lot of backlinks so Google, Bing, Yahoo etc would love to improve your ranking.

FACEBOOK

Having a **Facebook** page means humanizing your location and your brand, becoming an active member of a community.

GOOGLE +

Content posted on **Google+** is being indexed by Google almost immediately and is far more likely to appear in search results.

YOUTUBE

YouTube promotes your business, it can be viewed on TVs, mobile phones, computers, laptops and tablets.

LINKEDIN

LinkedIn offers a broad framework for businesses and the professionals that are employed at these companies.

TWITTER

Some claim **Twitter** is even more important for businesses because of its ability to handle rapid fire posting.

PINTEREST

Pinterest isn't just about pictures. Using charts, diagrams and infographics helps to visualize numbers and figures.

Webxloo gives your company the ability to leverage Facebook, Twitter, YouTube and hundreds of other social networks. It's pretty easy to open an account on a website like Facebook, but it's much more difficult to know all the ins and outs that make a business successful. Contact our Social Media Marketing experts for a free consultation.

GOOGLE POSTS.

Let your customers easily find you!

Did you know that Google Posts can increase your bookings and **conversions?**

Do you want to **bring users** from Google directly to your own website?

Are you utilizing **Google services to the fullest**?

You can make use of Google Posts to improve your local ranking and attract more customers.

Google Posts are the snippets of information about your business

If someone is searching for services similar to yours nearby, your Google Posts will be seen within Google's Local Finder. You can gain some insight into the number of views and the extent of participation inside your Google My Business dashboard. Each post has a share button which allows the posts to be republished on social media platforms like Twitter, Facebook and Google+.

This Google feature will help you set your business apart from the competition.

HOW IT WORKS

THE BENEFITS OF GOOGLE POSTS:

- You can sell products directly, take reservations or include links labeled "learn more," "reserve," "buy," "sign up," "book", or "get offer."
- You can highlight upcoming events, same-day flash sales & promotional offers by posting them directly to your local listing on Google.
- An ability to post different types of content (texts, images, and call-to-actions) and thereby attract different types of customers.
- The relevant customers will find you easier.
- More people will see your offers.

REPUTATION MANAGEMENT ONLINE.

85% of consumers trust online reviews as much as personal recommendations.

Did you know? For every bad review you will lose 35 people as potential customers. Your customers use reviews more than ever to make everyday decisions from where to eat, shop, service their car and which doctor to visit.

Your customers are online. Are you sure that your online reputation is good enough for them to pick you over your competitors?

Webxloo's Online Reputation Management service is a way to ensure your online reputation is protected and improved each and every day.

WE WILL:

- **Respond to negative reviews and promote positive ones.**
- **Build a perfect reputation online which will highlight only the best sides of your business.**
- **Track the remarks about your brand on the most popular online review platforms, such as Google Reviews, Yahoo, Yellow Pages, Insider Pages, Measured Up, Superpages, Facebook, as well as relevant blogs and forums.**

With an abundance of review platforms across the web it becomes harder and harder to manage all the activities regarding your online reputation on your own. Especially when you have a business to run. If you don't want your customers to stumble upon bad reviews about you, delegate this mission to us.

There is nothing more valuable than gaining and keeping your customers trust. Achieve this goal with Webxloo's Online Reputation Management Services.

WEBXLOO'S ONLINE REPUTATION MANAGEMENT

PPC CAMPAIGN MANAGEMENT.

SEO RESULTS COME WITH TIME

PPC stands for pay-per-click, a form of Internet marketing in which you pay a fee only when your ads are actually being clicked.

The users that click on your ads are very relevant, so your PPC campaign will attract people who are already in need of your products or services. The fees you will pay are negligible, because the visit of your potential customer is worth more than a small fee.

We will base your PPC campaign on an effective PPC keyword list by which people are looking for products or services you offer.

WE ARE Google Partner

AdWords CERTIFIED · Analytics QUALIFIED

CHOOSE THE PACKAGE THAT SUITS YOU BEST AND LET RELEVANT CUSTOMERS COME TO YOUR WEBSITE

SERVICE	START UP PPC-1	ADVANCED PPC-2	BUSINESS PPC-3	ENTERPRISE PPC-4
Search Network	Google Adwords Or Bing Ads	Google Adwords Or Bing Ads	Google Adwords Or Bing Ads	Google Adwords Or Bing Ads
Campaign Management	1 time per month	2 times per month	3 times per month	4 times per month
Ads Per Group	2	2	3	4
Ads Extensions	1	2	3	4
Analytics	●	●	●	●
Conversions	●	●	●	●
Reports	●	●	●	●
Landing Page		●	●	●
Remarketing			●	●

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DISPLAY ADVERTISING ONLINE.

Are your company's conventional media advertising strategies generating enough traffic, incoming sales calls and Internet leads?

If not, it's time to review your overall advertising strategies and to start utilizing online display advertising. Unlike traditional media, you will not have to pay and then hope your advertising works. With Webxloo you will only pay for results.

TAP INTO EXPERIENCED DIGITAL ADVERTISING

Online Display Advertising is the most popular form of advertising on the Internet. A Digital Display Ad is a graphic image or video ad displayed within multiple websites. People are visually attracted more by photos than merely by text. So as Digital Displays can contain rich media, they offer levels of interactivity that other forms of advertising simply cannot.

You've definitely seen Display Ads: in the form of banners, on skyscrapers, leaderboards, buttons, inline rectangles and squares of various sizes. Webxloo produces these cost-effective marketing tools to help you save money on advertising for your company's website. With us everyone can have a productive and highly profitable online advertising program.

Using experienced and knowledgeable professionals will enable you to generate more of an impact on consumers with your Digital Advertising. Webxloo is ready to distribute eye-catching design and attention-grabbing visual content for your business.

REMARKETING.

Remind your customers what they were interested in.

Only 2% of web traffic converts during the first visit. Most people need some more time to make an ultimate decision. But after a while people tend to forget what they were looking for and where they saw it. Retargeting ads will remind them about their initial search and bring them back to your website.

MOTIVATE YOUR VISITORS TO RETURN TO YOUR WEBSITE, TO COMPLETE THE TRANSACTION, AND TO MAKE A NEW PURCHASE.

- A powerful branding and conversion optimization tool.
- A highly productive form of online advertising in today's Internet marketing.
- Brings back customers to your website.
- Converts potential customers into real clients.

SINCE PEOPLE ACT DIFFERENTLY WE CUSTOMIZE THE RETARGETING ADS FOR DIFFERENT TYPES OF CUSTOMER BEHAVIOR ON YOUR WEBSITE:

- If the customer just glanced at your website, the ad will show him/her the offerings he/she didn't explore during the first visit, thereby inviting him/her to come back.
- If the customer visited your website, searched for some particular items or services, and left, the ads of these items/services will appear next time he/she browses the web.
- If the customer didn't complete the purchase or started to fill out a form without completing it, the retargeting ad will remind him/her to return and carry it through.

Create a customer journey map for your website to find out which types of ads suit you the best. Cross-device retargeting is a simple concept with far-reaching effects.

We all use different devices to access the web. So, a customer on his/her way to work visits your website via a smartphone. At the workplace he/she uses a desktop, at home he/she has a tablet. To keep in contact with such a customer and be able to remind him/her about your site, you need to set up cross-device retargeting.

Since mobile web browsing is overtaking desktop browsing, cross-device retargeting will deliver even more leads than your had before.

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GOOGLE CERTIFICATION

We are a professional advertising agency that can help you with any campaign. So if you need high qualified experts that are certified by Google - contact us immediately.

REACH CUSTOMERS WHEN IT MATTERS

SEARCH ADVERTISING

Get the best of creating, managing, measuring, and optimizing search ad campaigns across the Search Network.

REACH CUSTOMERS WHILE THEY'RE ON THE GO

MOBILE ADVERTISING

Stay in control and optimize your mobile ads using only the best practices.

INCREASE YOUR CONSUMERS' PURCHASE INTENTIONS

DISPLAY ADVERTISING

Display your message on third party sites or search engine results pages. Improve your brand awareness.

MONITOR AND IMPROVE YOUR USERS' INTENTIONS

GOOGLE ANALYTICS IQ

Report, analyze and optimize your website to convert shoppers into buyers.

USE SITE DESIGN OPTIMIZED FOR MOBILES

MOBILE SITES

Utilize the best practices for creating, managing, measuring, and optimizing mobile websites and current browser technologies.

REACH YOUR CUSTOMERS WHILE THEY'RE BROWSING

DIGITAL SALES

Use the effective strategies in online advertising to sell more and raise your business to another level.

WEBSITE OPTIMIZATION

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SCAN TO VISIT
OUR WEBSITE