

# SEO Services

## SPECS

Entrata's SEO Services include both on-page and off-page SEO strategies that will increase your website's visibility and traffic, which will help you secure more guest cards. We also provide a diverse online reputation management strategy that includes everything from creating original content to linking your page with reputable media sites.

## BENEFITS

 **INCREASED TRAFFIC AND VISIBILITY**  
Improving your websites visibility increases credibility with search engines and will direct more traffic to your website.

 **REPORTING AND BENCHMARKING**  
Reporting to show you month-by-month improvement and how you compare to properties around you.

 **GOOGLE OPTIMIZATION**  
Gain greater credibility with Google by optimizing your site to get the best rankings in search results.



## TRAFFIC AND VISIBILITY

### FEATURES

#### ON-PAGE OPTIMIZATION

Allow search engine spiders to crawl through your page to identify content and ensure your site shows up for the correct search terms.

#### INTERNAL AND EXTERNAL LINKING

Linking between your own website pages and externally to other pages.

#### CONTENT CREATION

We produce original content by writing and submitting articles to various media outlets and link those articles back to your site.

#### TITLE TAG OPTIMIZATION

We'll make it easy for search engines to locate your images by placing optimized title tags on your site.

#### SOCIAL MEDIA

Engage prospects with local search results by linking your sites to your Google+ page and other social media sites.

## REPORTING

### FEATURES

#### SEO DASHBOARD

A centralized dashboard that pulls data directly from your Google Analytics account and translate it into intuitive, actionable reports.

#### TRAFFIC REPORTS

See how many visitors are coming to your site and compare month over month.

#### MOBILE SEARCH

We will optimize your site for the best mobile search applications and show you how many visitors came via mobile and on what device.

#### USER METRICS

Track metrics such as bounce rates, average number of page views and more.

## GOOGLE OPTIMIZATION

### FEATURES

#### GOOGLE PLUS

We'll help you verify your properties and create a quality listing so your prospects can easily find you on Google.

#### KEYWORD GENERATION

We'll optimize your websites for search by assigning keywords to all your pages to get the highest visibility in search engine rankings.

#### KEYWORDS IN URL SEARCH

Build great relationship trust through smart text or keyword driven text in the URL.



"I was a bit skeptical of SEO at first, but Entrata helped us see an immediate bump not only in rankings, but also guest card submissions. The results were greater than anything we'd seen using other online advertising at half the cost"

**Debbie Willis**  
**PB Bell Companies**



"We partnered with Entrata early on because we knew we wanted to stack the cards in our favor. Their team has helped take our SEO even further than we had hoped, and when we look at the cost compared to the return on investment, it's pennies."

**Virginia Love**  
**Waterton Residential**