

DIGITAL POPCORN

Search Engine Optimization Internet Marketing Consultant

Website Effectiveness

You may have a website that doesn't get much traffic or is not generating as much business as it had previously. You may be paying for phone book and Internet advertising and don't know how effective it really is for your business. These are all areas to check regarding the effectiveness of your website and measuring the return on your investment.

Search Engine Optimization

SEO is the task of making a website easily searchable for targeted phrases by search engines like Google, Bing and Yahoo. Search Engine Optimization is one of the most essential parts of web design. In a nutshell, it is the practice of working with your website code, tags, and keywords so that your targeted keyword phrases and topics will rank better in the search engines. If your website is not listed in the first page, it is pretty tough for visitors to find your company. Several of my clients have decreased the money spent on phone book advertising and directed resources to optimizing their websites for visitors and search engines. This has shown to be a cost effective way of using marketing resources.

"Responsive, creative and gets it done when I ask for it."

– Chris Howland, Monarch Hotel

"Don is patient, knowledgeable and smart!"

– Cherie Ronning, Uncommon Invites

"Don explains SEO in layman's terms."

– Steve DeAngelo, DeAngelo's Catering

Specialized SEO services for:

Wedding Professionals, Catering Companies, Event Planners, Floral & Event Décor, Travel & Tourism, Restaurants, and Hotels. We offer advice, guidance and experience focused on each company's particular goals. Visit our website www.DigitalPopcorn.net to find out more and get started today.

Contact

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Services

- Search Engine Optimization
- Competitive Analysis
- Market Research
- Keyword Analysis
- Internet Marketing

Associations

- Association of Catering and Event Professionals
- Wedding Network USA