

# PANAMA CREATIVE

THE WEB. AND MORE.

## Our SEO Services

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### ABSTRACT

Build targeted traffic, analyze traffic & Maintenance for your website.



## **Panama Creative SEO - Build targeted traffic, analyze traffic & Maintenance for your website.**

If you're looking for first class search engine marketing services, processed by a reputable team of highly skilled and experienced search engine marketing professionals, you have come to the right place on the web! Among other services, Panama Creative specializes in providing premium search engine marketing solutions that deliver quality traffic to your websites, increases the rate of your website's revenue and increases your website's marketing campaign return of investments (ROI).

### **Build Traffic**

Strategically optimize your web pages content with the best target keywords in accordance with search engines algorithms and build quality links pointing to your website to dramatically drive top-10 positions on leading search engines. Discover the best keywords to target on your Pay Per Click - PPC Program campaign and manage it effectively.

### **Analyze Traffic**

Analyze your website marketing campaign efforts by tracking your ranking in search engines. Analyze the information about your visitors, advertising and ecommerce and use them to further improve your websites performance.

### **Site Maintenance**

Monitor broken links, slow pages, missing graphics etc to feed information properly to search engine robots as well as to the human visitors. The quality of your website is essential to your website's overall search engine marketing campaign.

## **BUILD TRAFFIC - Organic Search Engine Optimization**

When a webpage copy is live on the World Wide Web, search engine robots find it (either as a result of your submission or by linking to other indexed sites) after a certain period of time and place it on their index or database. When someone starts looking for a certain topic and place its related keyword or key phrases on the search box, your indexed site, if related, will be found and listed on the search results page. Achieved in this manner, enhancing the position in the search results page is called "organic search engine optimization".

The following approaches of organic search engine marketing services are available to help place your website at the TOP of the search engines results:

## **BUILD TRAFFIC - Keyword Research**

Keyword research is a specialized process for finding and analyzing the best target keywords to use on your websites. Extensive research and careful analysis for a certain keyword or key phrases is essential for the overall search engine marketing campaign.

Our Keyword Research Service achieves the harmony of choosing the right keyword and finding the right prospects. Having this goal in mind will lead to tremendous growth in sales for your websites.

## **BUILD TRAFFIC - On-Page Optimization**

After choosing the right keyword and the right prospects for your websites; the On-Page optimization process comes next. On-Page Optimization is a specialized process for making your web pages as relevant as possible. Relevance is determined by how close your web page is relevant to what the user is searching for. The key secret to achieving a lead ranking is by your page more relevant.

Our On-Page Optimization services includes improving your web pages general properties such as html codes that spiders will easily read, ethical keyword placement on the relevant areas of your web page and analyzing off-page optimization factors influencing your rankings.

## **BUILD TRAFFIC - Search Engine and Directory Submission**

Search Engine submission simply refers to getting your website listed on search engines. Getting your website listed on search engines with a good position will give you an enormous amount of free traffic. On the other hand, getting your site listed on directories not only gives you free traffic but also improves your rankings on search engines. The task may sound simple but if executed incorrectly, could cause serious consequences for your website.

We can help you manage your search engine and directory submission safely and effectively. We can also submit your website to industry related search engines or directories which is critical for weighing rank to search engines.

## **BUILD TRAFFIC - Analyze and Build Links**

Analyzing and Building Links service specializes in helping you analyze and build the quantity and - most importantly - the quality of links that your web pages receive from other web resources. Analyzing the content of your web pages is not the only point to consider when determining the rank of your website to modern search engines; they also use linking information on their algorithm to determine the rank of your webpage. In fact modern search engines give more weight to web pages (especially Google) that have well-optimized linking information.

Our Analyze and Build Links Service provides a customized and effective link building plan for your website that will certainly increase your web pages chances of outplaying your competitors.

## **BUILD TRAFFIC - Pay Per Click (PPC) Campaign Management**

Executing Organic SEO for your website on search engines is an essential move in promoting your site on the web. Sometimes though, it would really take time before you outplay your competitor, especially if they have well-optimized web pages. While waiting for the feedback on your SEO campaign, it is worth complementing your organic SEO efforts with a properly planned Pay-per-Click (PPC) campaign such as Google's Adwords system for example.

Our PPC Campaign Management service makes this process easier and organized.

## **BUILD TRAFFIC - Paid Listings Management**

Paid Inclusion or sometimes referred to as paid submission is a fee-based inclusion into the database or directory of a search engine such as Yahoo! Directory Submit and Overture Site Match. Our experienced search engine marketers can help you manage your company's paid inclusion programs effectively.

## **ANALYZE TRAFFIC - Ranking & Traffic Performance**

Analyze Traffic and Ranking is achieved by using industry leading web technologies so that you can find out more information about your website's visitors and current position which can actually lead you to adjusting your planned SEO efforts to further improve your websites performance. We utilize the current leading industry web technologies to help achieve these complicated activities.

The following approaches to analyzing your website's performance are available to help place your website at the TOP of the search engines results:

## **ANALYZE TRAFFIC - Check Search Engine Rankings**

Check Search Engines Ranking is a specialized process used to find out the current position of your website with your target keywords in search engine results page, so that you can see the effect of your overall search engine optimization efforts and assess your website's development over time.

Our Ranking Checker produces a ranking activity report that includes: which pages of your website are ranked high for a specific keyword; which pages of your site have been indexed on search engines and many more advanced reports which are essential for tracking your performance on the web.

## **ANALYZE TRAFFIC - Web Analytics**

While the primary goal of SEO is to increase traffic quantity for your website, Web Analytics on the other hand specializes on improving the traffic quality and further boost your website's sales conversion.

Web Analytics is achieved by retrieving and analyzing the relevant information about every single visitor to your Web site and the action this visitor has made. Retrieving this information will help you further improve your website performance, providing your basis for analysis, if a certain web promotion campaign is converting or not. With this available information, you can now re-organize your Search Engine Optimization plan and focus on the strong points and then improve on the weak points of your web promotion campaign.

Our Web Analytics services include comprehensive visitor's activity report on your website such as page views, unique visitors etc., comprehensive ecommerce activity report and many more advanced reports that is essential for analyzing your overall SEO campaign on the web.

## **SITE MAINTENANCE - About VISIBILITY and USABILITY**

Site Quality Maintenance is a specialized process to discover and resolve your websites visibility and usability problems. Visibility deals with how your web pages comply with the search engine robots. Usability on the other hand deals with how suitable your website is for human visitors. The quality of your website is the foundation of your online business. The higher the quality of your online business, the more successful your online business will be.

Our Site Quality Maintenance service examines all your web pages and checks for common problems that can affect your website's quality. This includes checking of broken links, missing images, untitled pages, slow pages and many more important steps to maintain your websites effectively.

## Pricing

The associated costs for our SEO services clearly depend on the actual extent and scope of your strategy and requirements. For an initial cost estimate, please submit an online quote request at [www.panama-creative.com](http://www.panama-creative.com).

## Contact

Please either visit us at [www.panama-creative.com](http://www.panama-creative.com) or send us an email to [service@panama-creative.com](mailto:service@panama-creative.com).