



LSCDigital

Search Engine Optimization (SEO)



Search Engine Optimization starts with knowing where you're currently at... Only then can you determine where you want to be.

Research shows that 89.92% of people click on links on the first page of search results. Securing page one rankings for targeted keywords is proven to increase website traffic, leads and sales.

There are plenty of vendors out there who will try to make you believe that there are secret techniques and tricks that can get you to the top of the organic listings – but in truth those usually get you in more trouble than they are worth.

LSC Digital will drive website traffic, leads and sales securing you top rankings across the search engines.

Our Philosophy

Know where you are! In order to achieve the highest results in organic search, you must know how you are doing and what you can do to improve. LSC Digital's foundational SEO audit service will provide:

The real key to SEO is the steady, repeated application of best practices over time. That's about it. It's that easy... and, that hard! We can help.

Your Website LSCDigital

SEO Score of **28/65**
(an acceptable e-commerce SEO score is generally 48 or higher)

Key Elements Influencing The Score:

- Keyword Stuffing
- Title Tags and Meta Descriptions Too Long
- Utilizing Meta Keywords
- Toxic Link Background
- No Click To Call Number
- Page Speed

Your score is based on our proprietary technical auditing approach and on advanced SEO techniques used within the financial services industry. Some of the things we evaluate and offer fixes to include:

- Server headers and redirects
- Correct use of robots.txt file
- HTML validation
- Structured data markups
- Site speed
- Mobile optimization
- Response codes
- Sitemaps
- Crawl-able navigation
- Proper use of "alt" text
- Proper use of CSS
- Navigation and URL Structure

We will also make Keyword recommendation to improve SEO ranking:

- Extensive keyword research grouped by category
- Identify the top 25 keywords for Swiss America
- Primary keyword trend analysis

Additional recommendations may include (when applicable):

- User experience improvements
- Content merges
- Content breakouts
- New pages
- New categories
- On-page recommendations (titles, URLs, headings, body text, keyword saturation)
- In-page recommendations (image alt text, meta data)

Set Up an SEO Audit Today - - Get Started!

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Perfectly ● Targeted ● Marketing