



## Search Engine Optimization

Marketing your products or services is key to building any business. You need your website to reach top position in search engines if you hope to have a fighting chance to compete for your keywords.

Creating a Strategic SEO, SEM Web Marketing Strategy should be the very first part of any new or redesign website project. Parador will take a constantly changing landscape into account, and will iterate between analysis and refinement in order to adapt, and constantly improve your site's rankings and relevance.

Search engine optimization is an ever evolving process; algorithms used by search engines are always changing; your goals and messages change over time; competitor websites modify their content and conduct their own SEO. At Parador, we offer the complete suite of search engine optimization (SEO) and marketing (SEM) services. We will:

Audit the current state of SEO for your website including recommended improvements

Analyze your website's site metrics, and

Implement SEO-related website upgrades.

It is important to balance SEO efforts with site usability and site content. SEO success should always be measured in terms of the site's primary goals, and not just an increase in traffic.

Call us today for a complimentary 30 minute consultation.