Hey Girl Marketing and SEO

Hey Girl Digital Marketing offers services to make life easier for business owners. For some, this means creating unique new websites. For others, we streamline old websites, update content and revitalize their social media. The most vital service we provide our clients with however, is Search Engine Optimization, or SEO.

What exactly is SEO? SEO is how your customers find you online! When you go online to a search engine like Google, their website uses keywords to find relevant sites. Word choice is key! Search engines search the content of the website for a variety of these keywords and rate the site. Search engines also check the credibility of a website based on links. Kind of like citing your sources for a research paper. The more links connect back to your site, the more credible the site appears. Search engines then use complex algorithms to rate the site and provide your results.

It sounds easy but good SEO is more than dropping keywords in like a vocabulary test. Search engines are looking throughout the content of the site and user activity. Nonsense sentences or a list of keywords on the page won't trick the algorithm. The links that customers click and how long they spend on the page is also tracked. If your customer can't find what they're looking for, they'll go somewhere else. The longer they spend on your page, the more credible search engines find your page.

That's why Hey Girl Digital Marketing designs your entire website with SEO in mind. Creating new content creates more links with more time and chances for customers to come to you. Not only that, but great SEO puts your name ahead of your competitors online. Its not hard to imagine the difference in customer volume for websites on page one of a search than page two.

SEO is different than advertisements because the typical advertisement takes a shotgun approach. Typical advertising targets anyone in range, not just customers looking for you. You're paying money to dead air sometimes. But an optimized website from Hey Girl Marketing brings customers to your website. Customers who are looking for services just like yours. Your customers are already looking for your products. Let Hey Girl marketing get you up close and personal on that front page.

That’s the basics of how Hey Girl Marketing uses SEO to bring you business. We create meaningful content laced with keywords and set up relevant links on a website you own. Reach out today so we can help you perfect a website that brings you even more business!