



Search Engine Optimization (SEO) Search Engine Marketing (SEM)

Affinity Track Internet Promotion is a leading Colorado-based search engine/internet marketing company. We work with businesses and organizations of all sizes to improve their positions and visibility in the major search engines. Affinity Track designs and implements both organic and paid search engine promotional plans and strategies.

Primary services include the following:

Keyword Research. It's essential that search engine marketing be based on knowledge of the terms and phrases that web users actually search on. Affinity Track conducts research using best available tools and resources to create a master list of search keywords and phrases. Ongoing refresh service is recommended and also available.

Internet/Website Video Production. Promotional videos for inclusion on company websites and third party video sites such as You Tube and Yahoo! Video. High definition video available.

Website Design. As a complement to internet promotion and search engine optimization/marketing services, Affinity Track provides the skills needed to develop and maintain award-winning websites.

Keyword-Rich News Releases. Often overlooked because of the investment of time and energy required, keyword-rich news releases published in online media are an extremely effective way to increase strategic exposure and point searchers back to your company's site. Affinity Track develops and distributes news releases to ensure maximum exposure.

Landing Page Creation. Custom website landing pages are developed and fine-tuned to improve organic search engine ranking on target keywords and phrases. Landing page development can also tie in with PPC advertising. Affinity Track provides turnkey services from concept development to composition to online activation of landing pages on an ongoing basis.

Business Blogs. Blogs are a great tool to support organic search engine ranking placement. Text content from web logs of often indexed immediately by the major search engines. Affinity Track provides writing and technical skills required to launch and populate organizational blogs on an ongoing basis.

Pay-Per-Click Advertising Management. PPC advertising offers an immediate and highly targeted approach to reaching customers online. Affinity Track can manage PPC campaigns to ensure that maximum value is obtained from campaign budgets.

SEO Copywriting. Expert website and blog copywriting. We do the research on keywords and subject matter domain to produce intelligent, purposeful copy that will bring relevant search engine traffic to your website or blog and sell your products and/or services.

Email Marketing/Newsletters. Professional newsletter and email promotional piece concept development, writing, and distribution services. Permission based email contact is an excellent way to stay in touch with past customers and lead contacts.

AFFINITY TRACK

Business Address

357 S. McCaslin Blvd., Ste. 200
Louisville, CO 80027

Phone: 303.404.8699

Fax: 303.404.8835

Email: info@affinitytrack.com

Web: www.affinitytrack.com

Call Today!

Custom Plans Available by Proposal