

*For Business & Professional Organizations*

# **Colorado SEO & Digital Marketing Management Buyers Guide**

*Denver, Boulder, Fort Collins, Colorado Springs*

*A basic introduction to  
professional SEO and digital  
marketing management services.*

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# For Starters

SEO stands for  
**search engine optimization.**

When a potential customer or member of your organization's target audience/market performs an internet search on keywords related to you ... you want to be found.



*Promoting 'visibility' is generally agreed to be an SEO objective. Optimization may be more than visibility alone, but visibility (e.g., ranking) is a key SEO objective.*

# What Do SEO Services Entail?

Broadly speaking there are:

- 1) Things SEOs do on web sites/pages themselves
- 2) Things SEOs do to attract attention to web sites/pages from third parties



*#1 above is the easiest part of SEO since we can control it 100%. Still it's best performed by informed and skilled professionals. Attracting attention from third parties (#2) in the form of links, citations, and shares is something we can influence but not control directly.*

# Online Content

Almost every aspect of internet marketing (e.g., SEO, SEM, social media, video) is enhanced and supported by the **development of exceptional content.**

Modern SEO is very much about creating 'great stuff' and then promoting it.



*Online content assets can be text based, images, or video. There's no short cut to developing great content. It's hard work. Fortunately that's true for competitors as well.*

# SEM (search engine marketing)

**Google Adwords** pay-per-click advertising is one of the most widely used forms of SEM. Even if you don't know about Google Adwords, you've definitely seen its online ads if you've ever used Google's search engine.



*For most organizations it's common practice to use both SEM and SEO. One advantage of SEM is that its effects are immediate while SEO takes effect over time.*

# Social Media Marketing

Use of social media in marketing campaigns is widely prevalent. **Facebook, Twitter, Google+** are among the most popular social media sites.



*Social media has its own set of rules and best practices. Most organizations will benefit from using social media in some way. Social media's promotional benefits are usually more indirect.*

# Online Video

The top websites in almost every category use online videos in some way. The internet video sharing site YouTube is often mentioned as the **second leading internet 'search engine'**.



*There are many ways to creatively and effectively use video in the promotion of an organization's objectives. We recommend being open to experimentation and trying different things when starting to use video.*

# Professional SEO Help

When enlisting **SEO/digital marketing management** help we advise looking for an organization or consultant:

- 1) With a passion for their work
- 2) That's knowledgeable on the latest SEO & digital marketing trends
- 3) Who can actively support the content creation process



*Your selection and qualification criteria may include other things but the above three are among the most important in our experience.*



# Can I Do SEO Myself?

**Yes absolutely.** There's a lot that website owners can do on their own to advance their internet presence. Creating content and an exceptional website user experience is something site owners can do. **Still there's a place for SEO professionals in most instances.**



*There's lots of self-help material on the internet for those interested in promoting their own site. SEO professional can accelerate the process and help steer clear of some common pitfalls.*

# Do Professional SEOs Use Special Tricks to Get My Website to Rank Higher?

There are no SEO tricks to bring lasting results. There are SEO best practices to observe and implement in the course of promoting an organization's website and overall internet presence.



*Manipulative techniques used by some people in the early days of SEO ultimately began working against some websites. Reputable professional SEO don't use risky "black hat" methods.*

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