

Your paid media strategy is generating quality leads but **you're not getting anywhere near the opportunities you expected from your website.**

The secret to generating more organic leads that convert is **having the analytics, actionable insights and a playbook** to improve your rankings, sharpen your keyword strategy and optimize your digital content. It's time to be **FOUND**.

FoundSM utilizes a **blend of technology and SEO expertise** to monitor your organic search performance, track competitor activity and guide content creation and optimization. The result? **More leads and a digital strategy that works.**



FoundSM will tailor the right mix of solutions and guidance to build momentum and set a foundation that fuels your SEO performance month after month.

BENEFITS OF SEO

Close the gap.

Ranking higher for relevant keywords ensures your brand is visible and attracting your share of searches.

Drive quality leads.

Fine-tune your SEO strategy for lead generation. SEO leads have a **14.6%** close rate.
(HubSpot)

Rank higher.

Less than **1%** of Google searchers click on results from the 2nd page.
(Backlinko)

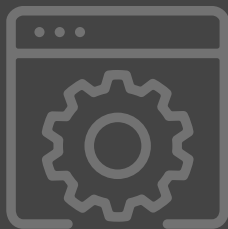


KEYWORD OPTIMIZATION

Prioritize the right keywords for your audience and start tracking the high-value keywords that drive results.

STRIKING DISTANCE CALIBRATION

Drive traffic that converts by executing on tactics precisely focused on keywords that are within striking distance of the top positions in SERP.



TECHNICAL ERROR INSIGHTS

Prioritize and fix website errors that are hurting your organic search rankings and performance.

CONTENT CALIBRATIONS

Outline tactical search and content strategies that grow market share and revenue by capitalizing on the keywords that drive traffic.



COMPETITIVE GAP INSIGHTS

Reveal the full set of competitors for key topics that outrank your pages and inspect their content to win back coveted search engine results real estate.

NEED SOMEONE TO HELP YOU MAKE SENSE OF SEARCH ENGINE OPTIMIZATION?

FoundSM has over 15 years of digital strategy expertise and we'd love to chat. To learn more visit foundsm.com/seo