

newData Search Engine Optimization (SEO)



**Get your business  
on top of Google's  
search results**

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# Why SEO?

- Being on top of Google's search results page is a hidden opportunity for many businesses
- A website appearing on top of Google's continuously scroll page is more appealing and trustworthy
- High-ranking websites are associated with better user experiences and higher conversions
- The right keywords promote your brand and attract quality prospects
- More than 90% of online sessions start with a search, and half of website traffic originates from organic search listings
- Most people ignore paid ads (or block them entirely) and focus instead on organic listings
- Prospects that reach your website via organic search are 3x more likely to buy (vs paid ads)
- SEO complements other marketing channels like social media and email campaigns
- ROI from search optimization persists long after the campaign is over

## Why newData?

- Specialists in local SEO (and we're local too!)
- Competitively priced
- Fully transparent in everything we do
- Guided by *White Hat SEO* best practices
- Comprehensive and offer personalized service
- Proven with a track record that speaks for itself

newData can absolutely help your business outrank your competition while paying far less on marketing