

Search Engine Optimization, also known as **SEO**, is the process of getting your website listed at the top of the search engines for specific key phrases related to your market. I and my associated SEO expert, Christina Ageli, use a variety of research, analysis and techniques to build and promote your website and ensure the highest possible rankings through "white hat" **seo services**

. Higher search engine rankings will increase exposure of your website, driving targeted traffic to it providing you and your sales team with more leads to convert into sales.

We want your website to be a success at generating new business, weather your target market is locally, or you provide services to customers throughout Greece or maybe even worldwide, I can tailor our packages to suite your business, budget and objectives.



I discuss your requirements with you, your existing efforts and the best way to move forward. We then carry out analysis of your site and your competitors, allowing us to evaluate what

needs to be done to make your site a success. Once this has been established we carry out the 'on-site SEO', optimizing your website content and fixing any potential issues, making your site more search engine friendly. From here we perform the required 'off-site SEO' by building the profile of your website for your target key phrases with on-theme link building, directory submission, content and competition analysis.

Pay Per Click (PPC) Campaigns

As an alternative to **SEO services**, we offer our clients professional Pay Per Click campaign management. Resources and experience are required to manage a campaign efficiently, and achieve results effectively. Following the identification of your objectives and budget, we conduct keyword research and analysis to implement your pay per click advertising account. By creating relevant and appealing adverts, and setting keyword matching and placement bids, we channel targeted web traffic to your site, efficiently and effectively.

Once your campaign is implemented, we carry out management of your account, making adjustments to placement bids to maintain ad visibility and avoid bidding wars, continually testing placement and copy, working to ensure your campaign is operating at its maximum efficiency.