

WEBSITE & SEO IMPROVEMENT GROWTH & STRATEGY



ONLINE SERVICES THAT DRIVE TRAFFIC & GET RESULTS

NHMEP has partnered with Callidus Marketing to bring you the latest tools and techniques in Internet Marketing solutions to drive **qualified traffic** to your manufacturing website. Whether you need to build a new site, or want to improve your SEO, we can create a **custom, complete solution** so you can achieve the results you want.



THE TOOLBOX

- » WEBSITE DESIGN AND PROGRAMMING
- » SEARCH ENGINE OPTIMIZATION (SEO)
- » PAY-PER-CLICK CAMPAIGNS (PPC)
- » LOCAL SEARCH AND REVIEW SITES
- » SOCIAL MEDIA
- » EMAIL MARKETING
- » WEB APPLICATIONS

01 // ONLINE BENEFITS

- An updated, informative and compelling online presence.
- Responsive, mobile-friendly site which adapts to any device it is being viewed on. Content on the site is written with two audiences in mind: search engines and site visitors.
- Custom web application options such as a customer portal with user-specific information like order history.
- Internet Marketing will help your company through email campaigns, PPC, social media, and SEO which ultimately drives site traffic and gathers more business from the Internet.

02 // SEO BENEFITS

- Optimize website content in a way that allows search engines to read and determine what the site is about, which allows them to effectively index the site and leads to better search engine placement.
- Get quality third party links, proper and optimized listings on directory sites, create micro sites, which are keyword- or geography-focused sites, and optimize social media feeds with coordinated posts and messaging.

03 // DELIVERABLES

- An updated or new website with content designed to generate contacts from potential customers.
- Sustained, long-term improvement in search engine rankings for targeted keywords.
- Profiles and/or content on targeted social media and online services.
- Increased visibility on selected search engines, social media, and online platforms.



CONTACT US TODAY

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