

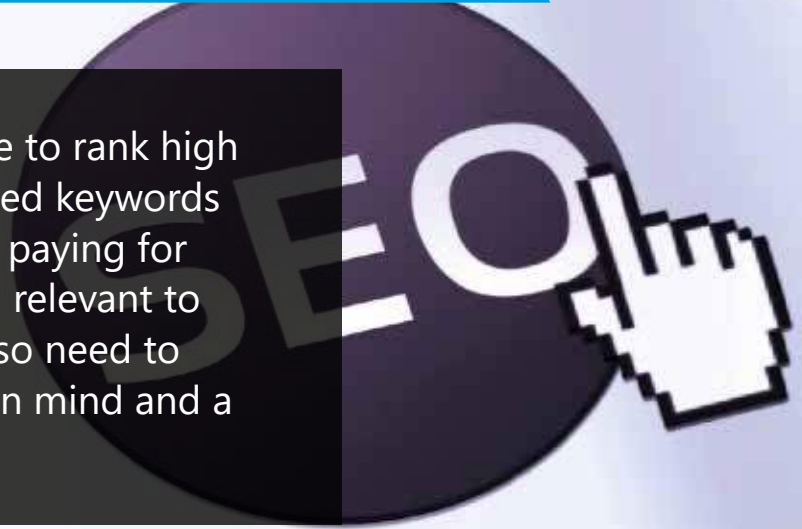


Lead Generation 101: SEO

1 (866) 372-9431
www.clickpointsoftware.com

Search Engine Optimization (SEO)

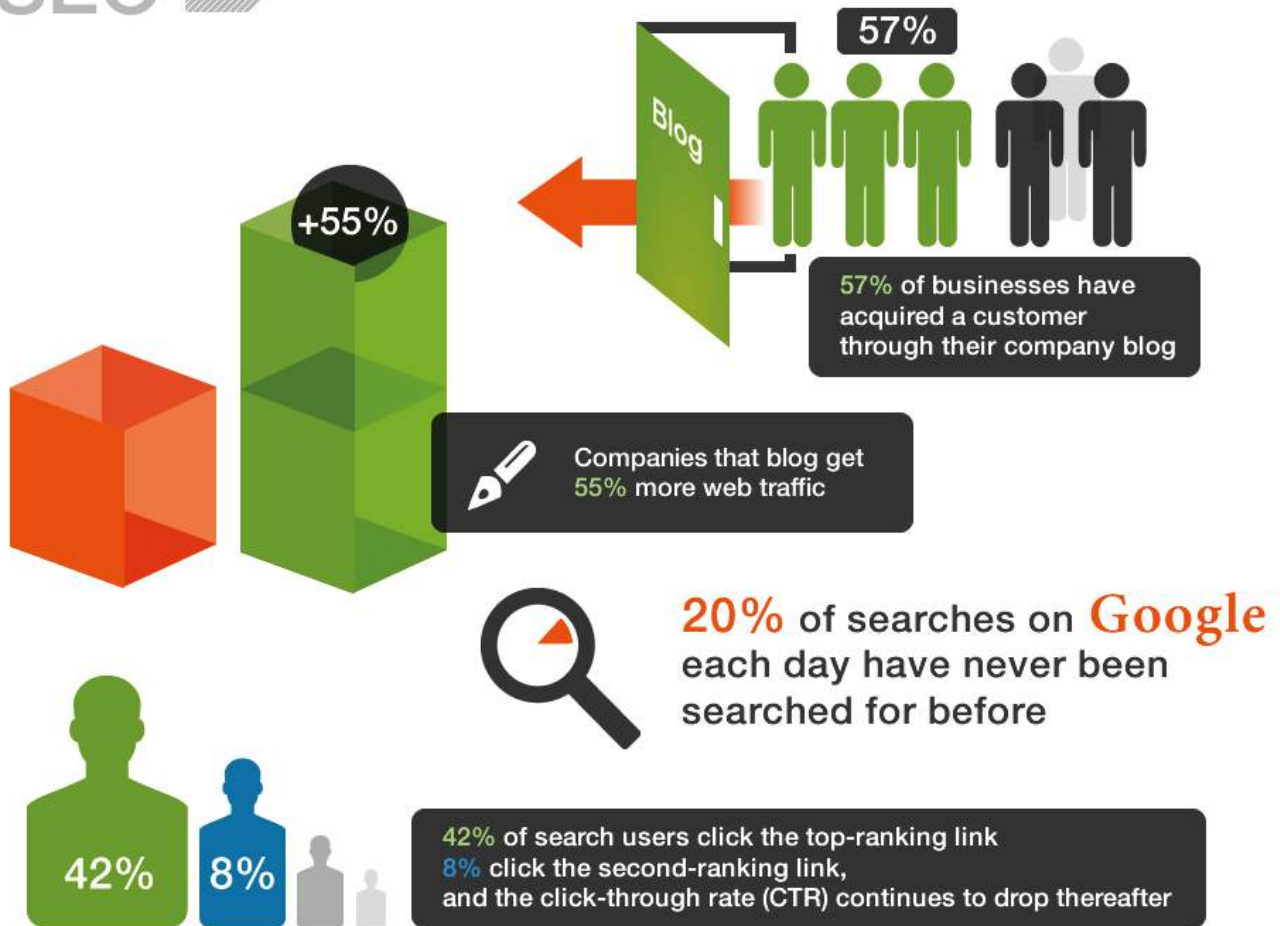
SEO is the art of getting your website to rank high for a given keyword or range of related keywords across major search engines without paying for clicks. This makes your website seem relevant to the major search engines. You will also need to have a good website built with SEO in mind and a form than can collect leads.



How It Works:

- A) Create a website that is content rich without a lot of images. A professional web developer should be brought in who understands site design and SEO principles.
- B) Get people to link to your website (one-way links and backlinks). The more websites that link to your website the better your ranking will be because search engines will assume your site is highly relevant. You can rent or buy a service to build these links, such as Authority Domains. Be careful to avoid link farms as Google will penalize you.
- C) Create original content. Don't just copy content you find on other websites and dump onto yours. Search engines penalize you for such behaviors. The key to SEO is relevant original content combined with one-way links from other sites similar to yours.
- D) The steps listed above are very basic and are a nice start towards SEO, but truthfully, there is entirely too much information for us to cover sufficiently in this white paper. The key to SEO is to constantly research the latest trends and updates to algorithms. We recommend reading the following websites for more information: MarketingSutra.com, SearchEngineLand.com and SEObook.com/blog

SEO



About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses – increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

Want to learn more?

The Team at ClickPoint Software has created this series, Lead Generation 101, to provide marketing and sales professionals more detailed information on the best practices for generating more leads. Download the entire series at www.clickpointsoftware.com

Schedule a LIVE Demo of our software solutions and receive a Lead Generation ROI Report at no cost.