

WEBSITE OPTIMIZATION

for competitive search engine rankings.

CYBER TURF STRATEGIC MEDIA & ASSOC., LLC PRIMARY NAICS CODE

541613 *Marketing Consulting Services*

ADDITIONAL NAICS CODES

541511 *Custom Computer Programming Services*

519130 *Internet Publishing, Broadcasting & Web Search Portals*

541519 *Other Computer Related Systems*

Registered in SAM

CAGE Code: 84CK9

DUNS: 071947396

Woman Owned Small Business WOSB with annual revenue less than \$15 million. We are fully compliant with NAICS codes ceilings.

STRATEGY

Proven search engine optimization (SEO) strategies that increase visibility

RESEARCH

Keyword research that leads to competitive online presence

ANALYSIS

Website data analysis for insights to visitor behavior

IMPROVEMENT

Prioritize improvements to maximize resources and achieve objectives

Free SEO Consultation

for government contractors:

CyberTurfStrategic.com/special-offer

OUR EXPERIENCE

CyberTurf Strategic Media has helped a wide range of organizations become competitive online:

SEO Strategy for Website Redesign

CyberTurf was engaged to improve findability during the website redesign for a large social services agency with 30+ programs. We researched how people searched online for help, which then informed our selection of keywords to use both in the content and the meta data. We recommended adding a Careers section, which we optimized to recruit social services personnel. The careers section became a cost-effective way for the agency to boost recruitment. Six months after relaunch, **visits to the new website via Google had increased by 728%**.

Keyword Research & Strategy

CyberTurf worked with a community college in California that sought to get more applicants during a period of low unemployment. We developed a keyword strategy that resulted in our updating the web page description to become more compelling in search results. As a result of our efforts, the admissions and degree programs pages saw **increased visits for the new academic year as high as 212%**.

Website Evaluation

CyberTurf was engaged by a large psychotherapy practice that needed to reach more prospective local clients. Our evaluation of the practice's website and overall online presence revealed issues that rendered it ineffective. We worked with the client to restructure the website around the interests of people looking for therapists. A year later, the practice was easier to find online, it ranked high for relevant queries, and **local visits to the website from organic search increased by 40%**.

HOW WE CAN HELP

CyberTurf Strategic Media works with a select network of skilled data analysis, design, development, and software professionals, allowing us to identify the ideal personnel to match your project requirements.

Our process involves analyzing your website's online presence to identify its strengths, weaknesses, and potential. The insights gained from this research enable us to help you hone your website to attract the right audience and support your organization's mission.

We work with you to:

- ✓ Improve how your website communicates
- ✓ Attract the intended users to the website
- ✓ Measure visitor engagement
- ✓ Help search engines index the content

Achieve your business goals...call 301-461-5588 today for a free SEO consultation!