



**JACK MARKETING
SOLUTIONS**

Thinking outside the box



*Search Engine
Solutions*

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For more information, please visit the JMS website at www.jack-marketing.com



Search Engine Optimisation Solutions

It appears that everyone uses search engines like Google, Yahoo! and MSN, etc to find the information they want. But as you probably know, you have to be on the first or second page to stand any chance of catching those customers.

Jack Marketing Solutions cannot claim to know all the secrets of the search engines, but we have learned how to manipulate and assess websites to bring out the best in organic searches (using keywords and content), and how to make good use of Pay-per-Click technology to maximise the effectiveness of your e-advertising budget.

The **Jack Marketing SEO Solutions™** process involves the following:

- Evaluation of existing keywords
- Evaluation of page descriptions
- Evaluation of content and readability
- Evaluation of search engine ranking
- Evaluation of ranking & competitive position
- Corrective action and keyword selection
- Improvement of keywords, descriptions and content
- Resubmission to search engines

We also offer a range of ongoing optimisation projects to suit your budget and requirements:

- **Bronze JMS Optimisation Solution™**
- **Silver JMS Optimisation Solution™**
- **Gold JMS Optimisation Solution™**

Key Benefits:

- Improved **natural (free) search** engine position rankings
- Better **focus** for your website
- Increased **traffic**, leading to greater **awareness** and/or sales



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Jack Marketing SEO Solutions

With our long relationship with the Internet and web marketing, JMS are ideal partners to provide you with a professional SEO service, boosting your rankings, visitors and hopefully also your profits.

If you want to learn more, please contact us at solutions@jack-marketing.com.

Our Services

Other core services we offer include:


- **Marketing**
 - o Marketing consultancy
 - o Marketing training
 - o Outsourced marketing management
 - o Advertising
 - o Customer Relationship Marketing
 - o Mobile marketing
 - o Strategic marketing
- **Search engine optimisation & marketing**
 - o Search engine optimisation
 - o Pay-per-click (search engine marketing)
 - o Search engine friendly web design
 - o Outsourced SEO/SEM management
 - o Search engine ROI audits
 - o Search engine training
- **Web marketing**
 - o Web strategies
 - o Website design and optimisation
 - o E-commerce development
 - o E-marketing campaign development
 - o Website audits, including accessibility & usability
 - o Privacy audits
 - o Digital media





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