BRULANT

ORGANIC SEARCH

MEETS USABILITY

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Roughly 60%-70% of search engine users prefer to click on organic or natural search engine listings as opposed to paid listings. Search engine optimization (SEO) is one of the most important online marketing activities a company can undertake.

According to a recent study by Jupiter Research, 62% of search engine users don't look past the first page of search results when conducting research or looking for a product or service online. This information further emphasizes the importance of a thorough search engine optimization effort that is focused on maximizing your search engine visibility for your business' vital keywords and phrases.

The search engine marketing experts at Brulant have been studying and practicing search engine optimization since the late 1990's. Our proven optimization methodology has helped countless clients that include well-known consumer brands in the Fortune 500, financial services institutions, hotels and resorts, and a variety of service companies. Our work has focused on improving their search engine visibility in the natural search engine listings as well as attracting qualified customers to their sites.

www.brulant.com

BRULANT'S ORGANIC SEO TEAM PROVIDES THE FOLLOWING CORE SERVICES:

- eMarketing strategy development
- search engine-friendly design and architecture consultation and execution
- advanced keyword research and selection
- content development and optimization
- page title and meta tag development
- dynamic site map creation and maintenance
- link popularity development through:
  - *optimized press releases and article development and syndication*
  - *search engine and directory submissions*
  - *strategic link requests and purchases*
  - *RSS feed development and submissions*
- ongoing search engine management and position reporting

WHERE TO FOCUS

Getting qualified traffic to your site is only part of the optimization equation. All too often, search engine marketing firms set traffic growth or search engine rankings as their metrics for success. Unfortunately, the traffic growth from improved search engine rankings is meaningless unless the visitors to your site are able to find the information for which they are looking.

By combining time tested and proven search engine optimization techniques with usability and conversion best practices, Brulant is continually able to execute search engine optimization strategies that yield qualified leads and buying customers.

RESULTS

When Brulant began working with a major vacuum cleaner manufacturer, they challenged Brulant to increase qualified web site traffic and improve the resulting on-site conversions. In response, Brulant created a custom strategy that combines traffic driving tactics for search engine optimization with best practices for usability and conversion. Keyword research identified important, high-volume keywords and phrases like "wood floor vacuum" and "pet hair vacuum" that were leveraged to help create user-focused navigation. As a result of the combined optimization and usability strategy, Brulant's client achieved top rankings within just a few weeks of the launch of their new site.

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