



Unleashing the Internet



SEO Checklist

For Local Businesses

480-451-3647
www.digitaldogs.com



480-451-3647
www.digitaldogs.com

■ Websites

- Website Design
- Website Development
- Mobile Websites
- Mobile Applications
- E-Commerce Sites
- Website Hosting
- Website Maintenance

■ Online Marketing

- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Social Media
- Email Marketing
- Press Release Distribution

■ Animations & Video

■ Branding & Logo Design

About Digital Dogs

When it comes to a full marketing package, Digital Dogs leads the pack. Our goal is to blend professionalism and a sense of fun to create results for you, our client. We take a comprehensive approach by incorporating web design and development with SEO, social media, email marketing, and branded marketing collateral. But we don't stop there! We work with you to develop the strategy behind the campaign, and we measure everything to ensure that you are maximizing ROI.

We believe we never stop learning, which is a good thing since the online space is extremely dynamic. If you present us with a new challenge, we will master it! Our sense of adventure has kept us moving forward since the beginning, and we don't have any plans to stop now. So bring us your needs, your personality, and your challenges; we'll throw together our creative juices and make something amazing.

Our Pedigree

The head dogs, Rich Docter and Mike Blum, began working together at a small software development company in Phoenix, Arizona. Rich specialized in highly creative and professional user interface design, while Mike was the tech guy who made web applications work.

When working to meet a deadline one weekend, someone commented that they were working like dogs. Rich quickly quipped, "Yes, digital dogs." At that point, the idea for Digital Dogs had been born. Mike and Rich began doing side projects, as they found many family members and friends who needed help creating websites. In 1998, Digital Dogs became officially incorporated.

Both Rich and Mike took off on the Internet ride working for companies such as Motorola, American Express, Computer Associates and Cyclone Commerce. When the dot com boom was winding down in 2002, Mike decided it was the right time to leave the corporate world behind and work like a dog full time. In 2004, Rich decided to run with the dogs full time as well. Since 2002, the company has grown from Mike, as the lone wolf, working out of his home office, to its current pack of 12, who work in the company's North Scottsdale offices.



SEO Checklist For Local Businesses

Is SEO important?

In 2011, over 2 BILLION searches were performed in Google.

If your website isn't showing up on the 1st page, your competitors are getting all the business. Many websites don't rank well, because they don't send clear signals to Google about which search queries are most relevant for their business. Search Engine Optimization (SEO) helps communicate to Google what your website is about, so Google knows which search queries your website should rank for.

Use our SEO Checklist to kick-start the SEO process for your website and start grabbing more online traffic for your company.

Questions? Contact us at **480-451-3647** or info@digitaldogs.com.

- Create Search Engine Pages (Google Places & Bing Business Portal)
- Include your Address
(both on your website & local search engine pages)
- Sign up and verify with Google Analytics, Google Webmaster Tools, and Bing Webmaster Center
- Brainstorm search queries
(do Google searches and check out your competitors)
- Research your keyword ideas
- Optimize your title tags and content using keywords from your research (Give a unique focus to each page)
- Create and submit sitemaps
- Submit your website to Local Directories:
 - ❖ Yahoo! Local
 - ❖ Yelp
 - ❖ CitySearch
 - ❖ Urbanspoon
 - ❖ Trip Advisor
 - ❖ InsiderPages
 - ❖ Judysbook
 - ❖ Niche Data Sources
- Get good links your competition already has
- Track Progress - Create a spreadsheet to track your rankings and compare with your Google Analytics traffic



Unleashing the Internet



480-451-3647
www.digitaldogs.com