



# Search Engine Marketing (SEO/SEM)

## Search Engine Marketing

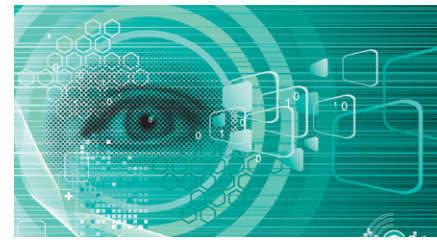
Flashpoint Marketing is a marketing and lead generation firm that specializes in providing search engine optimization and marketing services to the accounting and CPA profession. We work with firms of all sizes to leverage their online presence to increase website visits, convert traffic into opportunities, expand the marketing footprint and position them as leaders in niche areas. Our role is to develop and execute a search engine marketing strategy that transforms the firm website from an information center to a lead generation source. Our method of facilitating this process depends on a number of variables, but the general methodology for this service is listed in the paragraphs on the right.

## The Flashpoint SEM Process

- ▣ **Keyword Discovery.** Keywords are the lifeblood of search engine marketing. Before any formal activities can be conducted it is critical to understand which keywords will be most effective in positioning your website. As a result, we conduct a discovery process designed to provide insight into which keywords competitors are targeting, level of effectiveness and which specific terms makes the most sense for your company.
- ▣ **On Page Optimization.** Once the appropriate keyword information is identified, our professionals review each page on the site to ensure it is optimized for the correct set of keywords. On Page optimization, as it is called, is the process of making your web pages search engine friendly and optimized for the right terms. It's about information architecture and involves the practice of optimizing keywords, meta page titles, headings, content, navigation, keyword density and URLs to improve search engine rankings.
- ▣ **Off Page Optimization.** Once the On Page optimization process is complete we work with firms to develop Off Page optimization strategies. Off Page optimization includes all the things you do to promote your website outside the design of the website itself. Examples of this may include pay per click advertising campaigns, inbound link generation, establishing a firm blog and registration with industry directories. The focus of this type of optimization is to drive as much traffic to your website through other sources.
- ▣ **Ongoing Assistance.** Once a website has been initially optimized we work ongoing capacity to monitor performance and make adjustments as needed. On a monthly basis we provide reports highlighting keyword rankings, volume of traffic and conversion information. Additional optimization may occur to enhance existing rankings and to keep your firm at the top of list in identified areas.



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## What Can SEM do for my firm?

- ▣ When implemented properly, search engine marketing can help your firm:
- ▣ Develop another avenue to gain exposure to key C-level prospects. Yes, do use search engines!
- ▣ Achieve higher rankings by positioning your site for keyword terms on major search engines.
- ▣ Drive an increased volume of targeted traffic to your site.
- ▣ Dominate national, regional and local keyword searches related to service offerings and accounting industry “hot-button” issues.
- ▣ Monetize your website.
- ▣ Generate a consistent source of quality leads.
- ▣ Expand your marketing footprint outside core service markets.
- ▣ Track return of investment and return on investment metrics.
- ▣ Provide useful intelligence on site visitors

## The Goal

The goal of Search Engine Marketing is to position your website as a lead generation tool. It also provides the opportunity to position your firm as a thought leader, niche specialist and industry expert while building overall brand awareness. While this does not happen immediately we work with firms that have transformed their website from a simple information point to a source of warm, qualified leads.

## Why Flashpoint?

Flashpoint Marketing specializes in lead generation and marketing for CPA and accounting firms. While there are a number of solution providers in the market, none of them can match our diverse experience and deep understanding of the accounting profession. Our professionals understand the accounting sales process and will provide meaningful insight on how to position your website to reach C level prospects in your target marketing. Our 15 years of experience working exclusively with accounting and CPA firms will result in a more focused, targeted and effective SEO program for your firm.

[Click Here to Request a Complimentary Analysis](#) of your website. Flashpoint will review your website to identify strengths, weaknesses and opportunities in search engine optimization and marketing.

