



# Relevant Trafik

Search Engine Optimization  
Social Media Marketing and Branding  
Social Media and Website Training

[RelevantTrafik.com](http://RelevantTrafik.com)

# Search Engine Optimization

## Site Optimization

Through manipulation of your site's content, wording, and its structure for the purpose of obtaining higher search engine ranking and position. Everything from creating descriptive and well optimized title and meta-tags to tweaking and adding targeted keywords and content to maximize the effectiveness of the search engines.

## Keyword Research

Consistently research and implement keywords based upon search metrics (Google, Yahoo, Bing, etc.)



**Relevant Trafik**

## Link Building

Building quality inbound links from relevant websites and directories including paid directories. ( citysearch.com, Yahoo, YellowPages, etc.)

# Search Engine Optimization

## Internal Linking

By interlinking the pages and content within your site to better optimize for specific keywords and content, the purpose of attaining higher positions in the search engines.

## Content Creation

Create quality content that is unique and interesting to your visitors, which adds value to your site. The more content-rich your site is, the more valuable it will appear to the search engines and your visitors.. New page content creation can be used to target additional keywords related to the topic of the page.



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## Competition

By consistently monitoring your competition and their campaigns in order to maintain maximum effectiveness, we are able to generate traffic from your competition to your site by monitoring keyword phrasing, linking strategies and content.

# Social Media Marketing

## Social Media Branding

Creating high quality backgrounds and custom themes that incorporate your branding for site's like: Twitter, Blogspot ,Myspace ,WordPress, YouTube, etc.

## Conversation Marketing

Influencing opinions in online communities and “seeding” your brand.

## Strategy

Strategic Planning for social media marketing strategies.

# Relevant Trafik

## Social Media Policy

We work with you to create and develop a social media policy.

## Conversation Marketing

Influence social networks and niche communities.



# Social Media Marketing

## Social Media

We link to and place your content on popular social media and social book marking sites using various methods for content creation and sharing of relevant content.

## Content Creation:

**Blogging:** Connect with online audiences.

**Socializing Web Content:** Tagging and book marking your content.

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**Online Press Releases:** Press coverage submissions to the top 100 newspapers, as well as internet news sites like (Google News, Yahoo News, Reuters, AP Wire, etc.)

**Electronic Newsletters:** Increased customer relationships.

**Vlog and Webcast Production:** Interactive videos incorporation and promotion with targeted links back to your site.



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# Media Relations

## **Public Relations and Media Relations**

Reviews of your products or services in the media.



## **Trade Shows and Events**

Pre-event, onsite and post PR activities using social media and webcasts

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## **Promotions**

Themes, promotional events, in-store events using social media and webcasts

# Social Media & Website Software Training

## Training

We provide training on a variety of formats.: Myspace ,Twitter, Facebook, Youtube.



**Content Management Systems (CMS):** WordPress\*, Joomla, Virtuemart, ZenCart.

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**\*Certified WordPress Consultants**

## Contact Us



# Relevant Trafik

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