

# SEO GUIDE

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FOR

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# PROFESSIONAL SERVICES

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How to use Search Engine Optimization to Attract New Clients

*SECOND EDITION*

**The SEO Guide for Professional Services, *Second Edition***

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# About this Guide

## What is it?

A quick and easy overview of the SEO process for professional services firms. SEO is a proven tactic for generating leads online.

## Why do I need it?

There is a revolution underway in professional services marketing. Firms that harness SEO's power tend to grow faster and be more profitable. You need to understand how it applies to your firm's strategy and marketing.

## Who is it from?

This guide was prepared by Hinge, a leader in branding and marketing for professional services firms.

## How can Hinge help?

Hinge offers online marketing services in the following areas:

- Search engine optimization (SEO)
- Content marketing strategy
- Website design
- Outsourced blog writing and editing
- Content marketing
- Campaign management
- Social media strategy and implementation

Hinge also offers:

- Branding
- Award-winning creative
- Research and strategy
- Graphic design and layout

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# Introduction

Research shows<sup>1</sup> that search engine optimization (SEO) is the most effective online marketing technique for generating leads and growing your professional services firm in today's increasingly digital marketplace. If you want to be found online by valuable prospects searching for your services, then you had better understand how search engines work. Additionally, you must be willing to invest time and effort into optimizing your site and tracking results.

This easy-to-understand guide will help you get started and realize the potential of search. Yes, there are thick books out there that will detail every nut and bolt of the SEO process. This guide, in contrast, is a high-level guide for the busy professional services executive. Spend an hour reading and digesting the fundamentals of SEO, and you'll gain a new perspective on how this process really works!

Happy optimizing!

*“Search engine optimization (SEO) is the most effective online marketing technique for generating leads and growing your professional services firm.”*



1. [www.hingemarketing.com/library/article/online\\_marketing\\_for\\_professional\\_service](http://www.hingemarketing.com/library/article/online_marketing_for_professional_service)

## Why SEO Is the Most Important Investment You'll Ever Make

Are you trying to figure out how to allocate your firm's marketing budget? Let us offer some advice: invest in a long-term organic search engine optimization (SEO) campaign and never look back.

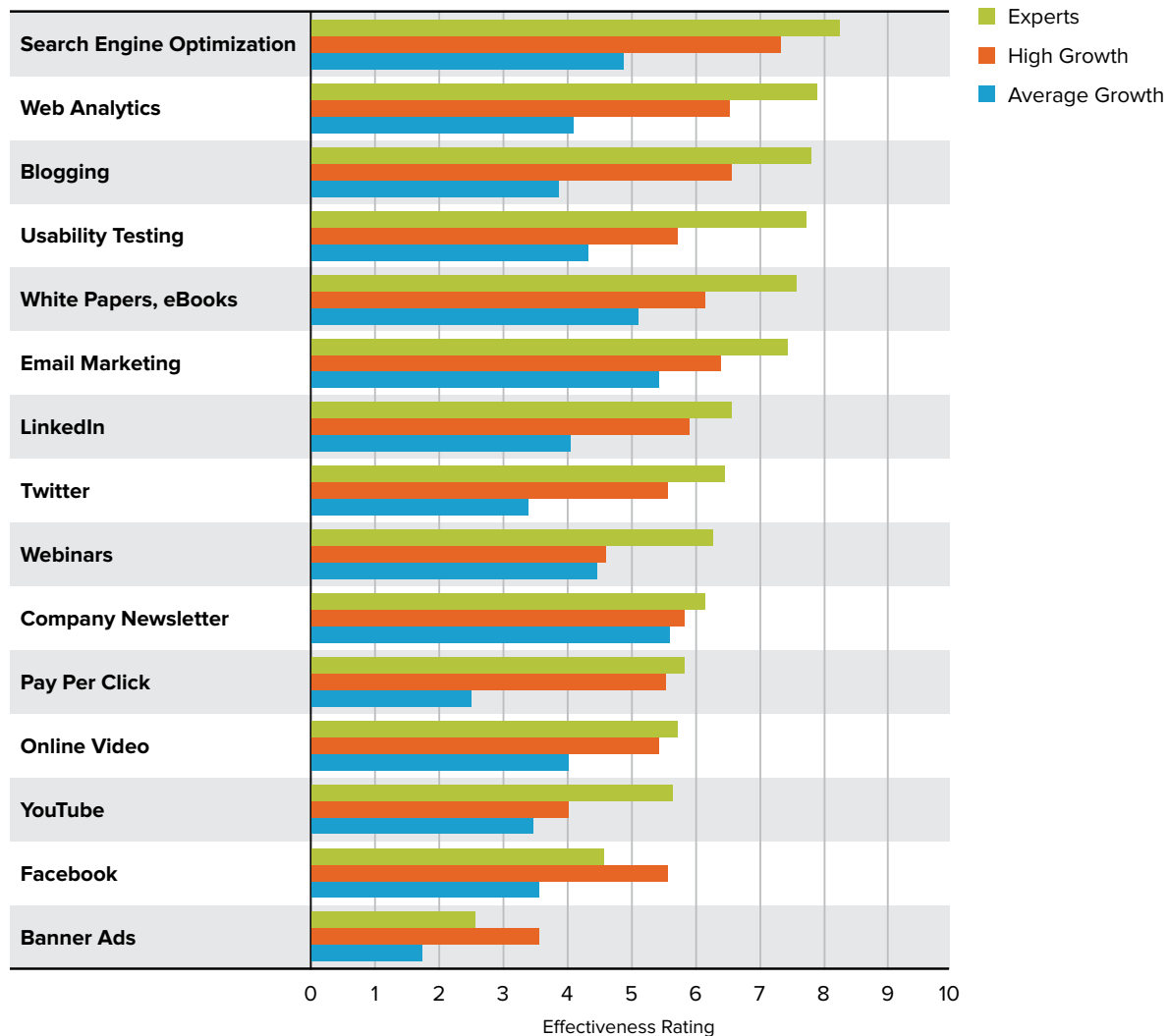
It pains us to watch CMOs and marketing directors constantly juggling online marketing priorities. Sure, online marketing can overwhelm novices and experts alike with seemingly countless marketing channels, including social media, paid advertising, email marketing, and many more. But there is one online marketing technique that stands apart from the rest. If you want to generate inbound leads, SEO has to be the foundation of your online marketing plan.

*“If you want to generate inbound leads, SEO has to be the foundation of your online marketing plan.”*



As part of our research, we surveyed 500 professional services firms and asked them to rate the effectiveness of several online marketing techniques with respect to lead generation<sup>2</sup>. We then segmented the results into high-growth companies and average-growth companies. In addition, we looked at growth by industry and consulted a group of 20 online marketing experts. Guess which technique came out on top?

Effectiveness Ratings: Experts vs. High Growth vs. Average Firms



2. [www.hingemarketing.com/library/article/online\\_marketing\\_for\\_professional\\_services](http://www.hingemarketing.com/library/article/online_marketing_for_professional_services)

As the chart above shows, both the experts and high-growth companies agreed that SEO is the most effective online lead-generation technique. Why is it so important? In a nutshell, more and more of your prospects are using search tools such as Google, Bing and Yahoo! to find professional services firms like yours. Search engines give people a quick and easy way to find service providers and compare benefits. If your website is not SEO optimized and you are not ranking competitively for important search terms (called keywords), then you are not even in the game.

In this guide, we will explore how a professional services firm goes about optimizing its website and building valuable web traffic over time.

*“Search engines give people a quick and easy way to find service providers and compare benefits.”*





## Two Sides to SEO

A common misconception about SEO is that it's a relatively mechanical process of "tagging" a website with the right keywords so that it will show up at the top of Google's search results. As it turns out, there is nothing mechanical to it at all — and it's much more involved. To help you understand the SEO process, try thinking about it in two parts:

### 1 Onsite SEO — Increasing Relevance

Your first job when trying to be found in search engines is to create content that deserves to be ranked. Google rewards web pages that deliver the most relevant content for a given search phrase. If you want to rank for a specific phrase, try creating a page that really delivers specific, useful information on a narrow topic. Google is smart enough to recognize a well-crafted page.

Of course, there are other ways to help a page rank for a given keyword phrase. (Note: we use the terms "keyword" and "keyword phrase" interchangeably in this guide; a keyword can be either a single word or a multi-word phrase.) Be sure to include the keywords not only in the text of the page, but also in the page title and meta description. It is also helpful to tag images on the page with these keywords, allowing search engines to "read" the images. When you create a page that is helpful to readers and rich in the relevant keyword, you increase your chances of a respectable ranking.

*“When you create a page that is helpful to readers and rich in the relevant keyword, you increase your chances of a respectable ranking.”*

# 2

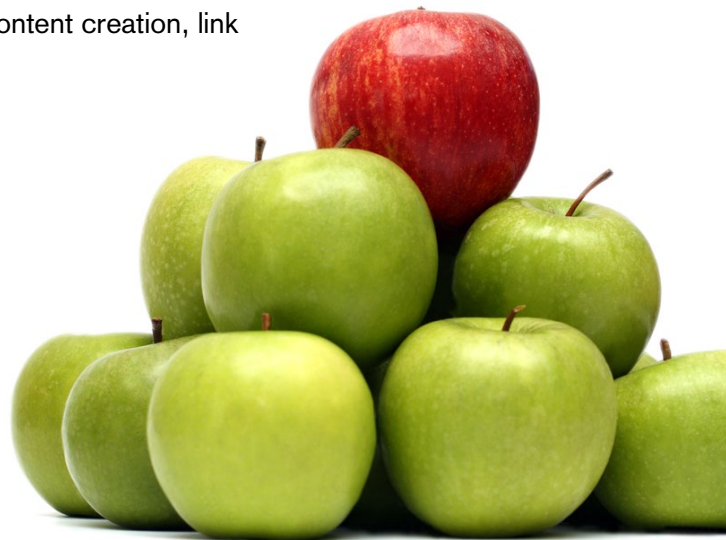
## Offsite SEO — Increasing Authority

Once you've published a page that is relevant to a particular keyword phrase, it will probably be indexed by search engines. You may not find your page ranking on the first page right away. More likely, you'll be stuck deep in the results on the fourth, fifth or even tenth page. Your placement will depend on how competitive the keyword phrase is.

Now your job is to boost your rank. To outrank competing web pages and secure a top spot on Google, you have to improve the authority of your web page. Using complex proprietary algorithms, search engines determine how authoritative a website is, and that dictates how well a page will rank. In other words, Google rewards credible websites with better rankings.

Increasing your website's authority is a long-term process that can take months and, frankly, never really ends. Authority is determined in part by how many other quality websites are linking to your website. Each time a website adds a link to yours, and/or when people share your content in social media networks, Google acknowledges that as a vote of confidence. And more specifically, if other sites are linking to a particular page on your site, that page will see a boost in rankings. These links from external sites are called "inbound links" by SEO professionals. Your task is to continue developing inbound links to your website over time, gradually building authority.

In the upcoming chapters, we will explore specific ways you can both optimize the relevance of a web page and improve its authority. As you will discover, the SEO process is not based on quick tricks and overnight results. True long-term success requires continual keyword research, content creation, link building, social media participation and careful tracking.



## Onsite SEO – A Closer Look

As we just mentioned, the SEO process involves both onsite and offsite strategies. Onsite SEO involves creating content that Google views as relevant to specific search phrases. This chapter will outline the five steps to optimize your pages and increase your search relevancy.

### 1 Conduct Keyword Research

Keyword research is a two-part process. The first part involves uncovering the phrases people are actually using when searching for your services online. There are many tools available to help you determine the search volumes for keywords. A good place to start is with Google's own keyword tool called Keyword Planner. This piece of the puzzle is extremely important because slight variations in search phrases can have huge effects on volume.

For example, the phrase, "Nevada state taxes" may receive thousands of searches each month, while the phrase, "state taxes Nevada" may only receive hundreds of searches each month.

The second part of keyword research entails figuring out how difficult it will be to rank for each keyword opportunity. Depending on how many other websites have published content relevant to your target keyword phrase, ranking well can be a breeze or a staggering challenge. The best keywords for your website will be relevant to your services, highly searched, and not overly competitive.

*“The best keywords for your website will be relevant to your services, highly searched, and not overly competitive.”*

## 2

### Write Keyword Rich Content

Once keywords have been selected based on their difficulty and volume, they must be worked naturally into the content of the page. Focus on only one or two keyword phrases per page and be sure the writing is truly relevant to those specific phrases.

When a writer tries to cram more than two different keyword phrases into a page, it often sounds unnatural to the reader. When reading your page, it shouldn't sound strange or "stuffed" with keywords. If you think it sounds strange, Google will too.

## 3

### Tag Your Pages

Now that keywords have been worked into the text and published on the page, there are a number of additional things you can do to help Google understand what phrases you are trying to rank for:

**Keyword-rich URLs** — Including the keyword phrase you are trying to rank for in the URL of the page can provide a significant boost in rankings.

**Page titles** — Include your keywords in the meta page title (the title that appears at the top of the web browser window when you visit a page). This tips Google off to the keyword phrases you want to rank for.

**Meta descriptions** — When keywords are used in the meta description (the sentence or two that appears under a search result in Google), those words appear in bold in the search results, raising the chances that the person will click on the link.

# 4

## Website Structure and Errors

Once everything is set up, it is important to review website structure. Web structure is important for both humans and search engine “robots.” A website needs to be easy to navigate so that people can easily find the content they want. In addition, robots must be able to understand the site’s structure in order to easily find and index all of your pages.

To make things easier for Google’s robots, you can make an XML sitemap available on your site. This is a specially formatted file that lists the location of every page on your website. Note that this invisible file is different from the sitemaps for site visitors. Your webmaster can upload an XML sitemap to Google Webmaster Tools (or even better, set up a script that auto-updates the file) so that Google will be notified when there is new content on your site.

There is more to Webmaster Tools than we can cover in this introductory guide. For instance, it provides error reports for your website. These errors can include 404 and 301 errors that indicate that pages no longer exist and sitemap errors. Although Google doesn’t punish these errors explicitly, it is a best practice to keep your site clean.

*“Robots must be able to understand the site’s structure in order to easily find and index all of your pages.”*

# 5

## Track Effectiveness

Later, we’ll discuss the three metrics that matter most for measuring SEO performance. Those three metrics are traffic, conversions, and number of keywords generating web traffic.



## Offsite SEO – A Closer Look

We've looked in depth at the "onsite" component of SEO, which deals with relevancy. In a nutshell, it means creating website content that search engines will associate with specific search phrases.

In this chapter, we'll explore SEO's other component — offsite SEO — which involves authority. Your search rankings are heavily affected by how authoritative your website appears to search engines. In other words, Google evaluates the credibility of your website by comparing it to other sites with similar content.

To improve your website's authority — and its rankings — you must increase the number of high-quality websites that link to your web pages. As more sites and social networks link to yours, search engines begin to recognize your site as a useful and trustworthy place to send searchers. So how do you go about getting more links and increasing authority?

*“To improve your website's authority — and its rankings — you must increase the number of high-quality websites that link to your web pages.”*



# 1 Develop A Strategy

There are many ways to increase the number of links leading to your website. But don't just jump in and hope for the best. Think through your options and develop a plan of attack.

Depending on your industry, getting another website to link to yours may be quite a challenge. To understand what will work in your niche, look to your competitors who already rank in Google; try to get a sense of what types of websites link to them. Tools such as [Open Site Explorer](#) are built for this very purpose. In most cases, the types of sites that link to your competitors will also be willing and able to link to your site.

Begin by compiling a list of link-building tactics. You'll find some great ideas to get you started in this chapter, and you can find others in books and online — try Googling “link-building strategies.” Link building can be time intensive, so make sure you have the resources in place to implement the strategies and be wary of any link building service that sounds too good to be true. Include multiple tactics in your plan, as Google prefers a varied, natural-looking mixture of link types.

*“Think through your options and develop a plan of attack.”*

# 2 Write and Promote Quality Content

Search engines have evolved to favor websites with robust libraries of educational content.<sup>3</sup> Having and maintaining this type of content is very important.

Think about it. If someone asked you to link to their website, would you be more likely to link to a business' home page or to an educational article that is useful to your web visitors? The more blog posts, ebooks, webinars and other pieces of valuable content you have on your website, the more links you will attract.

As you publish content, don't forget to promote it. Share it through social media, email it to your list and feature it on your home page. The more people see your content, the more likely they will link to it.

For more on content creation and marketing, check out our [Content Marketing Guide for Professional Services Firms](#).

3. [www.hingemarketing.com/library/article/B2B\\_content\\_marketing\\_guide\\_for\\_professional\\_services\\_firms](http://www.hingemarketing.com/library/article/B2B_content_marketing_guide_for_professional_services_firms)

# 3

## Develop a Blogger Outreach Campaign

We will never be privy to Google's next algorithm update. But we have seen great success in contributing compelling, high quality guest blog posts and articles to relevant blogs in our niches. This process is known as “blogger outreach.”<sup>4</sup>

Simply put, blogger outreach is a combination of a PR campaign and a link building campaign. At a high level, you are pitching media outlets (in this case, online outlets) to share your content and expertise in the form of a blog post. But you are also building relationships with bloggers, many of which are influencers in the blogosphere and specific industries. While this may seem like a secondary goal, it is an important one that will benefit a long-term blogger outreach campaign. Thirdly, securing relevant, well-written guest blog posts with a backlink to a website is a natural way of link building.

Here are the basic steps of a successful blogger outreach campaign:

1. Identify the goals.
2. Create a strategy.
3. Build a targeted list.
4. Begin outreach.
5. Promote.
6. Track results.
7. Repeat.

For more details, check out our [7 Steps to a Successful Blogger Outreach Campaign](#).

4. [www.hingemarketing.com/blog/story/7-steps-to-a-successful-blogger-outreach-campaign](http://www.hingemarketing.com/blog/story/7-steps-to-a-successful-blogger-outreach-campaign)



# 4

## Take Advantage of Social Media

Social media<sup>5</sup> has become an integral part of content marketing and SEO. One of the best, but by no means easy, ways to receive free links to your content is through interaction in social networks. Social signals are votes of confidence that Google uses to evaluate the relevance of your site. When people visit your site via links in social media, or when they share and “like” your content on their profiles, search engines use these signals as one way to validate your content’s worth.

Social media interaction does not come overnight. Like traditional word-of-mouth marketing, it takes time to build trust and credibility. The first step is to ensure your website and content are social media friendly. This can simply mean including social share buttons on your site along with links to your social profiles. It is also a best practice to create and maintain social profiles for your business. LinkedIn<sup>6</sup> and Twitter have proven to be the most effective networks for sharing content in the professional services industry. Consistently sharing and promoting your content on your profiles is a good start, but you will need to develop relationships and a loyal following to see long-term success.

Check out our [Social Media Guide for Professional Services](#) for more.



### Want to do it yourself?

From step-by-step How-Tos to in-depth courses, Hinge University will give you the skills and know-how to elevate your brand.

Check out Hinge University: [HingeUniversity.com](http://HingeUniversity.com)

5. [www.hingemarketing.com/library/article/the-social-media-guide-for-professional-services](http://www.hingemarketing.com/library/article/the-social-media-guide-for-professional-services)

6. [www.hingemarketing.com/library/article/the\\_linkedin\\_guide\\_for\\_professional\\_services\\_executives\\_1](http://www.hingemarketing.com/library/article/the_linkedin_guide_for_professional_services_executives_1)

## 5 Think Outside the Box

Your link building campaign may eventually hit a wall as the strategies you've been using begin to dry up. This could happen to you after 6 months or 2 years and when it does, you need to have a plan for moving forward and generate new ideas for attracting links.

One company with a creative approach is HubSpot, a marketing software provider. They built a free tool called Marketing Grader. This tool automatically evaluates your website, scores it and recommends ways to improve its performance. This tool is so helpful and appealing to people around the world that it has generated over 90,000 inbound links for Hubspot. Talk about a unique link building strategy!

*“Search engines have evolved to favor websites with robust libraries of educational content.”*

## 6 Be Aware of Changes

Search engines, and Google in particular, are constantly evolving the ways that they evaluate, index and rank websites. As certain marketers use black hat SEO tactics (unnatural methods) to try to game the system and gain better rankings for their websites, Google adjusts its algorithms to stay ahead in an effort to ensure that users find the quality content they are looking for. In 2012 and 2013, Google made a number of major updates (called Panda, Penguin and Hummingbird<sup>7</sup>) that impacted the rankings of over 90% of all websites. At the same time, the rise of social media has also had a major influence on how people find and share content.

You don't need to be an SEO expert and you don't need to research these concepts every day to stay aware of these changes. Closely measuring your site's performance and paying attention to how your industry participates online will help you in this process. On a weekly basis, monitor your Google Analytics data and stay abreast of any updates in the Webmaster Tools. Google does a good job of informing site owners of changes — after all, it wants us all to use its search engine and resources — but it's your responsibility to stay educated.

7. [www.hingemarketing.com/blog/story/what-does-googles-latest-hummingbird-update-mean-for-professional-services](http://www.hingemarketing.com/blog/story/what-does-googles-latest-hummingbird-update-mean-for-professional-services)

# 7

## Report and Evaluate

SEO is a long-term initiative, so it is vital that you track your progress over time. Keep track of which links you've secured and how you obtained them. Track your search engine rankings for important targeted keywords. Finally, use your web analytics program to measure traffic and leads over time. Expect to see increases in these metrics after two to three months (it takes some time for Google to crawl through websites and process new links). Then you can expect to see a steady, organic increase of rankings and traffic throughout the time you are link building.



*“SEO is a long-term initiative, so it is vital that you track your progress over time.”*

## Measuring SEO Performance – 3 Metrics that Matter Most

More and more marketing professionals are jumping onboard the online marketing bandwagon. A key reason behind this is how easy and quantifiable measuring online marketing has become. There are a wide range of tools, from analytics to customer relationship management software, that help marketers quantify, track and report on their online marketing campaigns.

We believe there are three key metrics that anyone running an SEO campaign needs to monitor to determine success.

### 1 Traffic

Many SEO professionals, business executives and marketers carefully track rankings when measuring SEO performance. This isn't the metric that actually matters — website traffic is! It's irrelevant if you rank #1 in Google or #100 if no one is searching on your targeted keyword phrase. By monitoring organic search traffic and the keywords people are searching on to get to your site, you will begin to understand what you are and aren't ranking for. More important, you will know how many new eyeballs Google is sending to you.



# 2

## Conversions

The goal of SEO is to drive relevant web traffic to your site. Once visitors are there, it is important for you to present an action that you want them to take, called a conversion. A conversion can range from calling you for a proposal to filling out a contact form to downloading an article or guide. What matters is that you are tracking these conversions and monitoring them. Google analytics makes it relatively easy to set up goals and monitor conversions. You will then be able to see what keywords and phrases are and aren't leading to new conversions. Over time, you will learn which keyword phrases are most effective for generating interactions and leads on your site.

# 3

## Behavior

The actions that visitors take on your website are more important than which exact keywords they used to find your site. Google has put less emphasis on keyword tracking, and it no longer allows webmasters to report on them. This was a major change in 2013, and it caused a lot of concern—don't worry, the sky is not falling and SEO is not dead.

Use your web analytics to evaluate more than the basic metrics. You can determine what content is the most relevant to your users by looking at the pages they visit and convert on. Google gives weight to concepts like visitors' time-on-site and the number of pages they view, as well as the number of comments and social shares each post receives. Use basic logic and reasoning to infer what is working, and put more effort on those concepts while dumping the activities that are not providing benefit.

By tracking these three SEO performance metrics and making adjustments when appropriate, organic search will become a dependable source of website traffic and, more important, one that encourages conversions and increases inbound leads.



## Which Pages Should I Optimize?

Search engines look at your website on a page-by-page basis. Each individual page on your site has the potential to show up in search engine results, driving valuable visitors to your website. For this reason, it is critical to optimize not only your homepage but also some of your subpages. For professional services firms, the following types of pages are typically good candidates for SEO optimization.

### Home Page

Your homepage provides your best chance at ranking well for broad, competitive search keywords. Because of this, you'll want your homepage to include keyword phrases that describe your brand from a bird's-eye view. For instance, a good homepage keyword phrase for a marketing firm might be "marketing firm Indiana."

It's natural for the majority of inbound links to point to your homepage rather than your subpages. The higher number of inbound links communicates to Google that your homepage is the most credible page on the site. This is why, if you aim to rank for a very competitive keyword, the homepage is the place to do it.

*“Your homepage provides your best chance at ranking well for broad, competitive search keywords.”*



## Services Pages

People looking online for professional services firms will often search Google for a specific service. For example, instead of searching for “marketing firm Indiana,” they might search for the broader term “SEO services.” Fewer people, in general, will search for a narrow service keyword than for a broader keyword. But the upside is that it’s typically easier to rank for a more specific niche service keyword. And when people search on narrower terms, they tend to be more qualified and motivated to buy. When you include keyword-rich services pages on your site and optimize them for your specific offerings, you run a better chance of being found.

## Industry Pages

Industry pages are often overlooked during the SEO process; however, if optimized properly, they can attract highly relevant traffic. For example, if you are an architecture firm that specializes in designing bank branches, you might consider including a keyword-rich industry page describing your work for that type of client. The keyword for that page could be something like “architecture for banks.” People searching for this specific offering may find your industry page and discover that you offer just what they are looking for.

*“When you include keyword-rich service pages on your site and optimize them for your specific offerings, you run a better chance of being found.”*

## Location Pages

Google is becoming more and more conscious of geographic location. You can turn this to your advantage by dedicating a page to each of your locations. This is particularly important for firms that deal extensively in one local region.

As an example, imagine you have a web page titled “Accounting Services, Austin, TX.” Such a page would describe the services you offer in Austin, helping Google to understand your relevance to people searching on related terms in that part of Texas. This type of descriptive, specific page helps search engines connect searchers with useful results.

## Blog Posts

Perhaps the most important pages to optimize, blog posts have the potential to drive the majority of your search engine traffic. Each time your firm publishes a keyword-focused post, you create another opportunity to be indexed by search engines and found by searchers. Blog pages are indexed like any other web page. If you include a keyword phrase in the title of the post and incorporate the term a few times in the text, search engines will usually recognize what you are trying to rank for.

In terms of SEO, the main difference between blog posts and other pages on your website is the type of keyword you’ll use. While your other pages are focused on services, industries, and locations, blog posts should be more educational or discuss issues that are important to your audience.

For instance, a good blog post keyword phrase for an IT firm might be “Sharepoint implementation challenges.” This is the type of issue that someone may search for, hoping to find an educational article. Attracting searchers through blog posts is a proven way to connect with prospects early in the buying process.

*““ Blog posts have the potential to drive the majority of your search engine traffic. ””*



## Social Profiles

Google and the other search engines are now ranking social profiles. When you search for a brand or topic, you will likely see some social media profiles or posts on the first page of the search results. Like any web page, keywords, links and relevant content influence the chances that your social profile will appear on Google. Ensure that your firm has social media profiles, and that they are completely filled out with your firm's business details and with links to your other web properties. Share your content in these environments, and make sure that the content always contains links back to your website.



### Need some help?

Hinge offers a comprehensive suite of marketing and branding services to increase your visibility and grow your firm.

Let's explore how we can help:  
[seo@hingemarketing.com](mailto:seo@hingemarketing.com)

703 391 8870 | [hingemarketing.com](http://hingemarketing.com)



## 3 Big SEO Misconceptions

SEO's rules are ever-changing. Google and its search brethren keep most of these changes secret, so there are countless theories, strategies, and best practices for climbing the rankings of Google. With so many competing ideas and a surplus of self-proclaimed experts, what's a firm supposed to do to drive some good relevant search traffic? To help clear the air, we interviewed three renowned SEO thought leaders and asked them straight up: "What's the biggest misconception in SEO?" Here's what we found out:

### 1

#### **Eric Enge, Author of *The Art of SEO***

**"Don't try to trick search engines."** Eric explained that people often view the SEO process as an attempt to trick Google. Time and time again, he's seen firms outsource SEO services overseas and use automated tools to build thousands of low-quality links to a website. "This is not the type of strategy the firm would have used in a conventional marketing campaign. Why would you think a shortcut like this would work online?" According to Eric, high-quantity/low-quality link building will put a target on your back. This risky strategy is asking to be punished by Google.

*“Don't try to trick search engines.”*

## 2

### **Brad Geddes, Author of *Advanced Google AdWords***

**“Links aren’t everything.”** A common misconception is that link building will solve all of your problems. Brad explains, “Of course inbound links are important. High quality link building is essential to the SEO process. But that’s only part of the equation.”

Brad believes that there are many parts to an effective SEO campaign, including keyword research, onsite adjustments, and a continuous link-building effort. Too many people jump to links right off the bat, thinking that all of the juice will come from this source. The truth is that without optimizing your pages correctly, you’ll never get indexed in Google in the first place.

## 3

### **Loren Baker, VP of Business Development at Blue Glass**

**“Link building is not media buying.”** If you believe you can go out and buy many links and rank in search engines quickly, then you’re in for an unpleasant surprise. Loren has seen firms approach SEO in this manner and fail horribly. Unlike media buying, you can’t simply splurge on link placements and expect overnight results. In fact, doing so will likely raise red flags to Google. Instead, approach SEO as a long-term initiative. If you need results quickly, consider a Google Adwords pay-per-click campaign. If you’re in it for the long run, however, expect slow and steady growth.

*“If you need results quickly, consider a Google Adwords pay-per-click campaign.”*



# Conclusion

Still not convinced that SEO will work for your firm? At Hinge, we committed to SEO as a serious marketing initiative just a couple of years ago. What happened? Web traffic increased 565% and the percentage of total leads we received online increased from 10% to 60%.

Trust us, this works. And we've seen it work in every professional services industry. If you are looking to grow your firm online, a strong foundation in SEO is an absolute must. We encourage you to continue learning about the SEO process and investigate the costs and benefits of a well-run SEO campaign.

# About Hinge

Hinge specializes in branding and marketing for the professional services. We are a leader in rebranding firms to help them grow faster and maximize value.

Our comprehensive offerings include research and strategy, brand development, award-winning creative, high-performance websites and marketing outsourcing.

Hinge conducts groundbreaking research on professional service companies. We have identified a group of firms that grow 9X faster and are 50% more profitable yet spend less than average to get new business. We can show you how they do it.

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## Help Us Make this Guide Even Better

We want to hear from you. If you have any suggestions to improve this resource, please drop us a line: [info@hingemarketing.com](mailto:info@hingemarketing.com).

Thank you!

# How Hinge Can Help

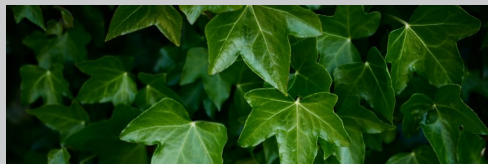
## High Performance Website Program

The High Performance Website Program makes your website into a lead-generating machine — bundling a beautiful new site with a suite of powerful online tools. Designed from the ground up to attract the right visitors from search engines, a high performance site uses educational content, smart offers, and custom features to engage and convert qualified leads.

For more information, call 703 391 8870 or email us at [info@hingemarketing.com](mailto:info@hingemarketing.com).

## Take the Next Step

Choose the option that's right for you.

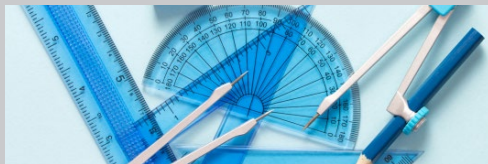


### Want to do it yourself?

From step-by-step How-Tos to in-depth courses, Hinge University will give you the skills and know-how to elevate your brand.

**Check out Hinge University:**  
[HingeUniversity.com](http://HingeUniversity.com)

OR



### Need some help?

Hinge offers a comprehensive suite of marketing and branding services to increase your visibility and grow your firm.

**Let's explore how we can help:**  
[seo@hingemarketing.com](mailto:seo@hingemarketing.com)