

MONTHLY SEARCH ENGINE OPTIMIZATION (SEO)

When you want to improve your search engine rankings and site performance.

Penton Marketing brings unparalleled industry and SEO program management experience to meet all of your SEO needs. Penton's SEO programs focus on garnering top rankings on high-volume and high-value keywords that provide strong visibility for your website and a lasting ROI.

SIMPLE DETAILS

- Keyword research development
- Continuous site improvement recommendations
- On-page optimization efforts
- Key link building
- In-depth reports

USEFUL FOR

- Driving qualified leads / web traffic
- Increased organic search engine rankings
- Getting your content in front of more potential customers
- Keeping up with the latest SEO trends (algorithm updates etc)

ADDITIONAL SERVICES

These additional marketing services compliment or work well with Monthly SEO:

WEBSITE

Create a quality site to optimize.

PPC

Drive paid traffic also.

LEAD LIFECYCLING

Nurture generated leads.



Content creation

is ranked as the single most effective SEO technique.

Drive more traffic to your content and products via:

- Search engines
- Industry websites
- Authoritative/news websites
- Journalists/bloggers