



SEO: UNDER THE HOOD

A look at your site's organic traffic

Marketers today know that the goal of optimizing for search is to drive as much qualified traffic as possible to your site. Organic traffic is often one of the largest sources of traffic, and it tends to convert better than other channels. Regular optimization and measurement help sites adapt and evolve alongside frequent algorithm and search changes. Optimization of your site can help search engines to better understand what your site is about, improving your search visibility, brand exposure, and business outcomes.

Search Engine Optimization is never a “set it and forget it” activity. Algorithmic changes come from Google often, and sometimes without much notice. Keeping on top of your search engine presence is crucial to your online survival which is why we offer “under the hood” assessments as a first step in checking the health of your organic search.

Questions to consider when assessing your current SEO strategy:

- Are you in the process of, or planning to make multiple changes across your website(s)?
- How valuable is the share of organic visitors that you receive to your site(s)?
- How do your social activities impact your organic visibility?
- How are consumers visiting your sites and what are they doing?
- Have you been hit with a penalty or a recent algorithm change?

Let one of our dedicated SEO Consultants take a look at your current SEO implementation. This holistic review will provide you with an overall assessment of your site's health and visibility.

What to expect:

- ✓ 1-2 week turnaround
- ✓ SEO potential issues identified
- ✓ General summary of search health:
 - » Technical
 - » On-Page
 - » Off-Page
- ✓ Actionable quick-win recommendations
- ✓ Service engagement recommendations

Learn more!

Let the SEO experts at Cardinal Path check the health of your organic search and provide you with guidance for optimizing your search engine presence.

We'll show you how. Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.