



Increase your web site presence...

without continually decreasing your bank account!



ORGANIC SEO SERVICES

Over 80% of visits to websites, originating from search engines, came from organic search results with less than 20% coming from paid advertising, including Pay-Per-Click ads. Over 60% of Search Engine Users don't look past the first page of results.

Organic SEO involves optimizing your web site to increase traffic, without using paid online marketing tools. It takes into consideration what people search for and how search engines work. Organic SEO maximizes visibility by increasing the likelihood that your site will appear near the top of an internet search.

Ensuring your website is optimized through organic SEO will:

- Generate visits from a targeted audience already interested in your product and/or service.
- Increase your site's web presence.
- Improve the number of visitors who choose to do an action you desire on your site such as buying your product or making an appointment with you.

**IS YOUR SITE SEARCH
ENGINE READY?**

**CALL US TODAY AT
630-767-9859
TO FIND OUT!**

Quality 
Web Site Testing
www.qualitywebsitetesting.com

2206 N. Main Street | Suite 345 | Wheaton, IL 60187

ORGANIC SEO EXPLAINED

Organic Search Engine Optimization (SEO) principles use web site design techniques that promote natural search engine placement and rankings. It's different than pay-per-click optimization or forced rankings. So, rather than paying Google, Yahoo!, or Bing to rank your pages, you design them with SEO in mind.

With Organic SEO, your web site brings in traffic by using keyword-optimized content and interactivity. In addition, a site designed for Organic SEO follows industry-wide best practices.

Organic SEO also includes keyword analysis, search engine submission, and linking strategies. Monitoring your site's progress using an analytical tool helps identify where improvements can be made until you reach your goals.

Get more information from our Search Engine Keyword FAQ blog article at www.qualitywebsitetesting.com/keywords

Quality Web Site Testing Services that Support Organic SEO

Our web site evaluation and testing packages are all created with Organic SEO and best practices in mind. In addition, we can:

- Work with you to submit your site properly to search engines like Google, Yahoo!, and Bing.
- Generate a Google compatible XML Site Map for your web site.
- Set up a monitoring program using an analytic reporting tool like Google Analytics.
- Work with web site designers to implement organic SEO on your site.
- Train you on how to update your own web site for Organic SEO.

For more information regarding organic seo services, check out our web site at www.qualitywebsitetesting.com/seo

SOME EXAMPLES OF SITES NEEDING ORGANIC SEO

1. A web site that is mostly graphics with little text content.
2. A web site that doesn't show up on search engine query results.
3. A web site with poor ROI.
4. A new web site before it's launched.
5. A web site that is being redesigned.

Keep in mind that search engines index web sites based on things such as page titles, text content, and keywords. Designing for Organic SEO should start as early as possible in any project.

SIDE BENEFITS OF ORGANIC SEO

When you design a site using Organic SEO principles and best practices, your site also improves in:

- Usability
- Accessibility
- Standards compliance
- Browser Compatibility

If you have any questions about how we can help you fix or improve your web site, please contact us at info@qualitywebsitetesting.com or

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ABOUT QUALITY WEB SITE TESTING, LLC

We are a small consulting firm that specializes in organic SEO, web site testing, and web site consulting. **We don't design or program web sites. Instead we make sure they work on a variety of levels for our clients.**

Quality Web Site Testing's philosophy is to provide services that will strengthen the online presence of our customers by giving them the knowledge to improve the quality of their web sites. We'll remain specialized in web site evaluation and testing. We'll also use our experience to apply software quality best practices and organic search engine optimization principles to all our services.

STRATEGIES TO IMPROVE YOUR WEB SITE

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Mary Gammel,
Owner and
Principal Consultant