



# FACTSHEET SEO

## STRATEGIC SEO CONSULTING FOR LONG-TERM SUCCESS

Search engine optimization (SEO) offers companies a cost effective and sustainable method for reaching new customers. Our experienced consultants are experts in strategic search engine optimization and help you experience lasting SEO success. Every day, we help domestic and international firms integrate targeted and transparent search engine optimization measures into their company's daily routines. Together with you, we develop a strategic foundation, which will become your custom SEO strategy for long-term corporate success. We employ proven processes that are the product of our years of experience and expertise. We analyze either your entire existing SEO strategy or just individual aspects thereof, thus providing you with an objective external view of your current search machine optimization. The goal of such an analysis is to quickly identify concrete solutions and to reveal and take advantage of your website's unused potential.



- **Competence:** Sustainable and comprehensive SEO by our expert team with its extensive experience in both domestic and international SEO
- **Comprehensive Service:** Custom design and embedding in your Online Marketing Strategy in addition to personal guidance
- **Consulting:** Strategic SEO consulting, operative SEO guidance, workshops and seminars
- **Audits:** Initial potential analysis in addition to separate technical, content and off-page analyses
- **Data-Driven Optimization:** Professional analysis tools and established analytic processes
- **Transparency:** Individual performance reporting and monitoring in addition to regular dialogue

### Summary:

Search engines provide orientation and answers to a majority of Internet users and offer companies the ability to engage in targeted and timely interactions with potential target groups. Search engine optimization is considered an important tool in Online Marketing and is characterized by its uniquely sustainable and effective methods. The optimal positioning among top search results, after all, generates attention for companies, ensures visitors to their website and concurrently assists in the meeting of business- and market-oriented goals.



The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.