BRUCE CLAY, INC
Global Internet Marketing Solutions

Internet Marketing Optimization Company

Information, tips and helpful hints for people performing **Internet marketing optimization**, including search engine optimization (SEO), pay per click (PPC), analytics, Web design and architecture, social media marketing (SMM) and more.

We provide free how-to placement and ranking advice and information supported with top agency quality services, products, tools, links and tutorials. Our company also offers premium fee-based Internet marketing services and SEO group training.

We are both a full-service Internet marketing optimization company with full agency services, as well as an information resource for effective do-it-yourself Web marketing strategies and plans. Internet marketing is technical, detailed work, but we offer what it takes to succeed.



Internet marketing optimization starts from the design of a site. To construct a great content-rich website takes planning. A competent designer uses online architectural design principles, carefully combining information delivery and intuitive navigation to satisfy the visitor's needs (why they visited) while accomplishing their own business goals for fame or fortune (why the website was created).

Having proper site architecture is vital to online internet marketing of a site that will attract and also satisfy visitors. Simply put, designing an award winning website is not enough. Your site needs to be placed in front of potential visitors or they will not know you exist.

Our Internet marketing optimization services includes the integration of focused traffic-generation tactics that are vital to the success of your site. Without smart marketing, any great website will fail. Bruce Clay, Inc. is an agency that focuses specifically on how to succeed at Internet marketing optimization through website design, search engine placement, pay-per-click, search engine marketing, submission, analytics, conversion

optimization and social media and branding programs.

We help you achieve high traffic to your website that converts to revenue.

Search Engine Optimization (SEO)

When it comes to placement, everyone knows that organic Search Engine Optimization is the key to obtaining visitors for very little cost. In fact, SEO services are absolutely vital to your search engine marketing success. As a result, every company wants to have the top search engine ranking for their targeted keywords. This page teaches a proven Search Engine Optimization methodology for **"How To Improve Your Ranking through Search Engine Optimization"** that should allow you to improve your site quickly and effectively. Bruceclay.com offers many free SEO tools, and a complete step-by-step description of their use. This is for those knowing that search engine placement is vital to their web success. Our SEO Company services page describes ways that we can assist you with complex projects. Get Quote

Pay Per Click (PPC)

While organic Search Engine Optimization generates traffic, it is not "instantaneous." Utilizing search engine marketing programs such as pay per click (PPC), traffic can be received in a matter of days instead of months. As a result, every business should have a PPC program for their targeted keywords. This page discusses a proven PPC methodology that should allow you to increase traffic to your site quickly and effectively. We discuss the entire PPC process on this page, and provide a complete step-by-step description of their use. Likewise, our PPC Company services page describes ways that we can assist you with complex search engine advertising projects. Get Quote

Web Analytics

Web Analytics is critical to improving the measurable results of any website promotion program. You need to understand where traffic comes from, where they go, and more importantly the return on their investment (ROI) or you are simply wasting your money. The issue is that there are a great many Analytics tools on the market, and few actually provide competent guidance in how to use the data to achieve your internet marketing goals. We offer a discussion of our Analytics methodology, and discuss how our technology can very economically present statistics to manage your business, especially when coupled with our offered consulting. This is a must-read section! When you are ready for a bit of help, our Analytics and Conversion Optimization services page describes ways that we can assist you with ROI calculations and traffic increasing projects. Get Quote

Conversion Rate Optimization (CRO)

The ultimate goal of business is positive performance of the bottom line. Conversions have a direct correlation to the bottom line as completions of a business's goals, including sales and leads. Conversions can also be defined as less-immediate brand wins including sign-ups to a mailing list, catalog or newsletter, and steps along a purchase-oriented conversion path that may lead to brand loyalty, recommendations to friends and future sales. A business's website is a powerful tool for gaining conversions, and a website can be engineered to encourage conversions, from high-level site architecture to details as small as the color of a button. Through testing, analytics and tools that uncover visitors' paths, focal points and clicks on a site, conversion rate optimization will improve a site's ability to turn visitors into customers.Get Quote

Social Media Marketing (SMM)

Social media is one of the Web's largest growth sectors, in terms of time spent and individuals engaged on various social networking sites. Social media is also the most interactive online arena, allowing users to comment, share and build upon conversations, ideas and media. For businesses, that means social media is a channel that can't be overlooked. Each social media platform offers users and businesses unique benefits of participation depending on the platforms common usage, participation and advertising or promotional opportunities. A well-designed SMM strategy identifies those social media platforms that offer the best return

on investment for a particular, whether by community building, branding and visibility, or ad-driven website visits or sales. Furthermore, SMM is used to monitor a business's online reputation, ensuring a positive presence supported by constructive conversation.Get Quote

SEO Web Design/Architecture

Web design and SEO design are different. Many offer services to create a pretty website using Flash, AJAX and a Content Management System. But most designers, and most CMS systems, make production cars. If you want to race and if you want to finish number one, then you need a race car. Race cars require blueprinted designs, handcrafted tuning, and a skilled team of engineers. Only then can they compete in a real race. A race car will almost always beat a production car and search engine placement is not much different - the best will win. The only way to win in the search engines is to design your site for the purpose of competing. A properly designed website will succeed with both your customers and the search engines. Our SEO Web Design section discusses design concepts and implementation techniques as well as our design-related search engine optimization services. Our Siloing Architecture services page describes ways that we can assist you with complex projects.Get Quote

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