

## 70% of consumers ignore paid search ads, choosing to click organic results instead

**OMG's SEO Pro** focuses on two things that search engines like Google use when evaluating your website and deciding where to rank it - Relevance and Trust. Relevance is the content of a website and the code behind-the-scenes. Trust refers to how many other sites on the internet are linking back to your business. If a large number of high-quality sites are pointing to you, Google will start to trust you and move you up in the rankings.



### Improved Search Rankings

OMG's SEO Pro will optimize your local search results using keywords and categories to move your website higher in the rankings, which ultimately will drive more sales.



### On-Page & Off-Page Optimization

Rising to the top of the search results takes a carefully formulated mix of targeted keywords, dynamic content and building the right links behind-the-scenes.

### Trust & Credibility

The more your business is found, the more you are recognized. Once your business becomes known within your industry, SEO continues working to grow your trust and credibility over time.

### Track Your Spend

OMG allows your business to track your SEO spend, monitor keyword movement, and overall performance.

### Reporting Dashboard

Access to a custom reporting dashboard with SEO actions being performed both on and off your website.

