

# Optify Enterprise SEO

Executing a SEO campaign focuses on optimizing content and keywords, improving website page performance and extending the network of inbound links and traffic. Optify provides a suite of tools proven to drive success across all aspects of your SEO efforts, from keywords to page optimization and link management. We'll let you know what's working, what's not and track your ROI over time.

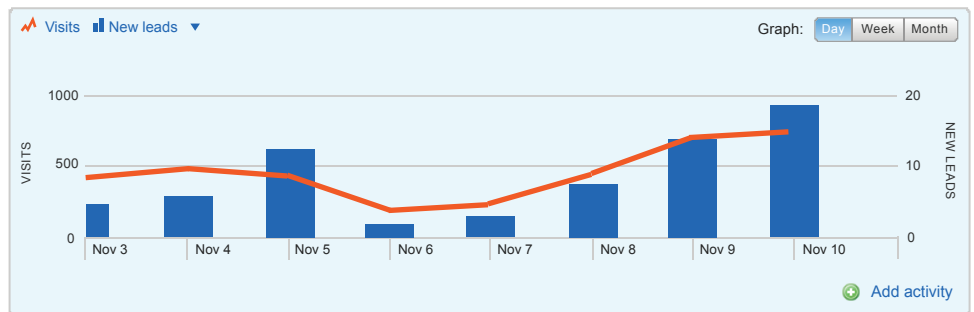
## Drive More Traffic

- » Unified suite of SEO applications including Keywords, Pages and Links
- » Manage SEO campaigns across more than 40 international search engines
- » Track Keyword ranking for your site and for competitors
- » Optimize website pages for core keywords; research and acquire high value links

Keyword Phrase	Dunbar Assc	Visits	Leads	Competition	Monthly Searches	Min CPC	Actions
designer new web	55 ↻	20	2	<div style="width: 10%;"></div>	139,600	\$5.25	
graphic websites design	26 ↻	19	4	<div style="width: 10%;"></div>	5,400	\$1.71	
website design seattle	8 ↻	412	25	<div style="width: 10%;"></div>	3,596	\$2.03	
design firm seattle	3 ↻	1,335	103	<div style="width: 10%;"></div>	15,693	\$1.98	
designers seattle	43 ↻	269	3	<div style="width: 10%;"></div>	107,547	\$5.57	
website designers	141 ↻	3	0	<div style="width: 10%;"></div>	286,471	\$3.57	
Dunbar Assc	1 ↻	2,986	161	<div style="width: 10%;"></div>	4,852	\$0.05	

## Track SEO Performance in Real Time

- » Visits and leads from SEO trended over time
- » Keyword ranking changes and trends
- » Real time alerts for competitor keyword ranking changes



## Demonstrate ROI

- » Estimated click value assigns dollar value to SEO efforts
- » SEO reporting tracks visits and leads by traffic source
- » Identify which keywords are driving the most traffic, conversion, and revenue

