



SEARCH ENGINE OPTIMIZATION

Optimize your website to be easily found on search engines, and attract more prospective students.

Search engines now drive the majority of web traffic. In fact, Google reported that over 1.2 trillion searches were performed in 2012 alone. Datamark's SEO solution can optimize your website to ensure that you're receiving maximum visibility.

Search engines are constantly changing the way they show search results—Google makes between 500 and 600 updates to their ranking algorithm every year. It's important that your website makes adjustments regularly to keep up with these changes.

BECAUSE SEARCH ENGINES EVOLVE CONSTANTLY, YOUR WEBSITE AND SEO STRATEGY MUST EVOLVE WITH THEM.

IMPROVE VISIBILITY IN SEARCH ENGINE RESULTS

- Optimize for search engines
- Focus on attracting inquiries and not just keyword ranking
- Receive comprehensive monthly status reports
- Focus on all aspects of SEO
- Ensure safe white hat SEO practices





SEO

HOW DO WE DO IT?

Datamark will perform a complimentary audit of your website, identify your top priorities, and prepare a six-month SEO plan. Then, we will optimize onsite, onpage, offsite, social, and local factors for search engine algorithms. Whether it's creating compelling title tags, building quality links, or helping you with social media, Datamark will ensure that every aspect of SEO is covered.

WHY CHOOSE DATAMARK?

Datamark looks beyond rankings and focuses on quality inquiries and ROI. We understand the complexity of the education sector and the strict compliance standards that schools must adhere to, which is why we only implement safe, effective methods and avoid gimmicks and spam. Our proprietary software combined with other leading third-party software will ensure that you receive the best possible results.

THE VALUE OF OUR SEO

SAFE: Datamark implements white hat techniques that can improve your site's ranking with search engines. We don't resort to black hat SEO tactics that cheat the system and may get your site downgraded or penalized in the future.

TRANSPARENT: Datamark strives for the utmost transparency. We will openly provide you with an initial audit of your site free of charge, and we will continue to provide monthly reporting, highlighting our work and results.

REACH: With billions of Google searches being performed every day, SEO can help you reach this massive audience at any hour. Datamark will optimize for other major search engines as well, to ensure you receive maximum exposure.

FREQUENTLY ASKED QUESTIONS

Q: Why should I engage in SEO?

A: Most searchers click on only the top few search results, and search engines are constantly tweaking their algorithms. In order to reach the massive number of web searchers, it is essential that your website is optimized for the latest changes.

Q: How will success be measured?

A: It is important to measure success beyond search engine page rankings and focus on resulting traffic increase, and ultimately, increased inquiries and enrolls. SEO is a gradual process, and visible, long-lasting results may take time.

Q: When will I be able to see results?

A: The length of time before results are visible will depend on the current status of your website and may vary from school to school. Still, improvements in your page ranking can occur within a few months with momentum building throughout the lifetime of the campaign.

KEY FACTS

OVER 1.2 TRILLION

Google searches were performed in 2012.

According to a recent study, more than

75% OF CLICKS

go to the top 3 organic search results.

In one year alone, Google introduced

550 SEARCH ALGORITHM CHANGES.