

## How **S.M.A.R.T.** is Your Website?

These days, most everyone has a website, but most websites are nowhere near as optimized as they should be to fully take advantage of the targeted traffic searching for their products and services online.

### **S**earch Engine Optimization (SEO)

Content is King. Is your content optimized for high ranking on the search engines? Is your code SEO-friendly?

### Search Engine **M**arketing (SEM)

#### **Pay-Per-Click (PPC)**

Are you effectively managing your Sponsored Links Program – Google AdWords, Yahoo! Search Marketing, Microsoft adCenter?

#### **Link Building**

Are you paying attention to the quantity and quality of your links? The search engines are!

#### **Social Media**

Are you leveraging social media channels such as Twitter, Facebook, LinkedIn, and YouTube?

#### **Online Reputation Management (ORM)**

Are you monitoring what is being said about you online? If negative press, then how are you countering?

### **A**ffordable

The most expensive solution is not always the best solution. Are you paying too much?

### **R**eturn-On-Investment (ROI)

Are you analyzing your Web traffic statistics? How much targeted traffic are you capturing?

### **T**echnology

Are you using the appropriate technology for your application?

*Contact Us today for a free, no-pressure assessment of your website and online marketing initiatives.*

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