

## **Bold Eye Media: SEO for Bellingham Small Businesses**

After working hard to establish logo, branding, and a user-friendly website, you might be tempted to sit back and enjoy the fruits of all that effort. Unfortunately, that's not going to work for long in today's fast-paced, ever-changing marketplace.

You need to use SEO to help your customers find you online.

Search Engine Optimization, or SEO, is the use of keywords and phrases to boost a company's standing in online search results.

If you run a small business in the Bellingham, WA, area, succeeding with SEO may strike you as a little like putting together a jigsaw puzzle and realizing you might not have all the pieces you need. You already know that visibility is your ticket to success, and you know the customer base you want to attract and that they need to have a positive user experience so that they'll return. And now you know that you can't simply rely on search engine results to deliver the traffic you want and need. You know you need to do more than that. The problem is that you really don't know how to do it.

Get ready for a welcome sigh of relief-- you can hire experienced SEO specialists who possess the know-how for optimizing a business's rankings in search results.

For Bellingham small businesses, Bold Eye Media, which is Bellingham-based as well, specializes in SEO (both on-site and off-site), website design, and digital marketing. Even if your company is not actually in Bellingham, we can help any business or industry reach and retain the customers it wants.

### **A BOLD Approach to SEO**

Some people mistakenly think effective SEO is mostly about creating good blog posts. Instead, SEO is a holistic process to optimizing your business's rankings in searches on Google and other search engines.

As more people use the Internet and social media, approaches to marketing are shifting. Some businesses focus on a wide reach, seeking to achieve visibility to a broad, sometimes worldwide market. Other businesses take a much more precise focus that emphasizes local customers or niche clienteles. Bold Eye will work to see that your website and your SEO support your focus.

Once we establish that and get started, the core fundamentals of digital marketing are the heart of Bold Eye's approach to SEO.

Part of effective SEO is studying the competition and knowing the keywords they and their customers are using. By doing this, we can ensure that when customers use specific keywords in searches, your business outranks the competition in the results. The fully optimized website design and the top SEO strategies we provide for it help you get the rankings you want. For determining how your website should be structured to match your customers' wants and needs, we utilize our own proven organic search analysis. A team of our experts will effectively employ a blend of Internet marketing and web design to achieve the high search rankings your business needs to flourish.

With Bold Eye Media, we don't just stop with good SEO. There's more work to do, and we're here for that. We'll also work with you on and pay special attention to the following:

- **Content writing**-- It isn't just enough to have the keywords that appeal to search engines and draw customers to your website. You also need good page content on your website, including excellent descriptions of products and services, processes that are simple to understand and follow, and engaging blog posts. Bold Eye will help you not only attract costumers but also keep them interested.
- **Website optimization**-- Your website is the face of your business. It will be many people's first impression of your business. If a website is poorly designed, if it is not easy to navigate, or if the checkout process is complicated or slow, people are going to leave and probably never return. We'll help you optimize your website so that it's fast, search-friendly, and user-friendly!
- **Keyword research**-- Effective SEO doesn't stop once it starts. We'll do research to find out what keywords work best in search results, and because popular terms constantly change and user behavior changes, this is an ongoing process. As we previously mentioned, we'll also research what the competition is doing.
- **Monthly strategy sessions**-- Once again, here's that word *change*. Get used to it; it's one of the few constants you can expect. Each month, we'll look at how effective your online presence is, and we'll evaluate what changes might be necessary. This will keep your website and search engine optimization fresh so you're not inadvertently (and unknowingly) falling behind the competition.

## Why Bold Eye Media for Your SEO?

Whether it's Bellingham or elsewhere, you have a lot of choices of SEO companies. Figuring out which one is the best for your business's online marketing can be difficult because of all those choices.

One of the things that sets Bold Eye Media apart from the rest for Bellingham-area businesses is experience. For over 10 years now, our team has been developing, maintaining, and improving websites and online marketing.

Another is our familiarity with the Bellingham marketplace, which enables the personal touch we provide that so many others can't. Because we're invested in the community, we're also invested in your success.

It's time to get BOLD with your SEO. Let us help you with your rankings and your visibility in online searches and on social media. We'll make sure that in the places your customers are looking, they'll find you. When they find you and when visiting your website is a pleasant experience, they're much more likely to complete transactions. That experience and effective marketing can turn them into loyal customers, and loyal customers are an invaluable asset to your business because they use social media and word of mouth to spread the word. In other words, loyal customers don't just provide steady business; they grow it.

Getting started is simple. Just fill out our [easy online form](#). We'll be in touch shortly to begin the process of optimizing your online presence!

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#### SOURCES USED:

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