



If search engines can't find you,  
neither can your customers!

## GIVE YOUR SITE AN SEO BOOST

### ARE YOU PLAYING HIDE & SEEK WITH YOUR CUSTOMERS?

As users increasingly use search engines to sort through solutions, it's important that your website be listed prominently for keywords relevant to your business and industry.

#### Did you know?

- 80% of Canadians use Google to find information and research products<sup>1</sup>
- 62% of search users click a link on the first page of search results<sup>2</sup>
- Users that find your site through search results are 25% more likely to buy your products than users generated through paid advertising

#### Increase Your Ranking

To learn how, go to [H2Central.ca](http://H2Central.ca)  
or call Christine Saunders at  
416.862.2800 Ext. 226

#### H2 CENTRAL CAN HELP

**Search Engine Optimization** (SEO) can help you to drive targeted leads that are actively interested and engaged in your product offerings.

Unlike advertising campaigns, SEO can make a long-lasting improvement to the quality of traffic and leads generated to your site for weeks, months and even years after improvements have been made.

#### Start with an audit and plan!

For just **\$500**, H2 Central will conduct an SEO audit and identify:

- ✓ How your site ranks for key terms
- ✓ How your site ranks against your competitors
- ✓ How search engines treat your website
- ✓ Triaged list of quick wins and ongoing improvements

**Get Results Fast – Call Us Today.**

<sup>1</sup> Hitwise. Canadian Searches (2009) <sup>2</sup> iProspect. Search Engine User Behaviour (2006)



COME  
TO THE  
HUB

Helping you  
**reach, persuade & influence**  
your audiences

