



DIGITECH

OUR SEO APPROACH

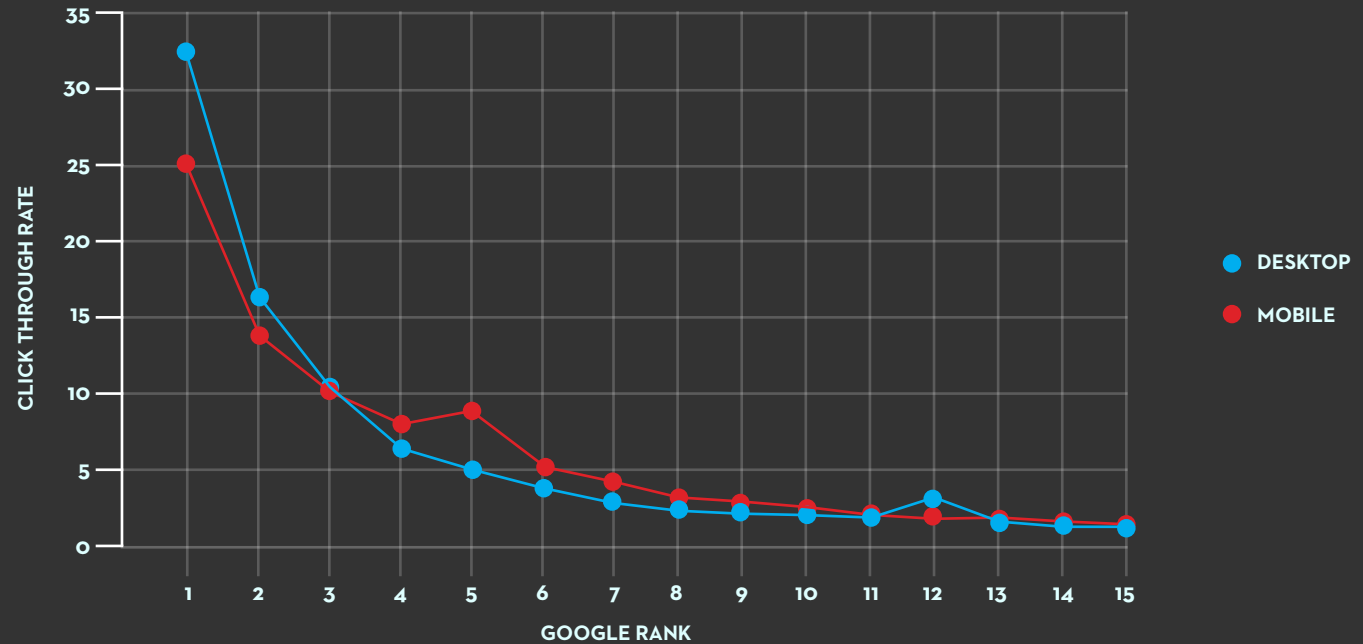
Learn about our approach, thoughts behind our technique and what to expect using our exclusive SEO service.

POWERFUL SEO RESULTS

DIGITECH is an award-winning SEO agency that delivers superior results to a limited number of clients. We have formulated an exclusive SEO process based on nearly a decade of research that gives us a powerful edge over other SEO's. While most agencies focus on increasing their number of clients, DIGITECH focuses on getting a few select clients colossal results.



**VOTED TOP 1% OF DIGITAL
MARKETING AGENCIES IN NORTH
AMERICA FOR 2020.**



WHY SEO AND HOW DOES IT COMPARE WITH PAID ADVERTISING?

One powerful, hidden fact that Google doesn't want you to know is that the average click-through-rate for a Google Ad is 1.95%. That means that for every 100 people searching for your money keyword, approximately 2 out of 100 will click into your Google Ad. In addition, you pay a fee every time your Ad is clicked which can be as high as \$50-\$100 per click in some industries.

By comparison, the #1 spot on page 1 of Google for organic search results receives a 33% click through rate and the traffic is completely free.



OUR 3 FOLD STRATEGY

01

ON PAGE OPTIMIZATION

We utilize cutting edge on page optimization techniques to target areas that other SEO's miss. We utilize our Agency development resources to ensure your code is optimized and loads fast. Next, we implement advanced meta-data, social meta and schema markup to achieve visibility in areas that most companies overlook.

02

CONTENT STRATEGY

Content is King. Using our in-house SEO content strategist, we ensure your content is structured correctly for maximum search exposure. We optimize headings, title tags and ensure the proper keyword density across our target pages. We then go to work crafting a monthly content writing strategy to dominate long tail keywords.

03

BACKLINK BUILDING

Our exclusive backlink building strategy is the key differentiator that separates DIGITECH from other SEO's. Through strategic partnerships, we secure backlinks for your brand across the world's leading publications. In addition - we acquire highly coveted backlinks through major Universities (EDU's) further boosting your Domain Authority (DA). Check out a few examples below:

Forbes

Entrepreneur

HARVARD
UNIVERSITY

Duke
UNIVERSITY

 Microsoft

Stanford
University



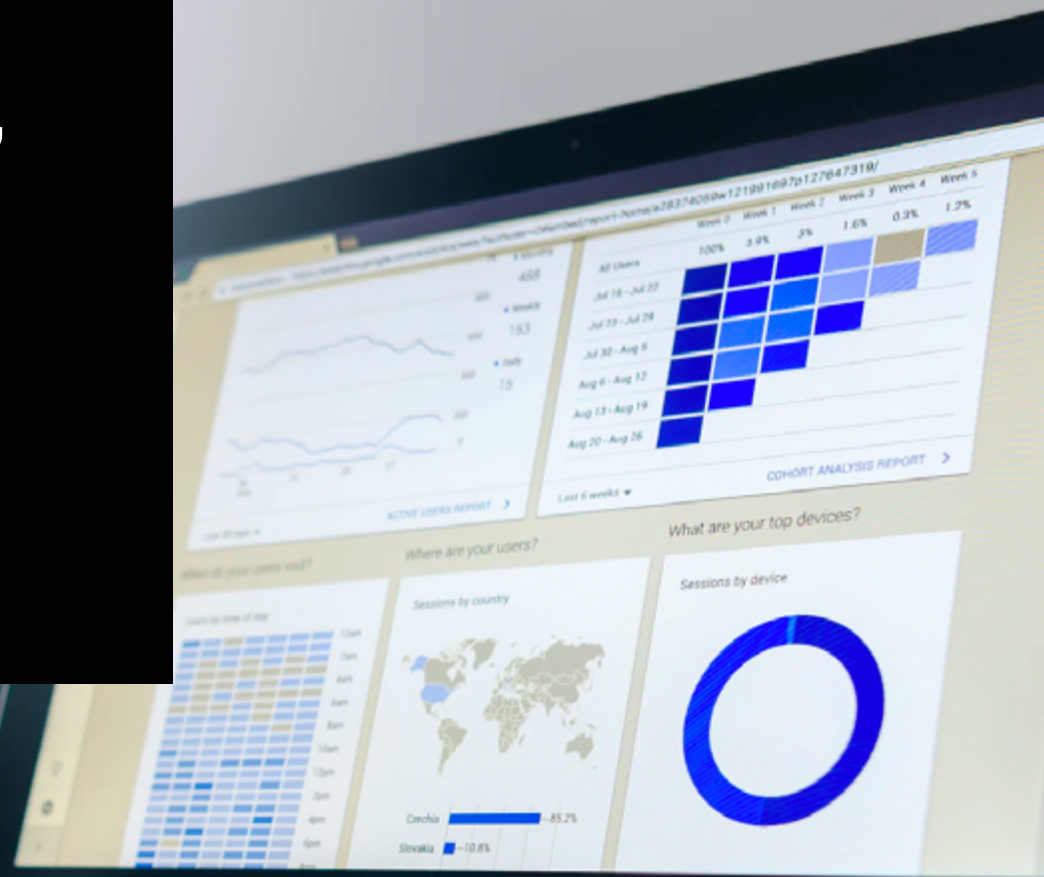
WE BUILD POWERFUL LINK PROFILES

Our unique differentiator is our ability to secure incredibly powerful backlinks that other SEO's simply don't have access to. We focus on achieving high DA (Domain Authority) backlinks for our client's because each backlink passes link authority, and the higher the domain authority of your backlinks, the faster you rank on Google.

TOP REFERRING DOMAINS	DA	INDEXED
▶ FORBES	95	INDEXED
▶ ENTREPRENEUR	92	INDEXED
▶ INC	92	INDEXED
▶ TECHCRUNCH	93	INDEXED
▶ FAST COMPANY	93	INDEXED
▶ USA TODAY	94	INDEXED
▶ BERKELEY	93	INDEXED
▶ NEW YORK UNIVERSITY	92	INDEXED
▶ PENN STATE UNIVERSITY	91	INDEXED

SO THIS METHOD SOUNDS COOL, BUT DOES IT TRANSLATE INTO REAL RANKINGS?

Let's dive into a few case studies to show you how our approach translates into real world rankings.





CASE STUDY

INFINITE RECOVERY

In exactly one year, Infinite Recovery increased in ranking over 2,934 spots for our primary keywords which include our top three money keywords:

- **Drug Rehab Austin**
- **Detox Austin**
- **Sober Living Austin**

▲ **2,934**
GOOGLE CHANGE

▲ **2,891**
GOOGLE MOBILE CHANGE

▲ **459**
GOOGLE LOCAL CHANGE

During this timeframe, we increased positions for Drug Rehab Austin from position #2 on page 3 of Google to Position #2 on Page 1. Similarly, for the keyword Detox Austin we improved rankings from Position #10 on page 2 of Google to Position #2 on page 1.

[VIEW THE FULL REPORT](#)

KEYWORD	GOOGLE	GOOGLE CHANGE
▶ DETOX AUSTIN	2nd	19 ▲
▶ AUSTIN DETOX CENTERS	2nd	21 ▲
▶ DRUG REHAB AUSTIN	1st	21 ▲
▶ DETOX AUSTIN TEXAS	2nd	24 ▲
▶ AUSTIN DRUG REHAB	1st	21 ▲



CASE STUDY

SMITH THOMPSON HOME SECURITY

In an even more impressive feat, within 3 months we increased Google positions for Smith Thompson by 2,782 spots including our top 4 money keywords:

- **Dallas Home Security**
- **Alarm Systems Houston**
- **Home Security Houston**
- **Alarm Monitoring Austin**

▲ **2,782**
GOOGLE CHANGE

▲ **2,774**
GOOGLE MOBILE CHANGE

▲ **237**
GOOGLE LOCAL CHANGE

During this timeframe, we increased positions for the keyword Alarm Systems Houston from position #4 on page 3 of Google to position #2 on page 1. For the keyword Home Security Houston we improved rankings from position #5 on page 2 of Google to Position #3 on page 1 and lastly for the keyword Alarm Monitoring Austin we improved rankings from position #6 on page 3 of Google to Position #2 on page 1.

[VIEW THE FULL REPORT](#)

KEYWORD	GOOGLE	GOOGLE CHANGE
▶ DALLAS HOME SECURITY	1st	3 ▲
▶ ALARM MONITORING DALLAS	2nd	3 ▲
▶ DALLAS SECURITY SYSTEMS	2nd	5 ▲
▶ ALARM COMPANIES HOUSTON	2nd	12 ▲
▶ ALARM SYSTEMS HOUSTON	2nd	24 ▲



OUR PASSION IS YOUR SUCCESS

We are passionate about helping brands get found online, and we deliver turn-key solutions to get you to the top Google. We use our agency resources to manage all aspects of your web presence including on-page optimization, design + development changes, speed optimization, content optimization and ongoing content strategy + production as well as our exclusive backlink building process all with **no contracts**.

We hope this deck shines some light into our process and helps you make sense of your SEO investment. We look forward to working with you!



CONTACT US THANK YOU!

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