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Paid Search
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Sotheby’s International Realty, Inc.
Sotheby’s is one of the world’s largest realtors of luxury homes and real estate. They have been a client of SEO Image for over 9 years. Successfully maintaining numerous Top 10 rankings through 4500 Google algorithm changes.

**Objective:**
Develop a ranking strategy to increase luxury and real estate related keywords for Sotheby’s owned brokerages.

**Results:**
SEO Image produced Top 10 rankings for over 15 regions. Targeting approximately 90 terms. Numerous SEO Audits were performed and the client was placed in the Top 10 for over 90% of its target real estate keywords. The Top 5 for over 60% of its keywords and Top 3 for 45% of its keywords. Before SEO Image, the company did not rank for any keywords. After SEO Image, Sotheby’s International Realty, Inc, achieved Top 10 rankings and increased organic traffic by 400%.
Integrated Internet Marketing

- Search Engine Optimization
- Online Reputation Management
- PPC Management
- Social Media Marketing
- SEO Consulting
- Link Building
What is SEO (Search Engine Optimization)?

Search Engine Optimization (SEO) is a process that increases the rankings of a website for a specific set of keywords and keyword phrases. It’s core elements are classified as on-page optimization and off-site optimization.

**Onsite Optimization**
- **Keyword Research**
- **Competitive Analysis**
- **SEO Audit**
- **Reporting**

**Offsite Optimization**
- **Backlinks**
- **Content Marketing**
- **Public Relations**
- **Social Media**
What is Online Reputation Management (ORM)

Reputation Management can be defined as the activities performed by an individual or an organization to maintain or create a frame of mind around themselves in the public eye, and in particularly throughout the web.
What is PPC?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to your site.

The key to a successful PPC campaign is analyzing the ROI carefully for each search term and spending more on the search terms that are performing while cutting costs on those that aren’t.
What is Social Media Marketing (SMM)?

Social Media Marketing (SMM) is the use of various online social platforms and channels where an audience/traffic exists. It is used for helping our clients in the process of increasing brand awareness, to help promote products and/or services, and to engage online search traffic to engage... and buy from us, our clients!
Solutions for Clients

The Foundation - Assess and strategize for success with keyword research, site audit, onsite SEO optimization, social signals review, competitive analysis. (Month 1 - 2)

The Ramp Up – Rank higher for top targeted keywords, deep optimization, citations, increased promotion, backlinks, cohesive social strategy, content marketing and PR to improve rankings and traffic. (Month 2 - 3)

Up and Ongoing – Continue to see higher rankings and traffic with ranking reports, ongoing optimizations, promotions and strategies to drive more revenue. (Month 3 + Ongoing)