

# Search Engine Optimization Matters For Local Business

Neovora supports your efforts by adding technology know-how to your arsenal. With our innovative marketing strategies and tools, you can develop your unique, 100% laser focused and targeted campaigns that have meaning and add that personal touch that larger companies sorely lack.

We help you address your clients needs in a manner that makes your clients feel individualized – that you completely understand their needs and truly want to help them. By showing them that you care, you add extra value to your products and services and gain leverage in your battle against the faceless, price-cutting corporations.

**NEOVORA**

# Where To Begin With Lead Generation?



The first thing we will do with every client is analyze your current website and local SEO (Search Engine Optimization) strategy. All local business can benefit from a comprehensive lead generation campaign and in today's environment, this begins with your website and SEO. Have you optimized correctly? How are you linking to gain Domain Authority using your social accounts?

Are you using Schema Markup language on your website? Are you ranking for dozens of keywords? Have you managed to use "Parasite Sites" to rank on the first page of Google/Bing/Yahoo for your main keywords? There are many very inexpensive tactics that you can deploy that can literally have a dramatic affect in less than one weeks time. We'll show you the way!

# It's All About Building Lifelong Clients

Many businesses make the costly mistake of thinking that marketing efforts stop when a potential client turns into a paid client. And after pouring tons of money into marketing campaigns to acquire new clients, they find themselves baffled because there is no increase in revenue or, even worse, they lost money on the campaign.

Singularly focused on acquiring new clients, many businesses overlook their most valuable asset, which is their current client base. They are not doing enough to derive the maximum lifetime value out of current clients, which can become a fatal mistake.

Especially considering that, according to SCORE, on average “It costs about 5 times as much to attract a new client as it does to keep an existing one.”

Learn More About Neovora [Here](#)