

WE ARE

DIGITAL SHADOW

DRIVEN BY INNOVATION



DIGITAL SHADOW

SEO ESSENTIALS

Tailor Your Site Copy for Maximum Search Results

We use the latest SEO practices to ensure that your site copy brings you as much attention as possible. A range of different complementary tactics ensure that you have the right keywords, in the right places. An SEO-tailored page can make all the difference when it comes to gaining that elusive first page of results.

What we're best at:

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Correct formatting and use of keywords, H1 and H2 headers, and appropriate density let you ensure that your site matches what your customers are searching for.

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Configured backlinks set up a direct path to your pages.

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Accurate location and contact information ensures your customers know exactly how to get in touch.

METADATA MODULE

Stay a Step Ahead of the Technical Requirements for Search Engine Results

Good metadata information is essential for ensuring that you stay visible and relevant to search engine algorithms. It defines every page of your site, determining what an online search recognises when it decides where to place your content. By using accurate, technically relevant metadata, it becomes far easier for a search engine to match your website with user searches.

What we're best at:

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Describe every page of your site with source code-specific labels that meet the technical requirements of search engines.

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Narrow down your keywords and bring traffic to your site by use of more specific terms.

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Refine your SEO even further, and stay on the radar of search engines by alerting them to your content updates and site changes.

REGIONAL SEO

Connect with Customers and Businesses in Your Immediate Area

Regional SEO strategies increase your visibility for clients in your location. By bringing in more traffic from your immediate area, you can help ensure your local base of potential customers know who you are, and where you are.

+++ Pick up increased traffic by combining your keywords with your geographical location, helping to bring in potential customers looking for services close to them.

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We're on Facebook, too!

