



Sustainable Business Relationship Building  
Through Digital Strategy Solutions  
**SEO: Standing Out From The Crowd**

# What is Search Engine Optimization?



The process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. Ranking highly for search terms which are known as keywords increases the visibility of a website and leads to a higher number of visitors to the actual website. **The two major goals of SEO are improved visibility and lead generation.**

# NX3's SEO Approach Driving Results



**BUILD:** Rated by marketers as their No. 1 favorite marketing strategies, SEO is the best way to build brand name and credibility in the digital world



**MEASURE:** The continuous process of self-assessment and self-improvement allows websites to strive for perfection and beyond.



**SERVE:** Our clients report improved user experience with search engine optimization which generates higher traffic and potential leads.



**COMPETE:** Even startups can go toe-to-toe with big fishes with the help of the NX3 SEO strategy.

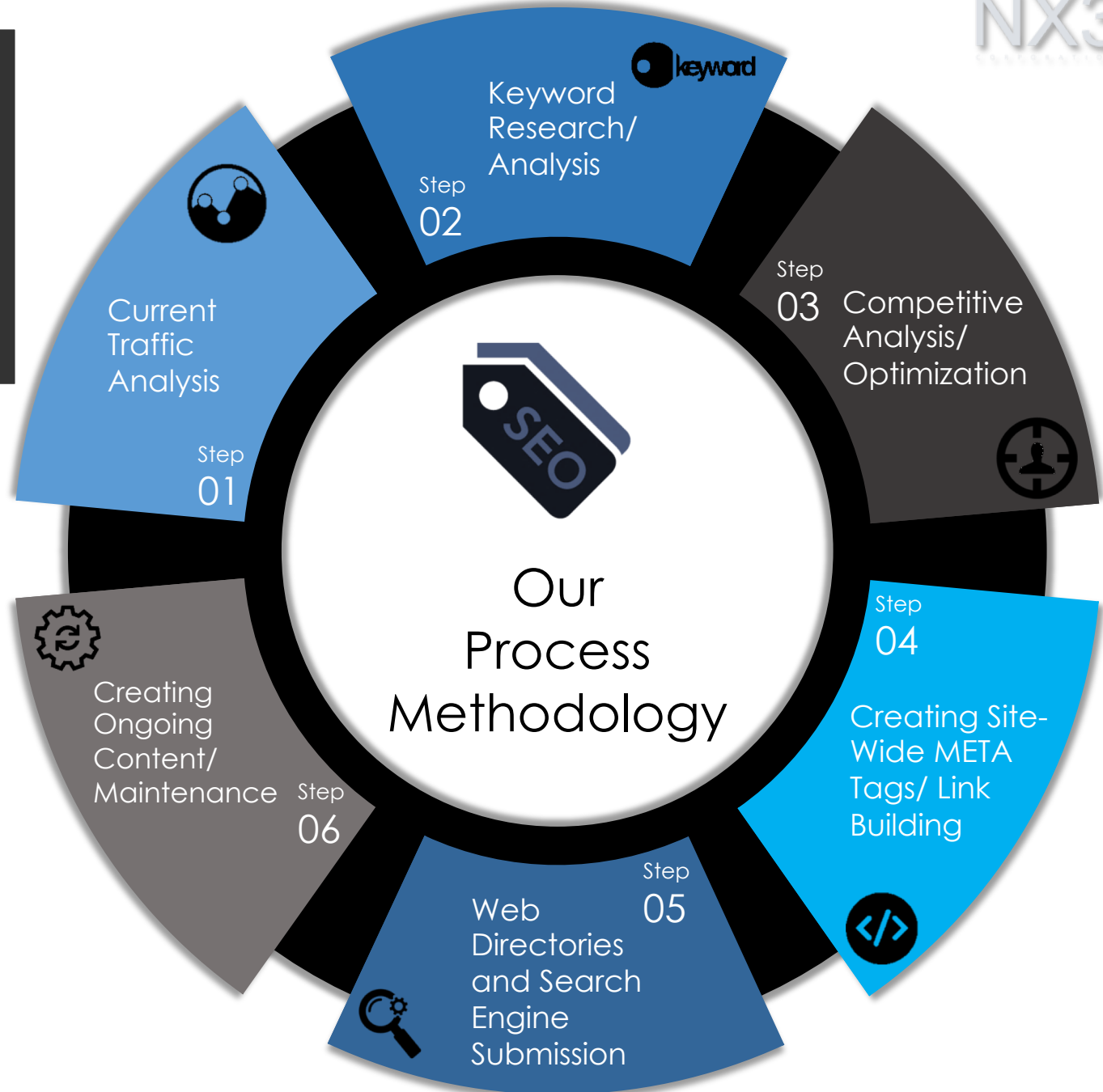


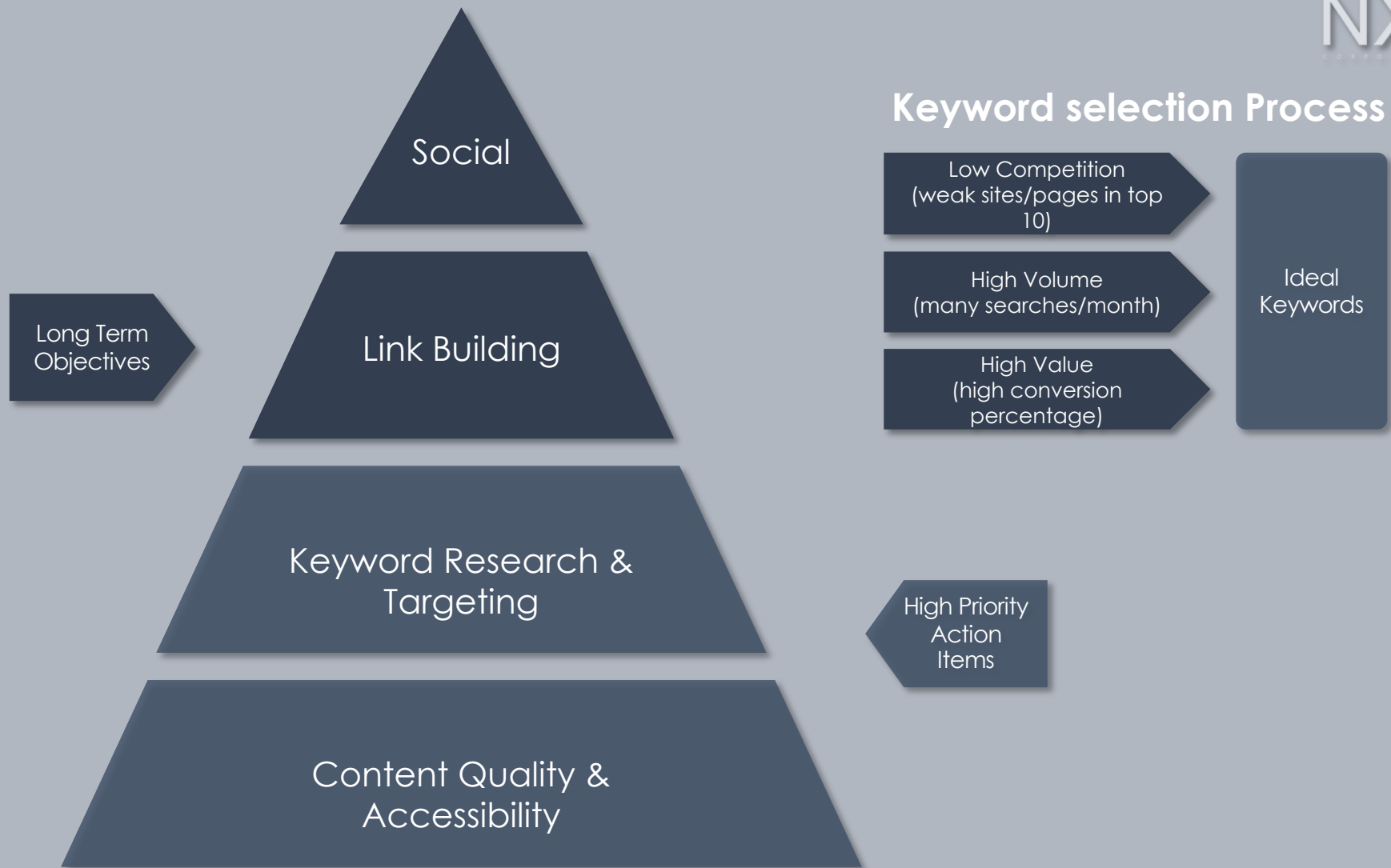
**CLOSE:** Businesses get a higher close rate with SEO – even more than outbound leads.



**EXPAND:** Our SEO Methodology enables local businesses to defy borders, reach out and cater to larger audiences.

# A Sample of Our Best Practices for SEO Implementation





# Our Pyramid Approach for Traffic Building

# Learn More About the NX3 Holistic Approach - Book a Quick Call with our Experts @ +1 646 880 3043

With NX3, your marketing ideas can be executed across multiple digital channels. These individual campaigns can also work for SEO, SEM & Social Media, Lead Generation and Engagement Strategies.

To Find out more  
about NX3 Corp,  
Please visit:

[www.nx3corp.com](http://www.nx3corp.com)

# Thank you.

The NX3 Team

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## About NX3

NX3 is a one stop solution for all your digital needs. Using advanced digital platforms like Marketo and Salesforce for coaching, marketing and enablement, NX3 has a knack for transforming your business in a matter of months. We lay special emphasis on developing a very personal relationship with our customers. At NX3, we aspire to create a customized individualistic experience through our services not only for our customers but for their customers as well in a chain of steps carefully designed in the form of a customer journey. We execute across multiple channels to achieve maximum traction for our clients.

### TECHNOLOGY PARTNERS



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