

Organic Search Overview

Organic search innovation is the ability to identify opportunities while developing new and creative ways to continually gain an online competitive advantage in a dynamic, highly competitive search landscape

Introduction



As search engines frequently refine their algorithms, clients can benefit from innovative strategies keeping them ahead of the trends and on top of the rankings. Catalyst Online continues to push innovation by acting as change agents, refining methodologies, and discovering new techniques by seeing change as an opportunity.

Because the organic search environment constantly fluctuates, we must be able to adapt as well as influence the organic search space.

Whether that means leveraging a growing social media landscape or providing new and creative ways to integrate various digital channels, Catalyst Online is able to develop a framework of growth through innovation.

Organic Search Strategy

SEO Fundamentals

- **Code:** The HTML framework in which the search engine reads/spiders.
- **Content:** Content is still king, search engines are continuously searching for the most abundant, relevant, highest quality informational sources.
- **Links:** Internal and external links (Backlinks), linking is one of the major determining factors of information authority and resource quality.

SEO Boosters

- Digital Asset Optimization
- Mobile SEO
- Local SEO
- App Store Optimization
- Content Strategy / Audience Strategy
- Social Marketing Optimization
- Global Search



Catalyst Online Highlights

Innovation - Since 1998 Catalyst Online has developed a best in class approach to identifying SEO opportunities and providing cutting edge strategies.

Enterprise level experience – Catalyst has partnered with many well-known CPG, pharmaceutical, automotive, software, foodservice, hospitality, travel, entertainment, B2B and retail brands to significantly increase consumer traffic, brand visibility and consumer acquisitions.

Search Insights initiative – Unique SEO analysis which identifies brand’s presence, identity, consumer behavior, competitive landscape, and industry trends. Serves as the backbone to the overall SEO strategy

Campaign Integration As a WPP company and the exclusive SEO agency for GroupM integration is built into our DNA. We have proven ability to truly integrate with your current agencies or in-house Organic Search(SEO), offline and other digital marketing channels.