What is SEO?

SEO stands for search engine optimization and aims to create optimal conditions on the website so that a company can be seen in the organic search results for relevant keywords.

Why should you work with SEO?

Everyone uses Google.

Every day, over 8.5 billion searches occur on Google worldwide. Therefore, as a company, it is more important than ever to appear high in search results on relevant searches to meet customers' needs.

Ongoing returns

By working with organic content that ranks high, in the long term, you will have a stable stream of traffic without being dependent on having to spend money on an ongoing basis. An organic top position is thus not awarded to the one with the highest budget but to the website that can deliver the most qualitative and relevant content.

The Most Converting Traffic Source

Organic search is also one of the most converting and profitable traffic sources because we meet a need that already exists - without spending money on ads. In other words, SEO is a long-term marketing investment with incredible ROI potential – both now and for many years!

How does SEO work?

SEO consists of two parts: optimizing your website (On-page SEO) and building links (Off-page SEO).

**On-page SEO** means optimizing the website's structure, navigation, URLs, internal links, content, and images to create the most optimal conditions for search engines and visitors to participate in your content.

**Off-page SEO** refers to working with SEO outside your website to strengthen your domain. Here, we usually discuss links from other domains to one's website. Backlinks act as referrals and tell search engines that others value and recommend your website, giving you more authority and credibility. The more links from other domains, the stronger your site will be.

How do we work with SEO?

We are always start from your company's conditions and needs - both now and in the future. Based on the data, we help you analyze your existing organic traffic, your technical conditions, and your existing website content to recommend potential areas of improvement in the next stage of your overall digital goals.

With the help of overall keyword analysis, we develop carefully selected keywords and create a comprehensive SEO plan to carry out an effective search engine optimization and follow-up of the work done so that you and we can see an apparent effect before and after optimization.

Each customer is unique, but the end goal is the same – we help you with your SEO so you can improve your position in Google's search results!

We have, among other things, help companies with:

* Initial SEO-audit
* Competitor analysis
* Technical analysis
* SEO-strategy
* Keyword analysis
* Outreach (link building)
* Copywriting
* Ongoing operational SEO support
* Reporting and follow-up
* What are On-page SEO and Off-page SEO?
* On-page SEO refers to the optimization efforts you make on your website linked to content, technology, and performance. Off-page SEO aims at link gain, i.e., getting referring domains to link to one's website.

How much does SEO cost?

All our services are based on an hourly fee, as is the work with SEO. We offer various services in SEO, from SEO copy to link building, so depending on what SEO we take care of, you will receive an estimated time consumption and a price accordingly.

Why do you need search engine optimization for a website?

Since visitors in search engines are looking for something, organic traffic is one of the most converting traffic sources, which is also not tied to an ongoing addition to the media budget. In other words, an optimization effort can generate steady traffic for a long time for the business.

Can you guarantee a top position in the search results?

No, and the fact is that no severe SEO agency should give that kind of guarantee. Because, like a marathon, you are not alone in the race to grab first place. Likewise, the conditions can vary significantly between all players. A particular placement can never be guaranteed since placements are earned and not purchased. Google constantly evaluates one's relevance, quality, and performance to offer its visitors the best possible suggestion in the search results. As an SEO specialist, we work continuously to create the best conditions for a website to rank and for relevant keywords.

Which search engines do you optimize against?

We mainly optimize against Google as they have the largest market share in Sweden. Still, our SEO specialists can optimize against other search engines if it would be more relevant for your business.

You are welcome to contact us if you would like to receive a quote!