



SEO Company First In Serps Announces SEO And Marketing Services

October 29, 2018

October 29, 2018 - PRESSADVANTAGE -

First in Serps, a Portland SEO company, is happy to announce that they are offering SEO for websites and a complete suite of marketing services. Dominic Moulton founded First in Serps in 2015 when SEO standards were on the rise. Dominic brings over 10 years of digital marketing experience and 20 years of traditional marketing experience to the proverbial table.

When asked about this announcement, Dominic stated, "I have worked for marketing companies for a very long time and admittedly, my focus has been on physical advertisements and promotional events. I realized 10 years ago that marketing and advertising is going the way of websites and the internet, or rather, digital marketing. I have spent the last 10 years building successful digital marketing campaigns and now I want to offer premium marketing services to my community here in Portland, and also worldwide."

Before offering digital marketing services, Dominic managed a lot of ad campaigns for small business from all over Maine and New England. He was tasked with creating attention-grabbing billboards, punchy television commercials, and visually-pleasing print ads in newspapers and magazines. He has now taken the knowledge and experience in his craft and applied it to marketing in the digital age.

Initially, this was with banner advertisements and Google Ads, but has now extended to a website's organic visibility. More and more studies are showing that well-placed advertisements are rarely effective as consumers prefer to click on links to sites that show up on the first page of the search results.

Psychologically, this is because consumers consider the 1st-page results to be the most reliable when looking for their answer. They aren't far off since search engine algorithms are dictated by how often a person stayed on a site after a specific search. Being on the first page is accomplished through both reputation and website SEO.

SEO stands for Search Engine Optimization and simply means that certain keywords are used often enough that the search engine recognizes the website as an answer to the searcher's query. This is where Dominic at First in Serps comes in. He analyzes a business' website for searchability and applies the SEO where needed through his SEO services.

Here is what his first customer at First in Serps, Maria J., had to say about his SEO services, "I didn't know anything about Google searches or SEO, so I was a bit skeptical at first. Listening to people talk about SEO made me think of that commercial where a person riding a lawnmower suggests he should sell more tires without death crystals (basically a sham). Anyway... I met with Dominic and he explained to me how SEO works in simple terms and also explained what services he would be performing. Before I talked to Dominic, I was showing up on the 7th page, but a month after using his services, I was showing up on the 2nd page! Now, 6 months later, I'm the 4th listing and I have been getting almost more business than I can handle. Thank you so much Dom!"

Dominic provides a full suite of SEO services which include on-page SEO, off-page SEO, meta tags, keyword research, competitive analysis, and technical optimization. This ensures that a website is fully-loaded when it comes to search engine visibility.

Additionally, Dominic has been serving the local small businesses in the community in which he lives and works in Portland and surrounding areas. He is glad to help small business owners in New Hampshire, Vermont, Massachusetts, or even Connecticut and Rhode Island.

Gary D., of Chaplin, CT, had this to say about First in Serp's SEO marketing, "I had just built my brand new website for roofing repair. In the spring, business should have been booming, but it wasn't. I had a consultation with Dominic and he explained that my site wasn't visible enough and showed me how visible my competition was. He helped me implement a marketing plan that improved my business's ranking on Google and Bing and by the end of summer I was fully booked through fall."

Though First in Serps has only been in business since 2015, Dominic Moulton has been providing marketing services for over 20 years. The digital market is always growing and changing, so Dominic takes continuing education courses in order to keep his finger on the pulse of the latest marketing trends. Consumers adapt to targeted advertising, so it is always important to have a way for prospective customers to organically find the business that fits their needs.

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For more information about First In Serps, contact the company here: First In Serps Dominic Moulton (207) 835-3179 Nick@firstinserps.com 144 Allen Ave Portland, ME. 04103

First In Serps

We are a digital marketing company, specializing in SEO, Google MY Business, business growth through lead generation and brand awareness.

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