



## **First In Serps, An SEO Company, Is Now Offering Full Suite Of SEO Services**

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Dominic Moulton of First in Serps, an SEO company based in Portland, Maine, is glad to announce that his company is expanding their suite of marketing services to include the full range of SEO services. SEO, or search engine optimization, is a service that makes updates to a business's website to make it more searchable. This primarily includes keyword saturation and targeted content but the Maine SEO services being offered are comprehensive.

Dominic reached out to provide this comment about the announcement, "It has become increasingly undeniable that SEO is a crucial part of any website. SEO makes a site visible and good SEO makes it more visible than your competition. Saying you don't need SEO means that you don't understand what SEO is and does. It's really a service you can't afford to ignore if you hope to have a successful digital marketing strategy."

Dominic has been in the marketing industry for over 20 years with 10 years of experience in digital marketing. He started First in Serps 8 years ago when he decided to become an entrepreneur and put his knowledge of digital and media marketing to work for him. His experience with media marketing and digital marketing would

eventually form some of the many unique services offered by First in Serps.

Initially, when he first launched his company, he focused on digital marketing campaigns, such as pay-per-click advertising and banner advertising on Google. Over time, he has added more and more services to his digital marketing packages. Some of his newest key sellers are content writing, blog writing, and website design.

Rachel Simmons, a dentist, has been working with Dominic for about six months. This is what she has to say about his services, "Dom has been doing a great job with my marketing. There was so much I didn't know about how to leverage my site and he was able to educate me on the importance of a good website and SEO. I would be skeptical about the whole thing since I don't even know how to use Facebook, but the results speak for themselves."

SEO marketing is considered to be a crucial step in the process of marketing a business. This requires keyword research across many search engine platforms and even campaign testing to determine which keywords are the most effective. This is essentially the cost-free way to drive organic traffic to a website.

Richard Green shared this review, "I know a lot about marketing. I marketed myself on the radio, billboards, and even TV. But when it came to digital marketing, the information grew too fast for me to keep up. I avoided having a website for many years because trying to learn about meta tags and website crawling made me feel like I was drowning. I came across First in Serps at a conference and within minutes of talking to the marketing specialist, I felt confident that they knew what they were doing. Several months later, I am still working with him and my new website is getting tons of traffic."

First in Serps, a Portland SEO expert company, is one of the first to navigate the deep waters of SEO services and SEO marketing. Search engine algorithms change so frequently that there is even a market for marketing companies to hire someone that specializes solely in search algorithms. This is where marketing companies really set themselves apart, helping clients update their site in anticipation of an algorithm change. This is especially difficult because search engine companies do not officially release their algorithm updates.

Mary James, a dog hotel owner for a major metropolitan area had a few words to say about First in Serps, "As a dog hotel owner, I never realized how much work went into marketing my website. Dominic explained the ebb and flow of Google algorithms to me, and while most of it went over my head, I understood enough to know that this is a job for experts - not for people trying to run a posh dog hotel for business executives and celebrity royalty. I am grateful that Dominic is able to help me get in front of the clients I want to serve so that I can simply focus on the business."

There are many different types of SEO services that First in Serps is offering. Here are a few: keyword

integration, blog management, meta tags, page descriptions, indexing, titles, headers, and backlinking. All of these are essential components of two main categorizations of SEO. Those categories are on-page optimization and off-page optimization. Additionally, some of the digital marketing Maine services can include segmentation analysis and link building.

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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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