

House of Beauty Teams Up With Over The Top SEO

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House of Beauty, a Philadelphia based supplier of hair and other beauty products, has recently partnered with Search Engine Optimization (SEO) specialists, Over The Top SEO, to build a solid marketing foundation and elevate the company to the next level.

House of Beauty supplies hair products for every hair type conceivable, from tightly curled to razor straight, for both men and women. Founded in 1984, the company has always had one goal in mind, to give the customers what they want. The company provides high quality service and products at reasonable prices and never forgets any of their customers, who they consider both friends and partners. The enterprise began as a very small beauty store, which slowly grew to become a chain of stores and eventually evolved into a worldwide operation with 5 warehouses supplying beauty products to people all over the world through the internet.

"It's been an amazing 30 years journey with lots of growing pains, and we carry over 100,000 beauty products," says House of Beauty. "We are Beauty, and if you are in the market for your favorite beauty products, chances are we have it: old, new, hot, trendy—we got it all. So enjoy shopping with us. Together, we will embark on another 30-year long journey."

In order to try and push the company toward the next level, House of Beauty has partnered with Over The Top SEO. This SEO company is based in Los Angeles (LA) and the team has made it their mission to reveal the many secret places hidden across the city. "LA is a city of secrets. That shabby warehouse over there could be the hottest nightclub in the city. That strip mall could hide the best tacos on earth. With hidden gems all over, there's always something to discover in LA," says the agency.

SEO is vital to the success of any modern business. Most people in the 21st century have access to, and make extensive use of, some sort of smart device, often to find whatever services they are looking for. People often choose the companies that appear in the top results of their preferred search engine—and getting a company's site to the top of the list of results displayed requires a professional touch. Search Engine Optimisation is the process of changing a website's layout, code, and content to make it more search

engine friendly. Over The Top SEO does this for a number of businesses, and their services have led to an increase in traffic for their clients' websites.

The partnership between Over the Top and House of Beauty will take the beauty store's already massive presence, both online and in the real world, and increase its visibility even further. House of Beauty plans to use this partnership to extend their global reach, making their products more visible for both new and old customers.

The beauty store's clients have written a number of testimonials praising the company's swift deliveries, wide variety of products, and strong commitment to customer service. "I had a great experience shopping at House of Beauty," says one customer. "They have a great variety of hair and skin products to choose from, and I get my order on time or sometimes even before the due date. They are my favourite hair and cosmetics site to shop at."

Another client states, "I simply love your products. It arrived with no damage, perfectly boxed and good timing. Will continue to order and pass information to all my friends."

Over The Top SEO has also received a number of positive reviews praising the agency's work. A Mulch Company states, "The improved appearance of the site and SEO efforts have contributed to an increase in overall sales and customer interest. Over The Top SEO has been a critical partner in establishing a market presence. Their expertise coupled with determination makes them a valuable asset for the project."

The decision to work together will likely be beneficial for both parties and will likely see House of Beauty grow even more than it already has from its humble beginnings. Look out for House of Beauty products and services in the near future.

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For more information about House Of Beauty World, contact the company here: House Of Beauty World
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House Of Beauty World

House of Beauty World is a true beauty superstore founded in 1984 with one goal in mind, give the customers what they want. Provide quality service and products at reasonable prices and never forget that every customer is our friend and partner.

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