



Boston SEO Agency Bill Lentis Media Shares Insights Into Its Search Engine Optimization Services

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Bill Lentis Media, a digital marketing agency from Boston, is offering search engine optimization services to customers all over the country. On its blog, the company shares insights into the strategies that it uses for SEO.

In a blog post, the company explains SEO for people who are new to the industry. The blog post explains technical terms that may confuse newcomers. The first one is anchor text, which is another term for the hyperlinked text that serves as a way through which a user reaches a business' website. Secondly, backlinks are those links that are links to another page, from another website. Third, a blog serves the purpose of spreading information on a daily basis and is important for content marketing. Fourth, the bounce rate is the percentage of those users who came to the website, because they were looking for a piece of information but left without viewing any other webpage of the website. Fifth, a crawler is a bot or a spider which is sent by search engines to websites, in order to gather data. Sixth, keywords are important informative words that are used in meta descriptions, titles, headings, subheadings, and content. Seventh, meta tags are short and descriptive statements, within the title section of the HTML page of the website.

In another blog post, the company shares tips and tricks to increase traffic by attracting more visitors. The first consideration is to have thoughtful and accurate content that answers the customer's questions or fulfills their needs. The next thing to consider is proper navigation on the website. The website should be clear in its structure and all the subtopics should be laid logically. No parts of the website should be unreachable. The last thing to consider is the overall site usability. This can be the site's performance, its layout, fonts, the usefulness of the pictures, menus, and other site elements.

In another blog post by Bill Lentis Media, the company shares the knowledge required before signing up for an affiliate program. The blog post says that it is important to select the right product because the product when it comes to affiliate marketing is key in determining whether one succeeds or not. The product on its own should be able to appeal to the target audience. Second, the commission needs to be considered. The blog says one needs to carefully evaluate the terms of commission and what percentage these commissions actually are and settle for the best option. The payment option is another big consideration one needs to make when it comes to choosing an affiliate marketing program. Lastly, one should consider the features of the affiliate program. It is possible to have an affiliate program where there is a two-tier system. A good affiliate program will also provide an affiliate with text links, graphics, and banners that one can put up on their website.

In another blog post, the company shares the difference between SEO and ROI. According to the article, SEO is the method of getting traffic to a website through organic search engine results. Return on Investment (ROI) is a measure used to evaluate the efficiency of an investment. This can include ad spend and subsequent traffic or sales. The blog post says that to get the most ROI, the website has to be analyzed and modified using robust SEO techniques.

Lentis Media claims to have provided a 5-star digital marketing service for many big/small-named industries over 20 years such as Terminix, Roto-Rooter, Angie's List, Wayfair, and many others. They claim to be confident in their performance for their customers. They have month-to-month contracts that allow their customers to see an ROI sooner than expected. The latest announcements from the company can be followed on the Bill Lentis Media Press. The company can be reached at its email address at sales@BillLentis.com or its phone number at (617) 855-0747. The company's main office is located at 33 Broad St #800, Boston, MA, 02109.

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Boston SEO - Bill Lentis Media

We are the top SEO experts in Boston MA. We are the best in SEO and we know it! 100's and 100's page one ranking in google SEO. Look us up at Bill Lentis Media!

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