Indianapolis SEO Company Hires Lucy O?Connell for Project Management and Data Analysis

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Local Blitz, a digital marketing agency with offices in Indianapolis, IN, is happy to announce they have hired Lucy O?Connell to help with project management and data analysis. She is expected to bring a new level of organization to the SEO agency through her vast experience in applying top notch artificial intelligence (AI)-powered project management and marketing tools. The agency?s SEO experts are capable of assisting a client in getting good leads that in turn can result into more sales for the company. They also offer an effective method for monitoring the different lead sources and the various relevant metrics for an SEO project.

Nick Bennett, co-founder of Local Blitz, says, ?We?re excited to have Lucy O?Connell join us. Her expertise in AI-powered marketing and project management can surely push our company to new heights. Meanwhile, as an Indianapolis SEO company, we are proud to call the circle city home! Whether you are a small independent business or a large organization, we have worked with clients of all sizes and many different business niches to get the SEO results that they are looking for.?

SEO can play a vital role in lead generation since it includes methods for bringing the client?s website to the

top in the search engine results as a way to increase people?s interest in the brand through the use of optimized content. Surveys have revealed that approximately 96 percent of site visitors are not yet ready to buy the first time they visit. However, it is possible to consistently grab their attention and engage them through the help of SEO to increase qualified leads.

The SEO process they undertake at Local Blitz is composed of several phases, namely the: discovery phase, strategy / communication phase, implementation phase, project kickoff phase, and reporting and review phase. It is in the discovery phase where they determine the key performance indicators (KPIs) for a specific client. For most clients, lead generation is the primary way to find out if an SEO campaign will work out or not. For some clients, online sales or website traffic where they are selling ad space may be more important. Whatever the requirements of the client, Local Blitz with make sure that the high-level KPIs are determined during the discovery phase.

During the communication and strategy phase, Local Blitz will explain the basics of the strategy that they will be using. This will include a number of types of deliverables and each client is unique as to how involved they will be with the process. What is essential is that the client is aware of what will be done at each step of the way. During the implementation phase, they will implement the various action items that they have previously explained to the client.

The project kickoff phase is when they make sure that the client knows exactly what to expect during the implementation of the project and the kind of report that will be provided to the client. In the reporting and review phase, they will submit monthly reports to the clients with regards to the KPIs to show the gains that have been made.

Founded in 2009, Local Blitz is a digital marketing agency made up of a team of SEO specialists who make sure they are always updated on the latest SEO trends. They always strive to provide the best value for their customers through the development of digital sales funnels for all types of business enterprises, whether small or medium-sized. They provide their SEO services to businesses that don?t have the capability to have their own digital marketing team but are aware of the importance of SEO. Local Blitz has been receiving five star reviews from clients in a wide range of niches, including real estate, automotive, e-commerce, and more.

Those who require the services of an Indianapolis SEO company can visit the Local Blitz website or contact them on the phone or through email. They are open from 8:00 am to 5:00 pm, from Monday to Friday.

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For more information about Local Blitz Indianapolis, contact the company here:Local Blitz IndianapolisNick Bennett(317) 672-1156nick@localblitz.com815 E 63rd Pl Suite 201, Indianapolis, IN 46220

Local Blitz Indianapolis

Local Blitz is an Indianapolis based marketing agency specializing in Search Engine Optimization (SEO), Online Paid Advertising (Google, Facebook, LinkedIN) and other Digital Marketing Channels.

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