



# COMPANY INTRODUCTION

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# INTRODUCTION

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## RE: Partnering with 1<sup>st</sup> on the List

Dear Reader:

I would like to take this opportunity to personally introduce you to 1<sup>st</sup> on the List.

As one of the SEO industry's early pioneers (we're even older than Google!) we have witnessed virtually every change in this rapidly evolving, still very young industry. We bring a unique perspective to our services because we fully understand where search has come from and how search has evolved.

Our dedication to helping clients make informed decisions about their online presence has helped us achieve over 3 million "Top 10 Listing" for our clients over the past 20+ years. With a commitment to the highest quality work our approach is designed to provide the absolute best visitor experience and to make your website more search engine friendly.

If you are looking for a trustworthy partner experienced in Search with the expertise to customize your campaign to maximize results, I would love to speak with you!

Sincerely,

*Chris Genge*

PRESIDENT



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“We fully understand  
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Website Evaluation](#)

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# A LITTLE ABOUT US

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At the end of the day if our clients are happy, we are happy.

## OUR VISION

To be a vital part of our client's marketing plans, helping turn their website from an expense to a revenue source, being recognized as a premier provider of optimization services and one of North America's top SEO firms.

## OUR MISSION

To give our clients the best results from SEO, PPC and SEO Friendly Web Design and to provide them with the knowledge required to make informed decisions in regards to their online presence. We provide these with a dedication to highest quality of support delivered with a sense of competence, friendliness and company spirit.

## OUR VALUES

**Results Oriented:** Go the extra mile to achieve results, strive to exceed goals and expectations and work to find solutions rather than focus on challenges.

**Customer Focus:** Understand client needs and goals, listens to what clients are saying, respond in a timely manner and ultimately derive value from satisfied clients.

**Teamwork:** Share information and resources in order to achieve outstanding results, be realistic and seek to understand others' points of view and ideas.

**Flexibility:** Keep the big picture and end result in mind, look for new profitable opportunities and adapt practices to conform to changing trends and Best Practices.

**Innovation:** Challenge conventional thinking and learn from past experience and use it in the future.



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# WHY PARTNER WITH 1<sup>ST</sup> ON THE LIST?

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Bringing a unique, experienced perspective to your online presence.

## WHAT MAKES US DIFFERENT?

Our primary focus is to help our clients set realistic goals based on their market and to develop long term feasible strategies that have strong potential for sustainable success.

- As our client you will be assigned a veteran SEO Project leader with at least 10 years of experience.
- Our proven SEO methods are based on our ability to perform Detailed Site Audits which identify deeper SEO issues and work towards correcting them before optimization even begins.
- A deep understanding of Search Engine history and how Search Engines work enable us to achieve long term, stable visibility for our clients with scalable growth.
- We protect the integrity of your business by following a Best Practices approach employing only ethical, industry accepted strategies.
- The ability to explore the best options to grow your visibility in the Search Engines means that you will have multiple solutions for any issue we come across.

## GET THE '1<sup>ST</sup> ON THE LIST' ADVANTAGE

**Collaborative Teamwork:** We work together with you to develop, shape and achieve your online goals.

**Forward Thinking:** We stay ahead of the trends, using the best practices and preparing for the future.

**Sustainable Results:** We maintain our client's success for long periods of time, as long as 15 years!

**Accountable Practices:** We provide ROI and Goal Tracking along the way.

Over the past 20+ years we have earned a strong reputation among the best in the industry for our SEO best practices that are guided by the belief that **integrity** and **value** are the key driving forces behind everything we do.

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You hire 1<sup>st</sup> on the List when you need an outside the box approach to vamping up your website.

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# OUR APPROACH TO SEO

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We do not believe in taking a “**cookie-cutter**” approach to any optimization project.

Instead, over the last decade and a half, we have evolved with the search engines. Our services utilize only the latest, most sophisticated, spam-free SEO techniques based on industry accepted standards and a strict code of ethics. We also take a **holistic** approach and offer SEO Web Design Services to clients who want to make their websites more search engine friendly.

Our approach focuses on improving **user experience** and **improving your visibility** by focusing on optimizing your site content and your website structure. In this way we market your website to both the Search Engines and potential customers.

The typical SEO Client Project follows the below approach:

**Site Audit:** We analyze both your website and host server to check the website for issues that prevent Search Engines from properly reading and ranking your website. Many companies completely overlook this step.

**Keyword Research:** We discover actual search terms people are using to find your website and explore terms that will deliver the most qualified traffic.

**Onsite Content:** We optimize existing content and build new content to support your targeted phrases and provide visitors with a pleasant experience. We match your tone no matter how conversational or formal and incorporate branding and persuasive sales copy as we write.

**Link Optimization:** We conduct internal link analysis on your site and coach you on how to build quality inbound links to ensure a healthy link structure.

**Analyzing, Reporting and Improving:** We track goals and events in order to monetize your site traffic, if you let us. We help you understand visitor behavior and further optimize for greater conversions.

In between we customize our service, provide additional feedback, research new opportunities and keep you informed on new SEO best practices.

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“Our approach focuses on improving user experience and improving your visibility.”

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# FEES AND BILLING

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## PROJECT DESIGN AND APPROACH

1<sup>ST</sup> ON THE List is a professional services company. We work with key project leaders, marketing executives and small business owners to grow their website traffic and ultimately increase their bottom line. Rather than apply the same cookie cutter approach to all clients we customize our services to take advantage of individual opportunities and address the challenges unique to each individual website.

## PROJECT DESIGN AND APPROACH

1<sup>ST</sup> ON THE List offers three types of billing modules: **hourly consulting fees**, **monthly retainers** and **fixed project prices**. If your project is clearly definable in terms of cost we will provide you with a fixed price. Where the scope of the project is only determined upon investigation or where complex problem solving is involved we will work on an hourly or retainer basis.

## A LA CARTE BILLING

We offer 'standalone' SEO Audits, Keyword Research, Content Development, Blog Integration, Web Redesign, Web Updates, Web Maintenance and more. Just ask us!

## 30 DAY EXIT CLAUSE

At 1<sup>st</sup> on the List we understand that things change. Rather than restrict our clients with a full annual contract we offer a 3 – 6 month contract (determined by the services required) following with a 30 day exit clause. All we require is 30 days' notice to finish up any loose ends on your campaign.



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# FREQUENTLY ASKED QUESTIONS

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## What kind of support do you offer?

Our offices are open weekdays from 8:00 – 5:00 PST with a response time usually within 24 hours. SEO clients can reach their Lead SEO by phone or email. We have also developed excellent support materials and SEO video tutorials to help our clients completely understand the search engine optimization process.

## Do you offer any guarantees for SEO results?

We feel that most SEO guarantees are misleading and are designed to give a false sense of security. We inform new customers that in order to obtain the results discussed they need to ensure proper web server setup, web design, website reputation and SEO are all in order since they all play a role in obtaining positive results. There are several aspects beyond our control, including Search algorithms. What we do offer is a full range of SEO marketing services and personalized consultation directed at the customer's specific needs to ensure our best chances for success.

## What benchmarks will you use to evaluate our marketing success?

Our professional search engine optimization services are designed to ensure that your website's reputation with the search engines is representative of what your website truly offers. In the past, top search engine rankings were the primary benchmarks for determining SEO success. A lot has changed in recent years and while a top search engine ranking is still important, it is only one aspect of the equation in determining the success of an SEO campaign. Improved web analytics continue to play a major role in helping to improve your web page's reputation with the search engines, plus improving web page function, increasing traffic, increasing visitor loyalty, increasing conversions and ultimately, increasing ROI.

## I'm interested in your services, how can I get a proposal?

Before we can make any recommendations of the scope of services required of your website we need to understand your **goals, market, current positioning** and **overall website health**. The best way to do this is schedule a 30 minute phone conversation by calling **888-262-6687** or by emailing **contact@1stonthelist.com**





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## PARTIAL CLIENT LIST

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# CLIENT TESTIMONIALS

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## Proactive, Common Sense Approach to SEO

“Our entire marketing and sales effort is centered on the Internet. We were looking for an SEO company to manage it for us and liked your company’s common sense approach, friendly staff, and the fact that you didn’t try to blow us away with techno-talk or jargon! Our company has been a client of 1<sup>st</sup> on the List for more than 3 years. Our overall experience has been very positive and 1<sup>st</sup> on the List has been very good at keeping us informed of the latest trends/changes in the SEO industry. The results speak for themselves...the number of daily hits we get has DOUBLED and we have achieved and maintained good positioning with different search engines! 1<sup>st</sup> on the List has been very proactive in working with us to redirect our effects and even though they are not a small company, they come across as one with their down-to-earth, personable interaction...in other words, they seem to be as concerned with our business as we are!”

**Terry Page, President – Artful Dragon Press – Sammamish, Washington**

Clients since 2013 – SEO Services

## We Had a Solid Increase in Sales

“We recently started our SEO campaign with 1<sup>st</sup> on the List in December and already we have noticed from last June to this June a significant increase in business so this is good news!! Usually we have a decrease in the % of sales when the weather is warmer however now we have had a dramatic increase! So not only have we had an increase but it’s happening when typically sales are down! Big deal on our end. There was a 19% increase in sales in May 2018 compared to May 2017 and better yet, we had a solid 26% increase in sales in June 2018 compared to June 2017.”

**Janiece – Urban Body Laser – Vancouver, British Columbia**

Client since 2017 – SEO Services

## Very Knowledgeable SEO Industry People

“After talking to all the SEO companies on the list, I came to the conclusion that 1<sup>st</sup> on the List was the best and the brightest of the bunch. And that has proven to be exactly correct! Everything that I had hoped for has been realized and our working relationship is very enjoyable. It’s been a true partnership! I am extremely pleased with the results and our company is looking for ways to further strengthen our relationship with 1<sup>st</sup> on the List.”

**Brendan Duffy – Chicago IL**

Client since 2006 – SEO Services

For more testimonials for 1<sup>st</sup> on the List [click here](#).

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“even though they are not a small company, they come across as one – they seem to be as concerned with our business as we are!”

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# MORE CLIENT TESTIMONIALS

## I plan to keep using them

"I have been using 1<sup>st</sup> on the List for just over 3 years in the very competitive professional services industry. During that time, they have helped me to increase my web traffic by 10x and I have seen my position in the Google rankings consistently improve, even versus much larger and more established competitors. Their customer service is good, as are their monthly reports. I plan to keep using them, and have recommended them to friends."

**Mike L – Michael's Law Firm**  
Clients since 2015 – SEO Services

"I am only in my  
second year  
and I am up  
700 to 1000%  
over the  
previous year!"

## Never Seen or Heard of Growth Like This



"My name is Bob and I started my pest-control company in March 2016. I started using 1<sup>st</sup> on the List in August 2016. Prior to using Chris, I tried multiple and various avenues to get customers in my local area. These avenues were costly and not always financially productive. I had a website that I built and of course I needed "some" optimization on it, more like complete optimization on it. Chris set me up on a keyword plan and an optimization program. Within three months I started seeing results. Keep in mind that when I started seeing results it was also the slow time for pest control. Fast forward to March 2017, the phones started exploding. The reason for this timeframe (Aug to Mar) in my business is that of course it is pest control and it starts really hopping in the Spring. I am only on my second year and I am up 700 to 1000% over the previous year in sales. I have owned multiple businesses including restaurants, automotive repair, etc., and I have never seen or heard of growth like this. I plan on growing my business using these folks, and these folks only in the foreseeable future. I am a one-man operator and I routinely gain 40+ customers per month which is unheard of in pest control. They have extremely competitive rates for the results they deliver. I cannot say enough about 1<sup>st</sup> on the List. You absolutely will not be disappointed in the results."

**Bob Keith, Owner – safeearthpestcontrol.com – Rockwell, Texas**  
Client since 2017 – SEO Services

For more testimonials for 1<sup>st</sup> on the List [click here](#).

## VISIT US!

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