

LYONSCG DIGITAL MARKETING SERVICES

# Search Engine Optimization (SEO)

Strategic Visibility. Enhanced Engagement.  
Long-term Success.



## What We Do

- ✓ Improve brand affinity by elevating branded keyword rankings
- ✓ Enhance visibility with organic search tactics matched to your business
- ✓ Expand search presence by focusing on searcher intent
- ✓ Grow traffic and revenue through targeted conversion techniques
- ✓ Optimize page performance with technical and organizational enhancements

The world of search engine optimization (SEO) is constantly evolving; meaning businesses must constantly adapt in order to improve their visibility. SEO is more than a simple keyword ranking – it is a vital practice that profoundly affects your customers, business, and brand.

LYONSCG utilizes a collaborative, data-driven, and holistic SEO service model that ensures every move is informed and working towards your business goals.

Our full-service, in-house SEO organization works to put your brand and products in front of consumers when and where it matters most. Leveraging deep retail experience and proven best practices, LYONSCG customizes each and every campaign to fit client needs and drive long-term success.

## SEO Services

SEO enhances page relevance and authority, optimizing visibility and driving organic search traffic.

**SEO Strategy:** Improve visibility and drive long-term success with comprehensive SEO campaigns.

- Evaluation of goals, process, technology, and budget
- Full website audit
- Taxonomy optimization
- Short- and long-term roadmap development
- Content gap analysis
- Page-by-page optimization
- Industry-wide analysis

**Technical Optimization:** Make changes at the server, domain, or page level to improve crawlability and user experience.

- Page speed and performance
- Mobile friendliness
- Canonicalization to remove duplication
- HTTPS and security enhancements
- HTML code enhancements

**Search Presence Enhancement:** Help search engines efficiently crawl sites, better understand search intent, and quickly deliver the most relevant results.

- Index management and search prioritization
- Crawl statistics analysis
- Duplicate content resolution
- SERP feature enhancement
- Multimedia search
- Local SEO
- Internationalization

**On-Site SEO:** Optimize individual web pages to drive relevant traffic across all phases of the customer journey.

- Keyword research and strategy for metadata and content
- Strategic implementation in-platform

## Implementation SEO Services

LYONSCG employs a holistic approach to organic SEO that ensures every move is informed and in the best interest of your overall business.

**Pre-Launch SEO Services:** Ensure new sites are SEO optimized before launch with an informed strategy and a clear path forward.

- Pre-launch SEO strategy development
- Platform-specific optimization tactics
- Seamless communication with development teams
- Proven best practices over hundreds of implementations

**Platform Expertise:** Leverage SEO experts that not only can recommend optimizations, but implement them across a number of commerce platforms

- More than suggestions: We implement the optimizations as well

- Total SEO solutions encompassing strategy development, implementation, and optimization
- Commitment to optimized search visibility at launch

## Influencer Marketing

Social media influencers help organically spread your brand's messaging and products to engaged, plugged-in audiences.

**Influencer Marketing:** Engaging with key influencers to drive organic mentions, quotes, shares, and other engagement opportunities.

- Influencer selection and strategy
- Outreach and introduction facilitation
- Relationship management
- Enhanced site authority from high-value engagement
- Engagement is informed and driven by optimized content

## About LYONSCG

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP Hybris, and Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to [www.lyonscsg.com](http://www.lyonscsg.com).

## Related Services



### Strategic Foundations

Digital best practices that set you up for long-term success



### Marketing Management

Campaigns that drive results across your entire business



### Insights and Optimizations

Data services that track, test, and optimize performance



### Paid Search & Media

Strategies that turn fans and followers into brand advocates



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