



VIRTUAL
INGENUITY, LLC

Search Engine Optimization

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Maddison McKinley, President, and Chief Marketing Officer of Insightimize, discuss the methodology behind search engine optimization (SEO).

Maddison McKinley is a marketing consultant that has worked with a wide range of clients, from small businesses to large corporations that are looking for someone who can help them grow their business. With over 10,000 hours of marketing experience—including SEO, data analytics and ROI, content marketing, conversion rate optimization, lead generation, big-picture strategy, and more— Maddison has implemented numerous effective marketing campaigns for her clients while meeting their unique needs.

Search Engine Optimization plays an important role in making your website more visible to your target audience. In addition, great SEO can give you a competitive advantage, boost your credibility, help you to rank better in local searches, and convert prospects into customers.

Listen as we discuss:

- What is SEO and why does it matter?
- Easy ways to get started with SEO.
- The main search engine to optimize for.
- The algorithm behind Google and how to make it work for your business.
- The cost of SEO services.

We close by asking Maddison, if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her business.

Learn more about Insightimize:

- Website: <https://www.insightimize.co/>
- LinkedIn: <https://www.linkedin.com/company/insightimize/>

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Thank you so much for listening!

Let's impact together! [Virtual Ingenuity, LLC](#)