

## Generate more qualified leads from your site

The Alto Marketing SEO Audit provides recommendations that will enable truly successful SEO.

- Increased ranking in search engine results pages
- Improved click-through-rate
- More organic traffic with increased conversion rate
- Reduced bounce rate and increased time on page
- Stable traffic, even through updates to search engine algorithms



It's so important to be on the first page.

Of the 3 billion searches performed every day, 85% of people will never click through to the second page of results.

The first five organic search results receive 67.6% of all clicks<sup>1</sup>

Average conversion rate from organic traffic is 14.6% compared to 2.35% for other types of traffic<sup>2</sup>

SEO is a low risk, high return and data-driven approach to your life science marketing strategy. Trust, authority and credibility are key ranking factors used by search engines, and implementing effective on-page SEO demonstrates that your site is trustworthy and tailored to your specific audiences.

## Our SEO Audit will show you how!

Alto's team of PhD scientists understands the needs of your target audiences, so we're ideally positioned to ensure your website is optimized for your customers. Our web SEO audit includes an analysis of your site and your top 3 competitor sites and includes:

- **SWOT analysis of article length, structure, internal linking and SEO.** Identify strengths, weaknesses, opportunities and threats to drive organic traffic to your site
- **Identification of your SEO competitors.** Find out who's ranking in the top position in your sector and how you can get there
- **Keyword gap analysis.** Identify high-ranking keywords used by your competitors that you can use to increase your rankings
- **Search engine results page analysis.** Discover how to use keywords to rank within the correct niche for your business
- **Content gap analysis.** Assess gaps in usability and potential for SEO optimized content
- **Full report including recommendations for improvements**

And it's easy! We don't need backend access to your site!

#### References

1. <https://www.zerolimitweb.com/organic-vs-ppc-2021-ctr-results-best-practices/>
2. <https://www.monsterinsights.com/conversion-rate-optimization-stats-show-what-youve-been-missing/>

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