



saleX Web Services

SaleX provides affordable web strategies to businesses interested in harnessing the power of Organic Search Engine Marketing and website conversion.

We work with numerous WCA partners and industries, including retail, healthcare, entertainment and business-to-business sales.

We achieve success by implementing six cost-effective solutions that optimize a website's search engine rankings and traffic, allowing a business to build up its branding image, capture more leads and effectively convert leads into sales and higher profits.

Our Company

SaleX is a group of professional marketers that specialize in search engine marketing and website conversion. We are a division of one of the oldest technology providers on the West Coast, and have been involved in the development and revamping of technology since the days of the first IBM PC, MS-DOS and the Apple IIe.

We are backed by decades of experience in technology, marketing solutions and business practices. Throughout the years, our highly skilled teams of specialists have developed an extensive set of skills and a solid track record for implementing effective Internet and Direct Marketing solutions.

You can trust in the experience and knowledge that SaleX provides to help you find an affordable solution that's right for your business.



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▲ Organic Search Engine Optimization and Compliance

We offer a specialized process that will analyze your website's code, architecture and content, ensuring that it is easy to read and fully compliant with search engine spiders.

A website's position or ranking is not fixed. Search engine rankings are determined by matching a website's content and structure against various algorithms; and, to avoid unfair manipulation of rankings, these algorithms constantly change.

SaleX will determine distinct search engine criteria and manually submit your website to search engines, as well as conduct constant interventions and periodic modifications, thereby anticipating and counteracting the random changes in search engine algorithms. We make sure your rankings are as high as possible.

▲ Keyword Research and Testing

Finding the right keywords should be the most important part of every search engine marketing campaign. This process involves studying and understanding the language that your target market uses when searching for your products or services.

At SaleX, we create the right balance between the popularity of keywords and phrases, industry terminology, and potential keyword cost. We study visitor behavior and carry out a detailed investigation in order to formulate a list of keywords and phrases that your customers will use and your business can optimize.

▲ Directory Investigation and Submission

To make your online marketing plan a huge success, it's imperative that your website is included in major online directories. These directories are human-edited; as a result, it is vital to understand the submission criteria for each directory. Otherwise, directory editors may alter your submission or insert it in the wrong category.

For best results, your title and page descriptions should be keyword rich, and your listings should remain consistent with your marketing goals.

At SaleX, we'll do a complete investigation of all applicable directory categories and create a customized submission that will not be altered or edited.



▲ Content Enhancement and Meta Tag Creation

The more appropriate and relevant your content is, the higher your rankings will be. This strategy will ensure that your website attracts the right audience and provides relevant information as they land on your web page.

To fully optimize a website, the content and Meta tags must be monitored and adjusted consistently, and search engine patterns, as well as the behavior of targeted users, must be analyzed.

At SaleX we use eye-tracking principles to make sure your copy is visually pleasing. We will formulate your copy so it quickly answers your visitors' questions and directs them to appropriate sections of your website. We will adjust navigational links to guide visitors more easily, as well as ensure your content is at optimal length and your keyword placement is ideal.

▲ Visitor Conversion Assessment

An important part of your marketing strategy should include conversion analysis. Your conversion strategy should ensure that your targeted visitors take the appropriate action, such as downloading information, subscribing to newsletters or purchasing a product.

SaleX will understand your market position and customer impressions, then assess the flow of your website and marketing strategies to ensure that your visitors take the appropriate action outlined in your marketing plan.

▲ Competitive Analysis

When creating an online marketing strategy, it's crucial to recognize that your business will be competing against several other websites. To stay ahead of your competition and increase traffic and sales, you should monitor your competitors' activities and formulate strategies that will effectively compete against them.

SaleX will conduct a detailed analysis of competitive sites, including search engine rankings, PPC listings, targeted keywords, linking strategies and website managing. We make sure your online marketing strategies outperform those of your competitors.



Our References

With a solid commitment for delivering cost-effective online results, we are proud to say that we have many long-term relationships with our clients.

Upon request, we would be more than delighted to provide full references. In the meantime, please review the comments that our clients have so graciously given us. They reflect the quality, flexibility, honesty and integrity that we continually provide.

"Before Salex our web site only provided a short list of services and our contact information. But now, we have a dynamic site that brings in about 75% of our new business each month."

President, Appraisal Services Company

"I had heard that eBay and other sales sites could benefit a small business like mine, but I did not know how to get started. For as little as \$100 per month Salex showed me exactly what my business needed and how to get the most from these powerful web sites. Today, these sites generate at least 1/3 of my sales."

Owner, Value-Added Reseller of Computer Equipment

"Salex developed my web site and now manages it too, as well as my Internet marketing campaigns, CRM application, email, network, firewall and phone system. Now I only have one number to dial and one person to call, plus I saved a few thousand dollars, which I reinvested in getting new clients."

President, Commercial Property Manager



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