



Search Engine Optimization



Where marketers connect with scientific minds

REACH NEW AUDIENCES, GENERATE BETTER LEADS

AZO
NETWORK

What is SEO?



Search Engine Optimization (SEO) is the practice of improving your website's visibility in search engines so that your content is discovered by the right audience at the right time. By optimizing technical performance, content, and authority signals, SEO helps keep your brand at the forefront of search results and top of mind for potential customers.

Use SEO to:



**Drive organic traffic to your website
without relying solely on paid ads**



**Connect with high-intent prospects
actively searching for solutions**



**Build credibility and trust by
appearing in top search results**



**Support long-term lead generation
and brand awareness**

Why SEO?



Increased Visibility

- Boost your presence across search engines, putting your brand in front of audiences at multiple stages of their journey. From early awareness to purchase consideration, appearing consistently in search results keeps your company top of mind. The more visible you are, the greater the opportunity to attract, engage, and convert prospects ahead of your competitors.

Brand Authority

- Strengthen your brand's credibility by ensuring your content appears where your audience is already searching. Ranking highly for relevant keywords positions your company as a trusted source of information, demonstrating expertise and reliability. Over time, consistent visibility builds recognition, trust, and long-term authority within your industry.

Generate Leads

- Drive highly qualified traffic to your website from prospects actively seeking answers, products, or solutions. These visitors often arrive with a strong intent, making them more likely to convert. By optimizing for relevant search terms and user experience, you can turn organic visibility into steady, cost-effective lead generation that compounds over time.

SEO Package

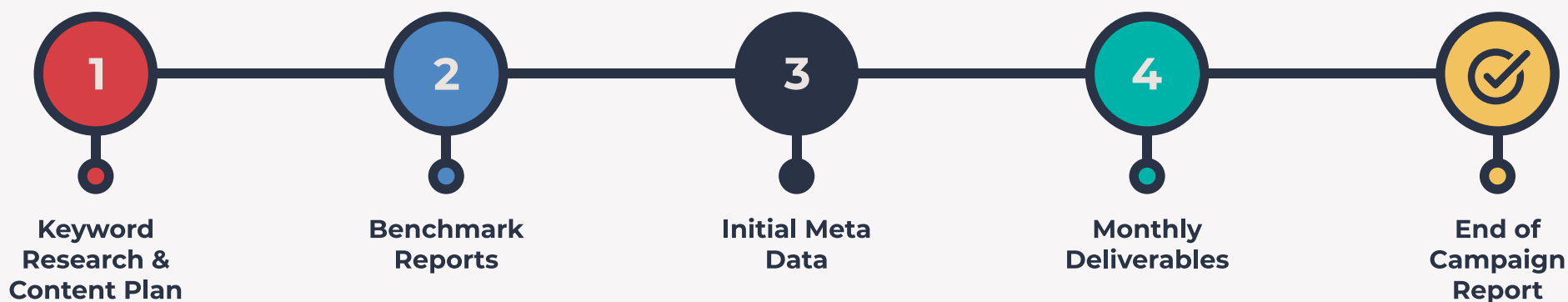


Inclusions:

- Keyword Research
- Competitor Analysis
- On-Site Optimization
- Regular Site Audits and Fixes
- Real-time Reporting via AZoIntel
- Quarterly Content Plans and Intent-Matched Blogs:
 - 3 month campaigns - 1 content plan
 - 6 month campaigns - 2 content plans
 - 12 month campaigns - 4 content plans

Monthly Deliverables:

- Meta Data
- Site Audits + Fixes
- Reporting
- Content Delivery



SEO Reporting



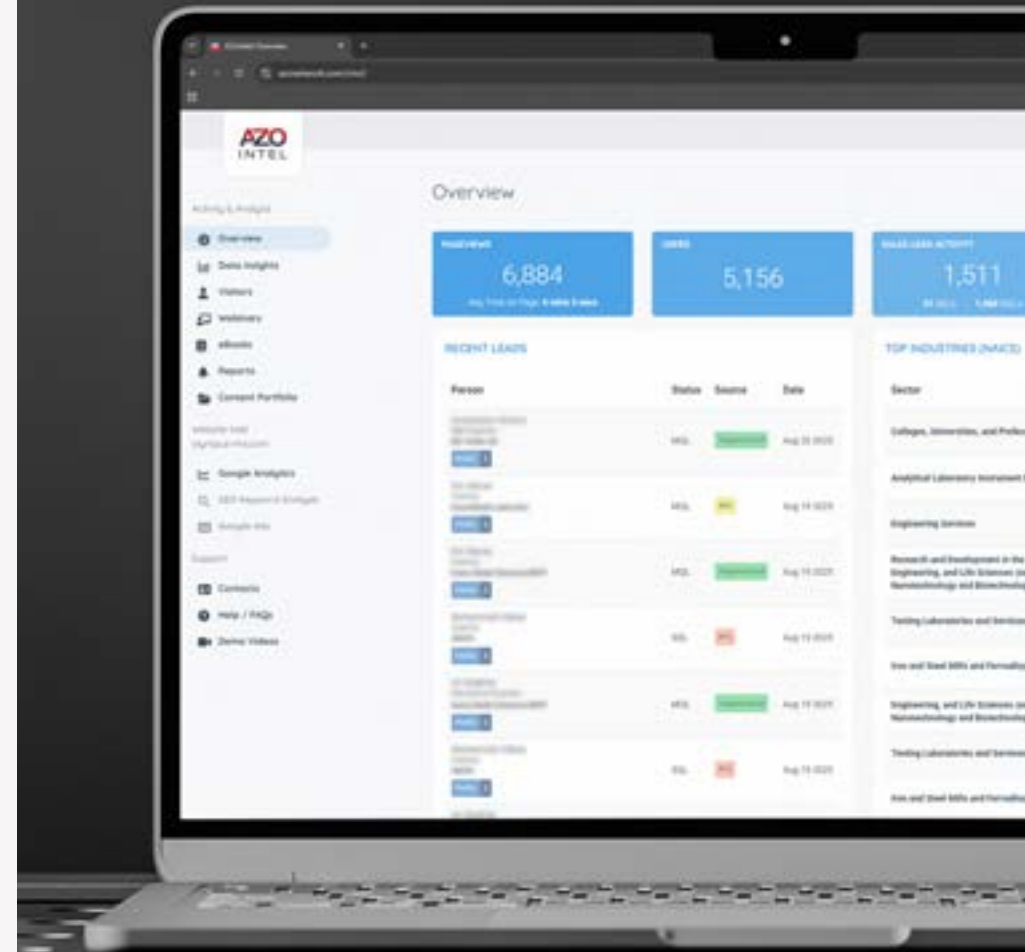
Your SEO campaign made simple. AZoIntel brings all your performance data together in one place, while your account manager turns it into clear, actionable insights. With live dashboards and regular updates, you can see progress at a glance and export reports to Excel or PDF with one click to keep stakeholders up to date.

Analytics

Get the most important insights from your GA4 account in a clear, simplified dashboard. Instead of scrolling through endless reports, see the metrics that matter most at a glance. Your account manager highlights the key trends and explains what they mean, so you always understand how your SEO campaign is performing and where it's heading next.

Keyword Analysis

See exactly how your audience discovers your content in search. Track keyword rankings in real time, view the pages they're connected to, and understand search intent, volume, and history to reveal what's driving visibility.



SEO Case Studies



Want to see what SEO can deliver?

Explore our collection of [case studies](#) showcasing how we've helped clients improve their search visibility, attract the right audiences, and convert traffic into measurable business results. Each case study highlights real-world strategies and outcomes, demonstrating how SEO builds authority, drives long-term growth, and generates qualified leads.

Masteel

"We have seen an increase in both web generated inquiries and telephone traffic on products that are targeted. Lead/Inquiry generation is now starting to overtake us, which is a great problem to have!"

Extronics

"Using specific keyword targeting, there has been an increase of over 66% in organic users on the website as well as an increase of over 71% in new users."

XRF Scientific

"In the first year of engaging AZoNetwork's SEO service, there was a dramatic increase in website traffic and relevant sales inquiries. This is a direct result of improved Google keyword rankings for all our important product lines."

International Gas Detectors

"Designing, building and optimizing a new mobile friendly website resulted in a 72% increase in the organic traffic compared to previous years."

Pricing



[Contact Our Team](#) to build a tailored SEO strategy that drives the right traffic and supports your marketing goals. You can also request a [Free Site Audit](#) to assess your current rankings, uncover technical issues, and identify key opportunities.

USD



3 Months:
\$8,900

6 Months:
\$16,100

12 Months:
\$26,800

GBP



3 Months:
£7,100

6 Months:
£11,900

12 Months:
£20,000

EURO



3 Months:
€8,100

6 Months:
€14,000

12 Months:
€23,400