



A Green Sheet Pro Overview of SEO Services

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Domain.ca | Coolcom.com
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In a recent study, the below goals were noted as “most important” to website owners who had expectations of gaining traffic to their website for the purpose of effecting sales.

- To steadily improve the website’s rankings on Google and other major search engines
- To increase traffic to the web site
- To ensure each webpage carries the correct data to present prominently in search engine results
- To use Stats Data to identify increased, decreased or bounced traffic patterns
- To ensure the site is well optimized and represented prior to paid advertising expenditures
- To ensure the web site meets, or exceeds, “Google Listing” standards
- To encourage search engine providers like Google to serve up the web site as an "Authority"

The above results are a clear indication that business owners understand Google is currently the number one resource for providing relevant traffic to their websites, and that websites have defined standards and configurations that must be met in order to find the best possible placement.

Our SEO Team Leader has spent 13 years on the job and helped over 600 clients reach their goals

Over 13 years COOLCOM (and Team SEO Leader JoCool) have provided clients with winning strategies to make it to Googles top pages and stay there. Each client has experienced results based on “one on one” personal attention paid to the business at hand, the goals of the client and what Google requires to meet those goals.

Your business has never been in better Search Engine Optimization hands than at COOLCOM Canada, with JoCools experience and our own Team of SEO experts. Take a look at some of our more recent Google Search Engine Placement achievements. Your business can experience these results too!

Blue Spruce Contracting (www.DangerousTrees.com)

Blue Spruce Contracting is a Tree Falling service located in Northern Alberta that serves communities in their general area as well as work in the entire Alberta region. The business needs to be found under terms relating to “tree falling” in various areas. Having begun their journey on Google at position number 40+ in the following terms, Blue Spruce Contracting now finds the below standings instead.

Current results for Blue Spruce Contracting:

Term	Position in Google
Tree falling Alberta	2
Tree falling northern Alberta	1
Tree falling Westlock	1
Tree falling Athabasca	1
Tree falling Colinton	1
Tree falling Rochester	1

Tratek Ankle Monitoring Systems (www.Tratek.ca)

Tratek is a business that distributes Ankle Monitoring systems as an option to jail for people who qualify under certain terms and conditions of Canadian Law. Tratek requested better visibility in areas of Google that centre on key words such as “ankle bracelet systems Canada” which is a highly competitive market place in the search engine. Having started at position 30+ Tratek now enjoys the following standings:

Current results for Blue Spruce Contracting:

Term	Position in Google
ankle bracelet systems Canada	1
electronic ankle monitoring systems Canada	2
ankle bracelet monitoring Canada	2
Electronic ankle tracking systems Canada	2
electronic offender monitoring Canada	2
ankle monitor bracelets Canada	2

The Mourning Movie (www.TheMourningMovie.com)

This popular Indie Film was interested in ranking highly in YOUTUBE more than any other database. In reviewing the competition there was quite a task as “The Mourning” brings up 100s of entries that have been placed high on the ladder for some time. The trailer now enjoys the following placement:

Term	Position in Youtube
The Mourning	2, 4, 5
The Mourning Movie	1,2
The Mourning Trailer	1,2,3,4

The COOLCOM Organic Method

Sure you've heard of "tricks" but Google figures those out and punishes offending sites by sending them to the back of the line. COOLCOM Canada and JoCool's SEO team spends time researching the latest requirements at Google, keeping a solid "playbook" of best practices on hand for use with your website.

Our organic approach is well researched, tried, tested ... and true; it's also months of work

Our program doesn't end with a quick pass through your site. Once your new standings are achieved we spend months following up and improving that standing. We use the methods that best work with your site, product and goals.

What about reporting? Will I know where I stand and how I have improved?

Absolutely, COOLCOM Canada will generate twice monthly reports that tell you where you stand and how you have improved since your last "results communication" from us. This report also contains a full overview of your current standings so you have a full comparison of then vs now.

What about cost? Is this going to be expensive?

Success is hard to find for free. However, we understand bottom line and respect it. The Coolcom SEO pricing extended to our hosting customers is far more enticing than what you'll find on the web, and we offer custom plans that allow you plenty of breathing room.

Start with a free assessment, there's no obligation to dive in.



Get COOLCOM Canada SEO Professionals on your side

We'd love to have you aboard! Ask our team for more info ...

By Phone:

You can contact our SEO department at **888-455-3330**. We're happy to discuss your requirements and bring those to our assessment team for review. You'll have a report delivered for your consideration.

By Email (actually... this is quicker!):

Feel free to contact our team at SEO@coolcom.com. You'll hear back within the hour and your assessment will be delivered within a day. Just remember to include your website URL ☺

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