



MAXIMIZING YOUR COMPANY'S VISIBILITY VIA THE WORLD'S SEARCH ENGINES

Reaching a global audience through high ranking in search engine results requires expert knowledge of the issues particular to search engine optimization in each country where potential customers reside.

There is no better place to access the combined knowledge of local SEO experts than through NetGrowth Group's global SEO network – SEO Unison.

EXPERTISE

Our consultants, located in 17 countries spanning 5 continents, are recognized as some of the world's leading SEO experts.

COORDINATION

To ensure effective and consistent implementation across all countries, you will be assigned an account executive – a single point of contact through which your global program will be managed.

INTEGRATION

We will work closely with you to properly integrate your SEO program with your existing global marketing initiatives.

CHALLENGES

LINGUAL: Websites need to be translated not just for local language but also phraseology.

CULTURAL: The way in which people request, interpret and select search engine results can be influenced by cultural differences.

TECHNICAL: Hardware, software, and Internet protocol issues all play a role in determining which results are served and how they are ranked.

REGULATORY: Government restrictions such as censorship may affect how results are served via search engines in certain countries.

BENEFITS

STRATEGY: One global strategy customized for the lingual, cultural, technical, and regulatory intricacies of doing business online in each country.

IMPLEMENTATION: Ease of implementation and management through NetGrowth Group's SEO Unison Network.

VISIBILITY: Maximum overall search engine visibility for your company's brand, products, and services.

REPORTING: Consolidated global data reporting for optimal decision making and centralized control of brand messaging.



THE SEO UNISON NETWORK

SEO UNISON is a global network of independent SEO companies. Our SEO experts have united to form one organization offering unparalleled technical and business knowledge in search engine optimization.

Our network spans 17 countries with expertise in optimizing websites in 13 languages on over 25 search engines. All our consultants have experience working with multinational organizations with some of the world's most recognizable brands among our client list.

SERVICES

CONSULTING A complete SEO service including strategy development, implementation and ongoing managing and reporting.

RESEARCH From site analysis to competitive intelligence, we can provide the information you need to improve your global search marketing efforts.



For more information on our Global SEO services, visit us online at www.seounison.com or contact:

ALEC CAMPBELL
Managing Partner, Global SEO
Tel: +1 215-840-9255
Email: acampbell@netgrowthgroup.com

UNITED STATES
NetGrowth Group Ltd
1100 Shackamaxon St, Unit 3E
Philadelphia, PA 19125
Tel: +1 215.840.9255

UNITED KINGDOM
NetGrowth Group Ltd
145-147 St Johns Street
London. EC1V 4PY
Tel: +44 (0) 7801 439011



SEO UNISON is a subsidiary of NetGrowth Group Ltd, a global consultancy focused on Internet business development and marketing. We are a team of industry recognized experts with experience across multiple sectors and service areas.



CONSUMER GOODS • EDUCATION • FINANCIAL SERVICES • MEDIA & ENTERTAINMENT • PUBLISHING • TRAVEL & TOURISM

 **AUSTRALIA**
First Click Consulting

 **BRAZIL**
Media Factory

 **CANADA**
Bloom Marketing

 **CHINA**
Darwin Marketing


 **FRANCE**
Orixa Media

 **GERMANY**
ISA-Media

 **ITALY**
TSW-it

 **JAPAN**
Wasabi Communications

 **REP OF KOREA**
Interad

 **MEXICO**
Pago Por Clic México

 **NETHERLANDS**
QueroMedia

 **RUSSIA**
Tatami

 **SINGAPORE**
Purple Click Media

 **SPAIN**
Overalia

 **TAIWAN**
First Click Consulting

 **UNITED KINGDOM**
Push Marketing Ltd

 **UNITED STATES**
Seer Interactive