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Search
Engine
Optimization
SEO



Digital Services for Wyoming's Small Businesses

What on EARTH is Atmosphere?...see what we did there?

Atmosphere Marketing is the Web Services division of [County 10](#), Wyoming's first digital-only news site founded in 2011. County 10 has been disrupting local advertising with innovative products and services for almost a decade. In 2020, Atmosphere merged with County 10 to provide "the other side of the local marketing equation."

Advertising captures potential customers who aren't looking for you and pushes them toward you. Atmosphere Marketing focuses on the other side of customer acquisition; pulling in customers who are already searching on the internet for your product service or industry. This process of making sure you're found by these potential leads is called Search Engine Optimization (SEO).



Wait, what? What is SEO?

The vast majority of people start their search for a product or service online, and most of those start with a Google Search. If you can't be found in local search results, or you're not near the top - you're losing revenue.



SEO is the process of identifying potential customers through their internet search patterns, and then optimizing your website and other digital marketing so that you are the one they find when searching for your product/service.

Cooooool - but what does that really mean?

As a marketing tool, SEO is incredibly efficient. It takes people who are already wanting to buy what you sell, and then presents you as the best option. Since 80% of business from search is captured by the top 3 businesses in local search results - SEO produces incredible ROI.

Case Study Example: A therapy office in Cheyenne, WY contracted Atmosphere with the goal of getting more phone calls to their office to book appointments. They started out receiving 20 calls per month from local searches. Within 3 months working with Atmosphere Marketing, they were getting 40. Two years later, they average 80 phone calls per month - directly from local search results. What would an increase like that mean for YOUR business?



Increased Traffic

On average, our clients' websites experience a traffic increase of 10-20% every month.



Increased Engagement

With all that extra traffic, our clients receive more phone calls and visitors.



Increased Revenue

More visitors lead to more sales. More sales...well you get the idea.



The SEO started slowly increasing business, but within time I was turning away business and I was only taking work that I wanted. I had to hire another full-time employee to handle the load.

— Ryan Wright, Wright Law Firm

Sounds good, but what do you actually do?

SEO has a lot of pieces that have to fit together just right to make sure you're found in search results. That means more for some businesses and less for others.



Local SEO could be as simple as a website tune up (or a whole new site) to be more appealing when customers find you. It might mean strategies to increase engagement with your brand on social media. If you're in the middle of a digital marketing project, you might need a new logo or even a whole new brand identity. To optimize for the "key" words people use to find you, the right content needs to be generated and tied together across your different channels.

Then there are lots of technical pieces on your site which can affect how search engines see your data.... Atmosphere will handle all of it. Or just the pieces needed by your small business. We'll build a strategy, execute, evaluate and adapt until we meet your goals.



The stuff we do and what it costs



Website Design & Hosting

Whether it's a simple info hub, a blog designed to engage, or your all-in-one ecommerce platform, your website needs to look good on any device, function well and drive prospective customers to become loyal brand lovers. Atmosphere will design (or re-design) your site to meet your goals, and optionally, can host and maintain it for you.

Websites starting at \$1,000

Contact us for a custom quote for your site.

Managed Hosting \$50/mo

Includes: Site hosting, security, on-call maintenance, priority service



Search Engine Optimization (SEO)

Atmosphere offers different levels of SEO for different situations and budgets, all with the same goal - capture those hot leads while they're looking for YOU!

Essential SEO \$100 /mo

Includes: Google My Business clean-up and management, online reputation management

Professional SEO \$500+/mo

Includes: All Essential Services + Site optimization with Managed Website Hosting Plan (if needed) + Search trend and data analysis, monitoring search rankings and visibility with active improvement strategy on and off your site.

Local market Industry exclusivity

Website design & hosting may be included with Professional SEO plans



Social Media Engagement

Are you posting on social because you feel like you have to? You don't. You need to engage your audience! This requires some strategy and effort. Atmosphere takes audience development off your hands so you can get back to building your business.

Plans starting at \$250/mo



Digital Health Check-up

You know your digital presence could use a tune-up, but not sure where to start? Atmosphere offers an audit which reviews your online health, including your website, social media, Google My Business and search engine rankings. You'll come away with a detailed report and recommended action items to improve your digital wellness.

One-time audit with report \$350

Includes coaching session
to review report



Ok...you offer something I might need. Now what?



Step 1: Client Needs Assessment

Connect however is easiest for you. We'll get to know each other and learn about your needs and goals. We'll also do some research on our own.



Step 2: Proposal

If we're a match, we'll craft a proposal that addresses your hopes and dreams



Step 3. Proposal Acceptance & Deposit

When and if you are ready to move forward, sign our proposal and make your first payment ("first payment" varies across services and plans)



Step 4: Planning | Design | Strategy

Depending on your needs and goals, we'll create a plan, share it with you and then get to work.



Step 5: Launch...

This could mean so many things. If we're just building a website, well that's obvious. If we're doing full-service SEO Step 4 & 5 are happening almost simultaneously as we work our magic.



Step 6: Monthly Reporting

If we're working with you on an on-going basis, we'll send you lots of numbers. You'll tell us how things are going on your end. We'll adjust and keep working towards your goals.

We look forward to working with you. For sales and questions about any information in this Services Guide please reach out to us at: info@atmospheremarketingwy.com