



Achieve a long-term increase in your volume of qualified, ready-to-buy online prospects

Contact Us

Cornerstone Group of Companies
20 Eglinton Avenue West, 4th Floor
Toronto, Ontario M4R 1K8
Phone: 1.416.932.9555
Fax: 1.416.932.9566
www.cstonecanada.com
info@cstonecanada.com

Search Engine Optimization Services

Establish a Critical Online Strategic Advantage

According to recent studies, the majority of internet users abandon their searches or find what they are looking for after the first two pages of results. If your organization does not rank high enough on search engine results pages, your prospects may simply never find you. Cornerstone's search engine optimization service optimizes your website to improve your ranking for those keyword phrases that your prospects are likely to use when searching for your products and services.

Research shows that optimization dramatically improves online success, including traffic and conversions; in fact, those results could triple within a period as short as a month. And, your company brand and reputation will benefit when your high rankings build credibility with both prospects and customers – ensuring that all stakeholders benefit from this cost-effective service.

Rigorous Analysis and Recommendations

Search engines rank websites based on proprietary algorithms that measure a range of factors with the ultimate aim of delivering the most relevant pages to each searcher. Cornerstone offers the sophisticated technical expertise and infrastructure needed to identify the components required to improve your rankings. Technical research and analysis of frequently searched terms related to your site allow us to recommend the right modifications to keywords, content tags and links. The result is a site designed in a way that ensures search engines can find and index all important pages. And our specialized applications and knowledge allow for micro-targeted keyword development – a cornerstone of high organic search rankings.

Consultative Implementation, Monitoring and Reporting

Among the most important success factors in SEO is constant monitoring of your efforts. At the start of each project, we provide a benchmark ranking report that illustrates where your site currently ranks for your primary keywords. This report together with website traffic reports are updated monthly to demonstrate changes in your search rankings traffic and ROI. As search engine algorithms are constantly evolving, ongoing SEO progress reports are accompanied by recommended measures for continuous improvement.

Start Attracting More Qualified Online Prospects Today

To learn more about our Search Engine Optimization Services, please contact Don Lange at 416-932-9555, Ext. 141, don@cstonecanada.com, for more information.



At the Cornerstone Group of Companies, our mission is to be the best in the world at helping our Clients find and keep good customers. We will accomplish this by providing our Clients with the best prospecting leads available and helping them to be the best in the world at managing and enriching their customer databases.