



## NetSuite SEO Expertise to Power Your Organic Results

*“After just two months of working with Explore, our premier product became the best seller in its subcategory and our sales volume improved three-fold on Amazon.com. The Explore team has a transparent approach that is something we enjoy because we’ve been able to retain the knowledge from their work internally. They’ve been a great partner in the growth of our brand.” – Jeff Abraham, CEO, Absorption Pharmaceuticals*

Many businesses have made the solid decision to leverage the NetSuite platform to operate their business in the cloud. NetSuite’s tight integration between physical and/or digital storefront and back office is unparalleled in the marketplace today.

Regardless of the business vertical, **creating a successful online presence is vital to engaging with today’s buyer** – whether that end buyer is a consumer (B2C), another business (B2B), or government (B2G).

The ubiquity of the internet, particularly the mobile internet, continues to make it the fastest growing channel today.

While the internet has provided an explosion of tools to help drive awareness, engagement and conversion, understanding how to make the best use of these tools is far from simple or obvious.

Both NetSuite Sitebuilder and NetSuite SuiteCommerce Advanced provide the necessary capabilities to create successful digital storefronts. But just as having a bunch of tools in a toolbox does not make one a carpenter, making the best use of these capabilities requires both the knowledge on how to create successful digital strategies and the experience to execute and deliver on these strategies in a way that provides solid business results.

## Issues

- Difficult to understand how to drive natural or organic search traffic to your website.
- Lack of understanding of which platforms achieve the best results for each website’s nuances.
- Complex algorithms used by Google and Bing make achieving results very difficult.
- No or little results due to this lack of understanding search engine trends are inadequate, ending in companies abandoning channel(s).
- After channel abandonment, often there’s reliance exclusively on expensive paid marketing.

## Solution

With more than 13 years of experience successfully building and deploying webstores on the NetSuite platform, Explore Consulting has become a leading NetSuite Certified Digital Agency Partner.

With this success, our Digital Marketing team has built up an unparalleled amount of experience and skill working with clients to safely migrate platforms and successfully drive their organic results after launch.



**Create a benchmark.** We perform a deep audit of the existing website to understand what is working well and what is not. This step is vital to understanding changes between legacy websites and your new NetSuite e-commerce presence, and building a plan for minimal negative impact when you make abrupt changes to your site.

**Collaborate.** Working closely with clients, our design team and developers help build in both general SEO and NetSuite SEO best practices, including:

- reviewing and making recommendations that trade off technical performance
- website design and UX
- information architecture and content details
- metadata, micro-formats and social

In some cases, clients will want to do this after they have made it through their primary site design, others like to execute these simultaneously. Our process can accommodate either based on budget, timing and resources.

**Prepare for launch.** We prepare specific transition assets and help test the website both pre- and post-launch from an SEO perspective focusing heavily on those areas that are platform specific.

**Further Optimize.** For our clients that want to continue to grow and improve their SEO, we offer both on-page and off-page optimization and campaign development to increase client's standings on the search engine results pages.

## Results



No matter what stage in the lifecycle of your NetSuite webstore, you can leverage the deep experience and

know-how that Explore's Digital Marketing team provides to **improve traffic, engagement, and conversation for your website.**

## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 14 years, Explore Consulting is the largest and most

experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards and has twice been named NetSuite Partner of the Year, Americas.

For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).

