



How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

WEBSITE CALIBRATOR™

Website Calibrator™ provides you with relevant diagnostics of 39 aspects of your website to enable you to take strategic decisions regarding your site's architecture from a search & marketing standpoint.

ARE YOU INTERESTED IN ENABLING YOUR CUSTOMERS TO FIND YOU FASTER?

Features

- Website architecture analyzer inspects your website on 39 critical search compliance checks
- Competitive landscape analysis of your website's SEO score with up to 4 competitors
- Link score analyzer maps your incoming link eco-system and identifies potential websites for high quality link placements

Benefits

- Identify bottlenecks that inhibit organic traffic from search engines
- Enhance your site vis-à-vis competition
- Improve marketing investments by prioritizing SEO focus areas



Pricing & Deployment

- The Website Calibrator™ solution deployment typically requires between 60-90 days to calibrate for your business/industry. Pricing starts at \$19,000 for a one-time engagement depending on your requirements.

Online Brand Solutions by Position²

- Brand Defender™
- Brand Touchpoint Manager™
- PR Maximizer™
- Website Calibrator™

About Position²

Position² is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology