



Lateral Media

Web Ladder Products and Services

Lateral Media connects people, ideas and communities through our online media properties, innovative marketing programs, and expert content.

Our **Web Ladder** series of **SEO Products and Services** is designed to deliver more traffic and higher quality visitors at a lower price than traditional PPC search marketing.

Web Ladder Text

Attract more traffic by building out your website with our carefully crafted content pages. Complete with optimized metadata, pull quotes, and a prominent call-to-action, our 100% unique content will improve your visibility in the SERPs and increase conversion rates.

Web Ladder Directory Submit

Target the right kind of traffic and develop better online visibility by allowing us to submit your site to 25 pre-qualified Web directories. Submitting optimized site descriptions to the right directories is a quick and easy way to generate valuable backlinks to your website.

Web Ladder SEO Scope

Find out exactly where your current website stands in your quest for more traffic. By performing a detailed analysis of your website's overall architecture, "on-page" elements and "off-page" issues, we can pinpoint and prioritize your SEO needs.

Web Ladder SEO Pro

Get the ongoing SEO help you need by signing up for a monthly consultation plan with our top-notch SEO specialists. Via regular phone consultation, we provide you with updated analysis of your website's performance and develop creative solutions to any SEO issues.

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Special Offers ▶

ACCOMMODATION

- Apartments
- Villas
- Hotels

MARBELLA

- A destination
- Activities
- Sports
- Sun & Beach
- Health & Beauty
- Getting There
- Weddings
- Events
- Local News

A popular urban beach is Playa de Venus. Aptly named for its beauty, this stretch of sand in Marbella Harbor welcomes tourists and locals to waterfront restaurants, lounge chairs and a children's play area. From its black sandy shore to the white tips of sails and high-priced yachts on the water, this beach promises the height of rest and relaxation.

"...From its black sandy shore to the white tips of sails and high-priced yachts on the water, this beach promises the height of rest and relaxation.."

Visit Marbella Beaches and Nearby Attractions

Famed for its powdery golden sands, Playa de Nueva Andalucia offers

another option for sunbathing or water sports, such as windsurfing or jet skiing. Equipment may be rented on the beach by the hour or day. This beach is near luxury resorts and the exclusive Puerto Banus marina.

Lateral Media delivers more traffic by creating informative new content pages for your website. These articles are specifically designed to appear in the search results for the keywords that matter to your business.

Web Ladder Text

We begin the production process by using industry best practices to identify the high traffic keywords that are relevant to your website. We work closely with you to gather pertinent information about the in's and out's of your business and develop a detailed content plan for our expert, in-house copywriting team.

The end result is a highly optimized content campaign of top quality articles created specifically for your website. These content pages include unique title tags, meta descriptions, meta keywords, H1 and H2 tags, pull quotes, call-to-action links and more.

More than 2,500 clients around the world have utilized our state-of-the-art content management system, and we have produced well over 100,000 articles for a wide variety of verticals.

PPC versus SEO

Let us help you reduce your monthly spend on expensive pay-per-click (PPC) campaigns and increase conversions by using our Web Ladder Text content pages to obtain a steady flow of website traffic. It's an up-front investment that will pay off long term.

[Native American Rugs, Blankets, and Star Quilts](#)

Information about **American Indian rugs**, blankets, star quilts, and other textiles, with links to **Native American** weavers from several tribes.

www.navajorugs.com/rugs.htm - 21k - Cached - Similar pages

Web Ladder Directory Submit

Obtaining backlinks from popular Web directories is a tried-and-true method of website promotion that targets the right kind of visitors and benefits a site's SEO status.

Not only will we handle this time-consuming process for you, but we can also better your chances at increasing traffic via the submission process. Our submission specialists work with a pre-qualified list of search engine friendly, traffic-generating Web directories. In addition, we use high traffic, relevant keywords in our site descriptions to ensure maximum SEO benefit. While we can't guarantee your submission will be accepted, our expertise in this area is your best possible chance for success.

Web Ladder SEO Scope

The first step of any SEO campaign is taking a good, hard look at your current website. Let our SEO specialists do a thorough analysis of both the "on-page" (or internal) aspects of your website and the "off-page" (or external) aspects, including:

Linking Structure - Links among your pages must be structured correctly to guide both human visitors and search engines as they navigate your site.

Sitemaps - A correct, complete sitemap is highly recommended for providing accurate information to search engines.

Metadata - Optimized title tags and meta descriptions can help with the process of indexing and improve search engine results displays; poorly constructed data can hurt your standing with the SERPs and lower conversions.

Quality content will always be the best option to attract people to your website.

- Matt Cutts

Code - Syntax errors or unnecessary code on your pages can prohibit search engines from both navigating your site correctly and, if excessive, refusing to spider it.

Black Hat SEO - Many techniques, even if accepted in the past, are now considered unethical and can get your site excluded from the search engines.

Content Structure - The organization of your content, including average page length and URL, can often be optimized for better indexing.

Off-Page (External) - For your convenience, we report on PageRank, a key metric of site popularity that drives results positioning, and number of indexed pages and inbound links reported by various engines.

Web Ladder Pro

Looking for ongoing SEO expertise that won't break your budget? Our affordable monthly program provides you with an updated analysis of how your site is performing through regular phone consultations with our SEO specialists.

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