

# Improve your web presence with a personalized SEO report



Customers can't buy your products if your company isn't even on their radar. We've teamed up with HigherVisibility to help you analyze and assess your web presence at no cost, so you can boost your online results.

## Why SEM/SEO?

Every day, the importance of search engine marketing (SEM) and search engine optimization (SEO) continues to grow, especially for small online businesses.

**97%** of consumers search for businesses online

There are nearly  
**6 Billion** Google searches per day

**75%** of searchers never get past the first page of results

**58%** of surveyed retailers indicated SEM/SEO was their top customer acquisition tactic

## Who is HigherVisibility?

HigherVisibility is one of the fastest growing companies in the country. About 70% of their clients are startups and small businesses, for which HigherVisibility improves brand recognition, website usability, and search results.

## What you get

As a FedEx customer, you have access to an exclusive SEM/SEO report that:

- Analyzes your **current SEO performance**, identifying strengths and opportunities
- Captures **accurate, relevant SEO data**, based on your website URL
- Provides you with a **real-time assessment** in under two minutes
- Gives you the opportunity for a **personalized follow-up consultation**



### Ready for your instant report?

Simply go to [seoscore.highervisibility.com](http://seoscore.highervisibility.com), type in your website URL, and enter code "**FedEx**." Click "Run," and you'll be able to run and download your printable SEO report in no time. Finally, as a FedEx customer, you can request a complimentary review of your report and SEO score with a HigherVisibility specialist.

#### Contact:

- For more information, call **1.888.598.4449** (toll-free)
- To find more small-business insights and solutions, go to [fedex.com/smallbusiness](http://fedex.com/smallbusiness)