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**PUBLIC SERVICE ANNOUNCEMENT**

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| **SPEAKER:**  CEO- Jason Wright | **Script:**  The first image that will be seen from potential clients begins with a company’s website. One individual aspect that should be incorporated in every website is Search Engine Optimization.  By having SEO within your company’s website, it will allow for your business to reach more clients. When designing a website, it is important to make keywords throughout the information in order to allow Google searches to bring customers to your website. So, what exactly is SEO? Well, I am glad you asked. SEO allows google to find the words on your website that are matching what a user is looking for. It allows for potential clients to search a keyword in Google and be directed to your company’s web-browser. For example, if you were to search on Google “candles” the places that sell candles such as Bath and Body Works will come up onto the browser. This is the same thing for every company. SEO, is an essential tool for businesses to utilize. Essentially, by understanding a search engine’s algorithm and creating content that will make the algorithm favor a company’s website, that company will automatically go up in the ranks of search engine results. This will thus make it more likely that a consumer will click on that company’s listing. By utilizing Search Engine Optimization, your company will be able to reach more clients than that of your competition. If you are ready to be the best in the business, please don’t hesitate to call 520.777.8309 for more information.  -60- |

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*Amped Marketing and Advertising is a company that is ready to help local businesses around Tucson sprout to the best of their abilities. This company is an all in-house company with a highly experienced team who is ready to hit the ground running. Every detail matters from both an advertising and marketing viewpoint, so make the most out of every detail within your business. If your business needs more advertising or a new marketing route, don’t hesitate to come in for a free consultation. The solution to your issues has been right under your nose this entire time. With the help of Amped Marketing and Advertising, your business will be better than you have ever imagined. If you would like more information about this topic, please call Mauricio at 520.777.8309 or email at* [*info@amped-m.com*](mailto:info@amped-m.com) *We look forward to hearing from you soon.*