

InKozi™

Increase your REACH





InKozi connects you to your clients and helps you engage for conversion. We leverage Search Engine Optimization (SEO) best practices to improve the visibility of your business. InKozi creates a presence for you with a comprehensive profile, exact match domain, reviews and keyword optimization. InKozi leverages best in class seo practices and algorithms to help you “Be found, engage and convert.”



BE FOUND



InKozi connects you to your clients and potential clients and helps you engage for conversion. We offer an extensive directory and review service to help potential clients find you and provide services to drive engagement and information to help you drive the conversation with clients.

How?

We leverage Search Optimization to help clients find you.

When they find you we notify you via text and email so you can engage with potential clients quickly and help you close the loop for conversion [fast!]. We then help you manage and improve your status and credibility by providing a comprehensive review engine.

“Be Found, Engage & Convert.”



BE FOUND



How can InKozi benefit you?



Drive Traffic to your business. Create a dialogue with potential clients and engage quickly for results that convert. Create a lasting relationship and leverage a network to provide a team of resources.



Control and manage the conversation and reviews. Engage with clients to ensure your brand is well represented and engaging.

Claim your listing right now, and then optimize it and create client engagement opportunities today.

InKozi helps you branch out

Reach your audience

The greatest advantage of Inkozi is that we provide an opportunity to connect with potential clients who may not otherwise find your website or services. InKozi gets large volumes of traffic from those actively searching for lawyers. Your profile, team and reviews provide opportunities to gain a significant amount of traffic.



We provide a place for you to manage your online reputation and social media profiles. Lawyers who take the time to fully complete their profile and collect positive reviews (from both clients and colleagues) will boost their overall online presence and reach.

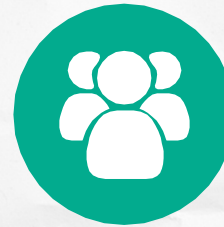


Be Found, Engage and Connect



96%

of people seeking legal advice
use a search engine



74%

of consumers **visit a
law firm's website** to
take action.



865 Million

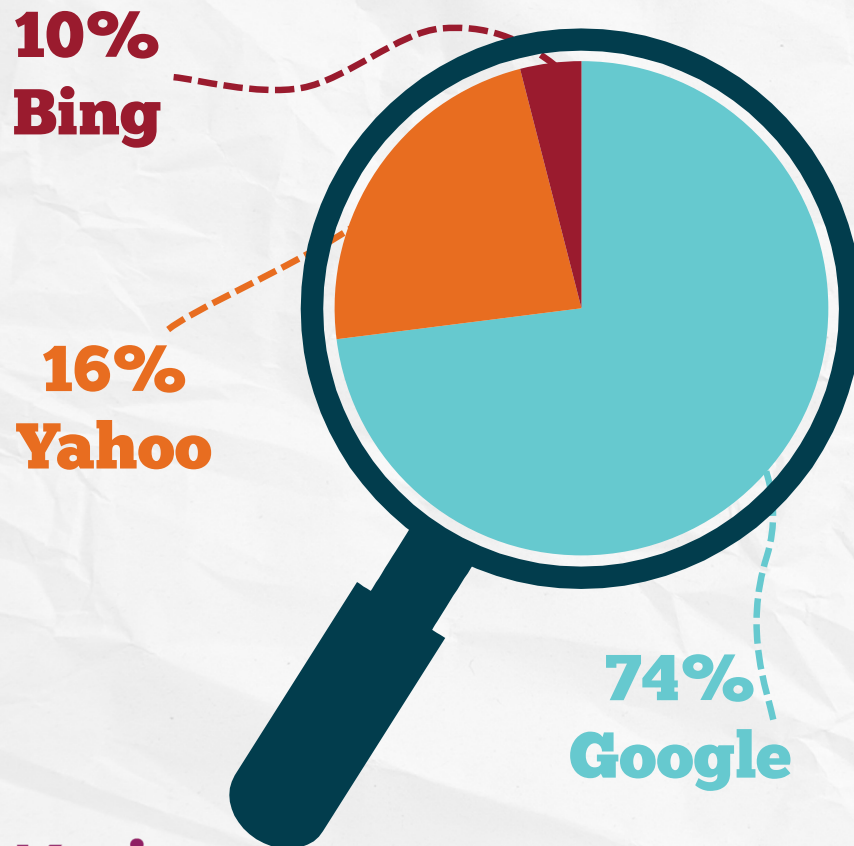
the legal space one of the most
competitive verticals in SEO



62%

62% of legal searches are non-
branded (ie. generic: "Orlando
divorce Attorney") Long tail
can help you save \$\$\$

The language of findability



What is the “language of Search Engines?”

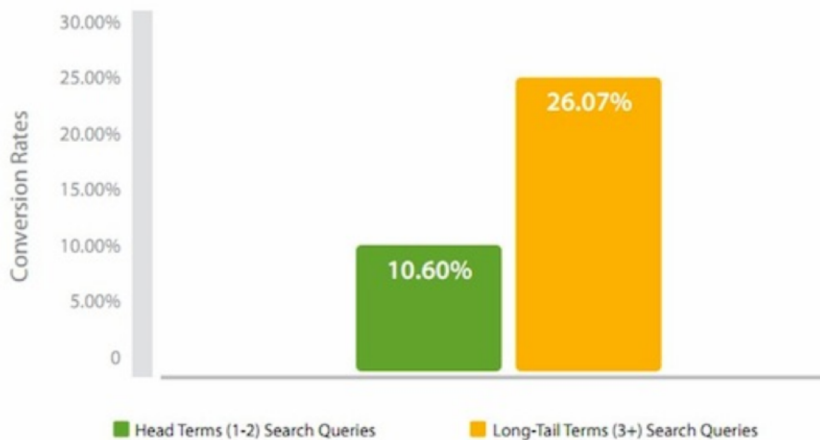
SEO is about learning the ‘language’ of search engines and, just to make it more interesting, it changes – as we have seen with the updates. However the key elements still hold true.

Imagine if search engines had to trawl through every detail of every page of every website. They are powerful – but not that powerful. Instead, they use a type of ‘short hand’. This allows them to assess the relevance of every page according to three main criteria:

1. *The key features of the page itself (On-Page)*
2. *How it is connected to the website’s other pages (Structure or ‘Architecture’)*
3. *The amount of other websites that refer to it (Link Authority)*

How to be found?

Website Conversion Rates Head vs. Long-Tail Terms



Keyword Optimization is vital

To go a little deeper into this, let's consider the three basic categories of keywords:

Head Keywords: usually single-word general terms with high competition, like 'lawyers'

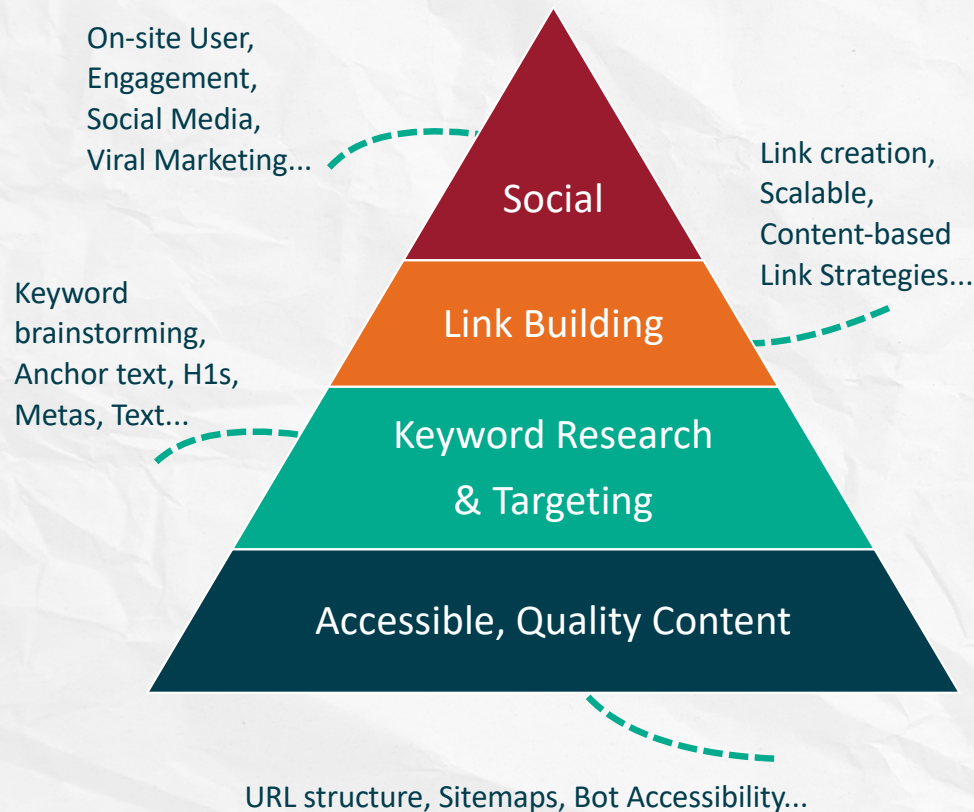
Body Keywords: 2-3 word phrases with a good search volume but more specific than head keywords – like 'family law firms'

Long Tail Keywords: 4+ word phrases that are very specific such as 'divorce finance lawyers in Orlando'

As a general rule, it's best to focus your efforts on 'body' keywords, plus a few 'long tail' keywords, because 'head' keywords are so competitive and generally do not convert well into paying customers.

In fact, a study by Conductor found that long tail keywords convert at 2.5 times the rate of head keywords.

The SEO Pyramid



How does Inkozi Optimize?

If you optimize your profile to rank in InKozi, you're essentially ranking for your "money" keywords right off the bat..

"Money" keywords

Intent: Looking for your services.

Keyword examples: Hire an Orlando DUI attorney, Orlando defense attorneys near me.

"Discover" keywords

Intent: Looking for information on your services.

KW examples: Orlando DUI attorney reviews, Orlando DUI attorney cost,

"Attention" keywords

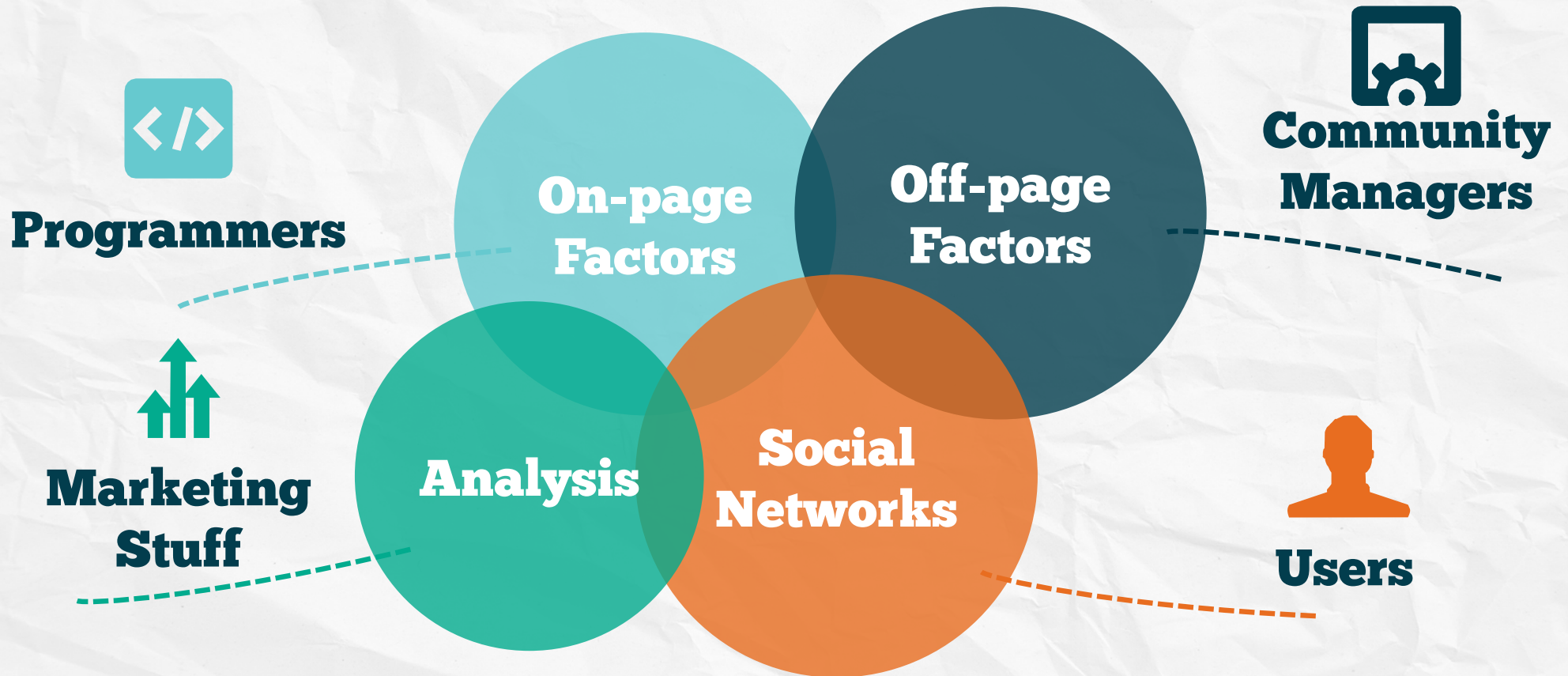
Intent: Looking for information on their case.

KW examples: How to fill out EB-5 Visa, DUI prison sentence length.

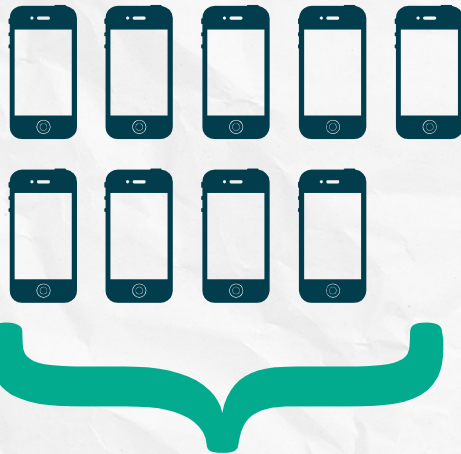
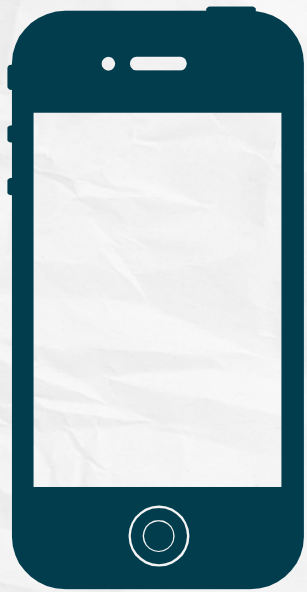
The main goal is to rank your "money" keywords. But ...

InKozi wants you to dominate and rank for everything.

Main Factors of SEO



Mobile SEO



Mobile is vital

245 Million People in the USA use the Mobile

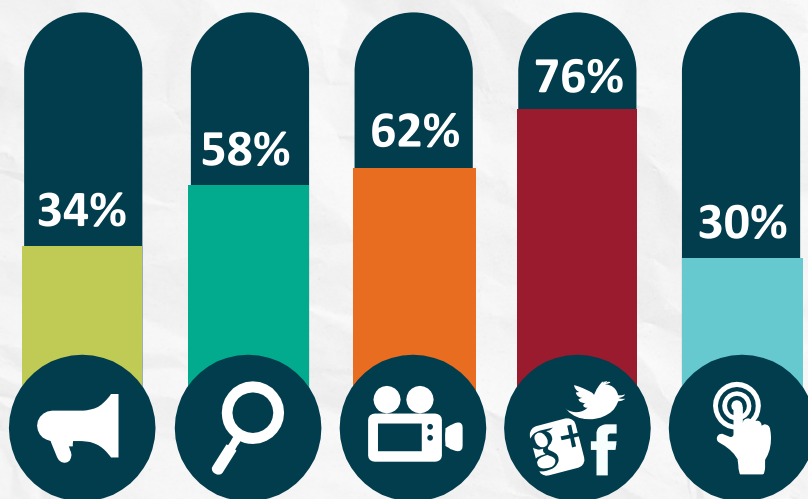
InKozi's App helps clients find you quickly on demand and sends an SMS message whenever a hot lead matches your criteria.

The Crimes of SEO



We only use white hat techniques and best practices. We follow the rules and leverage best practices and algorithms to help drive long-term traffic, engagement and conversion.

We can't wait to help you!



The Most important Web Marketing Channel

- Online Advertising
- Search Engines Optimization
- Video Marketing
- Social Media Marketing
- Pay Per Click

InKozi helps you reach clients by providing you with a comprehensive profile, reviews, team of related resources, URL structure optimization, content optimization, client conversations and Q&A to help bring relevant and qualified content to hot leads on demand for conversion.

Be Found, Engage & Convert



Why InKozi?

1. Huge Results – Low cost (compared to Adwords and PPC).
2. Definite increase in traffic.
3. Higher brand credibility, people trust reviews.
4. Better Return on Investment than other marketing methods.
5. Hot Client Leads delivered fast
6. Your Competitors Are Doing It.
7. Take Your Business to the Next Level.
8. 250 Million+ Websites on the Web, **InKozi Makes You Stand Out!**



Thank you

InKoziTM

get started today!

Get in Touch



Contact

Bert Seale

Inkozi USA LLC | Ramsey Dulin Trustee

1177 Louisiana Avenue Suite 206

Winter Park, FL 32789

888-230-3068



Web

Website: www.inkozi.com

Email: info@inkozi.com



Social Media

Twitter: twitter.com/inkoziusa

Facebook: facebook.com/inkoziusa



Skype

You can set up an Online chat with us via Skype 24/7

Username: [inkozi](#)