



TAMPA BAY MITIGATION BANK

Tampabaymitigationbank.com

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This project is a typical brochure website. Visitors are much more interested in the details about what the bank offers than the design of the website, but it still needs to present a professional image. After consultation about the mitigation business in general and what the website visitors need to know, we took **this WordPress theme** and developed the site. Several designers, each with unique skills suited for their job, contributed to the finished product.

SEARCH ENGINE PERFORMANCE

Since there are few competitors in this market, proper foundational search engine optimization during development insured it would eventually rise to the top of relevant search results. It has a minute amount of sites linking to it but Google has determined the when visitors are looking for information about "mitigation credits in Tampa Bay", this site fulfills that need and Google successfully does its job by serving it to them towards the top.

We also started a highly targeted Pay-Per-Click campaign. For high priced items like mitigation credits, it is clearly worth a few dollars per click to insure potential buyers find your site.



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