

## Online Marketing for Small and Midsized Businesses providing SEO, Social Media, Per-Per-Click and Website Development on a Month-to-Month Basis



**Ali Pourvasei**  
Co-Founder &  
VP of Client Relations  
LAD Solutions

**CEOCFO:** *Mr. Pourvasei, the tagline on your site is “Converting your dreams into reality one click at a time. How does LAD Solutions help its customers?*

**Mr. Pourvasei:** We serve nationwide to any customer who has a website and is either selling online or wants more lead generation for his or her professional business. How we help our customers attain their goals is through methods of search engine optimization and pay-per-click management. For SEO, depending on the client’s advertising budget, we provide a customized proposal that can get their most important key words on the first page of Google. Once a client, we examine the client’s website and conduct a full keyword analysis. After a strategy meeting with the client, we pick around 15 to 20 targeted keywords to get on the first page of Google. From there, on a monthly basis, we perform on-page and off-page optimization for our clients’ sites to help build their authority and place them on the first page of Google, Yahoo and Bing. In addition, many of our clients come to us for pay-per-click management. Some have tried running these campaigns themselves and were unsuccessful and others are interested in trying for the first time. Similar to the SEO process, we set up a strategy meeting and determine the best keywords and appropriate monthly budget for our clients. From there, we begin setting up a very thorough and detailed PPC campaign on either Google Adwords and/or Bing PPC Platform. On a daily basis, we then adjust keyword bids to make sure our clients are receiving the most clicks for the least amount of dollars spent to help generate positive ROI and ensure lots of leads/sales.

**CEOCFO:** *Fast execution, quality, cost effective and low risk are hallmarks for LAD. How so?*

**Mr. Pourvasei:** In fast execution, we have a very fast turnaround time. We are a transparent company and anyone within our company is always reachable. Many of my clients have my personal cell phone and at times text or call me during the night or weekend if there’s an urgent matter to address.

Our quality of work is second to none. We take pride in staying on top of all the latest advances in the Online Marketing world. We regularly attend seminars, events and freshen up on relevant training to make sure we get the results our clients expect.

Our cost effective SEO packages allow us to take on small to medium size businesses. Depending on a client’s needs, we can customize any package to make sure that it not only fits within our client’s budget but that he or she would see a positive return.

We strive to be transparent and so; most of our agreements with our clients are on a month-to-month basis which minimizes the risk as opposed to signing a long term contract.

**CEOCFO:** *How is your quality superior?*

**Mr. Pourvasei:** Our quality is superior because we are on the forefront of what is going on in the Internet world. We are always participating in seminars, webinars, trainings and reading up on all of the newest practices, so we know which strategies to implement to get the best results for our clients. We are a full service agency so all of our SEO packages come with complimentary web development/maintenance and social media content creation. Some SEO packages even come with complimentary PPC management as well. I can confidently say that most other agencies would charge for these additional services but our goal is to get results for clients as fast as possible and not to charge for every little thing. We like to think that we provide the best quality at the lowest price and that contributes to why we have such a high retention rate.

**CEOCFO: *Regarding low risk, how do you make it easy for your clients to get started?***

**Mr. Pourvasei:** We are a month-to-month company. Generally from our research, SEO companies require six months to a year contract, because in their defense, it takes at least six months to get tangible results. However, we still offer month-to-month agreements, with a 30-day cancellation policy, because we are very confident in our work/results. Many clients have complained to us about their former SEO companies and how they were stuck in long-term contracts without seeing any results. We strive on setting proper expectations and always try to over deliver and under promise. Our clients know that SEO is a long-term process and that it can take a minimum of six months. The difference is that if we do not accomplish what we promised, our clients can minimize the risk and not be stuck in a long-term contract.

**CEOCFO: *Are there services that you offer, that companies are not taking advantage of the way they should?***

**Mr. Pourvasei:** Most of our clients utilize our SEO services but we feel companies would also really benefit from our other services like PPC management, web design & development, and, if applicable, our Google Penalty removal service. From experience, we see that clients that combine SEO & PPC efforts tend to get the best ROI but due to budget restraints, clients cannot always afford to add our PPC management service. PPC management allows us to test faster which keywords are effectively working and, in turn, enables us to better strategize our clients' long-term SEO efforts.

Our web development service is definitely one that companies should be taking more advantage of because our prices are extremely competitive. We have a team of expert developers versed in WordPress and Magento platform. We have a portfolio of beautifully designed websites that are responsive and mobile friendly combined with our very affordable prices. Lastly, although we hope that companies do not get the infamous Google penalty letter, if they happen to receive it, we urge them to contact us immediately and take full advantage of our Google Penalty removal service. We have removed all types of penalties and yet to face one we have not been able to remove. What makes this service even better is that we charge less than half what most of our competitors would charge.

**“Over the 5 years we have been around, we do not have one negative review posted anywhere online, whether on BBB, Yelp, G+, etc. For a SEO company that is impressive since even the recognized big name companies in the SEO world have negative reviews.” - Ali Pourvasei**

**CEOCFO: *How do you reach potential customers? If someone is doing a search for an SEO company, how would LAD Solutions jump off of the page?***

**Mr. Pourvasei:** There are two parts to that question. Our best way of getting new clients is through word of mouth and referrals. As can be verified, over the 5 years we have been around, we do not have one negative review posted anywhere online, whether on BBB, Yelp, G+, etc. For a SEO company that is an impressive feat since even the recognized big name companies in the SEO world have negative reviews. Our clients are very satisfied with our work so when they recommend us, they do 80% of the work. The other 20% is us explaining / educating new clients on the process and expectations.

We also have inbound sales representatives cold calling prospective business, we run Ad promotions on Adwords, Facebook, LinkedIn, along with other methods to generate inbound leads.

So to answer how we jump off of the page, a) we do not have any negative reviews & b) we have plenty of case study examples illustrating success for our clients.

**CEOCFO: *Would you tell us about the recent recognition on Clutch?***

**Mr. Pourvasei:** Basically Clutch found us and wanted to interview us, so I spoke to one of their representatives and they asked us for a list of our clients, which I provided. They followed up with those clients, thoroughly interviewing them, and from their generated their finding. As a result, they added us as one of the top SEO companies in Los Angeles for 2015.

**CEOCFO: *Are there particular types and size of companies that chooses LAD Solutions or is it across the board?***

**Mr. Pourvasei:** We cater more to SMB, which are small and medium businesses. We can handle the work of Fortune 50 or 500 companies, but those companies generally go through a different outlet than the ones that find us. Our best results are with SMBs that have set aside an advertising budget. Small businesses that are new and looking for ways to improve, but do not have the right budget, makes it hard for us to work with them because every dollar is so important for them and that SEO is an investment that takes at least six months to see tangible results. Therefore, we tend to gravitate towards medium sized businesses that have a healthy advertising budget. From there we can get them the results that they want in a sufficient amount of time.

**CEOCFO: *What is ahead for you? What might be different a year from now at LAD Solutions?***

**Mr. Pourvasei:** We are trying to expand and increase the social media management side of our business. Currently we are doing social media management for our SEO clients as a supplement. If they do not have a Facebook, Twitter, G+,

Pinterest or LinkedIn pages, we will build the pages and provide content on a daily basis for them to not only ensure that their social activity is fresh and relevant, but to also help with their Google ranking. In the future, we want to expand our social media management into its own division in order to reach clients who are not looking for SEO services but can benefit from social media marketing. Currently, we are working on creating several different packages that will be affordable and beneficial for clients looking to increase their brand and fan gathering for their business.

**CEOCFO: *What surprised you throughout the process as LAD has grown and evolved?***

**Mr. Pourvasei:** What surprised me was Google's hammer of two or three years ago. When we first started our SEO company, Google never really came out with algorithm changes. It allowed us to achieve fast results for our clients since we quickly learned what worked and what did not. After the continual Google algorithm updates, the SEO world changed forever. We had to quickly evolve or like many SEO company, unfortunately go out of business. Luckily, we have a great, strong team that was able to quickly adjust to the updates, stay in front of them, and continue to achieve great results for our clients. Moreover, we also learned quickly not to place all of our eggs in one basket. During the same time frame, we began our web development division and also added other services to our portfolio that have helped us grow to where we are today.

**CEOCFO: *Put it all together for our readers. Why choose LAD Solutions?***

**Mr. Pourvasei:** We are a top-notch, full service online marketing firm that is transparent, low risk, cost effective, and can back up what we say. We are experts at getting our clients on the first page of Google and have plenty of case studies for reference. Our company was born over 5 years ago and does not have one negative review listed on the internet. We offer competitive, affordable SEO packages that can meet most small/medium businesses advertising budget. Our agreements are month-to-month to minimize risk for our clients. We also offer excellent client support and are available through phone or email 24/7. Our team of SEO specialists are versed in all industries, whether it is e-commerce, legal, dental, medical, plumbing, apparel and more.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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# **LAD** Solutions

Converting Your Dreams Into Reality One Click at a Time

**For more information visit:**

**[www.ladsolutions.com](http://www.ladsolutions.com)**

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