

# What to expect post-launch

Congratulations on the launch of your new website! You just launched a user-friendly, fully optimized and informative online space for your customers! So what's next? You have questions. We have the answers!



## SEARCH ENGINE OPTIMIZATION

### How long does it take for a new website to rank?

You're wondering how long it might take for your new website to show up in Google search results? Well, it can take anywhere from a few weeks to several months, depending on things like content quality, competition for target keywords, and your website's design and structure.

### Why does it take time for SEO to work?

This is because search engines need time to crawl and index the website's pages, and to evaluate its relevance and authority in relation to other websites competing for the same target keywords.

### How do we know if the SEO is working?

We are data-driven and focus on metrics such as:

- Increased organic traffic
- Improved search engine rankings
- Higher conversion rates
- Increased engagement
- Return on investment (ROI)

## POST-LAUNCH AUDIT

### What does an MSC's post-launch audit include?

- User Recordings
- Google Analytics & Website Traffic
- Keyword Positioning & Rankings

### When will I see the SEO data?

We recommend monitoring SEO data for at least one month, which allows us enough time to see any trends or changes in your website's performance, while also allowing us to make any necessary adjustments to our SEO efforts.

Remember, SEO is a long-term strategy that needs time and effort, so don't worry if you don't see immediate results. Keep working on the website and give it time to grow and improve.