



Qode Media Volunteers for New Initiative to Help Local North York Women's Shelter

This Christmas season, Qode Media, a Toronto SEO & social media management firm will provide pro-bono SEO services to the North York Women's Shelter (NYWS).

TORONTO, ONTARIO, CANADA, October 19, 2016 /EINPresswire.com/ -- This Christmas, Qode Media ("Qode"), a leading SEO (search engine optimization), web design & social media management firm in Toronto will provide pro-bono SEO digital marketing services to the North York Women's Shelter ("NYWS"), located at 20 De Boers Drive. Qode will be donating their premium online marketing plan Timewarp, to the North York Women's Shelter. Valued at more than \$3000 for the 4 month period, it is expected to increase the NYWS's awareness, service usage, volunteerism & donations.

Setup: market research and analysis will be conducted in order to implement a successful campaign and to optimize search engine ranking.

Domain Level Link Authority Features: Campaign of proper website architecture, professionally written articles, and blog posts are used to optimize the ranking process. Google Webmaster Tools, geo-selection, analytics, meta-descriptions, Google+ My Business, XML Sitemap and geographic targeting is implemented to monitor web traffic and gain greater web presence. Search engine optimization will be implemented to maximize organic search traffic

Conversion Optimization and Analytics: Calls-to-Action are developed from increased organic search traffic and use of search engine optimization. Marketing strategists work towards converting web traffic in order to generate more leads for the product or service being provided. Keyword rankings and web traffic results are analyzed and altered to ameliorate their online strategy.

Qode Media hopes to increase the amount of monetary donations and volunteer contributions to North York Women's Shelter by increasing their digital presence. This goal is achieved by using SEO dramatically increase traffic to the North York Women's Shelter's website.

ABOUT QODE MEDIA

Qode Media is a [SEO Toronto](#) Company and an accredited Google Partner. The company offers a full range of inbound marketing automation, Adwords & Bing Ads per-per-click management, search engine optimization (SEO), social media, web design, e-commerce, iOS and Android application development to clients in Canada, USA, Africa and Europe. Moreover, Qode Media is accredited by the Better Business Bureau and a member of the Internet Marketing Association.

ABOUT THE NORTH YORK WOMEN'S SHELTER

The North York Women's Shelter, empowers women and children living with abuse by providing safe shelter, advocacy, and comprehensive programs & services, including 24-hour crisis support, counselling, life coaching, and workshops to help survivors become independent. Programs offered to children include: children's groups, academic support, and recreational activities. The NYWS has

ameliorated the lives of over 11,000 women in their 32 years of operation. They are continually working towards ending domestic violence and creating a community where women and children feel safe.

For more information please visit:

<http://www.qodemedia.com/>

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This press release can be viewed online at: <http://www.einpresswire.com>

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