

Revolutionary Metric Tool Changes SEO Research - What's the RDM?

Performing SEO research time decreased by almost 90%. Will agencies reduce their costs to clients?

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Today, the technical Search Engine Optimization team at [Results Driven Marketing](#), LLC unveils its newest time-saving [SEO](#) statistic called the "Results Driven Metric" affectionately known as the [RDM](#).



Results Driven Marketing
Your Google Guys & Girls



“Clients want better, faster and less expensive SEO work. We have SEO plans that are proven by case studies which show results that don't take 6 months or longer to achieve.”

Janeene L. High, CEO

What is the RDM?

The RDM provides marketing professionals with a new SEO stat measuring the effectiveness of a keyword when compared to another keyword. You plug in a group of keywords, and the RDM assigns a numeric value to those keywords, assessing their real value for ranking potential.

This Stat Makes Keyword Research Possible with One Glance

SEO has long since been a difficult service to define.

Business owners and operators lament that SEO is confusing. It's something their marketing teams say is vitally important for their business.

They know when people search for the company's product or service that SEO helps their business get found online. Then they are told that SEO is costly, takes a long time to work but it must be part of the marketing strategy.

However, even knowing how essential the service is for business, many still don't know what SEO is or does. And let's face it; business owners know that digital competition is fierce and they also know that they can't be on page two or worse of the search engines.

This creates a long-standing disconnect in the industry. The owners or managers are thinking dollars, and the marketer is thinking results. That's when the conversation turns to – how much will it cost? The marketer usually stands tall and says something like “it's not cheap – it will probably cost a couple of thousands of dollars a month or more.

The owner in his/her mind calculates the monthly cost versus sales and wonders do I really need this? Isn't there a better way to do the same thing?

That's the breakthrough – The RDM!

Here is how it works: Your most coveted keyword is taken and input; then your website URL is input.

Finally, the Results Driven Metric is applied. The tool then finds a large number of additional keyword variants related to your website, your business and the services you provide. From that data, a list is constructed of viable long tail keyword alternatives. The list is compared to data on search volume and difficulty for each keyword. The list is designed to handle thousands of keyword alternatives if need be.

Here comes the magic!

From the list of keywords, the data is crunched using the Results Driven Metric formula. Within minutes the list is pared down to the most efficient choices: Keywords that have the highest volume and lowest difficulty. The score is assigned. The list is sorted. And now with just one quick glance, you can tell which keywords give you the biggest bang for your buck.

Are you going to charge your clients less – since using the RDM will decimate your keyword research time? Hmm.

Pretty Simple – Right?

Yes, because you used the Results Driven Metric.

This new keyword analysis tool finds the “sweet spot” for keywords, scoring each potential phrase on its ability to have high traffic and be easy to rank for. We calculate this number using an algorithmic formula that we created. So, the higher the RDM value, the more efficient the keyword is.

Do you need more?

Head over to the Results Driven Metric site and ask to join our exclusive BETA test, input your keyword and wait for the magic. Start thinking about all the free time that you will have and enjoy the RDM, with our compliments!

Who are the creators of this stat?

The SEO team at Results Driven Marketing, LLC is a team of dedicated SEO specialists that eat, drink and breathe SEO. They spend hours discussing ways to make campaigns happen faster, better and just plain work. The team uses the best of the best when it comes to SEO tools. They subscribe to industry leading tools like Moz, Ahrefs, & HubSpot to name a few. Obviously, they use tools provided by Google and Bing and even some tools that are available for no charge. The team uses Local SEO tools like Yext and Synup and their innovative “local harvest” system. The SEO team relies on a tools subscription library which generally has an annual expenditure of over \$100,000.00.



The new keyword comparison tool from Results Driven Marketing.

The team is expert in web design, deployment and hosting WordPress and other sites. But their innovative push to make the most optimized sites possible has led to a new development. Results Driven Marketing is preparing to release their new website builder tool BOLT. This SEO Master System for website creation is a fully functioning product that allows businesses to have high-performance websites that generate customers and clients through SEO and Mobile.

BOLT built sites are generally 10 times faster than conventional websites, with a price point that a solo entrepreneur or practitioner can easily afford. Monthly SEO and hosting plans are available in the very low hundreds of dollars and not the multi-thousand dollar price range of typical digital marketing agencies.

At Results Driven Marketing, LLC we are people persons that like to help; if you need technical or marketing advice email us or call 215-393-8700. If you are in need of digital marketing services call and we provide a 45-minute consultation at no charge. After speaking with us, you will know why we are the award winning team that helps you by Turning Clicks Into Clients®

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