



Optimization

Taking Our Clients to the Top

Specializing In:

Local Search

[Organic Search](#)

Conversion Rate Optimization



Marketing

Increasing our client's visibility using cutting edge Internet marketing techniques.

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Optimization

Improving our client's traffic through keyword research and implementation.

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Development

Enhancing our client's performance via innovative technology.

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Strategy

Providing our clients with actionable online tactics against competitors.

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Articles

Halyard Consulting Joins Google Engage Program

by Jonathan Goodman on May 7, 2011 with [0 Comments](#)

Halyard Consulting located in Jersey City, New Jersey has joined Google Engage to bring our customers improved support for their AdWords advertising. Google recently expanded their Engage program, which started in Australia, to now include the United States. The program provides us access to webinars, videos, and online tutorials as well as live events and promotional materials. More importantly the...

Facebook Shares Correlate to Improved Google Ranking

by Jonathan Goodman on April 29, 2011 with [Comments Off](#)

Trenton Steel Site Audit

by Jonathan Goodman on March 27, 2011 with [Comments Off](#)

Why Email Marketing Success Requires Permission Marketing

by Jonathan Goodman on March 26, 2011 with [Comments Off](#)

Comments on the first twenty-five pages of Danny Dover's book Search Engine Optimization Secrets.

by Jonathan Goodman on March 26, 2011 with [Comments Off](#)

★ Testimonials



Halyard Consulting has given life to my website and added many new clients to my practice.

~ **James Patton, James Patton Law**



Tweets

We have plenty of \$100 Google AdWords Vouchers for all of our clients. Start moving up in the Search Engine... <http://fb.me/QHrC5WTP> 22 hours ago

<http://Inkd.in/aSXCyA> From an ROI perspective SEO wins every time. PPC or more accurately PPA (Pay-Per-Action) gets real expensive real... 1 week ago

Simple but powerful blog post this morning about Social Media. <http://fb.me/RMLpjEhz> 1 week ago

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Clients



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