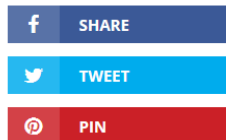


NOVEMBER 7, 2017

Meet Leah Rae of Electronic Logic Concepts in Downtown



VOYAGECHICAGO STAFF



Today we'd like to introduce you to Leah Rae.

Leah, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

It all started with my being fascinated by Internet marketing right along with search engines becoming more important in our daily lives in the early 2000's. As a freelance network administrator I was constantly asked to build company websites as part of my duties for various clients. I had never built a website before, but I found I had a natural talent for it. As I built more and more websites I started to feel

challenged to get to the top of the search results. As search engines became more complex in their algorithms I found a competitive streak I never thought I had. I made it official in 2009 and never looked back.

I think what helps me is my inner nerd. I actually find it fun to analyze websites that come up in the top 10 results for any search I do. This helps me to fully analyze my clients' competition's websites to figure out why they are ranking and how I can not only do better but also exploit their weaknesses to my client's benefits. I also spend my first coffee of the morning reading the latest industry news to keep up with all the changes.

I have been blessed with some incredible clients on the local side and national side. It's been a nice mix of local "Mom & Pop" clients and major tier 2 manufacturing clients. Either way it is super awesome to be a part of helping a business be successful. Today people call for help and are delighted vs my days in network admin when nobody calls when they are having a good day.

Funny enough, while I rank for my keywords. The vast majority of clients come from referrals which is awesome! Nothing says "happy client" like a glowing referral.

We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

Wow! Some of the toughest struggles is telling someone their beautiful website sucks for SEO (Search Engine Optimization).

Or I have to tell someone "who is your website serving... you or potential customer". This happens when a client is focused on a catch phrase only they know & no one will ever search for. Or when they want to focus on their awesomeness and not on solving their customers' problems with a solution from their business.

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LOCAL RAMEN TO WARM YOUR SOUL

Clients who have resistant employees who think this “Internet thing” is just a fad. Oh yes, they are out there. They think the website will harm them and is a threat. This is especially true of sales people who are happy calling on the same clients again and again. We can provide them with fresh in bound leads to the website and teach them how to use our monthly reports. If anything we help them make more sales.

Or employees who frankly don’t want to participate in giving us the information we need to get them to the top of the first page.

A challenge is determining the amount of work. It’s a lot like buying an old house and rehabbing it. There is a TON of “what the heck were they thinking”. From code to host choice.

Probably the hardest challenge is working with a client who was referred to us and had been burned by a “SEO” company. They were promised the world and spent way too much and received nothing of which they were promised. I’m working with a client right now who had this happen to them. Unfortunately this is a business where scammers are abundant. That is why we always stay on for 3 months after the project finish to ensure our SEO efforts work. Anybody can scam the search engines to get the top 10. But those results don’t last long and the scammer is long gone with your money. We stick around because we stand behind our work.

We’d love to hear more about your business.

We specialize in building beautiful websites with SEO (Search Engine Optimization) first. If you already have a great website we will optimize it. Unfortunately I see way too many websites built that the designer promised SEO and didn’t do it. There are over 500 Google algorithm changes per year with a few major ones. Not easy to keep up with.

I think one of the main things that we stand out for is referrals. I decided long ago that a referral gets preference to a random Internet client. While I love our Internet search clients I’ve found our referral clients to be super on board for a successful project. And that is what I am all about. I love other people’s success. I hate having to sell our services and drag our clients’ employee’s kicking and screaming through the process.

We also stand out with our 3 months of free monitoring. Most website/SEO design firms are gone once the site is up. I don’t believe in that. I believe the client has to get value in our service. I want to know that the website SEO is stable and giving them good traffic which hopefully translates into more sales.

We also provide detailed monthly visitor reports for clients’ sales people on monthly/yearly basis depending upon their package. Hot sales leads vs cold leads.

What were you like growing up?

I’m a dork. Never the cool kid, a bit shy. Though if you smile at me and talk... I will smile back and chat. I am a voracious reader having grown up in a used book store. Lifelong Chicago resident – Love the Cubs. I do have a crazy sense of humor, and love to laugh and tease. I enjoy going out for my walks and runs every day from my home in River North. I love to cook. And I love animals... it’s painful to pass the ASPC down the street and not be an animal hoarder. I constantly have to remind myself cats aren’t like chips & one is

enough. As for puppies... walk away, just walk away lol. I want them all! I have 4 screens and 200 mbs... I can't live without.

Pricing:

- Most projects start \$5000 due to the sheer amount of work involved.

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