



by Digimax™

We created Sustain after seeing how a sudden stop in SEO activity negatively affected clients. We knew there had to be a better way — so we built one.

Sustain is for you if you've paused SEO but still care about protecting the results you've worked hard to achieve.

Whether you're scaling back due to budget or simply need to hit pause, *Sustain* keeps your online presence active in the background. It's a lower-cost, lower-commitment way to keep the momentum going, helping to shield your rankings from sudden drops or algorithm changes. Rather than disappearing from Google's radar, *Sustain* ensures your website continues to show healthy signals — maintaining visibility and trust while you navigate your next move.

Why SEO needs to stay active to protect your investment

While your SEO campaign was running, we consistently created natural chatter across the internet about your brand — helping Google see you as relevant and trustworthy. This steady, organic activity is what drives rankings upwards. But when that chatter suddenly stops, Google can interpret it as a signal that your site is no longer active or authoritative.

That's where *Sustain* comes in. It doesn't aim to aggressively grow your SEO — it's designed to protect your existing gains. By continuing a lighter level of ongoing activity, *Sustain* helps keep your digital presence alive and well, reducing the risk of sharp visibility loss.

The offer

We'll maintain a light but consistent level of online chatter to *sustain* your SEO rankings. The goal is to protect the progress and visibility you've worked hard to build — while keeping your ongoing investment minimal. Once you're enrolled onto the *Sustain* package, we handle the rest.

You'll receive monthly ranking reports, so you're always informed about your search performance. It's important to note that the *Sustain* package does not include exclusivity — this helps keep costs low. However, if you'd prefer we don't work with a direct competitor, as with your original SEO package, a *Sustain+* bolt-on is available upon request.

This package not only helps maintain your SEO rankings — it also helps preserve the long-term marketing value of your practice. A strong organic search presence remains one of the most trusted and effective forms of digital marketing, influencing both patient trust and overall practice valuation.