



# SEARCH ENGINE OPTIMIZING & MARKETING

It would be great if just having a website on the web meant that people would visit it often. Unfortunately, that is not the case. Special techniques have to be used to expose the website to different sources, especially the most popular kind— **Search Engines**.

**Search Engine Optimization (“SEO”)** is the use of techniques to improve a website's ranking with search engines in hopes of attracting more visitors. **The SEO Start-Up Package** will start your website off “Search Engine Friendly”, and the **SEO Maintenance Package** keeps it that way as time goes on. And don't forget Web Marketing—many other marketing techniques can be used to achieve public awareness of your site, and for that we have a **Personalized Web Marketing Package**. Additional marketing services are available below as well.

## How do people find websites? Marketing = Exposure.



### SEO START-UP PACKAGE

#### Content & Keyword Optimization

This involves sophisticated research of popular keywords, search engine placement, and competition analysis. Changes will then be made to your site to reflect this research. Your website will be optimized for specific search terms. This will potentially include changes to:

- Page Headings, Titles & Web Page Names
- Page Content/Text
- HTML “meta tags”, “alt tags”, “anchor tags”, file names, internal links, and other technical changes

#### Sitemap & Robots File Creation

A “Sitemap” will be generated, which is a file that clarifies the hierarchy of the pages on your website. A “Robots” file will also be created, which gives search engines technical information on how to list your website.

#### External Links Page Creation

An “External Links” page will be created for your website. This shows search engines that you are assisting those who want information similar to that of what you provide.

#### Google Places Setup

Google Places is Google's directory of locations. This will help people who are geographically close to you find you. Other technical search engine tools will be setup as well.

#### Domain Name Suggestions

Several relevant Domain Names will be recommended for purchase to expand your potential exposure to web surfers, and to help search engines realize your niche market(s).

#### **BONUS**—Current Search Engine Standing Report

A concise report on how your website currently stands within Search Engine rankings will be produced and presented to you.

Only  
**\$499.95**  
for optimization of 1 search term  
(add \$100 for each additional term)

### SEO MAINTENANCE PACKAGES

#### ESSENTIALS SEO MAINTENANCE PACKAGE

##### Submission of Website to Hundreds of Search Engines

Submission of your website quarterly to our vast database of search engines ensures it is listed on as many search engines' results pages as possible at all times.

##### Concise Report of Your Current Search Engine Standing

We will compare your last quarter's search engine standing with this quarter's.

Only  
**\$149.95**  
/quarter

#### INCLUDES ALL ITEMS IN THE ESSENTIALS PACKAGE PLUS:

##### Continued Content & Keyword Optimization

This is a continuation of “Content & Keyword Optimization” in the Start-Up Package. Some aspects need to be updated quarterly to maximize effectiveness and search engine rankings.

##### Reviewing/Tweaking of Search Engine Tools and Public Testimonials

Search engine testimonials, Google Places, and other search engine tools should be monitored periodically to ensure search engine friendliness.

##### 3 Hours of Custom Search Engine Optimization Time per quarter

Our Specialists will perform custom work for your website to increase off-page functionality including:

- Article writing and submission of articles to other sites
- Posts on public Blogs and Forums
- Communication with other website owners to exchange links
- Other advanced techniques that will expose your site to the public

Only  
**\$599.95**  
/quarter

### ADDITIONAL MARKETING

#### Newsletters including list management



Quarterly Newsletters can keep your potential and past customers in touch with your company.

- We create a template for your emails and set up a sign-up box on your website
- You provide the email content each quarter
- We format it, send it out, and fully manage your list of leads

Setup fee: **\$199.95** Quarterly fee: **\$249.95**

#### Google AdWords setup & maintenance



Google AdWords lets you put paid text ads on relevant websites; you only pay when your ads are clicked.

- We set up your AdWords account, create the text ads and research relevant keywords
- You provide us with a quarterly budget and we post and manage your ads
- We send you quarterly performance reports

Setup fee: **\$149.95** Quarterly fee: **\$149.95**