

Search Engine Optimization: Deliverables

Every minute of every day, people are inputting keywords into search engines so they can research or purchase products on the Internet. Search engine optimization is the process of making changes to a website's content and coding to assist it in gaining exposure for your brand, products and services. The optimization process gives each page of your site the best opportunity to appear at the top of the results naturally generated by search engines. In addition, the optimization process helps your web pages get listed with persuasive headlines and attractive descriptions so that searchers are encouraged to click on the listings and enter your site. There is no cost-per-click associated with this major traffic source.

Strategies & Services

@Web Site Publicity creates a custom proposal for Search Engine Optimization services for our prospects after interviewing the company's marketing representative(s) and conducting preliminary research. However, certain elements are requisite to an effective campaign and are described below.

The integrated services and strategies for a successful search engine optimization campaign may include:

▶ **Keyword strategy development and discovery:** We will conduct research to determine the keyword phrases that your target audiences will most likely type into the search boxes of their favorite search engines. This research will result in a recommended keyword strategy that will be sent to you for your approval. It will identify your most important keywords for the long-term success of your website. Once approved, the keyword strategy will form the core of the optimization campaign.

▶ **Understanding the Website's Competition:** During Keyword Strategy Development, we will look at the Meta data for several of the top competitors, whom you identify. In addition, we'll investigate what keyword buys these competitive companies may be making at Yahoo Search Marketing (formerly Overture) and Google – and how much they are willing to spend for traffic from specific keywords. We also consider competing websites when we look for broader exposure for your website in the major directories, such as Yahoo!

▶ **Custom Optimization Guide:** Our Search Engine Strategists will analyze the search engine opportunities and challenges facing the Client website and prepare a Custom Optimization Guide for it. The Guide will contain step-by-step instructions for optimization of the home page and a selected number of sub-pages.

Implementation of our recommendations will help search engine spiders more effectively crawl the website, retrieve information, and post the information in the search returns. This process significantly increases a website's exposure to prospective customers through the organic search engines, such as Google. The investment in time to implement modifications to improve rankings now will provide significant and measurable benefits for the long term success of your website.

To make the implementation go as smoothly as possible, we will provide a list of the factors that are affecting your rankings and we will prioritize the list based on those modifications that will give your site the most benefit in the shortest time. In addition, we provide a separate document that can serve as a worksheet for your web management team to help them quickly assess both the benefit each step will provide as well as the cost/time you will need to accomplish each step of the implementation.

Additionally, our team of Search Strategist's are available for consultation in support of the implementation by phone and e-mail throughout the term of the contract.

Note: Client is responsible for implementation of our recommended changes at client's own cost.

▶ **Directory consultation:** We will examine your site's status in the world's most important web directories, Yahoo!, Business.com, Jayde, and the Open Directory Project (ODP), GoGuides.org, and Best of the Web . The ODP contributes to the Google Directory and 100 other engines. Where appropriate, we will recommend categories, titles and descriptions for your website for submission to these directories and implement the submission upon your approval. The cost for submitting to these directories is included in the cost of this proposal.

▶ **Submissions & Maintenance:** Maintenance incorporates Ongoing Search Engine Submissions Management during the term of the Optimization contract to the listed major search engines. Maintenance includes notice of revision of strategies for the website when major changes in the engines warrant.

▶ **Link Support & Press Release Distribution:** We provide consultation and support in the area of link popularity, a strategy used by most major search engines to determine how high your site should be ranked in particular searches. Part of this support is submission to major directories; another support is in the issuance of two online press releases that have embedded links to your site. We write, optimize and distribute the releases to the major news feeds, including Google and Yahoo!, after your approval. We also develop a list of vertical search engines that you will want to consider in requesting links.

▶ **Ongoing Consultation:** We are available for conference calls throughout the year to help you and/or your web support staff with any aspect of your site's optimization. We are your resource for search engine information throughout the term of this contract. We may assist you in a variety of ways – from exploring re-direct options that work well in Google to naming new products or services in a search-engine-friendly way.

▶ **Reporting & Tracking:** Monthly search engine ranking reports are one measurable result of the organic search engine optimization strategy. By tracking successful efforts and identifying areas that need improvement, @Web Site Publicity can make adjustments to your search engine optimization strategy to improve your website's search engine exposure over time. We can work with your analytics package and/or Google Analytics.

\$14,500 for 1 year Optimization Contract

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