

SEARCH OPTIMIZATION OVERVIEW

INTRODUCTION

What is Search Engine Optimization (SEO)?

Search Engine Optimization (SEO) is the process of designing and indexing a web site specifically for the search engines with the goal of achieving the highest possible rankings according to the selected keywords. Without top listings, your web site has little chance of gaining search engine traffic.

Why is SEO so important?

Search engines are extremely important for any online business. Over 85% of Internet users use search engines to find products and services. SEO ensures your web site has all of the necessary criteria to rank high in search results. Without high rankings, your web site has little chance of gaining search engine traffic. A professional SEO campaign which will be run by me can offer you the best ROI (return on investment) by delivering fresh, targeted traffic to your web site that's both free (excluding my fees of course) and effective. Web promotion is often an oversight, if not ignored. Businesses usually think that once they have a website, customers will automatically come to them. This is a perilous thought. Imagine, if nobody knew your company's street address, you simply would not get customers because they do not know where to locate you. A website is pointless unless someone visit it. It's that simple. Therefore, there is a need to promote your website and tell people about your web address (or URL). Only when your customers know about your address will they pay you a visit.

SEARCH ENGINE OPTIMIZATION PROCESS

Search Engine Optimization Process divided into 5 steps. The Following steps are required to get you from where you are to where you want to be. It helps to differentiate your company and make your services distinct from similar online businesses. See the graph below...



Keyword Analysis

Picking the right keywords for your targeted market can make a difference in the overall success of your search engine marketing campaign. Whether you're engaged in a standalone Pay Per Click campaign, a standalone SEO campaign, or an integrated search engine marketing campaign, establishing a list of relevant targeted keywords is fundamental, that's the reason I strongly recommend that keyword analysis as a first step of search engine optimization process.

Page Optimization

The major search engines like Google, Yahoo!, MSN, AOL, Excite and Alta Vista use sophisticated programs called robots (also called spiders or crawlers) to index every web page on the Internet, and then rank them in order of importance based on their relevance to certain keywords. It's important to note that each search engine has their own algorithms, getting ranked high on each individual search engine takes individual attention.

The first step in web page optimization is to create a proper title and filename for your page. There are many things to consider in this step. The title tag (the information you see at the top left of the browser of each

page) is the single most important hidden html tag for optimization, and is especially important to get right. There are other HTML tags like Meta tags, header tags, and alt tags that robots also look at to determine your ranking.

The next step in the page optimization process is keyword optimization. This includes not only finding the right keywords, but also placing them on your page in the right places. Keyword density is also very important – too little and your page will be ignored, too much and your page could be considered as search engine spam.

Site Submission

Your website index and other pages will be submitted to the top ranked search engines. More over these days the regional search engines are getting importance and that is why we will focus on regional search engines as well. Site index & other relevant pages will be submitted to regional subject categories of different directories and search engines.

Your competitor's external links analysis will be done. We will also list categories of sites with links that may seem useful for promoting your site. **(Most IMP)**

The service includes careful, intelligent submission to the search engines and directories that matters.

Ranking Report

After we optimize your site and submit it to the search engines, I recommend that we check your rankings, traffic and conversions on a monthly basis for at least the first three to six months. It takes time for search engine rankings to build, and this will allow us to monitor your site's interaction within the search engines in comparison to your competitions and enhance your site as needed.

Each month, I will provide you with these reports for Search Engine Optimization:

Rankings – I'll provide you with a comprehensive, easy-to-read document showing your site's rankings for all the search terms and search engines we're targeting. Some search engine marketing firms only show the best rankings, leaving out search terms or search engines where results aren't quite as good. I show you everything and give you recommendations on how to improve your rankings.

Ranking Trends - I summarize the data in the ranking report and show you totals by month. You'll be able to see the total number of #1 rankings, top 10 rankings, and top 30 rankings at a glance.

These figures will be compared to previous months' results as well as our baseline "before" data so you can see the increases..

Web Stats Analysis

There are ways to measure how effective your website is, by effective use of available web traffic software, I can analyze your web traffic to find out:

- ⌚ How many real visitors do you receive per day / week / monthly?
- ⌚ When are your peak times for traffic?
- ⌚ How long do visitors stay on your website?
- ⌚ How many pages are they turning
- ⌚ What keywords and search engines do your visitors use to find you?

I'll work with you to determine what you need to know and customize your reports accordingly.

SITE MAINTENANCE

Site Maintenance includes recurring analysis of a site ranking in search engines. In case of negative trend occurrence, additional measures will be undertaken: Keywords will be reviewed, for example if significant changes took place in the client's sphere of activities or change in search pattern, **KEI (Key Effectiveness Index)** factor will be taken into consideration in certain situations.

Implementation of new site promotion technologies, because we do not stand still, we constantly study new strategies and methods to serve best.

CAMPAIGN COST

An SEO Campaign can vary by the size of the site and the competitiveness of the product or service. Please call for a quote. A starting point is approximately \$1500 for the set-up with a monthly fee of \$700 based on a six month commitment. Anyone subscribing to an SEO campaign should expect at least two to three months before seeing any results.