



SEARCH ENGINE OPTIMIZATION

● WHAT IS SEO?

SEO SERVICES

- Keyword & Competition Analysis
- Website Optimization
- On-going Optimization

KEYWORD ANALYSIS

- Traffic Analysis
- Competitive Analysis
- Ranking Analysis
- Site Analysis

ON-GOING SEO SERVICES

- Traffic Analysis/Reporting
- Ranking Reports
- Search Engine Submissions
- Reciprocal Link Building
- Optimization Blogging
- Press Releases
- Inbound Link Building
- Directory Submissions
- Article Authoring/ Submission
- Online P.R.

REPORTING

- Site Link Inventory
- Page-Level Needs
- Improvement Suggestions

SEO, or Search Engine Optimization, is the proactive practice of optimizing a web site based on a targeted keyword strategy by improving internal and external factors in order to increase the traffic a specific site gets from search engines such as Google, Yahoo, MSN and AOL.

The purpose of optimizing internal factors is to make clear to the search engines what your site is about and what keywords and phrases it should rank you highly on. This is definitely the first step, and it should be based on strategic keyword research and competitive analysis of your industry. Optimizing internal factors includes the optimization of your sites code, your site's navigation structure, file structure, and most importantly your site's content. Also of critical importance is your site's major tags such as Title tags, H1 and H2 tags, Meta Tags, and Alt tags.

Optimizing external factors is the next step, which is an ongoing effort. External factors focus on the popularity of your site on the wide world web. Search Engines take into strong consideration how other sites regard your content and award you points for it by analyzing how many links you have to your site, who is linking to your site, and how relevant those sites are to your site. The idea here is to have as many relevant links to your site as possible. For that reason optimizing external factors includes In-bound Link building, Directory Listings, Strategic Link Exchange, as well as online PR and Article submissions. Our professional SEO services take into strong account industry best practices for optimizing your site, blending the latest techniques for optimizing both internal and external factors to generate the results your business needs to succeed, higher rankings and more relevant traffic to your site.





● Our Search Engine Optimization Services Include:

- Keyword Research and Competitive Analysis
- Website Optimization (optimization of internal factors)
- On-going Optimization (optimization of external factors)

● How can we benefit from SEO?



The majority of web traffic today is driven by the major commercial search engines - Yahoo!, Bing, Google & AskJeeves (although AOL gets nearly 10% of searches, their engine is powered by Google's results). If your site cannot be found by search engines or your content cannot be put into their databases, you miss out on the incredible opportunities available to websites provided via search - people looking for what you offer visiting your site. Whether your site provides content, services, products, or information, search engines are a primary method of navigation for almost all Internet users.

Search queries, the words that users type into the search box which contain terms and phrases best suited to your site, carry extraordinary value. Experience has shown that search engine traffic can make (or break) an organization's success. Targeted visitors to a website can provide publicity, revenue, and exposure like no other. Investing in SEO, whether through time or finances, can have an exceptional rate of return, inject malicious code that redirects customers to another site and deploys spyware or malware to their computers.

Don't be blacklisted by Google®!





● Why do search engines have trouble finding my site without SEO help?

Search engines are always working towards improving their technology to crawl the web more deeply and return increasingly relevant results to users. However, there is and will always be a limit to how search engines can operate. Whereas the right moves can net you thousands of visitors and attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal. In addition to making content available to search engines, SEO can also help boost rankings so that content that has been found will be placed where searchers will more readily see it. The online environment is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers.



● Keyword analysis is integral.

Millions of people a day use Search Engines to look for products, services, and information. Search Engine Optimization is the science of optimizing your site for keywords and phrases that people are looking for and are most relative to your business. The result of effective SEO is that you get high rankings and enjoy the exposure to the people that are looking to do business with you. The first step to effective SEO is Keyword Analysis. It is critical to your success to know how much traffic there is out there, what keywords people are using, and how strong the competition is competing for each one of those keywords. Based on this information you can build a plan for a successful SEO campaign.





● Our keyword analysis is comprehensive.

Our keyword analysis services include:

- **Keyword traffic analysis** – Thorough report describing traffic levels for keywords related to your business
- **Competitive Analysis** – Extensive report identifying competitors' strengths and weaknesses for areas of opportunity
- **Site Analysis** – Suggestions for execution of SEO plan specific to your business
- **SEO Consultation** – One of our experts will consult with you over the phone, explain our findings, and provide a plan of action



● Extensive reporting. Clear objectives.

Keyword and Competition Analysis

Keywords	Daily World Searches	KEI	Pages with keyword	Titles with keyword	Links to #1	Links to #5
small business web design	730	0.003	165,000,000	59,400	47	17
small business web site design	346	0.001	115,000,000	17,500	47	81
small business web designs	127	< 0.001	222,000,000	528	17	47
affordable small business website design	87	0.005	2,690,000	782	89	22

Ranking Analysis

Keyword	Google	△	Yahoo!
costa rica tantra teacher	1		1
tantra yoga www.yogakey.info	1		1
costa rica tantra retreats	1		3
atlanta tantra workshop	1		1
atlanta tantra teacher	1		1
tantra teacher in costa rica	1		2
tantra lifecoaching	1		1
tantra seminar testimonials	1		1
tantra seminar	1		3
tantra workshop Atlanta	1		1

Site Link Analyses

Web pages	△	Google
www.dell.com		8,560
www.hp.com		654,000
www.ibm.com		96,900



● Website Optimization Is Key.

If you are serious about Search Engine Optimization then you will want to optimize your complete site for the keywords and phrases people are searching for that will bring business to your site. Every page is a potential landing place for business, and our complete SEO service will ensure that you are best prepared to reap the benefits of Search Engine Marketing. Included in this service is submission to all major search engines, as well as manual submissions to 100 PR 4+ online directories to give you a strong head start in quality in-bound link building. This is the recommended starting point for businesses serious about tapping the revenue potential available through SEO.

● Complete Website Optimization

- **Keyword analysis** – A complete, site-wide, keyword analysis
- **Optimization of Internal Factors** – We will work to make changes which search engines view as favorable. Best practices dictate the need for a focus on 3 market-relevant search terms. We will optimize your website's code, your navigational structure, file structure, and site content.
- **Search Engine Submission** – Submission to all pertinent search engines
- **Manual Directory Submission** – Submission to 100 PR4+ online directories to begin inbound link building
- **Result Report** – We will provide a page-by-page report, comparing your site's completed optimization to the top 3 ranking sites in your market segment. Our goal is to blow your competition out of the water.





● On-Going Optimization To Stay On Top.

Once you have a site that is optimized fully for all of the internal factors, then it is time to consider working on the site's external factors. Optimization of external factors is composed of the SEO efforts that are not directly related to the actual site. This includes reciprocal link building, in-bound link building, directory submissions, article submissions, and online Press Releases. Search Engines give a lot of weight to external factors since they feel it will provide an accurate representation of how relevant your site is. To get optimal results from your optimization efforts you will want to include Ongoing Optimization of External Factors to your online marketing plan.

● Our On-Going Off-Site SEO Services Include:

- Traffic Analysis Reports
- Ranking Reports
- Reciprocal Link Building Video Creation
- Optimization Blogging Press Releases
- Inbound Link Building Directory Submissions
- Article Writing and Online PR Submissions
- Release Writing and Submission

● Additional Reporting

Traffic Analysis Report - We detail where all of your online visitors are coming from, what they are searching for and how they are finding your website



● Keyword Progress Report

This is a monthly snapshot of where your site is ranking for all of the terms that we are targeting in our Search Engine Marketing Plan. Each month we take a new snapshot and compare this to the previous months ranking so we can clearly see the progress that the site is making.

● SEO Sales Report

Where applicable we can also generate sales reports to show the sales that are coming from the Search Engine Marketing efforts and further refine our efforts for maximum ROI.

