

# SEARCH ENGINE OPTIMIZATION (SEO)

INTERNET CONSULTING & EDUCATION



**Your  
Special Pricing!\***

\* for a limited time only,  
call for details.

## FEATURES

- ✓ Be found by major Search Engines... and Customers who are interested in your products and services.
- ✓ Get targeted and qualified traffic to your web site that will generate more quality leads...and sales—generating more profits!
- ✓ Reach your customers when they are looking to buy—maximizing your ad spend by targeting only those customers interested in buying.
- ✓ Build your Brand Awareness affordably through cost effective qualified and targeted advertising to your marketplace.

## KEY BENEFITS

- ➔ Search Engine Optimization / Marketing (SEO/M) improves your ranking on Search Engines so more customers will find you.
- ➔ We have and work with certified SEO specialists with a proven track record and diverse experience that we put to work for you.
- ➔ We cover all the bases by specializing in both on-page and off-page factors for optimizing your website.
- ➔ Our Link Building Program will ensure that your website ranking increases on popular search engines.
- ➔ We help you build an ongoing stream of profitable traffic to your website, by allowing your customers to find you versus your competition.

## SERVICES

- ➔ Website Evaluation: We will examine your site and make all changes needed to ensure it is search engine friendly.
- ➔ We do the leg work. Our comprehensive keyword analysis report will identify what keywords are best suited to your site and then we'll put the most relevant and effective ones to work for your business.
- ➔ We will develop fresh new content for your site (optimized articles and press releases) that will drive targeted traffic and help convert site visitors into customers.
- ➔ We'll ensure you deliver a cost-justified ROI! Our Web Analytics provide detailed information about how your SEO activities are doing and enable us to monitor and fine tune your optimization efforts to attract more qualified traffic.

FOR MORE INFORMATION CONTACT US TODAY



we simplify  
the Internet

## INTERNET SOLUTIONS

Internet Marketing Consultant

Phone: (603) 329-3540

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# WEBSITE TRAFFIC STRATEGIES THAT WORK

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## "BE FOUND ON WEB" MARKETING STRATEGIES

- Why have a website if it can't BE FOUND?
- 9 out of 10 web users visit a search engine, portal, or community site each month and revisit up to five times monthly.
- 50% of the average search engine users only view the listings on the first page of the results.

## SEARCH ENGINE MARKETING (SEO/M)

- **Keyword Analysis:** A process whereby each website page's Meta Tags are enhanced with keyword phrases so that it will be ready to be successfully indexed and ranked on search engines/directories.
- **Search Engine/Directory Registration:** There are several thousand search engines and directories that you can be registered on. However, the 80/20 rule applies in that 10-15 search engines/directories are utilized by 80% of the users. We personally register you on the top search engines and/or on their partnering search engines.
- **Link Optimization:** We believe that you must have an ongoing links optimization program to earn and keep a high search engine ranking. We create an effective link optimization program and then provide an ongoing update program based upon your requirements.
- **Directory Program:** A sufficient number of Internet users use local and related industry directories in addition to using "search engines." We create an effective local and related industry directory program and then an ongoing program based upon your requirements.
- **Search Info Pages:** SIP pages direct high quality, targeted traffic to your site and as part of your website have proven to be one of the most effective ways to earn high rankings on the search engines.

## SEO/M STRATEGIES

In the new Internet environment, innovation is the key to success. Our goal is to bring to business the power of the Internet through innovative products and services at affordable prices.

Anyone who comes to your website from a major search engine is many times more likely to become a customer because they were specifically looking for your products and services.

Furthermore, almost 95% of all Internet users start with a search engine query.

You must get targeted visitors to your website if you want to get results.

We provide advanced search engine optimization marketing programs to generate high traffic websites.

### SEO/M MARKETING PROGRAMS AND MONTHLY SUPPORT PACKAGES:

- BRONZE:** Search Engine/Directory Keyword Analysis and Search Engine Registration
- SILVER:** Includes Bronze + Link Optimization and Directory Program
- Gold:** Includes Silver + Search Information Pages

\* SEO Ongoing Programs available (monthly or quarterly)

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