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# Search Engine Optimization:

## An Overview

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This document has been designed to give you a general overview to the mysterious workings of the mystical process commonly referred to as "**Search Engine Optimization**".  With over 30,000 new web pages created each day and over 100 million cataloged pages to date, it is amazing anything relevant shows up in a search engine '**results**' page at all!

To begin with, a listing on a search engine is controlled by many factors, but one thing to keep in mind is that "**You cannot BUY a higher listing**".  A ranking on a search engine is not like buying a larger ad size or placing a TV ad during the evening newscast.

You can make sure that your rankings will be better than average by selecting the appropriate and proper keywords and using the talents and services of a professional firm.  (Yet even this is not always true…Yahoo allows only **one** *perhaps* **two** keywords.)

Additionally, one must then maintain that service **year after year**, think of it as "making sure your phone number for your business is at least listed in the Yellow pages".

**Establish realistic goals for keyword rankings**
- The difference between being registered and gaining top placements, is often a result of **consistent monitoring and proper techniques**.
- Difficulty of achieving premium positions (**100 million** cataloged pages) on a consistent basis is due to the ever changing nature of the business and shear volume of web pages.
- **The Achievable Goal** -  **20%** of keywords ranked in the top **25** results
- Our methods take advantage of advanced techniques that give you the best chance of top placements.

**Design the proper keywords or keyword phrases to be optimized**
- **Be specific** rather than general – "high-pressure valves" vs. "valves"
- Should only be based upon your own products or services – don't use competitors or industry leaders names as keywords (Not following this could get one banned from a search engine or perhaps even legal ramifications can result)
- Specific gives one a better chance of getting keyword ranked
- Keyword phrases can be no longer than **3 words**

**Select your competitors**
- Select two (2) two of your most direct and important competitors.
    - We will do a study of the ranking they have achieved within an assortment of search engines.
    - The HTML coding and meta-tagging of your competitors pages will be reviewed.
    - Finally specially executed code and 'entry' pages will be designed and updated to take advantage of this information.

**The process of optimizing the site for keywords**
- Front page of site will be **slightly altered** to include keyword text and links
- Additional cybermarketing pages will be added to the site to **enhance** Search Engine listings
- All cybermarketing pages will be **hand submitted** to the Major Search Engines
- Pages accessed will sometimes be a gateway into front page of clients site unless otherwise asked

**The Time-frame to expect for results and tracking**
- Allow between **2-10 weeks** for pages to be indexed and rankings to be determined (Depends on engine)
- Ranking report will be generated at **12 weeks** after submissions to determine initial rankings
- **Fine tuning** if results are not satisfactory or to enhance/tweak the results
- **Quarterly reports** thereafter to monitor results

**Then plan for the ongoing maintenance of the site-marketing program**
- Search Engine criteria and ranking results **will change over time** that is why a focused consistent program will be dynamic enough to catch any unforeseen changes.
- We will **monitor rankings** and provide the refinements and re-submissions necessary to optimize and maintain the keyword rankings
- Steps within this process will be **added and/or repeated** over time to insure premium rankings
- **Quarterly reports** thereafter to monitor results
- Renewable yearly

Amazingly even after struggling to achieve an excellent ranking or often to even get ranked at all, ranking the search engines themselves can provide interesting bits of information on the ongoing struggle to become the leading search engine.
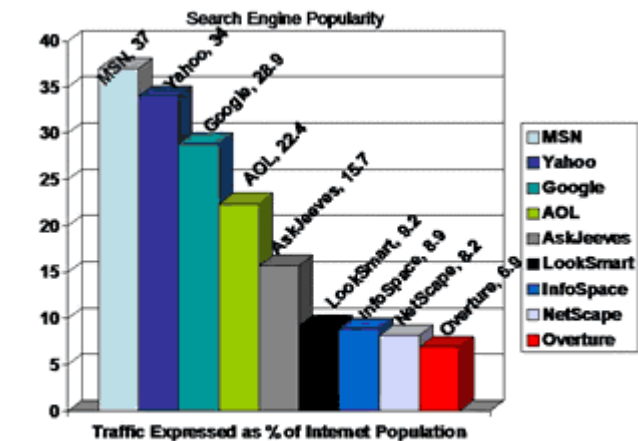


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