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## **Search Engine Optimization:**

### **Search Engines & Optimization Common Questions & Answers**

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#### **Q: Why is Search Engine Optimization important for my site?**

- Approximately 80% of all Internet sessions **start** at one of the 10 major Search Engines (AOL, MSN, Yahoo, Excite, All the Web, Google, Lycos, HotBot...).
- Over 90% of all Internet searches are done on the 10 major Search Engines and we optimize your site for that fact.
- Search Engines are used to visit web sites over 60% of the time and there are several million searches done per day.
- With millions of web sites on the Internet today it is almost impossible for someone to find your web site on the Search Engines by chance.

#### **Q: There are so many search engines are there real differences between them?**

Search Engines are often casually lumped together but there are some real differences:

- Yahoo, AOL, Looksmart-MSN are 'DIRECTORIES'. These are search tools that are managed and updated by 'humans'. Typically they are starting to charge for a listing (\$250.00-350.00).
- Excite, Google, Alta-Vista, InfoSeek are 'SEARCH ENGINES'. These tools are managed by humans but most of the updating is done by software programs that 'crawl' your web site indexing the pages as they go along. These software crawlers are often referred to as 'Robots or Spiders'.

#### **Q: What is difference between the Search Engine Optimization/Enhancement services you provide vs. the low cost registration services that are readily available? What makes your services special?**

- Merely having your site registered or listed in a Search Engine does not mean you will come up highly in a keyword (including your company's name) search. It does little good to be registered in a Search Engine if your site is the 50,000<sup>th</sup> listed out of 100,000 for a keyword search.
- In order to come up highly in a keyword search your site must be optimized (made Search Engine friendly) as well as being indexed. Many registration services may claim they do this through the use of meta-tags or meta-code on the site. This method by itself is at best crude and ineffective.

- We use in-depth, proprietary techniques to carefully add elements to your site that adhere to the Search Engine algorithms, gaining premium positioning for keyword searches. This skill comes from an in-depth knowledge of how the Search Engines work and over three years of experience optimizing several hundred web sites.
- We carefully optimize and submit your site **by hand** to the large Web Directories like Yahoo and Snap (Yahoo is a Directory as opposed to Search Engines). Most registration services electronically submit to the Directories, which are not accepted.

#### **REMEMBER...**

- If your web site does not come up in the top 25-50 results for a keyword/phrase search it is unlikely most web surfers will find it.
- Being listed highly in the Search Engines will make your site visible to potential customers searching for information on the products and services your company offers. This will greatly expand you market potential.
- Attracting visitors through Search Engine Optimization is frequently the easiest and most cost effective way to get qualified traffic to your web site.

#### **Q: I have seen the same service offerings advertised for less, why are you different?**

- Our services are not the same. Many registration services only offer electronic submissions, which are by themselves, ineffective. We hand submit to the top ten Search Engines for maximum advantage and provide the necessary re-submissions over time to keep your site ranked highly.
- An effective registration includes more than just adding Meta tags to your web page. We use proprietary techniques, which encompass the total optimization requirements for your web site.
- We also don't submit and forget. We continually monitor the Search Engines and can quickly respond to any changes in ranking criteria that may occur. As a company with years of experience in Search Engine Optimization, we provide ongoing monitoring, reporting, and optimization support.

#### **Q: Why are your services better?**

- We use in-depth, proprietary techniques to carefully add elements to your site that adhere to the Search Engine algorithms, gaining premium positioning for keyword searches. This skill comes from an in-depth knowledge of how the Search Engines work and years of experience successfully optimizing several hundred web sites. We make your web site "Search Engine Friendly".
- We only use techniques, which are proven to be effective and stay within the ethical and legal boundaries that Search Engines impose. Other companies use techniques which may work in the short term but which may be considered unethical or even illegal. Using such techniques will not benefit long-term placement and may cause your site to be penalized or banned from listing with the Search Engines permanently!

- We also carefully optimize and submit your site by hand to the large Web Directories like Yahoo (Yahoo is actually a Directory as opposed to Search Engines). Most registration services electronically submit to the Directories, which are not accepted.

**Q: How do I determine the proper keywords for my site and how many can I use?**

- Use keywords that people looking for products and services offered by your company would use. After receiving your submission form we will consult with you to help determine which keywords are best. As a rule be specific rather than general (i.e. "high-pressure valves" vs. "valves"). Keyword phrases should be no longer than 3 words and are considered one keyword. Multiple keywords can be included with your package; extra keywords up to a total of 10 can be optimized for an additional cost per keyword phrase. Using more than 10-15 keywords per URL dilutes our work to the point that it may no longer be effective.

**Q: What are my responsibilities once the keywords have been established?**

- Given that your site is live on the Internet, your responsibilities are simply to work with us to ensure maximum optimization for your web site. Your responsibilities and work are minimal but do include approving design features of the cybermarketing pages and optimization of your home page.
- Once the pages are created it will be your responsibility, or your hosting company's, to ensure they are posted in the proper location as directed by us. There may be times when modifications need to be made to the optimization of your web site, and it would be your responsibility to work with us to get these changes made in a timely manner.

**Q: What is the process and timeframe for work to be completed?**

- After the keywords have been established it normally takes 7-14 days to complete the cybermarketing pages and get your approval on these. Once pages are approved they must be uploaded to the site. We will then submit them to the major Search Engines and forward you a report on where your site was submitted; this process will take another 7-14 days. A safe bet is to say 3-4 weeks to complete the work. However, these timeframes are based on getting timely approval for all work.

**Q: When can I expect to see results?**

- Depending on the back log of submitted sites and the refresh rate of a Search Engine's database, it can take anywhere between 2 to 10 weeks before your site shows up in a particular Search Engine. These timeframes are completely out of our control and will depend on that particular Search Engine and its ability to index sites.

**Q: Why does my homepage need to be changed and why must these cybermarketing pages be added to my site?**

- Homepage optimization is essential to achieving rankings in the Search Engines. Some of the Search Engines give the highest relevancy to the front page of a site and if that page is not optimized then all other efforts at placement may suffer as well. Different options exist for homepage optimization, and we will work with you to find the best solution to fit your requirements.

- Cybermarketing pages are optimized for individual keywords and are designed to pull the searcher into your site. An effective cybermarketing strategy incorporates the use of keyword pages as well as other proprietary techniques.

**Q: I want my customers to be able to find the homepage of my site and not see these doorway pages. Can this be done?**

- No. In order to be properly indexed, the cybermarketing pages must be visible to the user as well as the Search Engines. Any attempts at reducing their visibility will reduce their chance of achieving a top ranking or may cause the pages not to be indexed at all.
- We create cybermarketing pages that follow the basic design and Look and Feel structure of your site. This gives anyone entering from a Search Engine a transparent path to the page you wish him or her to see, with relevant information along the way.

**What results should I expect for my site?**

- We consider our campaign a success if we get your keywords ranked in the top 25 results 20% of the time on the Search Engines we optimize for. However we frequently do better than this. Success will be determined by the competitiveness of your keywords and our ability to get your site ranked highly. It should be noted that with hundreds of thousands, even millions, of competing web pages it is difficult to achieve top positioning for a keyword search. We believe our optimization methods give your site the best possible chance to achieve top positioning

**Q: What kind of feedback/reporting will I get on your work? How do I know I am getting proper value?**

- Once we have completed submitting your site to the Search Engines you will receive a report verifying which engines were submitted to. Six weeks from that date and every quarter during the term of your package, you will receive a ranking report showing the placement of your web site for each of your keywords within each of the Search Engines for your package.
- Attracting visitors through Search Engine Optimization is frequently the easiest and most cost effective way to get qualified traffic to your web site. We provide you with years of experience in this field and custom, in-depth solutions to make your site visible on the Search Engines

**Q: What maintenance is done to insure that my site stays on top?**

- We continually monitor the Search Engines and can quickly respond to any changes in ranking criteria that may occur. With years of experience in Search Engine Optimization, we provide ongoing monitoring, reporting, and optimization support.
- On occasion, re-optimization may be required to address ranking issues. When these occur you will be notified on what actions may be necessary to continue optimal placement.

**Q: What if I want to add or change keywords?**

- Keywords can be changed or substituted for an additional fee for each keyword. However, please note it is difficult to change keywords on some Search Engines after they have been optimized for. Because of this our guarantee would no longer apply if keywords have been changed.

**\*\*\* Please remember that a listing on a Search Engine is not the same as a paid advertisement, and no one can guarantee that every Search Engine will pick up every listing submitted, nor can specific placement for a specific Engine be guaranteed. However, we believe that the proprietary techniques and approach used take full advantage of the requirements of the various Search Engines and Directories to give you the best possible placements.**