

February 12, 2009



Search Engine Optimization:

A Campaign Overview

So now you have a web site. And you have a business phone number. The phone number is listed in the phone book...is your web site listed in the search engines? If not why do you have an "Invisible" Website?

When you do what is called "searching the Web," you are NOT searching it directly. It is not possible to search the WWW directly. The Web is the totality of the many web pages which reside on computers (called "servers") all over the world. Your computer cannot find or go to them all directly. What you are able to do through your computer is access one of several intermediate databases and/or web-pages which contains selections of other web pages organized to allow you to find other web pages and sometimes other databases. You search these intermediate "search tools," and they can provide you with hypertext links (URLs) to other pages. You click on these links, and retrieve documents, images, sound, and more from individual servers around the world.

All search engines do keyword searches against a database, but various factors influence the results from each. Size of the database, frequency of update, search capability and design, and speed may lead to amazingly different results.

Remember 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" (but you can purchase 'sponsored links'). A ranking on a search engine is not like buying a larger ad size or buying 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 Digital Services.

Additionally, you must maintain that service year after year in order to maintain effectiveness and high rankings, think of it as "Making sure your phone number for your business is at least listed in the phone book!"

Would you like your site to be the first one listed in a search? Or at least be listed on the first two pages? According to a recent study over 85% of all Internet visits begin with a web search. But 90% of these consumers do not look past the first two or 3 pages of search results! In other words, if you are not listed in the first 2 or 3 pages, then you may as well not be there at all.

The single most important thing you can do to increase your web site traffic and get a return on investment is to increase your *search engine ranking*.

Did you know that web site design directly affects your Search Engine Rankings?

Many of the cool design techniques employed by visual web designers can actually prevent most search engines from properly indexing your site! Dynamically generated pages harm your chances for a preferred listing, and frames can often block search engine spiders totally!

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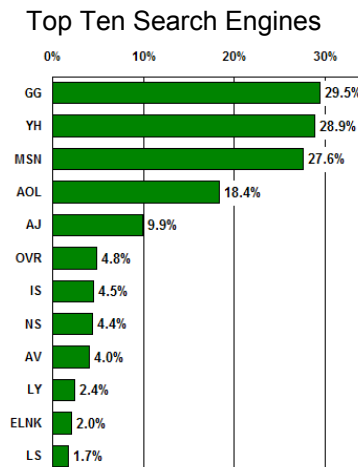
Or did you know that a **Flash movie based home page is an absolutely perfect way to block search engines?** When a search engine spider arrives at a Flash opening, it stops immediately.

Flash, frames, and dynamically generated pages can be used, but they must be used strategically and tactically executed correctly. One must provide the search engine spiders with "alternate routes" to crawl. But don't worry; we will analyze your web site to make sure the basic design is "search engine friendly". And we will suggest the proper modifications to ensure proper indexing of the content within your site.

You have made a major investment in your web site; now it's time to make sure the ROI you expect is delivered. Web site marketing and web site promotion are crucial steps towards realizing the power of your website. The SEO Team will design a web site marketing program that fits your budget and drives important prospects and clients directly to your web site.

Search Engine Optimization Services

The goal of a search engine optimization campaign is to drive your website focused, qualified traffic that converts into sales for your company. 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.



KEY: GG=Google, YH=Yahoo, MSN=MSN, AOL=AOL, AJ=Ask Jeeves, OVR=Overture (GoTo), IS=InfoSpace, NS=Netscape, AV=AltaVista, LY=Lycos, ELNK=EarthLink.com, LS=LookSmart

If your site is not positioned properly in the search engine results, an opportunity to generate business is sacrificed every time a potential prospect searches on a relevant keyword phrase.

Proper web site optimization is not a passive effort, it's an ongoing battle. Remember to include it in your yearly marketing campaigns and budget, as a one time effort while perhaps successful initially, will fade very quickly if not supported as an ongoing marketing effort.

SEO Services Overview

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We get to know your business, products and services, competitors, prospects and clients... we are not isolated from the realities of your business. We clearly understand that in order to structure a successful SEO campaign, we need to understand your market and your business goals. We need to understand how your prospective clients are searching. To accomplish this task we talk to you about your business, your immediate competitors, then we study your website, your market space and conduct extensive research to ensure success of the campaign.

Our SEO Campaigns will get you top positions --- but in order to get the kind of visitors that convert into greater opportunity for your company we focus on the essentials.

Search Engine Optimization (SEO) Research

1. SEO Keyword Research:

We work with you and together determine which search engine optimization keyword phrases are proper. Then, together we determine which and how many "keyword phrases" should be employed in the search engine optimization campaign; this decision is often a function of budget. This is a crucial phase of the SEO Campaign: the selection of the right search engine optimization keyword phrases is vitally important. Also understand that while generic keywords may create more traffic, specific keyword phrases will drive more focused and targeted visitors to your site.

2. Baseline Report:

Using the search engines we find out where your website ranks with respect to the new keyword phrases that have been selected. We then generate a report on our findings and deliver it to you. This initial report provides a critical reference point from which progress can be measured on a go-forward basis and compared to the quarterly reports to validate the effectiveness of the SEO Campaign.

3. Search Engine Optimization:

We review the code and design of your website with a view toward optimizing content, link value, design elements and basic structure elements. This is the crucial phase of our program. Certain parameters need to be examined and observed that will contribute to improving the site's rankings including manual hand submission to the Top Ten Search Engines.

Inktomi:

Inktomi is responsible for producing the site's rankings in MSN, HotBot and other major engines. Developing proper ranking in Inktomi is an important element of the search engine optimization campaign.

MSN Directory:

Depending on the structure of the keyword phrases that are being considered, we manually hand submit our efforts to avoid being mis-categorized by the human editors.

Google/AOL:

As the worlds most important engine, Google is responsible for the web page rankings in Google and AOL. Our search engine optimization efforts focus on achieving top ranking in these important engines.

Yahoo

Once Yahoo relied on Google to supply data for search results but has since broken the relationship and has deployed its very own engine. Since our team has always hand submitted to Yahoo our clients will see little change. Our search engine optimization efforts always focus on achieving top rankings so we always are on top of the ever changing environment.

As part of our highly effective campaigns we design and build 'Gateway Pages' that are uniquely constructed to mirror the look and feel of your site. These gateway pages contain an assortment of propriety techniques we have developed to further drive the selected keyword phrase to the top of all search engines we submit to. This is one of the crucial elements of our program, combined with our hand submissions we also

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electronically submit to over 700 other search engines, directories, lists and groups further completing our comprehensive campaign on your behalf.

4. Maintenance and Quarterly Reporting:

In order to ensure continued success and representation in the search engines we track the gateway pages that have been submitted with the goal of maintaining and maximizing the position for each of the top ten search engines. Since rankings fluctuate over time, we periodically monitor the targeted keyword phrases to maintain and improve the search engine positions. This ongoing maintenance effort ensures that the SEO Campaign stays effective and continues the effort to improve existing results.

5. Customer Service:

We are available to you at anytime to discuss or explain your SEO Campaign, answer any questions you might have and personally review the results on the quarterly reports. The more you know the better the results achieved, because together we can adjust the SEO Campaign to address your changing business environment and marketing needs.

Search Engine Optimization SEO Programs

Your business is unique and not all keyword words or phrases are created equal. Because of this fact, our search engine optimization programs and marketing services are customized to fit your company's business and goals. Our marketing services professionals will work with you design the search engine optimization program that's just right for you, your market and your budgets.

Proof

The most common comments voiced by our prospective clients is that they previously purchased SEO services from other companies and received little or no results, and they don't trust the fast and easy claims of success they receive in emails everyday.

With the proper combination of technical knowledge and marketing expertise necessary to execute on a campaign that meets expectations. Our service is designed to increase your market share, make your site search engine 'friendly', to increase your brand awareness, and make it easy to find your company in the search engines.

The ultimate measure of success is reflected in the rankings achieved and maintaining them over time. We have delivered consistent rankings on the major search engines for our clients, and would be pleased to show you the results.

Web Site Marketing is not just SEO! That is only the tip of the electronic 'internet marketing iceberg'. Internet marketing can also include these important services:

Online Marketing Services Strategic & Tactical Planning, Pay Per Click Placement & Management, Paid Inclusion Programs, Search Engine Ad Marketing, Banner Advertising Marketing Campaigns, World-Class Web Design and Development, Micro-Site Design and Marketing, Email Marketing, Pr Releases, and Database Marketing.

We can help you leverage all of them to your advantage.

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