

Internet Marketing

Overview

"Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results as opposed to search engine marketing (SEM) which deals with paid inclusion."

"Search engine marketing (SEM), is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement, contextual advertising, and paid inclusion."

"Pay per click (PPC) is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market."

SEO - What it is and Why it's Important

SEO (Search Engine Optimization) is what Google and the other search engines require so your site will earn a high page ranking – the higher the ranking, the closer to the top of the search results your site will appear and the more visitors you will attract to your site.

SEO is probably the next most important element of your site after its valuable content.

Google and the other search engines constantly change their algorithms, shuffle their indexes, merge results and share content. The only consistent thing about marketing your website to them is that what works really well today probably won't work so well tomorrow.

Working with search engines is a long-term, high maintenance relationship that when executed properly can yield impressive ROI. We are dedicated to managing your **SEO** for you and delivering measurable results

Whether building an original site or reworking an existing site, it is important to consider all of the following fundamentals

SEO Fundamentals

Content – single most important element to achieving top search engine rankings.

Links – how many sites link to your site, are they quality links, are they from authoritative sites in your market.

Behavior – when visitors come to your site, do they find what they're looking for and do they stay for a while?

Intangibles – is your site legitimate and run by a human? Is the content useful, informative, and void of the illegal SEO techniques for which sites are banned? Give the search engines what they like and they will reward you.

SEM & PPC

SEM (Search Engine Marketing) & PPC (Pay per Click) are ways to advertise and promote your site using keywords for organic search and PPC for paid search. The **SEO** techniques used to optimize your website are what we use to promote it.

SEO & SEM require a longer time frame and constant tweaking to direct visitors to your site – it's based on **organic** (not paid for) search results for page ranking. If you want to generate traffic and leads more quickly, you will want to consider a **PPC** campaign.

PPC uses your targeted **keywords** to develop advertising which will be displayed at the top of the page when your keyword is searched. There is a great deal of strategy involved and constant monitoring to make sure you maximize your investment.

When done properly, you can generate a great deal of traffic in a very short period of time. Initially we test with **2 ads** and **2 landing pages** per **keyword** to see which has the highest **conversion rate**. We repeat this with several keywords until we determine which keywords, ads, and landing pages provide the greatest **ROI**.

It is important to establish a daily, weekly and/or monthly **budget** for your plan and track your campaigns. The number of **clicks** is not nearly as important as the number of **conversions** in relation to the clicks. It's much better to spend \$3-\$4/click and convert them than 100 clicks at \$1/click with few if any conversions – after all you want people to visit your site, but most importantly, you want them to take action before they leave.

Tracking & Analysis

We will work with you to develop a **budget** and marketing plan which will provide the greatest **ROI**.

We use a variety of tools to track and monitor your website for the basics:

Visitors: how many came, when they came, where they came from and what they did while they were there.

Pages: how many pages were viewed, how long, which pages they went to and arrived from

Actions: what visitors clicked on, how quickly did they leave, which page did they leave from, etc

However, we can also track and measure the following:

Traffic reports & trends

- Traffic summary
- Page views
- Visits
- Visitors
- New & returning visitors
- Pages viewed per visit
- Reloads
- Hourly
- Daily
- Weekly
- Monthly
- Bounce rates
- Click-thru rates

Top lists

- Top requested pages
- Top requested files
- Top requested directories / paths
- Top search engines
- Top search keywords
- Top referrers
- Top exit links
- Top exit pages
- Top entry pages

Technical Data

- Browsers & versions
- Operating systems & versions
- Screen resolutions
- Screen colors
- Routers
- Domains

Monitor visitors

- Online visitors
- First-time visitors
- Returning visitors
- Referred visitors
- Duration of visit
- Clickstream / Click path
- Time viewing page
- Entry page
- Exit page
- Exit links
- Referring site
- Referring search term

Most recently requested:

- Pages
- Files
- Search engines
- Search keywords
- Referrers
- Exit links
- Exit pages
- Entry pages

Geographical data

- Countries
- Regions
- Cities
- DMA-codes
- ZIP / postal codes
- Telephone area codes
- Continents
- Subcontinents

Analysis

We analyze your site for the following factors:

On Page Factors

- Keyword relevant title tags
- Keywords in website content
- Keyword rich headings
- Domain name relevance
- Age of online presence
- Minimal markup & scripting
- Applicative page names
- Appropriate image alt tags

Off Page Factors

- Overall web link popularity
- Website launch date
- Consistent domain ownership
- Relevance of inbound links
- Authoritative quality
- Page stickiness
- Link acquisition rate
- Backlinks: .edu, .gov & .mil

Action Plan

Following the analysis, we develop an action plan whether for a new website or existing one to include all of the factors we included in the original analysis. The larger and more complex your site, the more time required to include and manage all the search factors.

The Action Plan includes:

- Original keyword research & creation
- Balanced keyword website content
- Keyword Rich Headings
- Appropriate alt & title tags
- Specific page names Inbound & outbound links
- Backlinks to authority sites (.edu, .gov, .mil)

This is an ongoing process which needs to be monitored so your site remains at the top of the page rankings for your chosen keywords and phrases.

Tracking & Tweaking

We monitor the results using a variety of sophisticated monitoring tools and make adjustments accordingly. What may have been a high page ranking one week, may change the next. This is why it is critical that you continue to track your results.

FAQ

How important is SEO?

Even the most beautiful and content rich website in the world will not be effective if no one knows it's there. In order for Google and the other major search engines to rank your website highly, it is important that you let the spiders know more about your content. SEO places the right number of keywords in the appropriate places to make it easier for the spiders to find.

Can I do it myself?

SEO is an art in itself. We have specialists who keep up with the latest changes – it is constantly evolving. SEO is like playing a sport. You can go out and throw the ball, but if you want to get to the World Series, it's going to take time and a lot of practice.

Can't I just do it one time?

Unfortunately not. Keywords are very competitive – the effectiveness of a keyword changes frequently. In order to maximize your keywords it is important to track their strength and adapt as necessary. That means adding/changing your website content along with your keywords and placement.

Is a Maintenance Plan really worth it?

We offer SEO & SEM plans to fit every budget. If your site is setup properly, it makes optimization more effective. The more competitive your industry and the importance of a high page ranking will determine what level of maintenance is required.

Can you help me develop a plan?

Regardless of your budget, we recommend speaking with one of our experts who can help you decide what course of action is most appropriate for your budget and expectations. The stronger foundation you build, the more successful any type of internet marketing will be to producing a greater ROI.

Pricing

These are Pricing Guidelines - we do offer significant savings when you purchase one of our many package options. Please [contact us](#) for a customized quote.

SEO & SEM Packages	SEO Standard	SEO Plus	SEO Premium
Best Suited for:	Small Business to enhance Web presence.	Companies who want to increase traffic to their website	Companies selling their products and services Online.
SEO Setup	starting at \$950	starting at \$2200	starting at \$4400
Monthly Fee	\$250/month	\$500/month	\$1000/month
SEM Campaign Duration	12 months	12 months	12 months
Keyword Research Targeting	10 Keyword Phrases	20 Keyword Phrases	30+ Keyword Phrases
Website Analysis & Evaluation	Yes	Yes	Yes
Page Content & XHTML Optimization	10 Pages	up to 20 Pages	up to 30 Pages
Descriptive HTML Sitemap	Yes	Yes	Yes
Google Local	Yes	Yes	Yes
Yahoo Local	Yes	Yes	Yes
Bing Webmaster Central Submission	Yes	Yes	Yes
Google XML Sitemap	Yes	Yes	Yes
Search Engine Submission	Yes	Yes	Yes
Directory Submission	Yes	Yes	Yes
Site Usage & Traffic Report	Weekly Reports (PDF)	Weekly/On Demand	Weekly/On Demand
Google Site Analytics Account	Yes (no login)	Yes (unique login)	Yes (unique login)
Meta Tag Analysis	Yes	Yes	Yes
Competitor & Target Market Analysis	Yes	Yes	Yes
Search Rank Report (done manually)	Quarterly Reports	Bi-monthly Reports (6)	Monthly Reports (12)
Referring Link via BSC	Yes	Yes	Yes
Off-page Quality Link Building Services	Limited	Moderate	Extensive
Social Media (Facebook, Twitter, Blog)	No	No	Yes
Press Releases	No	No	Yes

Please Note: Although our optimization services are very effective in getting and keeping your website ranked high, we cannot guarantee any ranking position. Customer references are available upon request. We practice **100% white hat methods and follow all of Google's webmaster guidelines.**