



# Search Engine Optimization

## Internet Promotions Management



## Overview

The higher your Web site ranks in the results of an online search, the greater the chance that browsers will visit your Web site, and the more visitors, the more qualified leads. We help our clients generate more traffic to their Web sites using our search engine optimization techniques (SEO), and we've done so since 1995. In 2004, QuinStreet, Inc. of Menlo Park, CA (a leading online direct marketing company and one of our clients), ranked us in the **top 25 in the world** for SEO! This is particularly meaningful to us, as over 2,000 leading organic and PPC firms participate in Quinstreets' International affiliate programs.



We offer a complete set of services geared towards achieving results, no matter how complex the competitive arena is.

### Online Strategic Planning

What are your company's goals online, and how should you achieve them? We analyze your business objectives and market situation and determines the right search engine strategies to deliver increased visibility, qualified traffic and customer conversion.

### Organic Search Optimization

How well does your site do in the natural (unpaid) search engine results? We will optimize your site content, copywriting, tagging and link popularity to be sure your site ranks at or near the top when users type in the keywords you care about.

### Pay Per Click Management (Pay for Placement)

The keyword marketplace is like a trading pit - prices fluctuate, and bids must continually be reassessed. We track the performance of all your search terms, dropping poor performers, adding new words, and altering prices as indicated.

### Site Usability Analysis

What happens when users get to your site? Do they find what they want? Can you convert them to customers? We perform a site usability analysis and provides recommendations for improving user flows, removing any stumbling blocks, and helping your site achieve its objective.

### Creative Services

A website is a reflection of your brand, as well as your best chance to communicate the value you offer your customers. We will help you architect, design, write and implement your site to make your offerings clear, compelling and differentiated, to help turn browsers into buyers.

### Rich Media Design and Implementation

Increasingly, the Internet is a broadband world, capable of supporting complex interactions and animations along with high-quality video and audio. We are skilled in all the major rich media formats such as Flash, e-Learning and other specialized content, so we can help you create an immersive experience that engages prospects and customers.

### Reporting and Tracking

The most powerful attribute of the Internet is its accountability. We continually collect and analyze information about your search marketing program and use this data to adjust your spending allocations to maximize return.

## Organic Search Optimization

Computer and Internet technologies change quickly. Search engines, such as Yahoo, MSN and Google, change their algorithms, or rules of logic that find and rank Web sites, on an average of every six months. Our Research and Development group keeps abreast of the latest trends and works hard to ensure that our clients' Web sites continue to rank high in search results.

We offer four steps of organic SEO escalating in complexity. For businesses in highly competitive markets, such as financial services and mortgages, higher phases of SEO would be required to produce high rankings on the search engines. Businesses in unique niches typically do well with lower phases of SEO.

### Organic Optimization Steps:

#### Step I:

- Optimize Home Page with Baseline Optimization, Top 20 DTDs
  - Reports Setup, Measurement Criteria Established  
(Based on rich vs. content based layout, evaluate and implement appropriate code)
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#### Step 1A:

- Optimize Inner Pages, each, using standard baseline
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#### Step II:

- Site Entry (doorway) pages (1 per phrase)
  - Crawler page (One per Domain); static HTML & Site Entry Link Aggregation
  - Advanced Folder Optimization, each phrase (Crawlers, H1, Text)
  - XML Site Map
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#### Step IIIA:

- Multiple Domains:
  - Internal link farm to client-owned domains (per domain)
  - Domain optimized around one phrase (per domain)
  - Internal link farm to all optimized folders, root and one sublevel
  - Folder Optimization, per Key Phrase, linked from Home &/or SiteMap
  - Cross-links, all controlled domains. One link onto 300 sites (backlinks)
  - Image Folder Naming Conventions
  - Folder Submission
  - Implement Traffic Emulation Program
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#### Step IIIB:

- Multiple Domains, Advanced Folder Optimization
  - Rebuild all HTML links around folders, cross-linked per domain
  - Mass Meta Refresh, unique crawler page, per domain
  - Sub-domains as key phrases, sites into sub, per phrase & domain
  - State name/client/key phrase, separate HTML file per phrase.
  - Free hosting sites like GeoCities, one phrase home plus cross-links (Root-level Backlinks)
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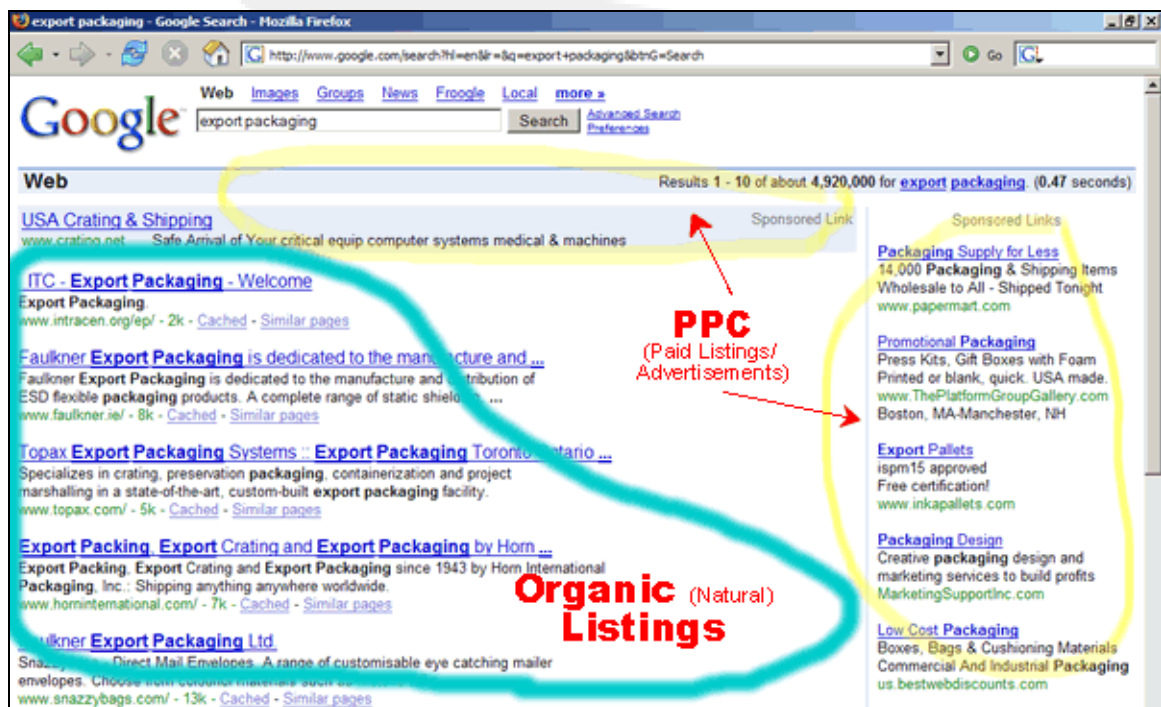
#### Step IV:

- 3,600 city/state listing around one phrase (flooding).
  - Free hosting site, one phrase home plus cross-links. Per site:
  - Site Optimization Based on Analysis Report (per phrase)
  - Quarterly Rank, Submit, Optimization check (per phrase)
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## Organic vs. Pay Per Click (PPC):

When performing a search on a search engine such as Google, users view a 'Results' screen that is broken out into primary and secondary viewing areas. The main body with listings is from natural placement of the web sites ranked by the individual engines' algorithms, called *organic placement*. The right side bar is for paid advertisements, where companies bid on gaining the top position for click-through rates. This advertising model is also known as *PPC*, or *Pay Per Click*. In addition to the right column, engines sometimes offer space above the organic listings for '*Sponsored Links*'. This is a second and more expensive position for the PPC model.

While it is the most difficult task, reaching a #1 ranking in the organic listing is more than just an ego boost; Nielsen reports that the natural listings are used by searchers over 95% of the time, while PPC advertisements account for less than 5% of search results. And organic listing achievement is a single engagement, while PPC is truly advertising with monthly expenses. Below is a diagram showing the natural vs. the paid listings:



We employ a 4-Step process in the optimization of a clients site. Many companies talk about Meta tag creation and content; very few speak about DTDs. DTDs are document definitions, and are the basis for any electronic document. The engines admit that over 100 DTDs are available for algorithm relevancy measurement on a web site. We consciously select the top 20 elements in an optimization engagement, then enhance this with our other steps to create a robust and survivable program for our clients.

**Contact Us Today For A Free Site Evaluation...**

**603.715.5445**

**Or Email Us**

**Get Results**