## SEARCH ENGINE OPTIMIZATION

Search Engine Optimization is the process of choosing targeted "optimized keyword" phrases related to a website, and ensuring that the website places well when those keyword phrases are part of a search using a search engine.  One of the benefits of Search Engine Optimization is that it can enable your website to attract visitors without paying for search engine advertising using pay per click marketing. In most cases, you can reach a very large audience simply through optimizing your website. This can be done in lieu or in addition to any pay per click marketing campaigns. Most people find a higher ROI from natural search engine optimization than from PPC advertising. The benefit of search engine optimization is that if you're website appears as one of the top sites coming up in a search engine result and someone clicks on your link. You don't pay for it as you would with pay-per-click programs!  The problem with search engine optimization is it's a very long process and is not guaranteed. There are many variables that affect this and we can't guarantee your ranking results. The two major contributing factors are other websites competing for the same space and search engines alter their algorithms on a regular basis. What your probably asking yourself right about now is if it's not guaranteed, what do I get for my investment? You can compare this to a top surgeon conducting a very difficult surgery. No surgeon in the world can guarantee a patient will emerge 100% safe and sound. But what the surgeons and hospital do offer is their expert skills and proven medical techniques. Our company will be conducting the "so called surgery" for your website. We offer only ethical SEO (search engine optimization) best practices and proven optimization methods to help your website achieve better rankings.

## KEYWORD ANALYSIS

We work with you to determine the appropriate keywords you should be using for search engine optimization. This is a very tricky process because the wrong keywords can be costly. For example: Suppose you sold "Citizen" watches. You may think to use "watch" as a keyword. But "watch" is to generic and could be a wasted keyword. When we analyze your keywords we look at your desired search words, past keyword results using search engine statistical data and of course we analyze your competitors use of those keywords. Out of those keywords we determine the optimal keywords for your website. We also determine clarification words that should be used along with those keywords. An example would be if I were conducting a search for "Windows". How does the search engine know whether I'm talking about "Microsoft Windows" or a regular "window"? A lot would depend on the words that are used in association with your main keywords. If I was talking about a regular window I may also include words like framing, molding, pane glass, etc. Our tools help us analyze competing websites to determine appropriate words.

## WEBSITE CONTENT

The main purpose of a search engine is to provide the user with relevant results based on the search criteria. We help you create appropriate content using best SEO practices. It is recommended for pages to contain a minimum of 300 words or more per page. You also need to be sure that you're not spamming. One of the requirements we ask from our clients is they provide sufficient content on the subject matter. We simply can't create it from thin air but we can work with you to help optimize that content. Search engines rank your web pages based on text, text location, Meta tags, titles, alt, description, keywords, H tags and many other things. During this process we carefully examine and make textual edits to your website. We utilize our sophisticated set of analysis tools to carefully check and edit your site. In some cases a complete structural redesign is necessary. For example: If your home page entirely consists of flash. Search engines don't like that at all! The home page of your website is the search engines entry point and it can't read flash. One of the goals is to make your website an authority for that search term and having good rich content to support it.

## WEBSITE NAVIGATION

Proper website navigation and sitemaps are very important to a website. It helps search engines identify all the pages for your site, specifically orphaned pages. You also need to be aware of sitemap limitations. Our company helps create proper internal sitemaps and a Google sitemap for your website.

## WEB THEMES & SUBJECT MATTER EXPERTS

One of the goals is to make the search engine think that your website is a "Subject Matter Expert" for your desired theme. Your website should scream out to the search engine that I am about this topic. Your website should contain content, pages and enough supporting pages to indicate that to a user and a search engine.

## SEARCH ENGINE PLACEMENT

Search Engine Placement is the process of submitting your website to the many different search engines. You need to be wary of automatic submission tools. There are some engines that consider this spam and will penalize your website. We carefully review the appropriate listing category, keywords, and descriptions when submitting your site. Once we edit pages, we submit those pages to the major search engines. Some engines require additional fees like "Yahoo".

## SEAL PROGRAMS

There are third party programs on the web that offer additional security and can drive additional traffic to your website. We offer setup and assistance with these programs.

## LINK POPULARITY

Did you ever hear the saying "It's not what you know but who you know". This applies to some search engines. The more places you're linked to increase your rankings. There are many ways to get linked including web directories, forums, link bait, etc. We work on obtaining different links to increase your rankings. Links are very important to a website. There are three basic types of links: Internal, Inbound, and Outbound.  Engines like the fact that other websites link back to yours. Trusted and quality links will earn you higher rankings. Outbound are also important to a degree. As a subject matter expert search engines would like to see you have inbound links from other experts and visa versa. You also need to be careful not to spam or join bad link farms. We help you analyze these links and also offer suggestions to try and create link magnets. Link magnets are content that is created by you and linked by other websites The benefit of a link magnet is you can achieve many inbound links without reciprocal linking. Some directories may require additional fees.

## KEYWORDS/SPAMMING

Before delving into this lengthy process of optimizing and increasing traffic. You need to decide what magic keywords to use when listing your site. What keyword do you want your potential customers to use when conducting a search using an engine? It is those specific keywords that need to be optimized into a website. We help you define that list. You also need to be aware of what not to do with those keywords. Some website owners use hidden fonts, repetitious keywords, and other spam methods. Some engines may consider these techniques spam and penalize your website. We try and isolate any and all spam techniques within your website and clean it up. It can very well be that Your website may have already been penalized for spam or other issues such as duplicate content.

## PAY PER CLICK

There are many different pay per click programs on the web. How do you know which one is good for your site? Money can get used up very fast if your keywords are not optimized. It's possible to blow $1,000 dollars a day if your not careful. We offer assistance or total management of your pay per click advertising campaign. Just tell us how much you want to spend and we'll do the rest!

## AFFILIATE PROGRAMS

An Affiliate program offers monetary incentives for webmasters to drive additional traffic to your website. It's like having salespeople all over the web! Affiliates place a link advertising your product or service on their website. When a customer clicks this link and buys from your site the affiliate gets a commission.

## WEB DESIGN/EDITING

Your website may need to be modified to accommodate better search engine placement. We offer full website design and programming services.

## HOSTING

A website lives on a computer known as a Web Server. This Server is constantly connected to the Internet and is accessible 24 hours a day, 7 days a week.  Hosting is renting out space on this server. We recommend using our hosting services at least during optimization for quicker turn around. You also need to be aware of hosting companies that are part of link farms or associated with bad IP's.

## OTHER SERVICES

We provide other web services including custom programming, secure certificates, Paypal integration, credit card processing, and order faxing.