

February 12, 2009



Search Engine Optimization:

Necessary Items to Begin a Search Engine Optimization Campaign

1. Domain to be Optimized

The web site to be optimized should be accessible either live on the Internet or in a staging area if still in development. Optimization is not advised if the site is in the early stages of construction and the overall look, feel and navigation have yet to be decided. If an alternate domain is to be created and used for optimization purposes consultation will be necessary as to what this should consist of.

2. Contact Information

Company name, street address, phone numbers and primary contact information should be provided. This is in order to facilitate completion of the Search Engine submissions and to have a primary point of contact so communication can easily flow between parties.

3. Keywords or Keyword Phrases

A limited number of keywords are included in the package. To begin the process of selecting these please provide an initial list of keywords you would like to be found for. This list should be anywhere between 7-10 per URL to be optimized. These search terms will be the keywords that we use to optimize your site around and should be relevant to the products and services your organization provides. The keywords or phrases should be no more than three words long (i.e. "customer relationship management") and should be industry specific. Avoid words that cross over into multiple industries and are vague or general like "tire" or "valve". Rather than using "tire", selecting "tire company" or "tire manufacturer" would be more appropriate. Instead of using "valve", a more specific term like "high-pressure valve" would be better served. These terms will give a better chance to attain a premium ranking and would drive targeted traffic to the site.

After you forward the keywords, we will consult with you to optimize and select the best keywords to use in your site optimization program. Although extra terms can be used, it is recommended to not exceed fifteen total keywords per domain, as it is likely to limit the effectiveness of the effort.

4. Meta-Description

Part of this process requires that a paragraph that is carefully crafted using as many of the keywords and descriptions possible must also be generated. This unique paragraph will be selectively placed within the html coding on the cybermarketing and on your sites home page(s). Try to keep the paragraph under 30 words.

Search Engine Optimization Process

- After the keywords have been finalized we will begin designing “cybermarketing” pages and optimizing your site for the Search Engines. After completing a test page, it will be uploaded to a staging area for you to approve.
- Once the test page is approved, the remainder of the pages will be built and placed in a staging area for client to view, approve and upload.
- After the pages are uploaded to the site, the pages will be QC'd to make sure they are working properly. Then each page will be hand registered to the 10 major Search Engines included with the package. The site will also be electronically submitted to over 700 other Search Engines and Directories. A report will be provided detailing this activity.
- At the 12 week point after site registration is complete, a report showing exactly where your site ranks for its keywords/phrases on the specified Search Engines will be generated and forwarded to you. Thereafter this will be done on a quarterly basis. *The 12-week report is run 12 weeks from the **date of submission or registration**.*
- Over the course of the year, necessary modifications and re-submissions will be provided to account for changes in the Search Engines, thus keeping your site on top.

* It should be noted that it can take anywhere between 2-12 weeks after the site is submitted for the results of this work to start showing up in the Search Engines. This is due to the cataloging times of the engines themselves. Some are quicker to index than others.

** If the site has not already been cataloged in Yahoo a \$299 payment is required for each for priority review (review within 7 working days) and the fee is automatically charged each new year going forward. If this money is not paid it is very unlikely that the site will ever get admitted into these Directories. Certain other requirements are needed for a successful Yahoo submission and will be addressed.