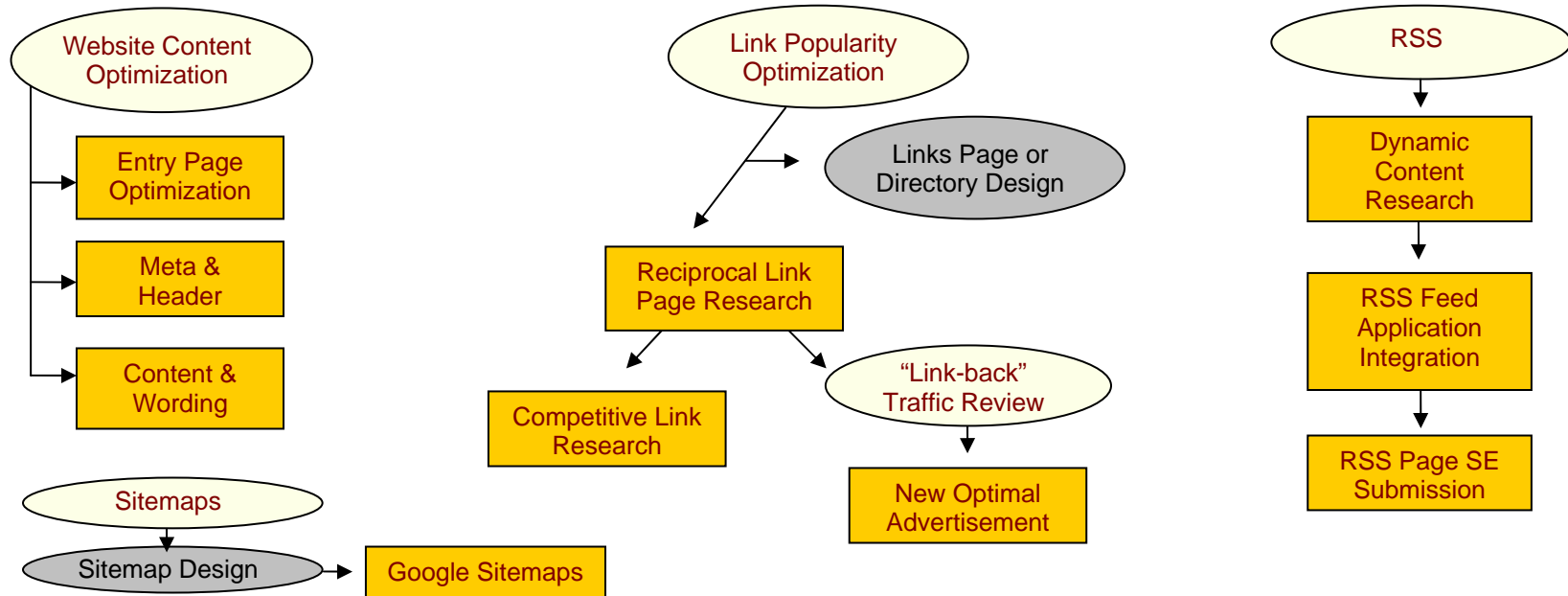




Search Engine Optimization (SEO) – On Page Optimization



>>> On Page Optimization

As you can clearly see, On Page Optimization has been broken down to four main processes.

1. Website Content Optimization:

The Website Content Optimization consists of three parts. The first part, **Entry Page Optimization**, is when we take your main page, the homepage, and perfect the content, layout, and design. Subsequent to the Entry Page Optimization, the **Meta & Header Optimization** allows us to use keywords in the heading to distinctly differentiate your website with others. The final step is **Content & Wording**, where our Chief Editor will review your content and help you by wording it more efficiently and productively.



2. Link Popularity Optimization:

Link Popularity Optimization depends on Reciprocal Link Page Research, Competitive Link Research, and Permanent Text link Advertisement. In **Reciprocal Link Page Research**, we start by creating a resources section on your website and then, on your website's behalf, we find and add relevant reciprocal link partners. These reciprocal links will be placed on the **Links Page or Directory Page**, depending if you have one. If you don't, we will create one for you, relative to your website. Next step is **Competitive Link Research**. We will research your competitors' website and generate a complete SEO progress report. We will use SEO tools to check your competitor's Google's pagerank, content, links, keyword, backlinks, and Alex rankings. We will then create a "**Link-back**" **Traffic Review**. Based on this report, we will generate a list of the websites with the highest quality traffic. Our sales staff can then contact these websites to negotiate a permanent link advertisement. This is the **Permanent Text Link Advertisement**.

3. RSS

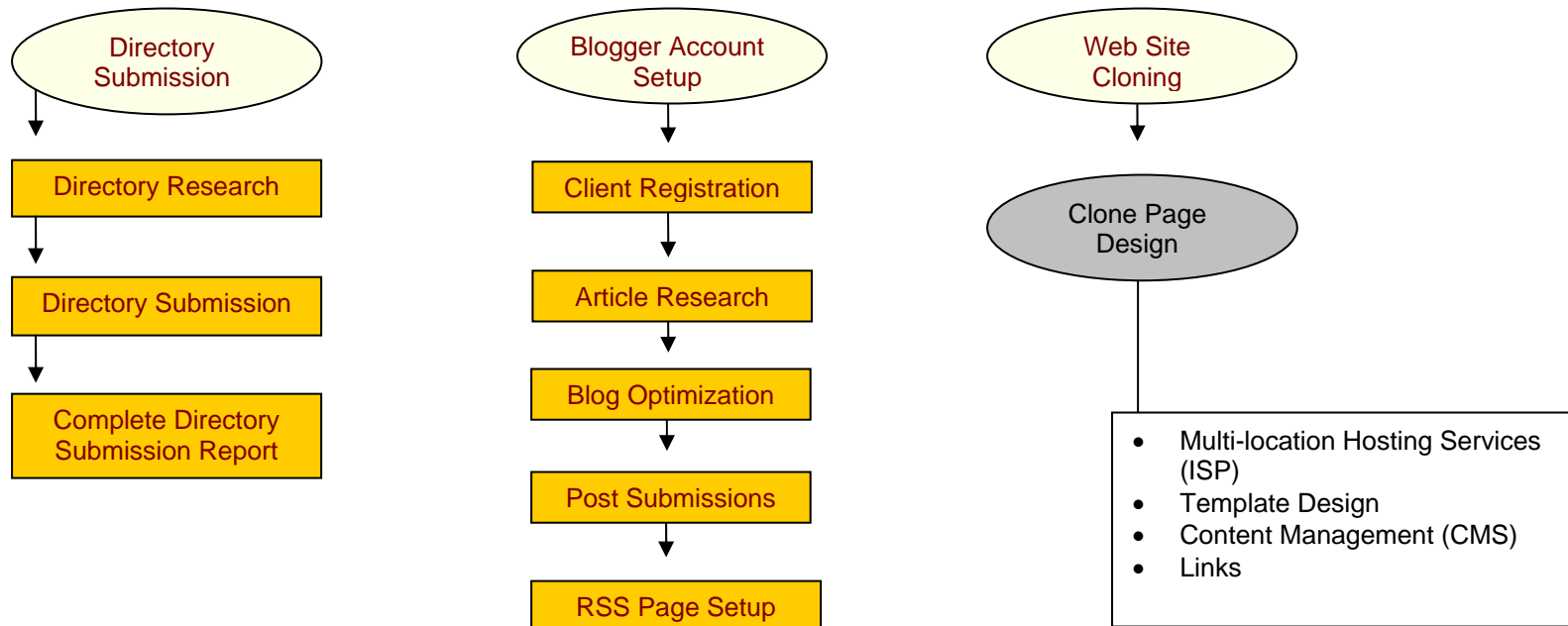
Really Simple Syndication (**RSS**) is a lightweight XML format designed for sharing headlines and other web content. **Dynamic Content Research** is constantly feeding your website new information relative to your business. In order to perfect the RSS process, we have to use **RSS Feed Application Integration**. **RSS Page SE Submission** is applying the RSS system to your website and search engines.

4. Sitemaps

Sitemaps are a way to categories and index your website based on its content, layout, and URLs. Through the **Sitemap Design**, we can create a proficient Sitemap. Search engines such as Google discover information about your site by employing software known as "spiders" to crawl the web. Once the spiders find a site, they follow links within the site to gather information about all the pages. **Google Sitemaps** is an experiment in web crawling. By using Sitemaps to inform and direct the crawlers, Google can add more websites to its index.



Search Engine Optimization (SEO) – Off Page Optimization



>>> Off Page Optimization

Off Page Optimization consists of the three parts mentioned above:

1. Directory Submission:

Through **Directory Research**, we find Online Directories such as Yahoo! and DMOZ, display “human edited” search listings, and also provide listings for a number of community sites including America Online (AOL), MSN, Google, and Netscape. Becoming indexed in the online directories can be tricky and experience can dramatically improve your chance of success. We call this process **Directory Submission**. At the end, we will generate a **Complete Directory Submission Report** that will review and categorize what directories we submitted to and the activity within those directories



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2. Blogger Account Setup

Through **Client Registration** with Blogger, your website will receive more exposure and may also aid in increasing your search engine rankings. **Article Research** will have us research any content relevant to your business and post it into your blog. We will then optimize your blog by including links, keywords, and quality content through **Blog Optimization**. We will post your blog onto Blogger and other major online directories with **Post Submission**. RSS can also be included on your blog to help increase rankings through **RSS Page Setup**.

3. Website Cloning

Through Website Cloning, we will match your website with a similar template. This template is called the **Clone Page Design**. These cloned websites have a plethora of content and are hosted by different ISPs. They have a superb template design. The Content Management will make sure you have rich content for your clone. Your clone will have links back to your original website. Clones essentially improve the flow of traffic to your site and ultimately improve search engine rankings.