

# SEARCH ENGINE OPTIMIZATION



GET YOUR SITE TO THE TOP OF  
THE SEARCH ENGINES!

## It can be a busy year for your company...

Using search engine optimization we can get your company to the top of the search engines using a variety of our proven methods. What is SEO? 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. Typically, the earlier (or higher) a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including local search, industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.



USER DOES SEARCH



USER VISITS YOUR SITE



USER BUYS FROM YOU

# SEO

Eye tracking studies have shown that searchers scan a search results page from top to bottom and left to right (for left to right languages), looking for a relevant result. Placement at or near the top of the rankings therefore increases the number of searchers who will visit a site.

However, more search engine referrals does not guarantee more sales. SEO is not necessarily an appropriate strategy for every website, and other Internet marketing strategies can be much more effective, depending on the site operator's goals. A successful Internet marketing campaign may drive organic traffic to web pages, but it also may involve the use of paid advertising on search engines and other pages, building high quality web pages to engage and persuade, addressing technical issues that may keep search engines from crawling and indexing those sites, setting up analytics programs to enable site owners to measure their successes, and improving a site's conversion rate.

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SEO may generate a return on investment. However, search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued referrals. Due to this lack of guarantees and certainty, a business that relies heavily on search engine traffic can suffer major losses if the search engines stop sending visitors. It is considered wise business practice for website operators to liberate themselves from dependence on search engine traffic.



## A LITTLE ABOUT WHAT WE'LL DO

- 2 PRESS RELEASES A WEEK FOCUSING ON YOUR KEYWORDS AND KEYPHRASES
- BACKLINK BUILDING CAMPAIGN – ONE WAY LINKS FROM OTHER INDUSTRY RELATED WEBSITES. 50-100 PER MONTH (THIS IS GRADUAL PROCESS TO PREVENT GETTING BLACKLISTED)
- DIRECTORY LISTINGS TO OVER 100 DIRECTORIES REGARDING YOUR SITE AND BUSINESS WITH KEYPHRASES
- SOCIAL NETWORKING INCLUDING TWITTER, FACEBOOK, AND MYSPACE. ACCOUNTS CREATED WITH THESE AND POSTINGS TO THESE BLOGS FOR EACH PRESS RELEASES, TESTIMONIALS, CONTENT AND OTHER PERTINENT INFORMATION
- LANDING PAGES CREATED IN WEBSITE WITH HEAVY KEYPHRASES FOR EACH PAGE
- SEO WEBSITE WITH TITLE TAGS, KEYWORD RELEVANCE, PAGE CONTENT
- SEARCH ENGINE SUBMISSION TO ALL SEARCH ENGINES



## REPORTING

- COMPLETE MONTHLY REPORTING WITH PROGRESS REPORTS, KEYWORDS, TIME SPENT ON SITE AND PAGES, SEARCH ENGINES, GEOGRAPHIC LOCATIONS OF VISITORS
- RANKING REPORT ON WHERE SITE IS FOR INDIVIDUAL KEYWORDS AND PHRASES. THIS TELLS YOU HOW WELL YOUR SITE IS PROGRESSING EACH MONTH AND HOW IT'S RISING FOR EACH KEYWORD AND KEYPHRASES



## MARKETING

FROM OUR REPORTING WE CAN SEE WHAT PAGES ARE VISITED AND WHAT WE NEED TO DO TO IMPROVE CLICK THROUGH TO PURCHASE A TRIP. THIS INCLUDES WEBSITE CONTENT CHANGES AND ADDITIONS.