

My
Website
spot

SEO

Search Engine Optimization

The SEO Program

- Daily website submission to 300 search engines.
- Weekly re-indexing by Google, Yahoo, Bing, Alta Vista, & AOL.
- Daily submission of up to 900,000 back linking keyword related indexing directories for enhanced web exposure and search engine ranking.

First, the steps we take...

1. **Add Meta Tags** to provide Title, Description, Keywords, Locale, and Categories to Search Engines.
2. **Fine Tune** existing HTML tags to conform to the search engines' strict requirements.
3. **Create and submit XML Sitemap** to Google, Yahoo, Alta Vista, and Bing.
4. **Set up schedules for weekly re-indexing** by Google, Yahoo, Alta Vista, and Bing.
5. **Set up Search Engine Submission system**, which will send your URL, Description, Keywords, Locale, and Categories to 300 Search Engines daily.
6. **Set up our Directory Submission system**, which will send your URL and description to thousands of Directory Services for increased web visibility.
7. **Set up Google Analytics** to report monthly traffic statistics.

During the above steps a code evaluation is performed to plan for future enhancements needed to maintain top ten rank qualifications. We will then recommend a professional course of action to enhance your sites SEO ability.

Increased Web Exposure

This references your business in all relevant search engines and directories available, which will begin to increase search ability, ranking and placement.

Performance Monitoring

Monitoring alerts are set in our system to follow trends allowing us to periodically adjust keywords and descriptions to enhance their performance.

Second, the benefits...

The information below explains the aspects of each program step and how they benefit towards your goal of increased web exposure and search engine rank.

Actions	Benefits	Results
Optimize Title, Description, and Keywords	Website will meet the search engine's strict requirements	Website will become easier to locate when searched for
Sitemap Created and Submitted	Search Engines will see the number of pages and where they are located	Your site will retain its high ranking and never drop below where it was the week before
Daily Search Engine Submission	Informs over 300 search engines worldwide about the existence of your website every day	The more often the website is submitted to search engines the faster it climbs in rank
Weekly Indexing	Website gets listed according to category and Keywords weekly	The more often the website is indexed the sooner your new content is searchable
Create Back Links	Website will gain up to 900,000 reference points to your content	The more references to your site available the higher your popularity level becomes