



Bringing You Closer to Your Customers

Optimizer

Search Engine Optimization Services



Raising Your Visibility on the Web

OPTIMIZER

Search Engine Optimization

Why You Need Search Engine Optimization

The potential for companies marketing their products, services or information online is **enormous**. The Web is growing at an exponential rate. There are currently in excess of 5 billion Web documents, increasing at a rate of roughly 7 million per day. Every day, Web users utilize the major search engines to launch over 400 million queries for products, services and information solutions. So unless you're doing something to make *your* Web appear more visible than the millions of others competing for attention, that site is no more prominent than a single star lost among a vast universe of electronic content.



A recent survey found that search engines beat all other media in driving visitors to Web sites, with 77 percent of Internet users employing search engines to find Web sites. Furthermore, 78 percent of users will abandon their query if the first three (3) pages of results do not yield an answer to their question. Bottom line: if your web site isn't found within the top 30 matches of the top search engines, it might as well be invisible.

Getting a company's web site properly optimized with good placement and rankings on the major search engines and directories can literally make or break an online business. Can we deliver on our promise of achieving top rankings for your web site? Here is what one of our recent clients had to say:

*"Since Optimal Connections re-designed and optimized our web site, we have gone from practically no visibility and traffic to **over 50 top ten rankings**. We are ranking in the top search engines for many of our target phrases, and our web site now receives hundreds of page views per month. Thank you Optimal Connections!"*

Vrisayda Porshu Boggess, BCH, Ph.D.c
HypnoDr.com

When done properly, optimizing your web site will: ...

- **Greatly increase targeted traffic** to your site by potential customers
- **Generate new leads** for your company's services and products
- **Give your web site continued high visibility** with proactive positioning techniques
- **Bottom Line: Increase your profits and revenues**

...isn't that why you are on the Web?

Overview of Services

We provide a unique two-step approach to Search Engine Optimization:

1. **First, we offer a no cost, no obligation Introductory SEO Evaluation Report** that lets you know where your web site stands, and what you have to gain by engaging our services
2. Should you decide to proceed, we offer a **very cost-effective range of SEO service packages** that require minimal up-front investment and produces rapid results!

All of our Basic SEO Plans begin with an in-depth report that illustrates how your current keyword phrases rank on ALL of the most popular search engines. Next, we compare the positioning data with one of your key competitors to determine how to gain a competitive edge. Following this, we partner with you to make the appropriate changes to raise your visibility numbers. As a result, your web site will attract greater levels of targeted traffic, generating new leads and potentially higher revenues!

Optimizer Basic SEO Plans

Our Optimizer SEO Services provide you with a choice of plans to choose from, depending on your needs:

Optimizer Silver

Our Silver service is designed to give you maximum visibility with minimal investment:

- Keyword research and analysis to arrive at optimal target phrases
- Support for up to 10 keyword phrases
- Optimization of your web site's main page and subsidiary pages as required
- Provision for an optimized doorway page (if required)
- Accelerated inclusion into major search engines
- Submission by Hand to all major search engines*
- Monthly Ranking Reports by keyword phrases and search engines
- Includes 2 months of SEO maintenance services
- Top Rankings Guarantee**

Optimizer Gold

Our Gold service includes all features of our Silver Plan, plus:

- Support for up to 15 keyword phrases
- Routine updates of web page content (up to 1 hour/month)
- 3 months of SEO maintenance services
- Online anytime access to our Traffic Analysis database

Optimizer Platinum

Our most complete package, Optimizer Platinum includes all of the features of our Gold Plan plus:

- Support for up to 25 keyword phrases
- Routine updates of web page content (up to 2 hours/month)
- 4 months of SEO maintenance services
- Online anytime access to our Traffic Analysis database

Optimizer Basic Plan Comparison

Optimizer Basic SEO Plans	Silver	Gold	Platinum
Key Features	\$599	\$699	\$899
Keyword Research and Analysis, arriving at optimal keywords and phrases for your target markets	√	√	√
Number of keywords or phrases optimized	Up to 10	Up to 15	Up to 25
Optimization of your main page and subsidiary pages	√	√	√
Provision of optimized 'doorway page' if required	√	√	√
Accelerated inclusion into major search engines	√	√	√
Hand Submission to all major search engines*	√	√	√
Rankings Report detailing search engine positioning	Monthly	Weekly	Weekly
Continued weekly monitoring of your site, with re-optimization and re-submissions as required	√	√	√
Top Rankings Guarantee	√	√	√
Online anytime access to comprehensive Traffic Analysis Database of your web site		√	√
Support for routine page text updates		1 hr/month	2 hours/month
Maintenance period included	2 months	3 months	4 months

Optimizer SEO Maintenance Plans

On-going Silver, Gold and Platinum Maintenance Services

Our Basic SEO Service Plans include an initial period of maintenance, from 3 to 12 months, depending on the plan selected. Yet **on-going SEO maintenance beyond this initial period is vital**, since without on-going maintenance your site's ranking will begin to decline as ...

- New competitors enter your market space, and other's leave
- Competitors update their web pages to further optimize their placement
- Search engines update their ranking algorithms, in an effort to out perform each other and gain market share

SEO Maintenance Plan Features	Silver	Gold	Platinum
Monthly Fee	\$69/Mo.	\$99/Mo.	\$149/Mo.
Annual service agreement—requires previous Basic Plan	√	√	√
Number of keyword phrases	Up to 10	Up to 15	Up to 25
Weekly monitoring of your ranking in the major engines	√	√	√
Recommendations regarding improvement of rankings	√	√	√
Updating of keyword phrases and supporting page content	√	√	√
Re-optimization of your web site's pages whenever a downward trend is detected	√	√	√
Re-submission to major search engines as necessary	√	√	√
Ranking Report of your web site's position in top search engines and for selected keyword phrases	Monthly	Weekly	Weekly
Routine updates of web page text		Up to 1 hour	Up to 2 hours
Online access to our Traffic Analysis database		√	√

Top Rankings Guarantee

Successful search engine ranking requires in-depth expertise and relentless determination. We have both, which is why we're able to offer you this rock solid guarantee. We guarantee the following search engine ranking results or we'll refund 100% of your optimization fee. We assume all the risk, and you benefit from a significant increase in targeted web traffic: more leads, more prospects, and more sales of your products & services.

- ❑ Top 30 Ranking Guaranteed for five or more of selected keyword phrases on at least five of our supported search engines and directories within two months of submission.
- ❑ Top 10 Ranking Guaranteed for at least three or more of selected keyword phrases on a minimum of three supported search engines and directories within two months of submission.

Supported Search Engines and Directories

Google Yahoo! Search AOL MSN HotBot Netscape Looksmart AltaVista Lycos Open Directory Project Excite iWon Search7 About.com AskJeeves AlltheWeb Overture Teoma

Maintenance Plan Guarantee

We guarantee that at the end of every month, you will obtain at least the number of top rankings outlined in our **Top Rankings Guarantee**. If at the end of a given month we fail to achieve our guarantee, we will not charge you for that month's fee until we have accomplished our guarantee.

Other SEO Services

SEO Reporting

Do you know if your site has been indexed by the major search engines such as Google, Yahoo! and MSN? Is your site visible to searchers looking for your products or services? Curious about how your site ranks with the top search engines? Our **SEO Reporting Service at \$19.95/Month** will provide you with automatic weekly reporting of how your web site ranks with the top search

FREE Introductory SEO Evaluation Report!

Take advantage of our free complimentary analysis of your existing web site placement. Key features include:

- A high-level analysis of the structure and content of your Web Site
- Current rankings for selected keyword phrases, limited to three top search engines
- A Summary of Initial Findings and Recommendations

Our free SEO Evaluation Report provides a **no cost, no obligation opportunity** for you to know how well your web site is ranking, and the potential Return on Investment for optimizing your site. You'll get a sense of how much you can expect your rankings to improve, what the potential is for increased targeted web traffic, more leads, and more business!



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Web Marketing Services that Put You Ahead

- *Choice of Basic SEO Plans:*
 - Silver*
 - Gold*
 - Platinum*
- *Engage a Plan that's Right for You!*
- *We also offer SEO Maintenance Plans to keep you on top*
- *Need to know where you ranking? Try our SEO Reporting Service*
- *Take advantage of our free Complimentary SEO Evaluation of your web site!*
- *We back our services with a Top Rankings Guarantee!*
- *Our commitment: every client is a Success Story*

Certified SEM Professional by **Search Engine Workshops**



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