

# Search Optimization vs. Local Listings vs. Pay Per Click

Three ways to reach potential clients on Google.

## 1 Search Engine Optimization (SEO)

Optimize your web site for top search rankings, via content, links and correct site architecture. Long term rankings & free traffic for your web site.

### What's Included:

- Research & Strategy for Effective Keyword Phrases
- Onsite Optimization & Web Site Structure
- Creating Link & Content Campaigns
- Analysis of Campaign
- Consultation and Reports with Client
- Plans starting at \$500 to \$1,500 per month depending on keyword phrases

## 2 Local Optimization

Google maps integrates known yellow page data into their listing service. Add your company via their webmaster tools section and edit your listing. Get listed on Google Local Search.

### What's Included:

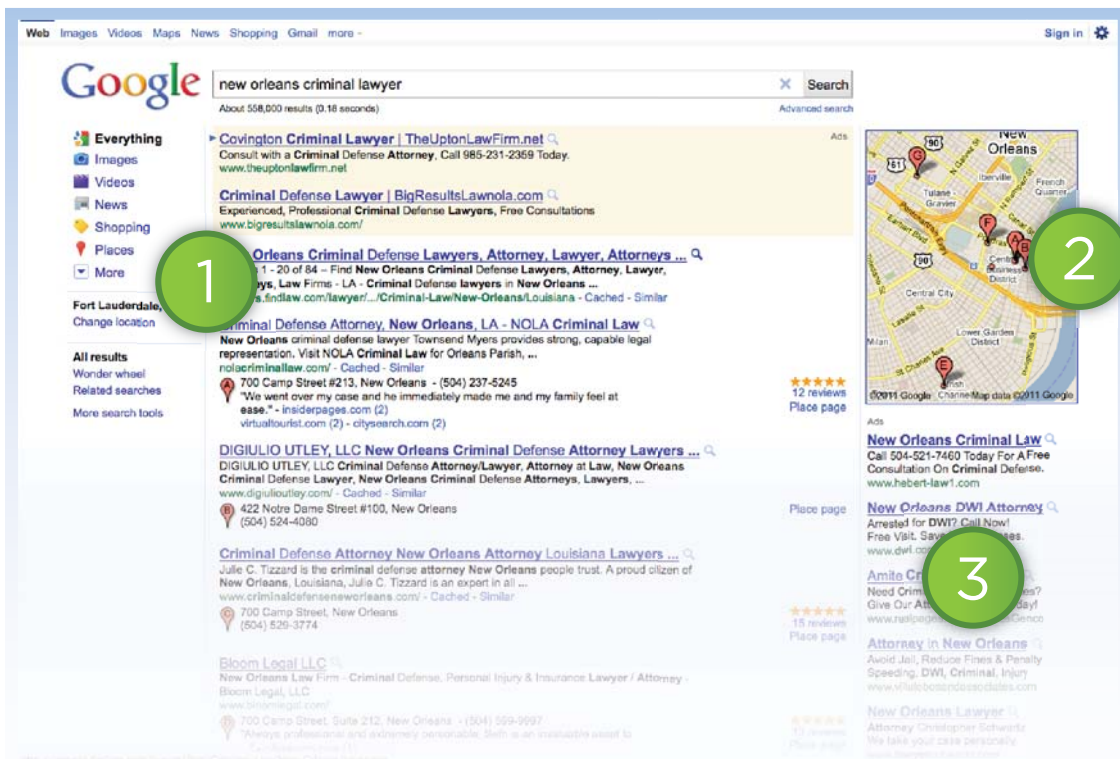
- Google, Yahoo, & Bing Local Submission
- 40 Step Process
- Setup Listing on Google Local
- Negative Factor Check
- Web Site Checklist
- Citations
- Paid Listings Available
- Reviews

## 3 Pay Per Click (PPC)

Sign up for a Pay-Per-Click account (PPC) via Google Adwords. You can bid on keyword phrases, set a budget and write creative advertisements.

### What's Included:

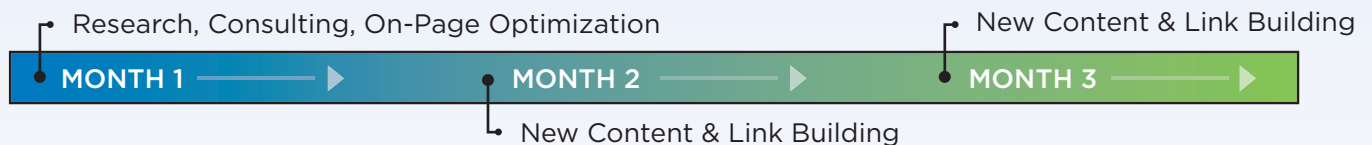
- Instant Rankings & Instant Traffic
- Research and Strategy of PPC Campaign
- Ad Campaign & AdGroup Setup with Google Keyword Research
- Ads Written and Automatically Tested
- Landing Page Optimization
- \$1,500 Setup and \$250 per month, plus ad costs



# SEO Is Not Built in a Day, or even a Month

Yes, sometimes we are miracle workers and a site's rankings jump dramatically after just a few weeks of work. However, most clients web sites take anywhere from 3 months to 9 months to improve rankings. It all depends on your current website and the competitiveness of the keyword phrase.

## Average Timeline



## Slow & Steady Always Wins

Rankings should be viewed as a long term prospect. Quick fix schemes may rank you higher in the short term, but in the long term they may fail.

## What is Good vs. Bad

### Good

- Web Standards Design (CSS, XHTML)
- Internal Link Structure
- Quality Inbound Links Built over Time

### Bad

- Spam Links from Bad Sites
- Keyword Stuffing Text
- Cloaking, Hiding Text, and Redirects
- Adding too many links all at once

## Rankings Are Not Everything

Rankings are a good indicator of your sites performance, but a better performance indicator is your traffic logs. Better yet, your bottom line in terms of inquiries or sales is the best indicator.

**Track everything!**

## What to Watch

- Rankings
- Page Visits
- Unique Visitors
- Bounce Rate
- Inquiries / Sales