

# 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 Google 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:

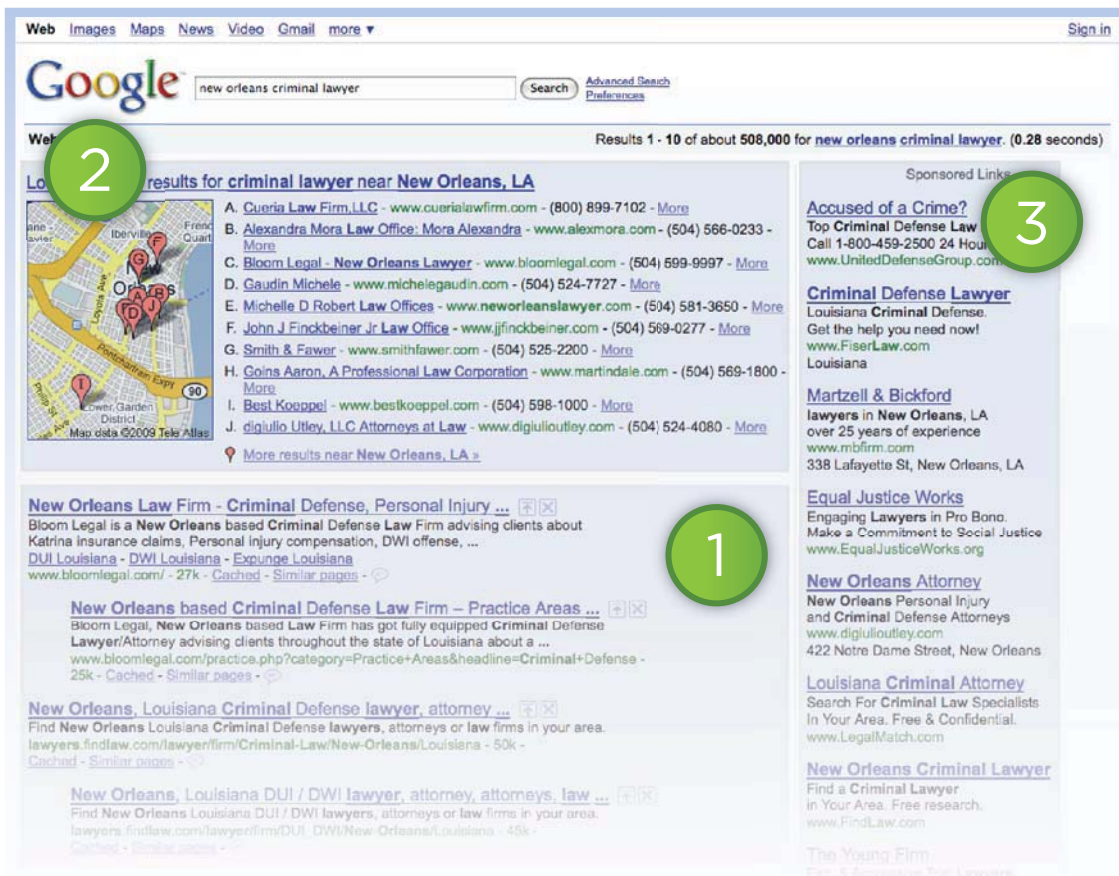
- Google Local Submission
- 40 Step Process
- Setup Listing on Google Local
- Negative Factor Check
- Web Site Checklist
- Citations
- Paid Listings Available
- Reviews

## 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



# PaperStreet SEO Service Levels

## SEO Included with All Web Sites:

### Strategy

- ✓ Research Effective Keyword Phrases
- ✓ Brainstorm to find all possible keyword phrases
- ✓ Selecting appropriate keyword phrases

### Site Optimization

- ✓ Basic Title Tag Modification
- ✓ Meta Keyword Tag Modification
- ✓ Meta Description Modification
- ✓ Alt Tag Modification & Other Code Changes
- ✓ Remove any "splash" entry pages
- ✓ Submit client website to Google Webmaster Central & verify the site

### Spam Check

- ✓ No Hidden Text
- ✓ No Keyword Stuffing
- ✓ No Redirect Tags
- ✓ No Doorway Pages

### Domain Redirections

- ✓ Canonical domain forwarding is established
- ✓ 301 Redirects Used
- ✓ www used and not non-www

### Technical Modifications

- ✓ SEO Friendly URLs
- ✓ .htaccess File (Apache) or HTTPD.ini file (IIS)
- ✓ Custom 404 error page with site links / site map
- ✓ robots.txt file added

### Site Build Modification

- ✓ Move JavaScript & CSS into separate file(s) if present
- ✓ H1 Tag to Top of Page using DIVs and Absolute Positioning
- ✓ Create Sitemap
- ✓ Include Google Analytics.

### Content Editing / Writing

- ✓ Guidelines sent to Client to Write Content

### Blog Creation - Free Blog on Web Site

All Of Our **Standard SEO Services** Are Included In Each Service Level.

## 1 PaperStreet Essentials SEO:

### Site Optimization

- ✓ Text to Top of Page using DIVs and Absolute Positioning
- ✓ Add XML Sitemap in Root (.xml and .txt)
- ✓ Duplicate content analysis
- ✓ Add keyword-rich text / statement (H1 or other) at top of pages
- ✓ Add other H1/H2 tags / other modifications to body / content of site
- ✓ Footer Paragraph
- ✓ Add footer links to main (if not all) pages on site
- ✓ Resource Directory

### Creating Link & Content Campaigns

- ✓ Link Building - 20 to 30 Per Month
- ✓ Submission to Our Directories

### Analyzing the Campaign

- ✓ Monthly Reports of Rankings
- ✓ Monthly Reports of Web Traffic
- ✓ Re-Optimization of text and tags, if needed

## 2 PaperStreet Classic SEO:

### Site Optimization

- ✓ Analyze modifications & adjust as necessary (keyword density, etc)
- ✓ Modify all links to include keywords
- ✓ Add internal links using keywords
- ✓ Content Editing (All key pages)

### Creating Link & Content Campaigns

- ✓ Additional 10 to 20 links per month - *Big Difference*
- ✓ Free Edits to Web Site
- ✓ Local Search Submission - Google
- ✓ Local business directories Submission
- ✓ Social Network Sites Submission
- ✓ CSS Galleries Submission
- ✓ Design Portals Submission
- ✓ Blog / Feed Directory Submission

## 3 PaperStreet SEO Exclusive:

### Site Optimization

- ✓ Content Editing of Entire Web Site

### Ongoing Content

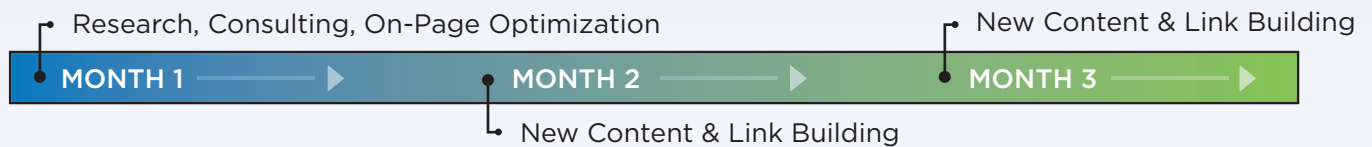
- ✓ Directories Free Yahoo and Business.com Directory
- ✓ Blog Writing - 2 Articles Written & Submitted
- ✓ Article Writing - 1 Article Written & Submitted
- ✓ PR Releases - 1 Article Written & Submitted

### Exclusive Agreement

# 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.

## 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