

Help your customers find you on the Internet with our Small Business Search Engine Optimization Program

Our Search Engine Optimization program comes with an unconditional guarantee: You will be satisfied with the results of our program, or we will refund your money in full.

Search engines can drive a significant amount of traffic to your website. In fact, search engines can account for up to 50% of new visitors.

Designing your website to appear near the top of specific searches takes more than adding keywords to your website. It takes a search engine strategy that incorporates specific keywords, meta tags, links, cross links and promotions. Once your site becomes visible on search engines, targeted visitors can come to your site and become customers.

Our **Small Business Program** search engine optimization (SEO) program is designed to meet the needs of businesses that need an affordable solution for driving traffic to their website. This option delivers the results that small businesses need to improve their performances on major search engines such as Google, Ask.com, AltaVista, Yahoo and others.

The package includes:

- **Selecting key words for your site** — We will work with you to create a list of search terms that your prospects are most likely to use when searching for your site, product or services. Armed with this list, we can fine tune your site to increase your exposure on search engines.
- **Consulting on any needed changes to your site** — Many sites are designed with a human visitor in mind. Flash animation, Java menus and dynamic content are attractive and effective, but all are invisible to search engines. We will work with your website company to ensure your site is optimized for search engines, without altering your design integrity.
- **Adding the right tags to your pages** — Based upon your keywords, we will add the right links, meta tags, titles and image names to optimize your site.
- **Submitting your pages to appropriate search engines** — Once your site is optimized, it needs to be submitted to the search engines and directories that will drive traffic. We handle all submissions and resubmissions.
- **Developing cross links** — The more sites that point to yours, the better your chances of getting indexed by major search engines, and the higher your placement. We work with complimentary sites to get your site listed on theirs.
- **Monitoring your results for three months** — Our 90-day program provides the reports you need to gauge your progress. We'll monitor your traffic increases, your positioning with major search engines and how visitors interact with your site.



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