

“Your online strategy is your business strategy”

Online Search Matters

Everyone searches online before they buy, so you better be there

Did you know?

- Over 50% of online Americans use a search engine every day
- Over 90% use a search engine every month
- Total worldwide searches = 29 million searches a minute!



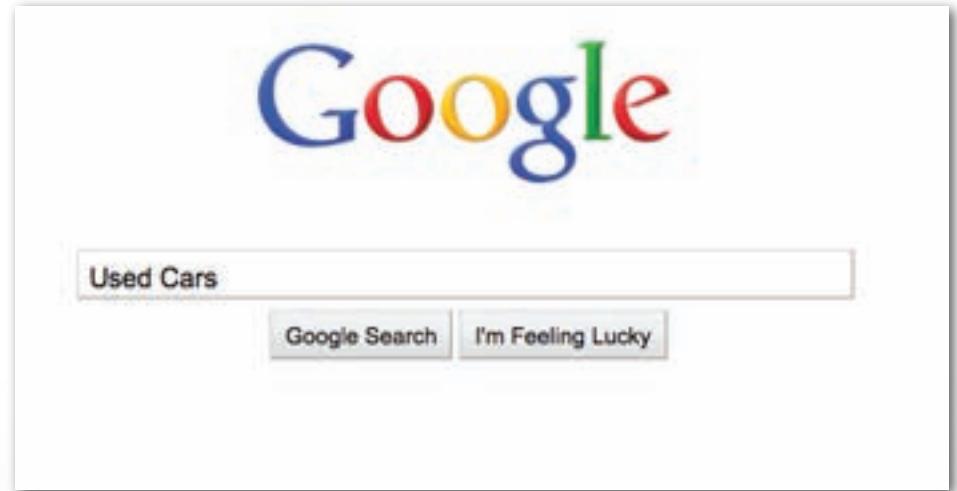
Search Words

Base your online strategy on what words your *customers* search

Example

Customers don't search for "**pre-owned cars**",
they search for "**used cars**"

Customers don't search for "**lavatories**",
they search for "**sinks**"



| Keywords | Monthly Searches |
|------------------|-------------------|
| pre owned cars | 74,000 |
| used cars | 55,600,000 |
| lavatories | 18,100 |
| sinks | 3,350,000 |

To find success online, you need to know what your customers are searching for and put yourself in a position where they can find you.

Organic vs. Paid Search Results

High ranking in organic search pays the biggest returns

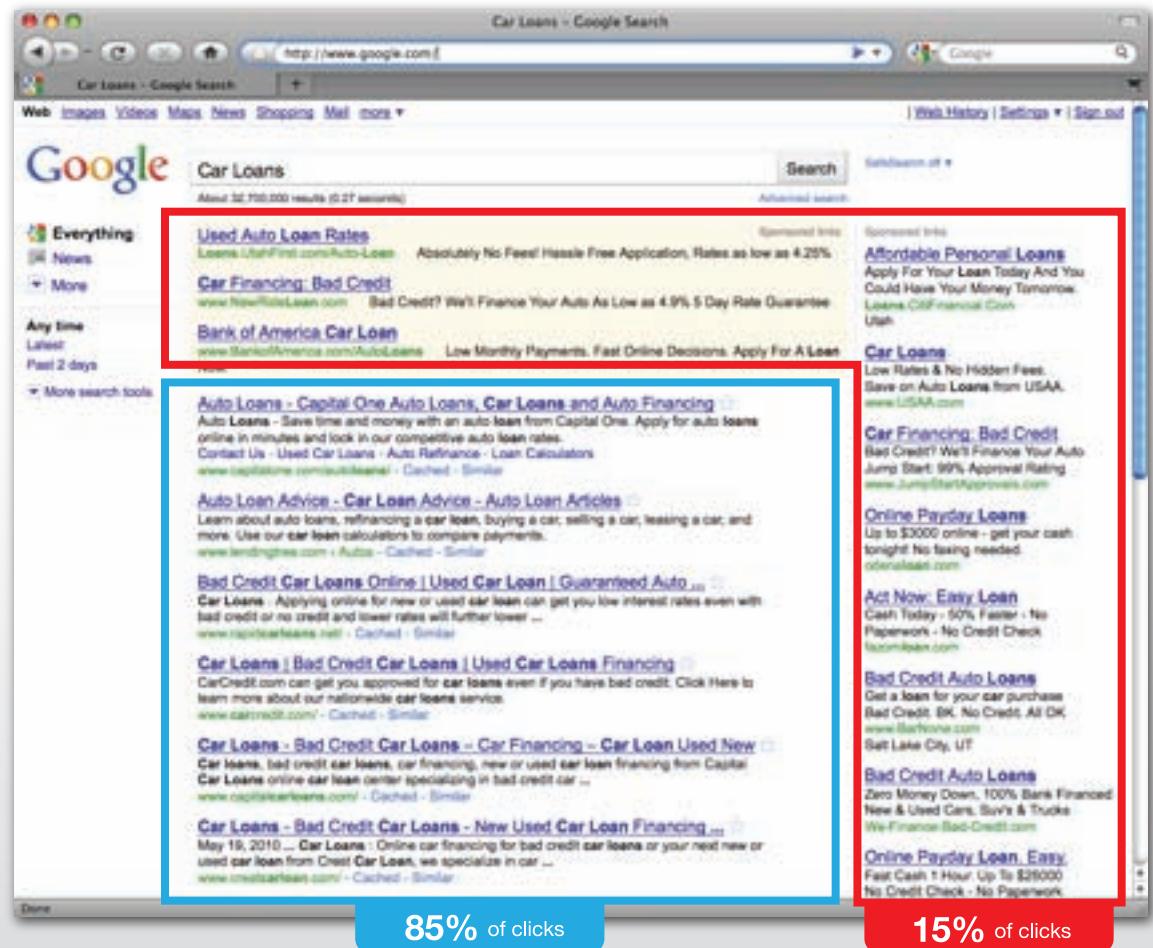
Searchers click on natural results about 85% of the time.

ORGANIC SEARCH RESULTS

- More traffic, higher converting
- Higher ROI
- Long-term strategy; takes time to rank but large advantage over competitors w/ rank
- Lower costs than pay-per-click
- No risk of click fraud

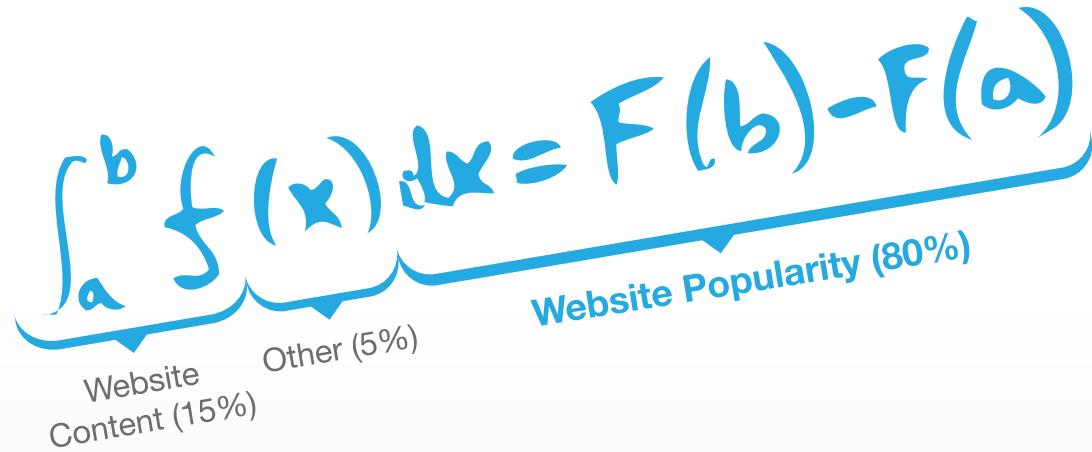
PAID SEARCH RESULTS

- Less traffic, less converting
- Lower ROI
- In short term, can get immediate results & good for testing
- Easy to overspend
- Susceptible to click fraud



Secret to the Search Algorithm

If you want to rank high your site must be “popular”



Factors that determine your ranking on the search engines include:

- Website content (keyword selection, page titles, frequency of keywords)
- Other factors (age of website, website architecture)
- **Website Popularity** (quantity and quality of incoming links to your website)

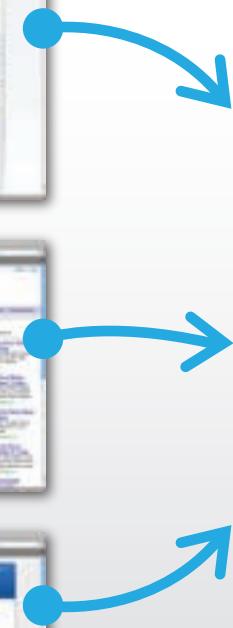
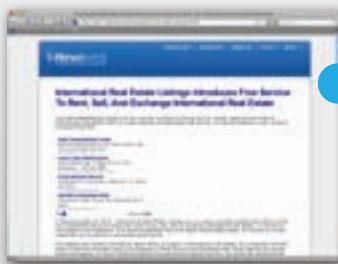
Solving the Popularity Equation

Links = Popularity

Website popularity is the **most important** factor in ranking well on the search engines. The more websites that talk about and refer to your website, the better chance you have of getting a high ranking.

****Warning:** If you don't build popularity the right way, your ranking may drop or disappear

REFERRING SITES



CNN.COM



Our Approach is Different

Unlike traditional agencies, we focus on what really matters and make SEO affordable

Other Agencies

- Focus on less important aspects of SEO

Highly focused on website content & optimization (the 15-20% value)

- Too expensive for the average business

Large set-up/retainer fees, high monthly rates

- High risk of overspending

Require long-term contracts – 6-12 months

- Less accountability

Large, complicated reporting that minimizes accountability

Our Approach

+ Focus on what really matters

Minimal focus on website content; highly focused on website popularity through link building

+ Affordable services for every size business

FREE setup, low monthly rates

+ Low risk of overspending

No-risk, month-to-month contract

+ Highly accountable

Simple monthly ranking report that holds us accountable and obliges us to produce measureable results

Our Process

Our process is simple—we focus on what's most important so you don't waste time & money

1 Keyword Discovery

- We identify keywords your customers are using to find your product or service
- We take a in-depth look at what keywords your competitors are and are not using
- We produce a recommended list of keywords for your campaign

2 Website Optimization

- We analyze the pages and content on your website and make recommendations
- We write new titles and descriptions for your pages
- These changes bring about little disruption to your website

3 Website Popularity

- Identify relevant industry websites to link to your website, building your website popularity & your search engine ranking
- Analyze the links of your top-ranking competitors to come up with a link-building strategy that outperforms the competition
- Continuously build new links to your website each month

4 Monitoring and Reporting

- Provide simple, detailed reports each month that show your search engine rankings and compare those to the previous month
- Consistently monitor your SEO campaign and that of your competition to make adjustments where opportunities for improvement arise

Results

We produce results . . . and we can prove it . . .

www.xtractly.com

| Keyword | Google Rank |
|--------------------|-------------|
| web extraction | #3 |
| web date extractor | #4 |
| screen scraper | #9 |

www.lenderlab.com

| Keyword | Google Rank |
|----------------------|-------------|
| lender database | #1 |
| lender list | #5 |
| lender search engine | #5 |

www.popcornmachineshop.com

| Keyword | Google Rank |
|-----------------|-------------|
| popcorn machine | #3 |
| popcorn maker | #3 |
| popcorn popper | #5 |

www.citydeals.com

| Keyword | Google Rank |
|--------------------------------|-------------|
| pizza factory gift certificate | #1 |
| rib city gift certificate | #3 |
| chilis gift certificate | #5 |

www.dowdlefolkart.com

| Keyword | Google Rank |
|--------------------|-------------|
| folk prints | #1 |
| folk artist | #2 |
| folk art paintings | #2 |

SEO Plans & Pricing

We make SEO affordable for you

**most popular package*

Basic Optimization \$299/month

10 Keywords - 30 Links per month

Expert keyword analysis & selection

Essential website content optimization

Detailed link analysis & reporting

Monthly reporting & measurement

Continuous campaign review

Recommended for: smaller websites w/ narrow focus, such as blogs

Premium Optimization \$749/month

30 Keywords - 125 Links per month

Expert keyword analysis & selection

Essential website content optimization

Detailed link analysis & reporting

Monthly reporting & measurement

Continuous campaign review

Recommended for: smaller to medium website looking to be more aggressive

Standard \$499/month

15 Keywords - 75 Links per month

Expert keyword analysis & selection

Essential website content optimization

Detailed link analysis & reporting

Monthly reporting & measurement

Continuous campaign review

Recommended for: small to medium website

Ultra Optimization \$999/month

50 Keywords - 200 Links per month

Expert keyword analysis & selection

Essential website content optimization

Detailed link analysis & reporting

Monthly reporting & measurement

Continuous campaign review

Recommended for: larger website w/ more pages or smaller/medium website targeting many terms or very competitive terms