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Search Engine Optimization Services Overview

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Search Engine Optimization



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Q&A: Search Engine Optimization

Q: What is Search Engine Optimization (SEO)?

A: The art & science of improving your website's ranking in the *natural or organic listings* of the major search engines.

Q: How Does it Help My Business?

A: People use Search Engines much like they use the Yellow Pages... but with one BIG difference:

- The *order in which businesses are listed* is based on their *Relevancy* to each searcher's particular query or question.
- People seldom get past the first page of listings, so if your business isn't on the first page, you lose qualified traffic from potential customers.

Company pays Google *Per-Click* for traffic from the 'Sponsored Links' section on Google's Search Engine Return Page (SERP).

Web Images Maps News Shopping

Google fort myers branding agencies Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 35,100 for fort myers branding agencies. (0.32 seconds)

<p>Florida Marketing Experts Sponsored Links www.WebManna.com Logo, Web, and Graphic design Mail, Collateral, SEO and SEM</p> <p>Brand Strategy & Design www.Trajectory4Brands.com Create, Revive & Transform To Drive Relationships & Growth</p> <p>Branding & Package Design www.BeaconBranding.com Award-Winning Strategic Solutions A New York Based Agency - Est. 1992</p>	<p>Identity & Brand Strategy Sponsored Links Leaders in corporate naming, positioning, and brand design. www.marshallstrategy.com</p> <p>nFusion Marketing Offering Strategic, Smart, Creative Integrated Solutions to Drive Sales nFusion.com Florida</p> <p>Addis Creson - Branding Brand Strategy & Design Creating Positive Change www.AddisCreson.com</p> <p>Branding Solutions Strategic branding solutions for consumer retail products www.bigdesign.com</p> <p>SALT Branding A strategic, naming, design & communications company. www.saltbranding.com</p> <p>mono branding + advertising + design minneapolis (612) 454 4900 www.mono-1.com</p> <p>More Sponsored Links »</p>
<p>Branding Agency : Branding : Brand Strategy : Fort Myers FL ... ↑ ↓ Branding Agency in Fort Myers, Florida. Branding, Brand Strategy, Brand Building. www.queznel.com/branding.php - 13k - Cached - Similar pages - 🗨</p> <p>"Fort Myers Advertising Agency : Marketing : Advertising : Web ... ↑ × Quenzel & Associates - Fort Myers Branding Advertising & Web Marketing ... Our advertising agency focuses on uncovering unique, new marketing insights about ... www.queznel.com/ - 10k - Cached - Similar pages - 🗨 [queznel.com]</p> <p>More results from www.queznel.com »</p> <p>Advertising Agency, Advertising Services In Naples, Fort Meyers ... ↑ × Find Advertising Agencies in Naples, Fort Myers, Sarasota that provide ... Online branding agency offering web marketing services including custom web ... www.salesvantage.com/d/Ad_Agencies/Naples_Fort_Myers_FL_ad_agencies.php - 58k - Cached - Similar pages - 🗨</p> <p>Fort myers Advertising Agency Florida ↑ × Elevation 7, Fort Myers, FL - Profile. ELEVATION 7 is a full-service creative and strategic marketing agency, specializing in developing innovative branding ... www.freelancedesigners.com/services/FL_Fort_Myers_72.html - 26k - Cached - Similar pages - 🗨</p> <p>Fort Myers Web Design Naples Web Design Logo Design Fort Meyers ↑ ×</p>	

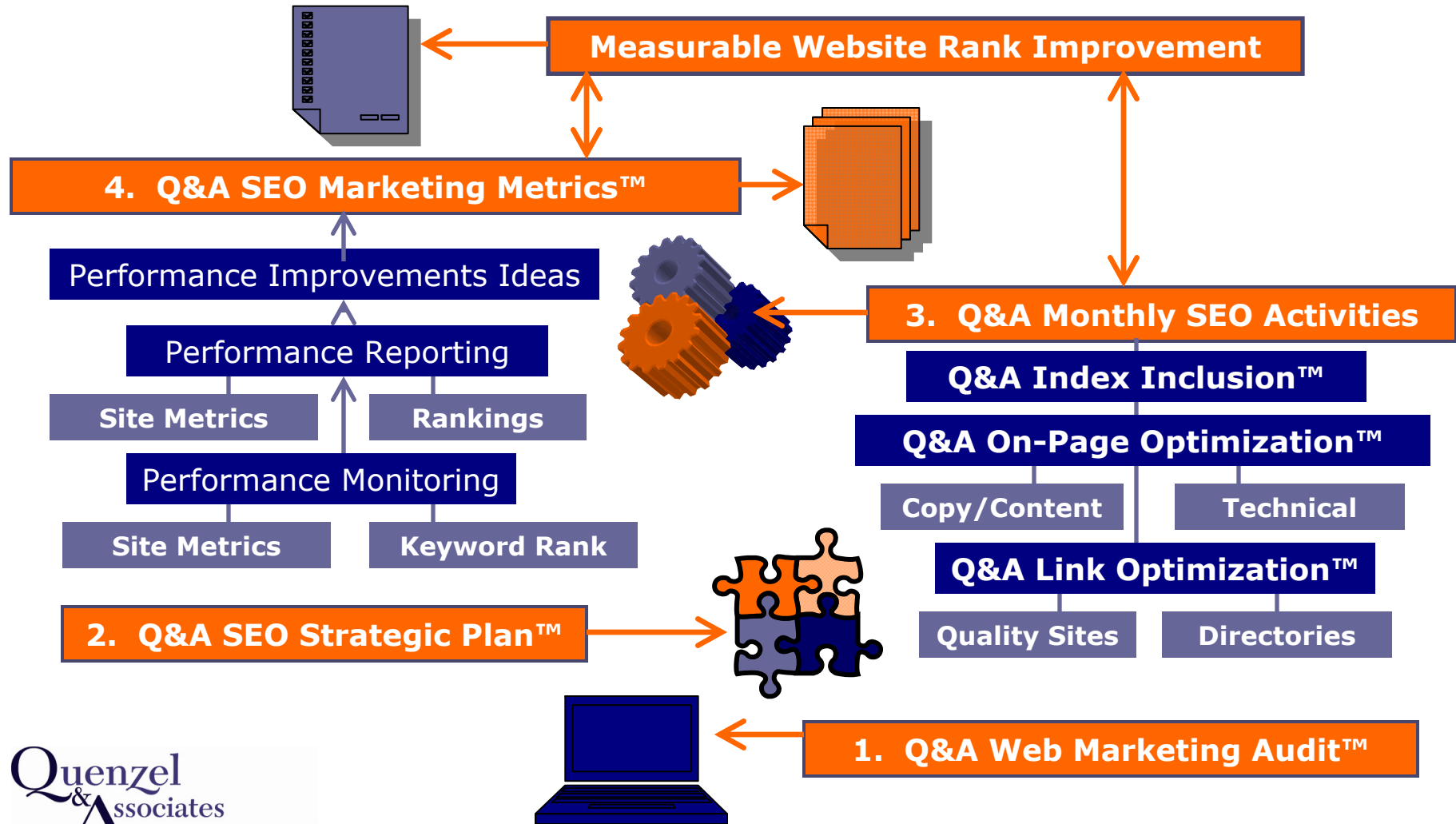
The *Natural* or *Organic* Listings in the 'Editorial' Section of Google's Search Engine Return Page (SERP). There is **NO per-click** charge for traffic from this section.



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Q&A - SEO Process Summary

4-Steps to Measurable Improvement.



Q&A: SEO Web Marketing Audit

Q: What does a Q&A SEO Web Marketing Audit™ entail?

A: At this stage we undertake a detailed initiative to see how well your site is aligned to our SEO Best Practices process.

- **Metrics:** visitors, top keywords, entry pages, etc.
- **URL's:** what pages are top referring sites linking to.
- **Search Engines:** top keywords, number of pages indexed & un-indexed, backlinks, where we stand vs. competitors.
- **Usability:** navigation, broken links, browser view.
- **Structure:** site design, page loading times, layout, etc.
- **Content:** copy, meta tags, html validation, error pages.
- **Keyword Research:** optimum keyword and key phrases
- **Competitive Analysis:** sites with high search rankings.

Q&A: Strategic SEO Plan

Q: What does a Q&A Strategic SEO Plan™ entail?

A: Building off the *Site Audit*, we detail a plan of action for:

- **Index Coverage:** How we will achieve index inclusion in the different search engines: site submission, sitemaps, robot indexing activity, indexing of dynamic content, etc.
- **Content Optimization:** Specific recommendations on content to ensure search engines will assess the page as being highly relevant to a particular search term.
- **Link-Building:** How to develop *natural* links via quality content, inbound-only links, directory listings with links, creating your own external links, & through PR.
- **Site Architecture:** Specific recommendations on how to ensure a search engine friendly site.
- **Performance Monitoring:** Identify key metrics. Establish plan to track & report.

Q&A: Monthly SEO Activities

Q: What Q&A Ranking Optimization[™] activities will Q&A undertake each month to improve my site rankings?

A: At this stage we implement the specific actions to improve your sites ranking for the approved, targeted keywords.

- **Index Coverage:** Site submissions, sitemaps, robot indexing, dynamic content indexing. Domain strategy.
- **Content Optimization:** Ensure search engines assess page content 'highly relevant' to targeted search terms.
- **Link-Building:** Build inbound links from quality sites.
- **Site Architecture:** Implementing changes to ensure a technically-friendly site for search engines.
- **Performance Monitoring:** Track key metrics. Prepare & analyze reports. Provide specific plans to address capitalize on opportunity and address any shortfalls.

Q&A: Results & Recommendations

Q: What does a Q&A SEO Marketing Metrics™ Results Review cover?

A: We analyze what's working and what's not.

- We recommend specific actions to address any competitive inroads or new opportunities for driving qualified traffic to your website.
- Weekly Monitoring: Site's ranking for specific, targeted keywords. Improvements or drop-offs in your keyword rank (vs. previous period and year/year basis).
- Monthly Reporting: Keyword Rankings as well as related SEO and Web Marketing results.

Q&A: Results & Recommendations

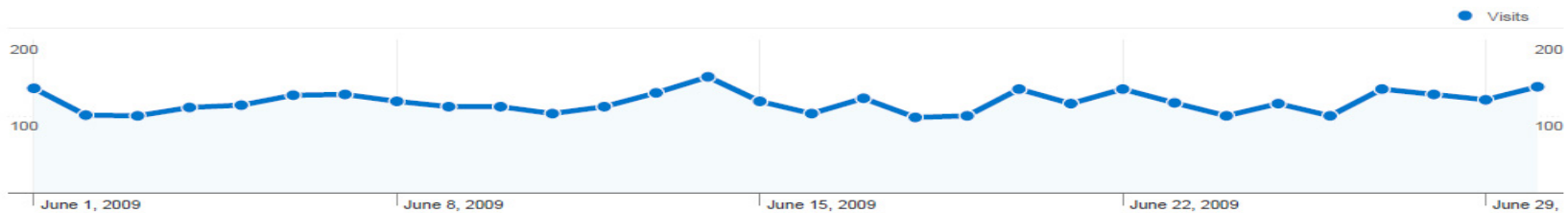
Monthly Performance Monitoring & Reporting: Traffic

www.denmarkinteriors.com

Traffic Sources Overview

Jun 1, 2009 - Jun 30, 2009

Comparing to: Visit Segments



All traffic sources sent a total of 3,570 visits

-  10.11% Direct Traffic
-  8.52% Referring Sites
-  81.37% Search Engines



- Search Engines
2,905.00 (81.37%)
- Direct Traffic
361.00 (10.11%)
- Referring Sites
304.00 (8.52%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	1,861	52.13%	denmark interiors	235	8.09%
google (cpc)	566	15.85%	denmark furniture	86	2.96%
(direct) ((none))	361	10.11%	sofa	71	2.44%
yahoo (organic)	273	7.65%	bedroom furniture	59	2.03%
bing (organic)	108	3.03%	(content targeting)	56	1.93%

Q&A: Results & Recommendations

Monthly Performance Monitoring & Reporting: Keywords

Keyword	Page	Position	Keyword Ranking	Change
Fort Myers Cars	1	8	8	0
North Fort Myers Cars	1	1	1	0
Best Deals on Cars in Fort Myers	2	1	11	8
Auto Dealers Fort Myers	1	1	1	0
Inexpensive Cars Fort Myers	1	9	9	1
Best Car Dealer Fort Myers	1	1	1	0

Sample Report

Note: Keyword Rankings Reported Monthly. Specific keywords based on targeted list approved by client.



SEO Sample Action Plan & Costs

Initial 6-Month Optimization Period
& On-Going Maintenance Plan

Q&A: Search Engine Optimization

6-Month Action Plan & Proposal - Sample

Month 1: Q&A SEO Web Marketing AuditTM

- Key Metrics: URL's, Search Engines, Usability, Structure, Content, Keyword Research, Keyword Recommendations, Competitive Analysis.

Cost: \$X,XXX

Month 2: Q&A Strategic SEO PlanTM

Detailed plan of action for:

- **Site Architecture Plans:** Specific recommendations on how to ensure a search engine friendly site.
- **Index Coverage Plan:** How we will achieve index inclusion in the major search engines and directories.
- **On-page Optimization Plan:** Specific recommendations on content to ensure page relevancy for key search terms.
- **Link-Building Plan:** How to develop *natural* links.

Cost: \$X,XXX

Q&A: Search Engine Optimization

6 Month Action Plan & Proposal - Sample

Month 3: Q&A Index Inclusion[™]

- **Index Coverage:** Achieve index inclusion via site submission, sitemaps, robot indexing activity.
- **Monitor** and **Report** your sites ranking for your specific, approved, targeted keywords.
- **Implement** specific actions from Q&A Strategic SEO Plan to **Improve** your sites ranking for approved, targeted keywords.

Cost: \$X,XXX

Month 4: Q&A Content Optimization[™]

- **Content Optimization:** Implementing copy/content changes, to ensure pages assessed 'highly relevant' to targeted search terms.
- **Monitor** and **Report** your sites ranking for your specific, approved, targeted keywords.
- **Implement** specific actions from Q&A Strategic SEO Plan to **Improve** your sites ranking for approved, targeted keywords.

Cost: \$X,XXX

Q&A: Search Engine Optimization

6 Month Action Plan & Proposal - Sample

Month 5: Q&A On-Page Optimization[™]

- **On-page Optimization:** Implementing meta tags, meta descriptions, title tags, alt tags, etc.
- **Monitor** and **Report** your sites ranking for your specific, approved, targeted keywords.
- **Implement** specific actions from Q&A Strategic SEO Plan to **Improve** your sites ranking for approved, targeted keywords.

Cost : \$X,XXX

Month 6: Q&A Link Optimization[™]

- **Link-Building** from relevant high ranking sites.
- **Monitor** and **Report** your sites ranking for your specific, approved, targeted keywords.
- **Implement** specific actions from Q&A Strategic SEO Plan to **Improve** your sites ranking for approved, targeted keywords.

Cost : \$X,XXX

Q&A: Search Engine Optimization

6 Month Action Plan & Proposal - Sample Summary

Month 1: <u>Q&A Web Marketing Audit™</u>	\$X,XXX
Month 2: <u>Q&A Strategic SEO Plan™</u>	\$X,XXX
Month 3: <u>Q&A Index Inclusion™</u> <ul style="list-style-type: none">✓ Focus - Index Coverage✓ Monitor Results & Monthly Report✓ Implement Identified Improvement Actions	\$X,XXX
Month 4: <u>Q&A Content Optimization™</u> <ul style="list-style-type: none">✓ Focus - Content✓ Monitor Results & Monthly Report✓ Implement Identified Improvement Actions	\$X,XXX
Month 5: <u>Q&A On-Page Optimization™</u> <ul style="list-style-type: none">✓ Focus - On-Page Optimization✓ Monitor Results & Monthly Report✓ Implement Identified Improvement Actions	\$X,XXX
Month 6: <u>Q&A Link Optimization™</u> <ul style="list-style-type: none">✓ Focus - Link Building✓ Monitor Results & Monthly Report✓ Implement Identified Improvement Actions	\$X,XXX

Q&A: Search Engine Optimization

Monthly Action Plan & Proposal - Sample

Months 7 to 12: Q&A Ranking Optimization™

Grow Share of Organic Web Traffic.

Maintain 1st Page Rankings & Address Competitive In-Roads.

- **Index Coverage:** Expand index inclusion via site submission, sitemaps, robot indexing activity.
- **Content Optimization:** Research, write and implement copy and content changes, to grow page assessment as 'highly relevant' to targeted search terms.
- **On-Page Optimization:** Research, rewrite & implement title tag, alt tag, meta tag and description changes.
- **Link-Building** from relevant high ranking sites.
- **Monitor** and **Report** site rank for specific, targeted keywords.
- **Implement** specific actions identified at monthly Q&A SEO Marketing Metrics review to **Improve** site rank for targeted keywords.

Cost : \$X,XXX