

SEARCH ENGINE OPTIMIZATION

Our Optimization Techniques:

Onsite Optimization

- Keyword Research and Selection
- Titles tags Generation
- Meta tags Optimization
- ALT tags Optimization
- Hyperlink Optimization
- Sitemap Generation
- XML Sitemap in Google, Yahoo, Bing (MSN)
- Proper linking structure
- W3C validation of homepage
- Right keyword density
- Making dynamic pages search engine friendly

Offsite Optimization

- Link Generation by one way linking
- Analysis and Reporting

What we will be doing:

- SEO of selected quantity of keywords.
- We will do complete onsite and offsite optimization.
- Estimated time to achieve first page rankings: Bing: 2-3 months, Yahoo: 2-4 months, Google: 2-6 months.

What we require from you:

- We will need FTP information and keywords input from you.

What we will be delivering once we started:

- We will send baseline ranking report* i.e. from where we are starting, with two days of starting your project.
- We will complete onsite optimization** within 14 days of start of project.



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- We will start link building*** from the very first day of the campaign.
- We will send ranking/progress reports EVERY 15 DAYS showing where you rank.
- *Baseline Ranking Report - Using your approved keywords we will run an extensive search engine ranking report detailing your website ranking positions among the top search engines (accounting for 98% of all search engine traffic).
- **Onsite Optimization - Using our research and analysis CustomCreatives will create optimization suggestions for key pages within your website.

After careful selection of relevant keyword and keyword phrases per page, CustomCreatives constructs search engine friendly HTML code, including page unique Titles, META Descriptions, Alt Tags, and Navigation and Link Structures which include:

- Examination of internal linking structure including the selection of link names and titles.
- Proper site navigation including linking strategies such as addition or modification of a site map.
- File and page name structuring.

*** Link Building – We achieve links from other websites to your website to raise link popularity and thus boosting rankings of your website.

OUR PLANS ARE FIT FOR ANY BUDGET, INCREASE ANYTIME ALONG THE WAY

	BASIC I	BASIC II	BRONZE	SILVER	GOLD	PLATINUM	BEYOND PLATINUM
Keywords	10	20	30	40	60	80	150
Links	50	100	150	200	300	400	650
Onsite Optimization	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Monthly Price	\$450.00	\$625.00	\$850.00	\$1,075.00	\$1,600.00	\$2,000.00	\$3,200.00



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Our top 10 reasons to start your SEO campaign:

- #10 – Nearly 250 million searches are performed per day on Google alone.
- #9 – Online marketing = a virtual salesman 24/7/365
- #8 – Natural search result listings are 85% of all clicks, as opposed to only 15% for Pay Per Click (PPC)
- #7 – Online marketing up an average of 8.6% a year through 2011. \$41B spent in 2007, \$69B by 2011
- #6 – Online marketing currently at 7.6% of all media advertising spending is projected to be at 15.2% in 2013.
- #5 – E-Commerce sales will grow 4.4% in 2009 to \$141B, and jump to 16.5% in growth in 2010.
- #4 – Recent Phoenix Business Journal states an estimated \$25B leaving print media and going directly to internet marketing.
- #3 – Your competitors are getting wise! SEO utilization is at 39% of all businesses, up from 19% in 2007.
- #2 – Increased brand visibility and awareness as 8 out of 10 people find companies they eventually do business with online.
- #1 – Best way to initiate a direct response as it is the only form of marketing that puts you in front of targeted prospective customers who are looking exactly for what you offer.

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