



Consider the following: Let's say you have a cool new website that sells sneakers and you want "1st page ranking" for keywords such as "cool sneakers", "new sneakers", and say one other keyword phrase such as "popular sneakers". And let's say you begin your optimization strategy by augmenting your website with hundreds of articles and content along these lines – you carefully plan all your web copy to reflect these keyword phrases and you invest a few hundred dollars on some articles in order to optimize submission to the top search engines.

After the first month you see you have made a small dent, but you still aren't on the first page so you again invest more time, energy and money on targeted articles, blog and ping strategy, forum posts, and back linking strategies.

Now month two you see you have cracked say the top twenty and maybe spent close to \$1,000-2,000 so far – so you keep investing (because your goal is top page ranking). You bite the bullet and hire a firm that offers "guaranteed 1st page rankings" – you pay them a sizeable retainer and now you are easily close to a few thousand in the hole - all the while keeping your finger's crossed that the return on your investment will be worthwhile and that your keyword selections are accurate.

While a first page ranking is great it's actually somewhat impractical in some cases since your competition is measured by the number of new sites introduced with the same keyword phrases – and these sites (like you) are spending thousands on top placement – Now that approach might be just fine for Reebok, Nike, and Converse (because their advertising budget can warrant such an approach) – but to the average sneaker website owner it can spell disaster.

Chasing a 1st page ranking for some keyword phrases *MAY* make sense – but this determination is better decided once you can best understand where you stand AFTER you have initially structured and submitted you website to the search engines.

Our SEO approach allows you to invest a minimal amount of dollars to INITIALLY position your website and related keywords – this way you are in the best position to make a decision regarding just how much money you want to continue to invest - based on the traffic results and sales you are receiving.

In some cases we find that customers do just fine with a few hundred dollar investment each month and regular resubmission to the search engines – Rather than chasing a particular “position” they instead have a reasonable plan based on a budget and an analysis of how much revenue they are generating based on that budget.

We suggest a 3 step approach - this will enable you to formulate the best plan of attack based on a reasonable budget and the revenue your website is receiving:

1.) Conduct Initial Submission and setup your entire website so it is “optimal” for ongoing SEO and the best rankings possible.

- **Meta Tag Analysis/ Setup:** This would involve careful analysis of other sites within your niche and replacing/ updating the current meta-tags on your site so that they are more specifically targeted. All pages of your site would be updated with relevant meta-tags.
- **SEO Submission:** This also would include manual submission of your website to the top search engines and directories on the internet including Yahoo, Google, MSN, AOL, JADE, DMOZ and Exactseek (among others) - A confirmation report will be provided to you at the completion of submission for your records.

We offer **GUARANTEED** search engine inclusion **in 48 hours or less (many times the same business day!)**, your site will begin to show up in many of the web's most important search engines and content sites, including Yahoo, MSN, AltaVista, Excite, InfoSpace, NBCi, C|Net and many others. **No other service is able to match this claim.**

We use a proprietary blend of genuine search engine submission, sponsored listings and paid inclusion - we will get you listed faster and more comprehensively than any other service, guaranteed.

A complete list of search engines we submit your site to is available at: http://www.persontopersondirect.com/standard_SEO.pdf

- **Linking strategy:** We would target, develop and setup a complete link exchange strategy using free/ paid link exchange sources such as:

<http://www.monsterlinkswap.com>
<http://www.linksmaster.com>
<http://www.smartsubmission.com>
<http://www.powerlinks.com>
<http://www.link-blaster.com>
<http://www.gotop.com>
<http://www.linkbuddies.com>
<http://www.seolinkexchange.com>
<http://www.superlinks.com>

<http://www.monsterweblinks.com>

<http://www.linkmachine.net>

Popular search engines such as Google and Yahoo place a great deal of importance on “backlinking” and linking strategy – so it is best to consider a plan along these lines for best search engine placement.

Our link exchange strategy would include:

- Identifying potential link exchange partner sites
 - Providing copy for and sending of customized e-mails to potential link partners
 - Generation of customized link pages for your site
 - Confirmation/ Checking that partner sites still link to you
 - Spidering of partner sites to find missing links
- **Sitemap Setup:** You can speed up the process of having Google index your site with a sitemap. This helps Google uncover your hidden, database-generated pages. An XML sitemap makes sure your website is maximizing Google's attention.
 - **Blog Setup:** A blog is perhaps one of the MOST ESSENTIAL components to maintaining optimal search engine placement and maintaining a steady stream of ongoing traffic to your website. A blog will greatly improve your ranking within any specific niche by injecting fresh relevant content into your website (as often as you'd like) -- Fresh keyword-rich content is absolutely imperative to obtaining and maintaining the best search engine placement. We can show you how to add fresh content to your blog (for free!) and teach you how to make regular posts to your blog.

Includes:

- Customized masthead to match your current website design
- Installation on your current site (php/ my_sql must be installed on your site) -- you can link to the blog and index article content for your visitors
- Installation of WORDPRESS blog software which is the leading software used on the web for SEO optimization (also allows visitors the ability to search archived content based on keyword/ or specific term)
- 5 articles on your site matching the content of your niche.
- We would also show you how to obtain fresh new content (for free!) and show you how to add this content regularly to your website (or if you prefer, we can perform this for you - for a small fee)
- We would setup your blog for maximum search engine exposure so that any newly added article/ content would

automatically create "spider-friendly" linking for search engine robots/ spiders

- Submission of your blog to the top blog directories based on your niche
 - Submission using blog-blast.com software to increase targeted traffic (NOTE: Advertising using Blog Blaster is 100% SPAM FREE advertising - You will never be accused of spamming)
- **Tracking Software:** In order to understand the effectiveness of each promotion we will install the following tracking software on your website:

www.dynatracker.com

DynaTracker will track precisely and accurately your referrals, pay-per-clicks, banners, text links, e-zine ads, classified ads, link exchanges, newsgroups, e-mails, e-books, and autoresponder campaigns

- 2.) Check on your results after 3 weeks to 1 month and review your placement.

After the first 25-30 days you will be able to accurately review the initial results of your submission – You will see which keywords make the most sense to work with – and which keywords may require refinement of your meta-tags.

Since your website has been “pre-armed” with the best tools for SEO you can review your results with confidence and plan an ongoing strategy and appropriate advertising budget for your website.

- 3.) Construct a plan based on your placement and budget.

Google, Yahoo, Epilot and Exactseek (among others) all offer pay-per-click options which can save you a considerable amount of time and energy - after you have confidence in which keywords to target.

Pay-Per-Click programs allow you to quickly exposure your selected keywords across their Partner Distribution Network. This can be quite helpful in yielding a constant stream of qualified traffic to your website. Now you'll be in the absolute best position to make determinations which keywords make the best sense to target vs. those which may be far to expense to target (at least initially).

This plan best positions your website to start generating a stream revenue – and with that revenue you can construct an advertising plan for your keywords that makes the best sense.