



### **Standard Targeted Traffic / Media Plan – 2006**

Person to Person Direct offers a comprehensive scope of services designed specifically to make certain your traffic plan is as complete as possible. Using a combination of search engine optimization, article placement and complete analysis of your niche we make certain your website is properly positioned for a steady stream of qualified traffic.

#### **A. Press-Release Creation/ Distribution:**

We can provide you with monthly press releases for your website – designed to announce any new service/ product additions, specials and changes in content to your website. Additionally, all press releases would be submitted to the following websites:

<http://www.webpronews.com/submit.html>  
<http://www.webnewswire.com/submit.html>  
<http://www.pressbox.co.uk>  
<http://www.przoom.com>  
<http://www.prweb.com>  
<http://www.prleap.com>  
<http://www.prfree.com>  
[http://www.i-newswire.com/submit\\_free.php](http://www.i-newswire.com/submit_free.php)  
<http://www.clickpress.com/releases/index.shtml>

We can also expand our release schedule to include forums/ blogs within your specific niche. This would include researching and identifying the best forums/ blogs within your niche and regularly posting/ ping the sites to improve traffic to your site.

#### **B. Blog Setup:**

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 content is imperative to obtain and maintain top 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).

### **C. Initial Search Engine Optimization:**

We would begin by performing a keyword analysis based on your particular niche - so that your site could be submitted to the top search engines.

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.

During this process we would be able to identify websites within your niche that may be prime for partnership/ co-op opportunities.

This would include manual submission of your website to the top search engines 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 can provide a .pdf containing a complete list of the search engines your site will be submitted to (should you require).

### **D. Link Exchange With Relevant Sites:**

We can target, develop and manage a complete link exchange strategy using free/ paid link exchange sources such as:

<http://www.smartsubmission.com>

<http://www.powerlinks.com>

<http://monsterlinkswap.com>

<http://www.link-blast.com>

<http://www.linkbuddies.com>

<http://www.seolinkexchange.com>

<http://www.superlinks.com>

<http://www.monsterweblinks.com>

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
- Rank Tracking graphs to show progress in search ranks
- We would check all your backlinks daily and temporarily remove any sites not linking back to you

**E. Ongoing Monthly/ SEO Submission:**

This would include regular monthly manual submission to the top search engines as well as using the following software to maximize targeted traffic to your website:

- <http://www.instant-booster.com/>

- Includes: Rank Tracking graphs to show progress in search ranks

- Confirmation report showing submission to all major search engines

NOTE: this is not a spamming/ keyword stuffing technique – your site will not be accused of spamming using this proprietary software. This tool will simply help augment monthly SEO submission and assist in maintaining a steady stream of qualified traffic to your website.

This also would include augmenting your blog exposure (based on any freshly written articles you have written and posted in your blog) – we would distribute these articles to the top Ezine and Free Article web locations in order to increase your site’s exposure, this would include the following sites:

<http://www.ezineplug.com/>

<http://www.certificate.net/wwio>

<http://www.businessstoolchest.com/articles/submit.shtml>

<http://www.articleblast.com>

<http://www.articlewarehouse.com>

<http://www.articlealley.com>

<http://www.articleshaven.com>

<http://www.articlecity.com>

<http://www.articlefinders.com>

<http://www.articleworld.net>

<http://www.articledepot.co.uk>

<http://www.ideamarketers.com>  
<http://www.httparticles.com>  
<http://www.goarticles.com>  
<http://www.freezinesite.com>  
<http://www.ezinearticles.com>  
<http://www.contentdesk.com>  
<http://www.constant-content.com>  
<http://www.valuablecontent.com>  
<http://www.theezine.net/articles>  
<http://www.article-content-king.com>  
<http://freezinesite.com/articles.cgi>

We also use professional article submission software that will submit your articles(s) to an additional 163 Article Directory Websites.

#### **F. Pay-Per-Click:**

After the first 30-45 days we can also develop a targeted pay-per-click strategy and handle the monthly maintenance for you (once proper keywords have been identified)

This way you have a steady stream of highly targeted traffic to your website.

We would manage your entire pay-per-click strategy with up to 5 different providers including Google, Yahoo, and related pay-per-click engines.

#### **G. Google/ Yahoo Sitemap Setup:**

Google and Yahoo Sitemaps is basically a website crawling submission and notification system. You submit a sitemap to Google and Yahoo in one of several approved formats, and tell their SEO crawlers as to how frequently to crawl your site. Not only does this get your new content indexed faster - it's absolutely essential for those with dynamic site content.

NOTE: This does not replace Google and Yahoo's regular crawling and indexing system; in their own words, "A Sitemap simply gives Google and Yahoo some additional information that we may not otherwise discover

#### **H. NEW: Additional Revenue Sources:**

Sometimes a visitor to your website may be interested in other products and offerings within your niche – by displaying targeted ads on your website you can generate additional revenue (beyond your primary product/ service offering).

By setting up an affiliate account at CLICKBANK ([www.clickbank.com](http://www.clickbank.com)) as well as a GOOGLE AdSense (<https://www.google.com/adsense>) account your visitors can see targeted ads for other products within your niche. Both programs are free to join and you earn commissions for every order placed through your site. We can integrate this coding into your current site as well a Clickbank ad-rotation script to display different category listings if you choose.