



## **Complete Web Design / Marketing Plan**

### **I. WEBSITE DESIGN AND SETUP:**

#### **A. Website Design:**

We coordinate the entire design on a simple 6-8 page website with javascript (rollover) navigation elements and include up to 10 stocks images from [i-stockphotos.com](http://i-stockphotos.com) or similar stock photo library.

This would include the creation of a customized graphic/logo/masthead for your website.

#### **B. Compelling Sales Copy:**

We provide you with customized keyword-rich copy with a distinctive sales emphasis for you home/ order pages – this also would also include necessary copy for any auto responder and FAQ page you wish to include on your website.

#### **Copywriting Examples:**

Visit [dynamitecopy.com](http://dynamitecopy.com) for copywriting samples including: Articles, Sales letters, Web Copy, and Press Release Copy.

#### **C. FREE Content Management System:**

We will include a FREE Content Management System (complete with online training/ support). We will design your site so you can easily update ALL the copy and images yourself, through a web interface (even update your keywords whenever you need to).

#### **D. FREE Hosting Services:**

We offer hosting through our USA datacenter providing service with unlimited email accounts, unlimited traffic/bandwidth, unlimited MySQL databases and unlimited storage for your website content.

Along with your hosting you also will receive FREE bonus software which can be sold or given away to your customers in order to provide additional commerce. This software will add to a more Interactive experience with your visitors.

These FREEBIES include FLASH banner creation tools, marketing ebooks, ad tracking software, affiliate page making software, banners, blog software and various marketing/sales and general e-books.

These work great as giveaways/ freebies for your visitors.

Cost: **FREE** Website Hosting for the 1<sup>st</sup> Year! - \$25.00/per month thereafter

Includes:

- Unlimited bandwidth
- Unlimited email accounts
- Unlimited disk storage
- Unlimited auto responder accounts
- 24/7/365 ongoing technical support

#### **E. Emailing Software:**

Since regular communications with your website visitors is essential for sales conversions, we also offer integrated e-mailing software that can allow your visitors to sign up for your newsletter/free report and enable you the ability to capture the email address of the prospect. This software comes with Ad Tracking and unlimited auto responders so you can conduct multiple marketing/sales campaigns at once.

We would be able to put together an online HTML template where you can create the text of your newsletter each month. We would then have a link to the online newsletter location where you can then distribute your newsletter to your various in-house lists.

Here are a few examples of some online templates we have built (we can use your logo in the header/footer and create something customized to your liking):

<http://wisdomnewsletter.com/editor/>

You can see you can easily add images and format text with these online templates.

We can also install web-based mail list management software which allows you to implement unlimited auto responders, removal/ bounce management and link tracking (for result measurement).

Demo:

<http://listmailpro.com/demo/login.php>

Features:

- Unlimited lists, each with they're own customizable web pages, follow-ups, fields, and users.
- Unlimited follow-ups for each list. Run any number of timed auto responder messages as well as send solo emails and schedule emails to your lists.
- Message Codes - Personalize your emails with easy-to-insert codes that are replaced by user info, custom formatted dates, custom text, and more.
- Custom HTML, completely modify the subscribe and remove pages for each list to FULLY integrate with your site.
- Link database; create codes for more attractive links that point to a tracking script. *See who hits what links and when!*
- Text and HTML email in the same email with file attachments.
- Confirmation emails, referral URL, and IP address tracking to prevent spam allegations.
- Custom Fields. Have up to 10 custom fields for each list to store extra user information on signup. Unlimited users with no limits to the amount of email you can send.
- Easy remove link, customizable and insertable with a simple message code.
- Automatic bounced message handling via POP mailbox or included CGI script.
- Scheduling system to queue your messages days, months, or even years in advance. Backup & Restore utility to protect against server crashes.
- Programmed with the powerful PHP scripting language utilizing a MySQL database backend.

This software comes installed and includes online tutorial videos and unlimited online support.

### **G. Tracking Software:**

In order to understand the effectiveness of each promotion we will install the following tracking software on your website:

[www.dynatracker.com](http://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.

### **F. Chat Integration:**

Adding live CHAT is a great way to reap immediate benefits from your SEO/Traffic building strategy. If you are online frequently this is a FANTASTIC way to immediately interact with your visitors and qualified traffic. A small icon is displayed on your website alerting the visitor to whether you are online (and available for chat).

You simply log into a web-based admin area and you can push "pre-canned" answers to your visitors and even initiate chat with your visitors whenever you would like. This is a *fantastic* tool to help close sales.

### **G. Shopping Cart/ Order Processing System:**

We will include a Shopping Cart System to manage the processing of your products – We also would install a Secured SSL certificate so that all order processing would be secure for the purchaser of your products.

We suggest having some FREE content available on your site as well (possible through newsletter signup) – this way, visitors are able to sample the quality of your product prior to purchase.

Some sort of money back guarantee should also be considered to provide buyer assurance.

### **H. Secure Membership Area:**

We would setup a secure membership area for your site so members can have a secure area to receive the mp3's (value \$97.00):

<http://www.frankensteinkmarketing.com/mm/>

## **II. MARKETING APPROACH:**

Our Marketing 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.) We would 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.

We then submit your site, using our superior proprietary submission software, to every other search engine on the planet that matters, and re-submit every 30 days thereafter.

**We submit to Google, AOL, Yahoo and all applicable international versions of these engines.** Your site will be submitted by hand using

our superior proprietary software, and we review all submissions for accuracy, efficiency and completeness.

After each submission we will provide you with a detailed report of every search engine and directory to which your site was submitted. You may update your site name, description, keywords or any other information, with absolutely no cost or headache, an unlimited number of times.

Within 48 hours, your site will appear in the following search engines and content sites, many of the most important out there:

Yahoo!	WebCrawler	AlltheWeb
MSN	Go2Net	CNN
AltaVista	InfoSpace	ESPN
Dogpile	Sympatico.ca	Juno
Excite	Microsoft Internet Explorer	NetZero
MetaCrawler		

The following search engines and directories are submitted to using our superior proprietary submission software:

AOL Search	Excite	MSN Search
AltaVista	Excite (AU)	Mundo Latino
iBoom Network i-Explorer	Excite (CA)	Nathan (D)
LookSmart	Excite (CH)	NationalDirectory
NBCi	Excite (FR)	Nerd World Media
Open Directory Project	Excite (IT)	NetIndex (PT)
Ya.com	Excite (NL)	Netscan (FR)
Yahoo Australia & New Zealand)	Excite (PL)	Netscape Search
Yahoo Brasilia	Excite (SE)	Northern Light
Yahoo Canada	Excite (UK)	NZ Explorer
Yahoo(D)	Exsa.de	OnAMission
Yahoo(DK)	FAST Search	PhatLinks
Yahoo(ES)	(AllTheWeb.com)	Pippo (IT)
Yahoo(FR)	FindALL (D)	QuestFinder
Yahoo(IT)	Fireball (D)	Radar UOL (BR)
Yahoo(SG)	FreeSeek (D)	Ripley.de
Yahoo(UK & Ireland)	Gimme NetSearch	Scrub The Web
Yahoo(US)	Giraffen (DK)	Search (CH)
	GlobePage (China)	Search Hound
	Goo (JP)	Search.NL

A-Site	Google	SearchIt
Abacho.com	Google (AU)	Searchopolis
Abadoor (D)	Google (CA)	Searchup (D)
About Australia (AU)	Google (CH)	Shop Reach
Acoon (D)	Google (FR)	Sofcom Australian
Action! (D)	Google (IT)	Websearch (AU)
Add2Me (DK)	Google (NL)	SparkSearch
Advalvas Yellow (BE)	Google (PL)	SpeedFind (D)
Aeiwi	Google (SE)	Splat! Search
Aesop	Google (UK)	Startpunt NL
Ah-ha.com	Greek Indexer	Subjex
Aike (AR)	Grippo (AR)	Super Snooper
ALook4 (DE)	Henkel Austria	Surftrade (BR)
Alexa	HKSeek Hong Kong	Swisspage (CH)
Allestra	HotBot	Tagoror ES
Amadillo (D)	Iguana/Radar (MX)	The Cozy Cabin
Ameta (D)	Ilse (BE)	The Internet
Anzwers (AU/NZ)	Ilse (NL)	Archive
Arabji	Infohiway	The Internet
Arianna (IT)	Infoseek (CH)	Resource
Augeauf (D)	Infoseek (D)	Exchange
Austria Netguide	Internetspider.de	TheKing (NL)
Austrian WebWizard	ie Search	TrouveTout (FR)
Austronaut (AT)	imaghreb.com (Africa)	TrueSearch
B2BExcite	infoProbe	UK Plus
Beamed Search	iTv Search	UK Submit
Bellissima (D)	Jayde Online	Vindex (NL)
Bellnet (D)	JopiNet (ES)	VindIn.NL (NL)
Big Bang	Joyzone (DK)	Voila
Blitzsuche (D)	Lokace (FR)	Voila (ES)
Boleh Malaysia Search	Lotse.de	Voila (FR)
Bot1	Lupe.com (D)	Web Trawler
Box.sk	Lycos	Web-Archiv.com
Buscapique Espa-a	Lycos (AT)	(D)
Caloweb	Lycos (BE)	WebCrawler
Canada Seek	Lycos (D)	WebData
CarayGaray	Lycos (DK)	WebSearch (AU)
Claymont.com	Lycos (ES)	WebSearch (DK)
ConnectPresto	Lycos (FR)	WebTop.com
cdn.net.com	Lycos (IT)	Webtip (DE)
Dale2000 (AR)	Lycos (NL)	WebWombat
Dansk Web Index (DK)	Lycos (NO)	(AU/NZ)
Direct Hit	Lycos (SE)	Webwatch (BE)
E-Sygoing	Lycos (UK)	WebZone
Ecila	Lycosch (CH)	WiseNut
Euroseek	MasterSite	WoYaa! (FR)

Mexicoglobal	WWWijzer NL whatUseek Xasa.com (ES) YuSearch.com
--------------	---

#### Most Recent Optimization Results:

- [peterfogel.com](http://peterfogel.com) - keyword: 'expert copywriter' - 1st page ranking YAHOO/GOOGLE
- [fortune500comedy.com](http://fortune500comedy.com) - keyword: 'comedy sketch writer' - 1st page ranking YAHOO/GOOGLE - keyword: 'humorist and corporate speaker' - 1st page ranking YAHOO/GOOGLE
- [overcominginfertility.com](http://overcominginfertility.com) - keyword: 'techniques couples have used to get pregnant' - 1st page ranking YAHOO/GOOGLE
- [rsskillerapp.com](http://rsskillerapp.com) - keyword: 'add dynamic content to your website' - 2nd page ranking YAHOO (ranked #14)
- **Linking strategy:** We would then 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 “back linking” 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

- We would submit to you a written recap of our findings and the websites which make the most sense to setup a joint venture banner exchange/advertising arrangements with – these most likely would be “educational/teaching products” websites (such as [www.reallycoolstuff.com](http://www.reallycoolstuff.com)) – (i.e. websites which are dedicated to the educational enrichment of students).
- **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).

- We also would provide you with a list of suggested blogs for posting content specific to your niche.

Here are some recent examples of blogs setup by Person to Person Direct:

<http://dynamitecopy.com> (All Content)  
<http://bly.com/blog>  
<http://copyprotege.com>  
<http://rsskillerapp.com/blog>  
<http://atozmesothelioma.com>

- **Press Release Strategy:** We would provide you with an initial set of press releases for your website (3) – these would be designed to announce your new service/ product offering - all press releases would be submitted to the following websites:

<http://www.webpronews.com>  
<http://www.webnewswire.com>  
<http://www.ezineplug.com/>  
<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.certificate.net/wwio>  
<http://www.freezinesite.com>  
<http://www.ezinearticles.com>  
<http://www.contentdesk.com>  
<http://www.clickpress.com/releases/index.shtml>  
<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.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 would post these press releases in any educational/ parenting forums and blogs we have identified – a list of these locations will be made available to you for your reference/ action plan.

- 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 (Adsense), 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.

Our Payment Terms: 50% upfront and balance upon completion.