

Format of SEO Proposal

Search Engine Optimization and Positioning (SEOP)

PROPOSAL FOR

Example Company INC.

Date: 17/01/07

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INTRODUCTION

Between 85% to 90% of all web site traffic comes from the search engines and directories, use of those handy-dandy submission services that will submit your site to 980 search engines for a mere \$19.95 won't take care of this traffic. Just because your site is listed in the search engines won't mean that your customers can find it. But only "**search engine optimization and positioning**" strategies that are designed to give the engines what they want and need in order to find your site among your competitors and other sites related to your category.

Search engine optimization and positioning is challenging at best. It's not a simple matter of adding a few tags that contain your important keywords. It is an art-and a science-since its is applying creative techniques to an in-depth study of the search engines and directories.

SEO Company is committed to meeting the **search engine optimization & positioning** needs of your web site and proposes a campaign plan. Our goal will be to meet your SEOP outsourcing needs thoroughly and professionally.

Included within this proposal is a detailed Scope of Work outlining specific proposed activities and fees for your review. The Scope of Work will include site optimization and allied web promotion & development activities, SE-friendly content writing, and submission and tracking to over all major and support Search Engines and Directories.

On project completion your web site will be more accessible on the Internet in terms of **Top rankings** for specific keywords across the major search engines.

WEB SITE ANALYSIS AND RECOMMENDATIONS

Analysis:

SE-friendly Content

Recommendations:

The web page can offer far more SE optimized content specifically related to its category. Spider-Food (SE-friendly content writing); Extensive keyword-rich content will need to be added to

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individual pages to improve rankings. Search Engine friendly, keyword rich content in line with Meta tags to be implemented as appropriate on the site to achieve high traffic and rankings. Text has to be added on the home page as well as inner pages.

Analysis:

Keywords analysis

Recommendations:

Our recommendation is use of two or three-word phrases instead of single words, pair general keyword with more specific ones. Also, use of combination keywords that are distantly related, common misspelled related terms, service region specific keywords and long variation of keywords.

Analysis:

Site Meta tags

Recommendations:

Create page-wise Meta tags with a view to re-writing page-wise content to incorporate these - without allowing the body text to lose '**marketing appeal**'.

Analysis:

Web site uses frames

Recommendations:

Frames are roadblock for search engines. Very few top-ten ranked sites use frames. Keeping that in mind it's very difficult to get framed site into the top-ten rankings. Frames increase the file size and the total number of words that make up a web site. Therefore, they also decrease the overall keyword weight, which can put you at a disadvantage to your competition. We strongly recommend against use of frames.

Analysis:

Web site URL is not static

Recommendations:

The main page should be at www.domainname.com and NOT redirected to a different directory. If it must redirect, it should be at the server level. Be sure that the redirect doesn't show up in the lynx browser (You can view pages through a [Lynx viewer here](#). Generally, it's safer to avoid refreshes and redirects all together. Redirects can also impact your directory listings, because directory editors may want to use the redirected URL as opposed to your root domain. If they do this, it can affect the link popularity of your main page. Redirection to a different directory on the site; e.g., www.designcompanydomain.com redirected to www.designcompanydomain.com/main/default.asp accomplished through a Meta refresh that which looks like this:

```
<META HTTP-EQUIV="REFRESH" CONTENT="0; URL=main/default.asp">
```

This is just the kind of thing that search engines might consider to be spam, due to the abuse of Meta refreshes by porn sites and the like. (They serve up one page to the engines and then redirect it to another page.)

Analysis:

Web site uses JavaScript code

Recommendations:

We recommend placing the JavaScript code like mouseovers, etc., in a separate .js file in order to create less code for the search engine spiders to wade through to get to the "meat." Place all your

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JavaScript into a plain text file. Name the file whatever you want, and use the .js file extension. You will NOT use the tags `<script language="JavaScript" type="text/javascript"></script>` with your external JavaScript file, though.... just the JavaScript.

Link to the JavaScript from your web page like this: `<script language="JavaScript" src="filename.js" type="text/javascript"></script>`

With filename.js being the name of your JavaScript file. Like any other link, make sure you use the correct directory path. The above is if it's in the same directory as the web page."

Analysis:

Web site directory structure

Recommendations:

All web site pages should be as close to the root directory as possible, as pages closer to the root directory are often given more weight with the engines; e.g., `www.domainname.com/page1.htm` as opposed to `www.domainname.com/directory/page1.htm`. [AltaVista](#) mentions this in their FAQ for Webmasters. Pages closer to the root also seem to have higher PageRanks in Google. (This is probably due more to the internal linking structure to those pages, but it's something to consider.)

Analysis:

Web site serves dynamically generated pages

Recommendations:

Ideally, dynamic pages should not have equal signs or question marks and other query strings in them. Query string pages are starting to get indexed by most of the search engines, however we still recommend against their usage.

Analysis:

Web site uses splash page

Recommendations:

We recommend against the use of splash page - A site needs to be content rich with carefully placed keyword phrases, especially the main page.

Since splash pages and Flash intros may have very little (or no) HTML text, they are not helpful for search engines and could potentially inhibit indexing. If your main page has little or no text, there's very little content that the crawler will index... which means your site won't rank high when people do searches.

There are also search engines that only index your main page, so if it happens to be a splash page with very little text, your site has little-to-no chance of popping up in any search results. META tags can help for search engines that recognize them, but without rich content, your odds of getting listed at all, much less achieving top rankings, are tremendously reduced.

Analysis:

Web site uses JavaScript, image maps, Flash and other multimedia techniques

Recommendations:

Provide text-only alternatives for your content that can't be read by search engines (such as JavaScript, image maps, Flash and other multimedia). Include text for image ALT tags.

Other recommendations:

- Any folder should not have more than 30 files in it
- All images to be in a folder called images
- Page to be named after the top keyword, which is being targeted for that page.

- Targeted keyword should occur 3-4 times in the body, in alt, one image to be renamed after that keyword, with same keyword in alt tag
- Keeping the header clean so that keywords can be found as early as possible in the body
- Use of unique title tag (8-10 words), Meta description (less than 200 characters), Meta keywords (make sure you do include spaces between each keyword) for each page.
- The only META tags that you MUST have are the "description" and "keyword" tags
- Use of sitemap is important, and should be linked from each page of the site
- Use of robots.txt file

Remember that each search engine has a different ranking algorithm. This means that one may consider a particular factor to be important whereas another search engine may consider the same factor of no importance of whatsoever. Thereby we have listed more general analysis and recommendations above, that work on wide variety of search engines. We cannot provide search engine specific information for your site at the proposal state. Though as a sample we provide you one google search engine specific factor for your site:

Website homepage Page Rank – \$\$/10

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

Directories and search engine status:

Analysis:

[Yahoo](#), [ODP](#), [LOOKSMART](#) listings are not done, paid submissions to [Inktomi](#), [Teoma](#) and [Altavista](#) not done.

Recommendations:

We strongly recommend these listings and paid submissions.

If you still use doorway page technique

Doorway Pages/ Information Pages:

The doorway page technique is highly popular, not only for its effectiveness, but because it allows to optimize a page for an important keyword without having to work within the design constraints of an existing web page. Sometimes, it is simply easier to build a set of doorway pages than it is to redesign what you've already got.

Like many other effective search engine positioning techniques, doorway pages have been abused. Spammers have used them to create hundreds of entry pages to their site, and the search engines have retaliated by implementing tactics to stop the spammers.

The result is that doorway pages have gotten a bad name, in a sense, and many are almost afraid to use them for the fear of getting on the wrong side of the search engines.

However, if followed the guidelines as outlined by the search engines from time to time, getting in trouble with the search engines can be avoided for using doorway pages and a huge amount of success can be achieved with them. Keeping in mind, that abuse or overuse of doorway pages can risk of getting in trouble and possibly even banned from the search engines.

We takes a step futher by calling our doorway pages as information pages. We create content-rich information pages leading in to your site (hosted on your site as a important part of your site) that will boost web site traffic, greatly benifit your site rankings, and doing nothing that could possibly get you in trouble with the search engines.

TOP 10 HOME PAGE RANKING

Four month plan for your home page that uses key phrases and assures Top 10 Rankings in the Google.

The foundation for any successful Internet marketing campaign is high Search Engine Ranking. [MediaMetrix](#), a third-party traffic-monitoring firm, reports that over 90% of all Search Engine traffic comes from the major engines. Our SEOP service gives your site a better chance to be found when people are searching.

This service enables a client to meet a respectable level of placement within the first four months.

Maintenance and Follow-up:

We will create a series of descriptions and titles based off the clients key phrase list that will ensure solid placement within these locations once established. After submission to search engine, we will engage in a process of inclusion verification and follow-up submissions where needed (not to exceed 3 total submits for any search engine or directory).

Performance Reports:

We will provide an Excel document which summarizes the following items:

- Date submitted
- 4-month follow-up date
- Final follow-up date
- URL of verified link (when attainable)

Monthly Ranking Reports:

We will provide an Excel document which summarizes the following items:

- The site URL
- Rank achieved
- Page Number on which rank is achieved

To better understand the attention to detail provided in the promotional strategy, it is helpful for you to understand the process. During the course of the promotional campaign, we update you weekly with an email on the progress of your campaign.

Will also include the following tasks:

- Utilizing the best methods of **"Net Copywriting"** so that your site description persuades web users to visit your site and, more importantly, appeals to the computer logic employed by the engines which influences the sort order of the site's placement in a query list.
- Modifying, editing, eliminating, and augmenting your suggested keywords, taking advantage of the best use of keywords to direct searches to your website.
- Writing different site descriptions, complete with character and word counts, to allow us to submit the maximum entry that an engine allows.
- Writing descriptive site titles of varying length, one of the most important elements of effective promotion, to maximize the space allotted in these fields.
- Modification of the site pages HTML to include Meta Tags, revised Site Title and Alt Statements with site images where applicable.

Sample List of Keywords:

---- Start of keywords list ----

.....

----- End of keywords list -----

SEARCH ENGINE OPTIMIZATION TASKS

Benchmark current traffic and search engine positioning

Analyze current traffic trends through log analysis software. If not feasible, the web site will have to install any industry standard server log analyzing software.

Create Baseline Search engine visibility index.

Analyze search engine positioning before submission. Objective here is to carry out a thorough study on current search engine positions and current effective keywords/ key phrases where the web site has achieved consistent, respectable rankings across submitted-to search engines.

Collection of new Keywords & Analysis

Analyze popular keywords in category across major search engines. Study top 20 position holders in major search engines.

Create versions of Meta tags and keywords for different search engines

Create site-wide Meta tags according to requirement and specifications of different search engines and directories.

Optimize the pages for search engines (Site Re-engineering)

Site re engineering to optimize the entire site with site content/navigation with appropriate keyword weight age.

Implement new content and meta tags

New keyword rich content and Tags have to be implemented.

Submission Cycle

Methodical hand submission to google adhering to their submission cycles.

Reports

Monthly reports in excel sheets.

Link popularity building campaign

To achieve high [PageRank](#) (link popularity)

ACHIEVING TOP TEN RANKINGS

Optimization Techniques

Methods to Improve Rankings

- Changing Meta tags - 61%
- Changing page titles - 44%
- Reciprocal linking - 32%
- Purchasing multiple domains - 28%
- Multiple home pages - 21%
- Hiding keywords in background - 18%
- Pay-per-click - 13%

Listing Methods Used

- Manual submission - 71%
- Automated submission - 52%
- Paid for faster submission - 20%
- Paid for directory listing - 20%
- None of the above - 16%

We use the following techniques to achieving top ten rankings – tweaking meta tags, page titles,

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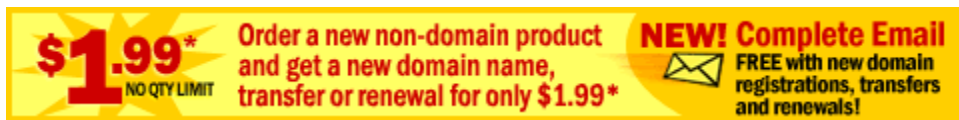
page content, manual submission, select paid submissions and paid directory listings, reciprocal linking and Pay-per-click campaign.

We have a content focus approach to search engine optimization and positioning, which involves SE friendly content writing to match with Meta tags and page titles to maximize web site rankings.

Because [Google](#) bases site popularity on the number of in-bound links, reciprocal linking is gaining in significance. Not as strongly as Google but other spider-based search engines use link popularity as an important aspect to in their algorithm to rank websites. To ensure that the site achieve top ten ranking we recommend a link Promotion campaign.

Major directory like [Yahoo](#), [LookSmart](#) and [ODP](#) uses title, description and category to which the site belongs to rank web sites, We focuses on title, description and researches web site category to achieve top rankings.

RATES & TERMS



\$1.99* NO QTY LIMIT
Order a new non-domain product and get a new domain name, transfer or renewal for only \$1.99*
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Domain Name Register at <http://www.fast-on.com>