SEO Services: Search Engine Optimization plans

Search Engine Optimization (SEO) is an enhanced service whereby we optimize the web page of a website as per the rules of the search engines and make the search engine identify a web page important for a set of keywords. The table below will give you a good overview of the different programs available, depending on the size of your site. For additional information on Pay Per Click (PPC) programs, please contact your Account Representative.

Featured Plans	Bronze Plan	Silver Plan	Gold Plan	Platinum Plan
Maximum keywords used	12	25	35	60
Keyword research quarterly	✓	✓	✓	✓
Alt tags for images and contents	✓	✓	✓	✓
Meta-tag create or restructure	✓	✓	✓	✓
Number of web pages optimized	5-7	12-16	20-24	30-35
Manual SE submission monthly	✓	✓	✓	✓
Directory submission monthly	✓	✓	✓	✓
Monthly reporting	✓	✓	✓	✓
Agreement period	12 months	12 months	12 Months	12 Months
Package cost	US$1,500	US$4,500	US$6,000	US$9,000

FREQUENTLY ASKED QUESTIONS (FAQ)

Q: What is the length of the agreement?

A: 12 months.

Q: When is payment due?

A: Payment is 50% to start, then 50% due in six (6) months to date.

A: During the contracted period, do you do monthly maintenance to the site?

Q: Yes, we change the keywords, meta-tags, titles etc. We do changes in the text and graphics, remove old photo text tags, upload new photo tags, etc. If there is new development like designing banners, programming for new features, etc., then we will first quote the work first and charge according to new work specs.

Q: Do you provide some kind of stats report so that I can follow the progress?

A: We will give you links to see the stats report of the search engines. You will also receive a monthly report detailing what has been done. You can also log into your stats program via our control panel and follow highly articulated traffic charts from Deep Matrix (only available to WebStream hosting customers), which includes daily traffic, hourly traffic, unique visitors, page views, most popular pages, keywords used by the visitors, demographic locations and more. Your position in the Internet Universe can also be checked anytime. This data we help you tremendously in Internet Marketing and cross promotions of products.

Q: What search engines are we talking about?

A: We work with the major search engines that cover 99% of all the traffic on the web. Google, Yahoo, MSN, About, Lycos, AltaVista, Looksmart, All The Web, Excite and a few other majors. Due to industry shifts, they may change from time to time. Google alone covers over 70% of searches performed today.

Q: When will I start to see measurable results?

A: Search Engine Optimization is not an easy business. With over 8 billion websites now indexed by Google alone, and just like anything else worthwhile, it takes time to build the traffic and start to see results. Generally, you will see marked results in the first 3 – 6 months.

Q: What does it cost to produce a lead in today's market?

A: Avg. Cost Per Lead: Web Search $0.29 - Email $0.50 - Yellow Pages $1.18 - Banner Ads $2.00 - Direct Mail $9.94 Source: US Bancorp Piper Report, *The Golden Search 2004*

Q: How long has WebStream been doing this work?

A: We have been working closely with our clients over these types of SEO approaches since 1998. Our clients value our techniques in SEO and design implementation that is designed to make your site as user-friendly as possible to the end user.

Q: What type of success should I expect?

A: By optimizing your site for each of the top search engines, you should see a marked difference in traffic, usually many-fold over what you had before implementation. Once you have the traffic, you want to make sure that your site is the optimized design-wise, so as to most effectively sell your product, service or ideas.

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