

Phone not ringing off the hook?

Search Engine Optimization (SEO) help is on the way!

The WebStream SEO program can deliver . . .

Increased visibility: You will be higher ranked and as a result, you will be able to be more competitive within your industry

Motivated customers: Deliver highly motivated customers to your door through Search Engine Optimization (SEO).

Measurable results: SEO is one of the few marketing strategies that enables you to quantify the results of your efforts through position reports, site statistics, visitors to your site, visitor conversion rates and other key indicators.

Market facts

- Google has now indexed over 8 billion web pages.
- In 2004, nearly 100 million adults made purchases after researching a product or service on the Internet, coming very close to the number who purchased through catalogs, direct-mail ads and telemarketing calls combined!
- 84% of online Americans have used search engines. The total number of internet users in North America is about 222 Million (US 202 Million and Canada 20 Million)
Source: American Life Project, Forrester Research

What it costs to market your product or service:

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 Jaffray, March 2005.

Success tells the story. Our clients value our successful and methodical approach to techniques in search engine optimization, Internet marketing, web design and hosting....which all tie together.

The Investment: We know that one time submissions and SEO the quick and dirty way does not produce any sustainable results, and is costly in terms of lost opportunity. Search Engine Optimization done right the first time is time and resource intensive but well worth it. Work is ongoing and continuous as are your results. Increased sales outweighs the cost many times over.

WebStream SEO Services

The Search Engine Optimization process is typically executed as an initial campaign, broken down into the following Stages:

STAGE I: Discovery/Research

An initial analysis of your current web site and the terms used to reach your target audiences online is a critical first step toward an effective and lasting search engine strategy. The Discovery phase helps to objectively assess your site's search engine-friendliness and tells us exactly how your site is currently performing in the major search engines. We also work with you to identify strategic terms related to your business goals. This information can then be utilized to establish a baseline for future reference and help you format your site for improved search engine positioning.

STAGE II Implementation

The Implementation phase is where the Phase I research is put to use by optimizing your site pages for your target terms and improved search engine performance. This stage consists of 4 phases namely 1) Meta Tag Formation 2) Home page Analysis 3) Links Program Setup 4) Search Engine Submissions.

STAGE III: Analysis and Reporting

Post-optimization analysis allows for the measurement of campaign outcomes and return on investment.

STAGE IV: Monthly Maintenance

WebStream will continue to monitor and make adjustments on a monthly basis throughout the term of the agreement.

