

SEO Services: Basic 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
Number of web pages optimized	Up to 10	Up to 15	Up to 20	Up to 30
Maximum keywords used	Up to 5	Up to 5	Up to 5	Up to 5
Keyword research	✓	✓	✓	✓
Alt tags for images and contents	✓	✓	✓	✓
Link popularity report	✓	✓	✓	✓
Image optimization	✓	✓	✓	✓
Create keyword-rich content	✓	✓	✓	✓
Create meta-tag or restructure	✓	✓	✓	✓
Usability report – site flow	✓	✓	✓	✓
Manual SE submission	✓	✓	✓	✓
DMOZ directory submission	✓	✓	✓	✓
Initial Rankings Report	✓	✓	✓	✓
Install robot text files		✓	✓	✓
404 error pages			✓	✓
Hosting package w/stats - 1 Year			✓	✓
Backups of all work on CD			✓	✓
Competitive analysis – 4 sites			✓	✓
Local – Yahoo / Google				✓
RSS news feeds				✓
Press release				✓
Package cost	US\$1,995	US\$2,395	US\$2,590	US\$2,950

Feature Descriptions

Q: What does it mean by “Up to 5 keywords, or “Up to 10 pages?”

A: Even if your site is only a few pages, there are certain features that are included in each plan, regardless of how many pages or keywords we are going to be working with. “Up to” is the maximum allowed under that plan.

Q: What is “keyword research”?

A: One of the basic steps in search engine optimization is keyword research. Here competitive keywords relating to the site and unique to your domain are found.. Keyword research is done to maximize the impact of search engine optimization. When the site ranks well more and more relevant customers come to the site leading to an increase in conversions and hence income for the site. The accurate identification and careful selection of these important keywords and key phrases can literally make or break any web site or online business.

Q: What are “alt tags”?

A: Image optimization is significant when it comes to search engine optimization. However, they can be optimized to get your site ranked higher in the search engines. WebStream will apply keyword-rich text as “alt attribute” or “alternate text” for an image. These are commonly known as “alt tags”. Using this attribute allows search engines to rank your site higher by “reading” the text that is inserted into the tags. This is also helpful in improving the usefulness of your document for people having text only browsers, as 2-3 words alone can describe the image they are unable to see.

Q: What are “link popularity reports”?

A: Link Popularity refers to the number of links pointing to your site, from other sites on the web. A “link popularity report” tells you exactly how many sites link back to yours. There are other terms for “link popularity”, Some of them are link building, In Bound Links (IBLs), etc. The Search Engines consider your site important and rank it higher if several other sites link to your site. This is an effort that is best developed reciprocally with other sites and webmasters. WebStream can provide this service under a separate work order.

Q: What is “image optimization”?

A: All images on the pages being optimized are examined for kilobyte weight to ensure that all pages load quickly and without delay. Although the impact on the Search Engines from a slow site can vary, the main goal is to make sure that there is nothing slowing down the user experience. It is important to realize that if a page is too slow, or times-out when the SE spider comes along to index, it may be looked over and not indexed at all.

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Q: How do you “Create keyword-rich content”?

A: Keyword-rich content is simply the copywriting, or rewriting the text on your site in such a way that it becomes search engine friendly while remaining appealing and relevant to the surfer. We also write Search Engine-friendly copy to bring more relevancy to the site. Keywords relevant to your site are written into the copy so that your site ranks higher when Search Engines crawl your site. Our copywriting services include modifying your site main text bodies. Additional headers, HTML text, layout, and design may need to be modified where needed.

Q: What does it mean “Create meta-tag or restructure”?

A: Meta-tags, or Meta-information is used to provide additional information about HTML documents so that the search engine crawlers are able to index the information more accurately. These tags, or lines of code, hidden from the site visitor, are clearly seen by the Search Engines when they crawl your site. All Search Engines do not totally rely on the meta-tags, but also crawl the text on the site, images, etc. The Title tag is probably the most important tag of all.

We will examine your meta-tags to make sure that they are formatted properly, contain all the relevant keywords, or descriptions, or modify existing tags as necessary to conform to known rules.

Q: What is a “Usability report”?

A: A usability report is a comprehensive site analysis and subsequent report that allows us to see how the site can be better set up for order flow, shopping cart sales, lead generation, etc. Many sites have good traffic levels, but are not able to convert that traffic into sales for various reasons. The report enables us to better optimize the flow of the site for conversions.

Q: What is “Manual Submission”?

A: Although most of the bigger Search Engines will automatically crawl and index your site, the time between crawls with each one varies. Certain search engines are not too active in crawling sites. Google takes anywhere from a few weeks to several months to index a site....manual submissions speed that up.

Q: What is a “DMOZ directory inclusion”?

A: Dmoz is the ultimate directory of the web; it powers the Google directory and thousands of smaller directories. The major Search Engines feel a Dmoz listing is an expert listing for a site, and place high relevancy on it

Q: What is an “Initial Rankings Report”?

A: Our “Initial Rankings Report” is a comprehensive report that we run prior to commencing work on your site. It tells us how you rank, keyword popularity and density, links, etc. By using this report as a starting point, we are able to provide a ground zero reference to compare results with.

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Q: What are “Robot text Files”?

A: A “Robot text file” is a file on a website in the root directory, which determines which search engines have access to which certain pages within a website. WebStream understands the need for a robots file. Hence, we pay a lot of importance to the proper creation of robots file. The file can also contain links to sites or SEs that you want blocked from crawling your site.

Q: What are “Error 404 pages”?

A: An error 404 page simply means that the web browser could not find the file you requested. This is termed as a “page not found” error. The server generates an error (404), and enters it in the error log, then it returns the page that it is set up to return as standard. These pages are usually very ugly and look nothing like your site; furthermore, they look nothing like what the visitor was looking for and can be a major turn-off. We give them the option to stay on your site by giving them a custom error 404 page that looks and feels like your site. Having a broken or old link gives a very bad impression and can lose you a customer before you have had a chance to impress them with your well-designed site

Q: What hosting package are you referring to?

A: WebStream offers FREE hosting on some of the higher plans. The plan included is our Business Plan, which has a value of over \$500 and includes the most comprehensive stats program by Deep Metrix. By taking advantage of the particular plans that offer this, you are getting a great value-added incentive as part of our overall service.

Q: What is a “CD back-up”?

A: Once all the work is performed, we will make a copy of the site with all of the new features and provide it to you as part of that particular plan.

Q: What is a “Competitive analysis – 4 sites”?

A: On those particular plans, we will perform a comprehensive analysis of four (4) competitor sites that you provide us with. We will provide you with an “Initial Rankings Report” of all four so that you can make a comparison and see how you stack up against your competition.

Q: What do you mean “Local Google and Yahoo”?

A: We will create local Search Engine profiles for both Yahoo and Google. Local search profiles are the latest thing in localized traffic. Especially useful if you are in retail, walk-in, local business, etc. A custom landing page is created for both Yahoo and Google that provides additional information about your business such as hours of operation, map, services rendered, payment methods accepted and more.

Q: What is a “Site map”?

A: A sitemap is necessary for sites, which are large, and/or for sites which don’t have proper crawling capabilities. There are some sites that have their menu in scripts or mouseovers, or in

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Flash. Search Engines do not see the text straightforward text links on a heavy Flash or image-laden site. We make sure that you have proper text links to all the important pages of the site via the site map.

The site map is also helpful for anyone that is “lost” on the site, as they can simply view the map, not unlike an outline of the site, and navigate from there. Site maps are text only, and are picked up and spidered by the Search Engines, ensuring that all your pages get crawled and properly indexed.

Q: What is the “Press Release”?

A: Once the work has been completed and uploaded to the site, we will go ahead and put together a Press Release that will go out to all the major on-line news outlets, newspapers and news feed sites. You will get tons of fresh exposure from our professionally written Press Releases. We can do the PR about a new product or service, or simply use you “newly-optimized” web site as the story.

Additional Questions and Answers

Q: What is the length of the agreement?

A: There is no agreement needed for Basic SEO work

Q: When is payment due?

A: Payment is due in full, prior to starting the work

A: Do you do monthly maintenance to the site?

Q: Not on the initial work. We establish the proper keywords, meta-tags, titles etc. We make changes in the text and graphics, remove old photo text tags, upload new photo tags, etc. If there is any new development required, like designing banners, programming for new features, etc., then we will quote the work first and upon your approval, 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 an Initial Rankings Report so you can see the stats report of the search engines, including back links, link popularity and traffic rank. If you are going to be doing monthly, ongoing maintenance, you will be able to log into your stats program via our control panel and follow articulated information, which includes traffic increase ranking, keywords, search engine referrals 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 or services.

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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: 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 30 – 90 days.

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. We are also able to provide very articulated tracking and statistics software for ongoing optimization work.

Q: What type of success should I expect?

A: By optimizing your site for each of the top search engines, you should see a big difference in traffic, usually many-fold over what you had before optimization. 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. Our Conversion Tracking and Monthly Reporting will provide you with all the information you need. If you are interested in these enhanced services, please contact your Account Representative.