Search Engine Optimization

An Overview of our

SEO Programs and Pricing Packages

Search Engine Optimization –
Developing A Search Engine Strategy For Your Web site...

As more web businesses, set up their sites to market their goods and services and acquire new customers, a major concern of those owners is "getting found" at the places on the internet where the public searches for businesses to serve their needs. All Web site owners want their sites to consistently rank in the "top thirty – or even the top 10 rankings" of internet searches. **This concept, simple as it seems on the surface, is actually a complex proposition requiring informed decision-making and planning and almost daily involvement in optimization skills.**

What are Search Engines?
Internet search engines are often referred to as "portals" because they are the places that have become the entry point for millions of internet users who utilize these massive Web sites to find internet-based information and receive personalized online services.

Although all of these sites are generically referred to as "search engines", a distinction must first be made between true search engines and online directories. The primary difference between the two is in how each collects and stores listings and links to outside Web sites. Search engines work by using specialized programs sometimes called "spiders" or "crawlers" to seek out web pages, index the textual content of those pages, and place this information into sophisticated databases. Those databases are queried when users perform searches on the host Web site. Directories, on the other hand, organize information into a hierarchical taxonomy to create massive categorized lists of other Web sites. This service is usually performed by human editors, who process a vast amount of information flowing in each day.

How Do Search Engines Work?
The mechanics of how the engines work is easy to describe in general. As previously mentioned, indexing programs visit Web sites to "read" the content of pages and organize that content into their database of indexed web pages. It is very important to understand that these programs read only the text content of pages; there is no way for them to read graphics, therefore the words used in the text of web pages is critically important to that site's ranking. The key determinant in how various pages rank in internet searches has to do with the sophisticated algorithms used by search engine databases to determine the relevancy of a page to the word or words that are being searched for. There are a number factors that are evaluated by these programs which vary from one search engine company to another and are subject to constant change and revision. Some of the consistent factors in relevancy ranking on a given keyword or phrases include the following:

- **The frequency of the keyword within the text of the page.**
- **The use of the keyword in important places within the page, such as the page title, a headline or a hyperlink.**
- **The percentage of that keyword's use when compared to the total number of words on the page.**
- **The number of links to that page from other sites on the internet.**

What about META Tags?

META tags, hidden HTML tags embedded in pages, **were** widely considered as a "magic bullet" for helping a site rank high under certain keywords. The reality is much more sobering. Search engine databases consider two types of META tags, the META KEYWORD tag and the META DESCRIPTION tag. **ALL** search engine systems ignore the META KEYWORD tag, because it is so easily abused, allowing the site creator to list keywords that have nothing to do with the site's content, or to list competitor's names. The META DESCRIPTION tag is used by some search engines, including Google. It is useful because the text embedded in the tag appears as the descriptive text that is displayed when the site is listed in a search results page. While this tag doesn't help the site get found, more often, it allows the site owner to write a compelling and persuasive message that will entice the user to click on the link to his/her site. In fact, the keyword now has approximately a thousand times the "weight" that any reliance on META tags used to have – **keywords rule** and our experience is that if you can manage and plan your keywords, you can pull a website up and into the top 30 rankings on the whole.

> **If you are looking at contracting with an SEO practitioner, make SURE that you ask about META tags...and if they admit or even brag about their ability to use same to get your site up on page one of any search engine....you KNOW that they are NOT worth even considering anymore! A very easy and quick way to 'vet' your SEO practitioner candidates!**

Getting Indexed

Understanding the basics of the indexing system used by search engines obviates the need to first be indexed by the search engine spiders. This however is a process that often is more difficult or takes longer to occur than might be expected. Search engines locate pages using two methods: user registration and following links from other sites. The search engine systems are faced the gargantuan task of indexing almost trillions of pages. Hundreds of thousands of new requests to be indexed are received each day. As a result, search engine databases contain only a fraction of the total indexable pages on the web, and are falling further behind as the size of the web grows.

Is Your Business "Search Engine Friendly"?

An important first consideration in the development of a strategy is to consider the business you are in and set your expectations accordingly.

Some businesses by their nature are more appropriate for search engine marketing. These businesses normally have these characteristics:

1. **They sell specialized or niche products or services.**
2. **They market nationally or internationally.**
3. **They are able to develop a unique set of keywords to describe their businesses.**

It is important to remember that search engines are based on words and words alone. Therefore, the only tools at your disposal are the words you use to describe your business. If those words are not unique in their nature, the prospect of being listed high on most search engines is unlikely. This is especially difficult for certain

professional service companies such as attorneys, accountants and retailers that do not focus on a narrow niche or regional marketplace.

For example, there are thousands of accounting firms around Canada; the market for these firms spans the gamut from the enormous "big five" companies to small solo practitioners. However, the words used to describe those firms essentially do not vary. A small practitioner must use the keywords, "accounting", "auditing", "tax preparation" etc., just as a big six firm does. The key point here is that the words used to describe the business are not unique in nature unless you are targeting a unique geographic region.

Second, search engine marketing favors companies that sell to a large geographic base. The individuals that will find your site through search engines will come from all over the world. If you can only do business within a local area due to logistics or contractual restrictions, getting found by thousands of individuals who can't be your customers and being contacted by them wastes everybody's time.

If your business does not lend itself to search engine marketing, you may conclude that the best strategy is no strategy at all. Instead of wasting time and effort on a futile battle with the search engines, you can focus your site marketing on local online directories and portals and offline local advertising media such as radio, television, newspapers, or the yellow pages. Favorable businesses for effective search engine marketing are specialized manufacturers, select professional services firms, and specialized service providers. Unfavorable or more difficult businesses to target in search engines are unspecialized retailers and franchisees.

NEW! Google Maps and LOCAL search rankings are now merged by Google into one Index and one Algorithm...fully blended and that has changed the search engine landscape significantly! Our clients, like Drive Star Shuttle Systems below has weathered that blend nicely and enjoys stable rankings that continue to maintain their top ranking positions via our SEO Campaign!
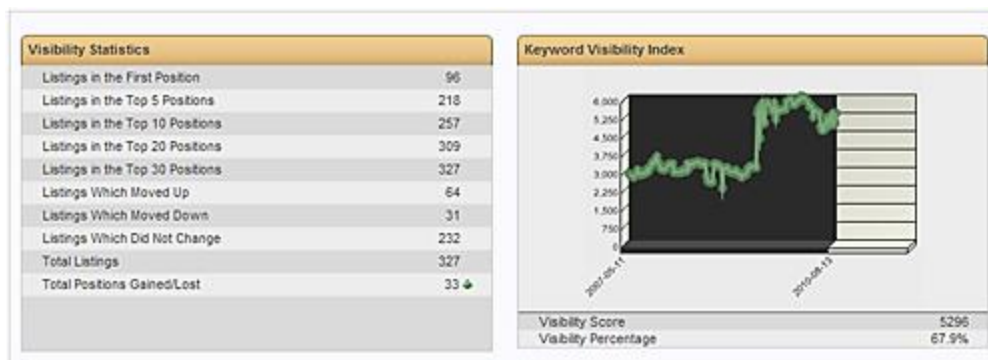
Search Engine Optimization Services Overview – Where to aim?

Search engine optimization (SEO) is the research-based approach of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results.

Search engine optimization targets the **free, organic, natural, or left hand side of search engine listings** which are generated by search engine spiders and their ranking algorithms. Differing from a pay-per-click (PPC) advertising program such as Google Adwords, the organic listings targeted by search engine optimization cannot be manipulated by paying a fee for favorable placement. Web sites which rank on the first page of search engine results are scored based on a wide array of very specific criteria, the secrets of which search engines guard very closely. For this reason, effective search engine optimization is the only way to gain a top placement among the free or natural search engine listings.

With over 3.7 BILLION searches conducted each day, search engines are the most widely used method of attracting traffic to a web site — with research confirming that over 89% of prospective web customers use search engines to find solutions and vendors. Furthermore, only the top 10 search results will generate a majority of search traffic and subsequent conversions. It will not benefit a company or its products to rank below the first page of natural search engine results.

Our proven effective search engine optimization services are designed to achieve long-term search engine rankings for our clients through the use of ethical on-site search engine optimization techniques. In addition to the optimization and submission of your web site, we also offer continuing web site monitoring, maintenance, and performance reports which track every aspect of your optimization progress on popular engines as part of each search engine optimization campaign.

Optimizing for Search Engines – What we do!

If you have determined that your business is favorable to search engine marketing, what follows is a step-by-step process to maximize your ability to obtain new customers via search engines.

The 4 Steps of our Planning Process include:

1. Determining and prioritizing keywords and key phrases.
2. Writing copy for the site and directing design around those phrases.
3. Requesting links from as many other sites as possible.
4. Monitoring Results and modify our SEO Campaign!

Overview:

One of the most important items in any online marketing program is the ability to score very highly in the Search Engines for rankings on keywords used by your potential customers. They go to Google or Yahoo or the new Bing and they type in a phrase that will attempt to find the kind of company that they are willing to do business with - and this is the kind of response that we can program directly into a client's website from it's beginnings.

Our SEO Program will see a major amount of work done for this Program over the complete 12 month period as we will attempt to define your Keyword phrases, discover your competitor's usage of their own keywords, develop a completely new set of keywords for your own use, and then re-subscribe to the top 10 search engines. This will take somewhere between 12 and 18 weeks to fully implement the SEO positioning but will raise your company's positioning of your placement within the top 10 engines on a global basis in your own vertical marketing channel.

Keyword/Phrases Selection:

We will develop the original set of keyword phrases for broad and exact keywords chosen to be used. These keywords will all have to be "phrased" for our use, before we can actually begin to test them as they are and that newly phrased keyword list will become the benchmark for our positioning and will ensure that we begin with a fresh start. The client will have to first, check that all terms are in use as suppliers to the company; that each term exists, or will have to be re-phrased and that any 'extra' terms be listed but only as 'alternates' to this original list.

Rankings Benchmark & Onsite Optimizations:

We will then establish the current positioning rate of these terms in the top 10 search engines by running our weekly reports. There, we will track the client's positioning in the top 10 with these keyword phrases and then note your positioning. We will run reports on a weekly basis here for each and every week for the complete annual program.

Competitors Positioning & On-Site Optimizations:

Next, we will search for our competitors keywords, and do a comparison report for this quarter repositioning of each. We suggest using the top 5 to 10 LOCAL competitors for comparison and a further top 10 for each keyword phrase that we choose to use as a trial. Once we record the positions of our competitor's keywords and their resulting positioning, we will then note which of the words works best and under which of the top 10 search engines and incorporate similar but different tactics for your own program, as needs be. This is a long and involved process that takes up a major part of each of our SEO task days but is necessary to maintain current ranking positions.

New Keyword Phrase Development & On-Page Optimizations:

We will then generate new keywords for our own use. We will use the original re-phrased set as the base set to which we will add/delete to that set using the competitors sets that attain higher positioning than our own. Once generated, we will then run those tags through each of the individual top 10 search engine criteria for the best placement, making individual changes where necessary. Once finished with this step we will have finalized our keyword phrase for the next SEO term.

Top 10 Search Engine Subscribing & Onsite Optimizations:

We will lastly, subscribe all new keyword phrases to the top 10 Search Engines, and then monitor our position over the balance of the quarter. This is rather lengthy, as the search engines only indicate that they send out their robots in response to new subscriptions "within a few weeks." However, we will monitor that process on a weekly basis once we've newly re-subscribed.

Linking Tasks – Off-Page SEO:

A large part of our success has been the ability to discern and develop our own specialized lists of authority sites, trusted sites, forums, search engines for us to list our clients with in regards to acquire backlinks. These are truly "incoming" back links only in that has shown to be the best manner in which to achieve higher rankings without delving into the reciprocal exchanges in non-sector link farms and such items. And yes this does include business social networking backlink candidates as well at many global social media sites too! We hand submit personalized requests to all of our backlink

candidates for each and every one of them for our clients and we see the resulting climb in ranking positions as a result. Our backlink lists grow weekly as we scour the web for more authority sites within client sectors and we feel that this time is very well spent for our client SEO rankings!

Ongoing Monitoring of Your SEO Campaign:

Once we finalize our keyword phrase listings, we will then continue to complete scheduled searches and record and report our positioning over the remainder of the annual program. If it appears that some or any of our new keyword phrases are not working, we will then attempt to raise our positioning at that time by re-substituting new tags that will be held in that substitute role till needed and thereby updating our Keywords on a regular basis.

Planning Conclusions

Search engine marketing can be a confusing and frustrating process, but can also be the most cost-effective way to obtain new customers for your business. The bottom line is this: The more time, effort and/or money spent on search engine marketing equals better and faster results. It is possible to spend several hours per week optimizing and "tweaking" your site for best results, checking rankings, resubmitting and staying on top of the latest changes and trends. One could also go so far as to create separate home pages for each search engine, or create separate "dummy" sites just for the purpose of linking to the target site. You will most likely need to make aesthetic compromises to the look of your site in order optimize it for search engines.

Our Search Engine Optimization Consulting Package

We often are asked, if we would provide SEO Consulting to SME owners who are looking not for a full SEO Campaign for their site/sites, but just to work with same on a Consulting basis, to learn how to SEO on their own. Many times, we realize that the costs for a full SEO Campaign are high, especially for start-ups with developing revenue streams and we understand that completely.

So to try to accommodate those SME founders/owners/managers, we also offer up a basic SEO Consulting agreement, based on the following particulars, for a minimum of 6 months.

Consulting Package	Hours Monthly	Tasks Covered and Taught	Monthly Costs
Basic Consulting Package	**4**	● **Setup of campaign** ● **Website Audit** ● **Keyword Research** ● **On-Page optimizations** ● **Off-Page strategies** ● **Off-Page link campaigns** ● **Site Monitoring and reports**	**$600 Monthly** (at $150 hourly)

* Note that we work with the client or their designates to teach the "how-to" for all of the above items, which enables the client to achieve site SEO rankings on their own. Minimum contracted time for this program is a 3 month continuous program with 4 hours included monthly, though we can also at a client's request add more hours to this program should that be desired too.

Our Search Engine Optimization Program Plans* Pricing

Over the course of the full 12 month SEO Program, we offer the following 5 comprehensive Search Engine Optimization Campaign Packages...

Our SEO Package Items*	LOCAL	Bronze	Silver	Gold	Platinum
Pre-optimization research & analysis of your business domain, USPs and competition	✓	✓	✓	✓	✓
Current Website Analysis	✓	✓	✓	✓	✓
Recommendation of keywords and phrases (Max keywords targeted)	10	15	20	50	100
Pre-optimization position report for the keywords and key phrases used by your prospective customers	✓	✓	✓	✓	✓
Produce Search Engine Optimization Plan Keywords	✓	✓	✓	✓	✓
Max number of pages to be Optimized	10	15	25	40	60+
Search Engine Submission (Manual Submission to all Top 10 Search Engines)	✓	✓	✓	✓	✓
Google Site-Map Submission	✓	✓	✓	✓	✓
Link Building	10	15	20	50+	100+
Review of website for Search Engine Compatibility and needs based re-optimization	Monthly	Monthly	Monthly	Monthly	Monthly
Site Position Reports*	Monthly	Monthly	Monthly	Monthly	Weekly
Package Costs (plus $750 setup fees)	**$200 Monthly**	**$500 Monthly**	**$1000 Monthly**	**$2500 Monthly**	**$5000 Monthly**

* Search engines as of 4-1-2016 include Google, Google Canada, Yahoo and Bing. Excludes previously banned sites, and subject to approval of optimization plan and recommended keywords with less than 50,000 competing pages on Google. Any work outside the scope of this document such as additional content development or software programming will need to be quoted separately. Minimum contract term is for a 12 month period.

<u>Acknowledgement of the Terms of this Agreement:</u>

Client must acknowledge the following with respect to our SEO services:

• CANUCKSEO has no control over the policies of search engines with respect to the type of sites and/or content that they accept now or in the future. The Client's website may be excluded from any directory or search engine at any time at the sole discretion of the search engine or directory.

• Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms, and other competitive factors, CANUCKSEO can not guarantee #1 positions or consistent top 10 positions for any particular keyword, phrase, or search term.

• Occasionally, search engines will drop listings for no apparent or predictable reason. Often, the listing will reappear after this normal "serp churn" without any additional SEO. Should a listing be dropped during the SEO campaign and does not reappear within 30 days of campaign completion, CANUCKSEO will re-optimize the website/page based on the current policies of the search engine in question.

• Some search directories offer expedited listing services for a fee. If the Client wishes to engage in said expedited listing services (e.g., paid directories), the Client is responsible for all paid for inclusion or expedited service fees. CANUCKSEO can offer a list of expedited listing services upon request.

• Linking to "bad neighborhoods" or getting links from "link farms" can seriously damage all SEO efforts. CANUCKSEO does not assume liability for the Client's choice to link to or obtain a link from any particular website without prior consultation with us but please remember that any successful SEO Campaign depends on a consensus of tactics from both the client and their SEO practitioner.

• All fees will be invoiced and payable on a monthly basis via Invoice or PayPal and must be paid in advance of each monthly billing.

• All fees, services, documents, recommendations, and reports are confidential.