



High search engine rankings = more site traffic = more business.

Our Search Engine Optimization (SEO) service will optimize your Web site in an effort to achieve top search results in the major search engines for targeted keyword phrases. To enhance your search engine ranking, we create unique content using keywords tailored for your business. We will analyze your site and fix or recommend changes to get your site found by search engines.

SEO Pricing:

Our SEO packages are sold in quantities of keyword phrases, which are the terms people enter into search engines to find your business. For example, if your business is a builder on Cape Cod, good keyword phrases might be "cape cod home builder", or "cape cod contractor." The more keyword phrases we can identify for your site, the greater your chances of achieving top 10 results.

up to 12 keywords (targeted phrases) \$1,250.00

(recommended for websites with 1 or 2 products or services; i.e., a restaurant focusing on wedding receptions AND dining)

up to 22 keywords (targeted phrases) \$2,250.00

(recommended for websites with more than 3 services or products; ie, a limo company website focusing on weddings, airport transportation, charter buses, school bus rentals, general limo rentals)

The Process and What We Do:

1. Web Site Analysis

A complete analysis of your site's HTML code, text, and links is performed to ensure that search engines will be able to read (a.k.a. "crawl" or "spider") your site's content. This includes:

- Validation of your site's home page HTML code and text
- Adjustments to page code and/or text to be more easily spidered by search engines
- Review of your site's links to identify any broken links or images
- A check of your site's server status for problems or errors

2. Keyword Analysis

Your website will be reviewed to develop a list of keywords that are relevant to your site, your business, and your industry. This service includes up to 2 rounds of revisions. We then develop a list of targeted keyword phrases that meet the following criteria:

- Generate traffic for your site
- Produce targeted visitors to your site from search engines
- Meet your approval

3. Content Development

Optimized content will be created for your web site based on your final keyword list. This professionally optimized content will be integrated into your Web site and is intended to improve your site rankings in the search engines. If you require custom marketing content, you also have the option of providing your own content articles based on your final keyword list.

4. Your Competition

Your top ranking competitor's rankings are analyzed. Their back-links are also analyzed to find out who is linking to them. We will provide you with a report.

5. Search Engine Submission and Reporting

We submit your domain name to major search engines and directories. We create optimized text with embedded links from your home page to your newly optimized pages and develop a XML sitemap for your Web site, which is then submitted to Google.

6. Reporting

You will receive monthly report regarding what actions have been taken on your site. These include:

- You will receive a Pre-Optimization report for your website and three competitors.
- Search engine ranking reports at months 2 and 3.

Packages include:

- Google Site Mapping and submission
- Keyword Research
- Initial Search Engine Optimization report
- Competition Analysis report (current rankings and back-link report)
- Pre - Optimization ranking report
- Creation of Title Tags based on initial keyword research
- Description Tags
- Keyword Tags
- Alt Tags
- Search Engine Submissions to search engines including major search engines and directories such as Google, Yahoo, AOL and many more
- Creation of Robots.txt file
- Meta tags optimization including title, description and keywords
- Search engine ranking reports at months 1, and 2

Turn-around time of work? Up to 3 weeks

How long will it take to see increased rankings? 3 – 7 weeks

Ongoing Monthly SEO Maintenance

(optional but highly suggested)

Starting at month 3, after initial search engine optimization process is completed.

SEO is an ongoing process and once you achieve higher rankings, it's more important to maintain your positioning. If you have improved your positions that means someone else's site lost that position and they will try to regain their former positions. Search engines also change their algorithms often, which means possible shifts and changes in your positions. Sometimes this works out for the better, sometimes for the worse. So you have to always stay on top of your competitors and be prepared to react to any drop in rankings. This is where an SEO maintenance plan comes in.

You will be receiving a monthly report which includes recommendations (if any). We do minor tweaks to content and design if required. If your web site loses rankings we re-optimize it to fill that gap.

The cost: \$275.00/month

SEO monthly maintenance consists of running of a variety of reports (ranking, saturation, back-links, traffic, etc.) and then making modifications to keyword strategy, site, marketing strategy, etc. based on what reports tell us.

Services included in SEO maintenance plan:

- Monitor Search Engine Rankings
- Traffic Tracking
- Keyword Research
- Tweaking Meta Tags
- Competitive Analysis
- Adding Fresh Content
- Boosting Link Popularity
- Tweaking Web site Design & Structure

Proven results: The following are just a few of our clients who are benefiting from top rankings in **Google** after hiring Insite Media Design to perform SEO services on their websites: *(as reported July 2009, rankings may have shifted)*

- professional print design- #1 InsiteMediaDesign.com
- natural beef importer - #1 & #2 - LinnaneCo.com
- natural lamb importer - #1 & #2 - LinnaneCo.com
- cape cod limo rental company - #2 & #3 CapeDestinations.com
- limo from cape cod to tf green - #1 CapeDestinations.com
- cape cod carpet sales - #1 CarpetStylists.com
- childrens rental equipment - #2 AuntieVis.com
- baby rental equipment cape cod - #2 AuntieVis.com
- yarmouth fine dining - #2 - Old Yarmouth Inn
- construction risk consultants - #1 & #2 ConRisk.com
- custom sailors valentines - #1 & #2 SailorsValentineStudio.com
- sailors valentines restoration - #1 & #2 SailorsValentineStudio.com
- senior home care assistance cape cod - #1 Homewithyouhc.com
- cape cod senior home care - #2 Homewithyouhc.com
- imported australian lamb - #5 Linnaneco.com