



Search Engine Optimization Plan

We will custom create **Search Engine Optimization** strategies specifically tailored to your website's individual needs including submitting web site to the major search engines, optimizing source code and content, web site copywriting, link building, and viral content development. We will also address other significant online factors, such as blogs, and social networks.

❖ **Packages include keyword research assistance and onsite optimization consulting as well as a monthly report.**

- Unique Social Bookmarking. Site will be submitted to social sites like stumbleupon/delicious/mixx. This will provide you immediately with links and traffic.
- Directory submissions.
- Press Release Articles submissions.
- Article submissions.
- Squidoo & Hubpage
- Blog Posts
- Facebook/Twitter/Youtube - Accounts
- DMOZ Submission



Social Bookmarking - The general idea behind social bookmarks is that rather than saving a bookmark for a web page in a browser such as Internet Explorer or Firefox, users instead save the bookmark to a publicly accessible web site. Other people can then see your bookmark and ideally be exposed to something that you wouldn't otherwise encounter. Some social bookmarking sites also employ a voting system that allows users to indicate what bookmarks they found interesting. As a bookmark receives more and more votes, its prominence on the web site increases which in turn attracts more and more votes. The ultimate is to have the bookmark appear on the homepage of the social bookmark site. Unique accounts are accounts that are new and never been used to bookmark other sites.

Directory Submissions - Submitting a website to a directory. To do this one must give specific information about the site including what category and sub-category the site belongs in. This is a very important step when submitting your site to directories. Request for placement in the wrong category will certainly get your site disapproved.

Squidoo - Squidoo is a community website that allows users to create pages (called *lenses*) for subjects of interest. Squidoo is in the top 100 most visited sites in the US. Squidoo grew 91% in 2008, and had 1.5 million handbuilt lenses as of October, 2010.

Hubpage - HubPages is a website designed around sharing advertising revenue for high-quality, user-generated content. The interface allows members to create individual pages on specific topics.

DMOZ - Name of the directory of the ODP project (Open Directory Project), managed by thousands of voluntaries, freely used by many other sites, including Google.