

## Search Engine Marketing Services

### **Website Optimization Campaigns**

We create campaigns in which top ranking for keyword phrases (pre-determined) will be achieved. After we analyze your site, we give you three quotes to choose from based on 3, 6 or 12 months of site promotion services.

### **Keyword Analysis & Strategy**

Know which keywords will work best for your website. This analysis involves a complex review of popular keywords measured against your competition. Use this information for your website content to maximize your potential for targeted customers.

### **Link Building Campaign**

This service is a must for new sites. Many top engines rate how popular your site is by measuring "link popularity." This service includes adding your site to other important search engines and requesting links from industry and regionally specific sites. You will also receive notices for potential affiliate leads and industry related directories which request fees for placement. The number of links depends on industry type and availability.

### **Submissions to directories/search engines that charge fees**

Some search engines and directories charge fees that can range from \$30US per URL to \$299 US to get listed. The benefit to paying this fee is to get listed quicker than submitting for free and to create stronger online visibility. Before any submission it's important to ask and confirm the following: Is your site already listed? Does your site have problem links or pages? Is it beneficial for you to pay the fee? What keywords should you use for maximum benefit?

### **"Overture" Keyword Bidding Account**

Get listed at the top of major search engines by bidding on keywords specific to your products and services. Overture is a Pay-Per-Click bidding site that can get you highly targeted traffic. Setting up an account involves a thorough keyword analysis and composing targeted descriptions. We then monitor the bids, manage the account and analyze keyword effectiveness. It's easy to spend too much if it's not monitored properly. A deposit is required to start the account and Overture requires a minimum of US\$20 per month. When funds are running low, you simply add more money to the account. If you choose to discontinue this service, you simply let the funds run out and go offline. This account requires a set up and monthly maintenance fee.

### **Search Engine Monthly Maintenance and Reporting**

The benefit to tracking monthly is to ensure that your site's visibility remains constant. Reports include search engine/directory ranking for each targeted keyword and re-submissions when necessary.

***Contact Pauline Parks at 604-589-3040 for more information  
or to receive your Free Website Analysis.***