

## Search Engine Marketing

Description	Basic	Small Business	Enterprise
Servicing Agreement (minimum term)	6 months	1 year	1 year
Install SEO "Add on Feature" into Compatible Cart System	•	•	•
Install Corporate Blog System		•	•
Install RSS feeds into site content		•	•
initial keyword / key phrase long list	10 keywords	25 keywords	100 keywords
Competitive analysis of long list	•	•	•
revised long list	50 keywords	250 keywords	500 keywords
Create short list from revised long list	10 keywords	15 keywords	15 keywords
Create meta description from short list	1	5	10
Manual Search Engine submission	AOL, Yahoo, MSN and Google	All applicable US Search Engines	All applicable Search Engines
Search Engine Monitoring	Weekly	Weekly	Daily
Performance report analysis	Weekly	Weekly	Bi-Weekly
Optimize HTML code to include short list	Up to 2 pages*	Up to 7 pages*	Up to 15 pages*
SEO specific copy writing		Up to 7 pages*	Up to 15 pages*
Manual incoming link building campaign		•	•
Monthly article keyword rich copy writing			•
Manual submission of publications across the internet for SEO exposure and link building			•
	\$275.95 per month	\$475.95 per month	\$875.95 per month

\* Or Equivalent

Note: top search engine placement can not be guaranteed

### Our Proven Process

We partner with you and help get your web site to the top of the search engine with **P.A.M.**



#### Promote:

Increasing your online visibility through

- search engine submission
- SEO friendly re-coding
- corporate blog installation
- and more...

#### Analyze:

Adjusting your website according to

- keyword and market research
- competition analysis
- weekly reporting
- and more...

#### Maintain:

Making your site convenient to search engines and visitors for

- improved browser usability
- improved page loading time
- systematic reanalysis/adjustments
- and more...

