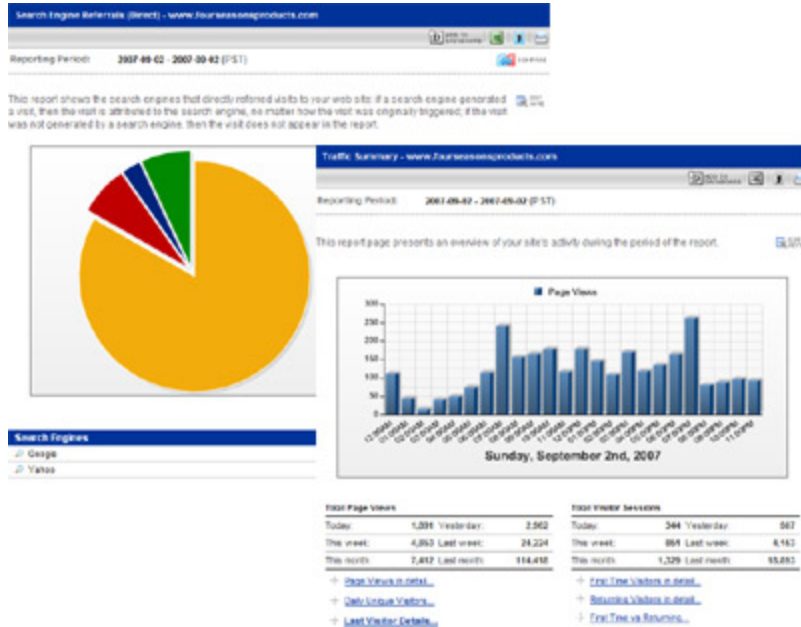


## Website Marketing and SEO Information Sheet:



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## Introduction

Planning and building your website is only half of it. Now that you have a website that you're satisfied with, you need visitors to your website. More than 80% of all website traffic comes from major search engines and directories. The higher your site ranks among important keywords in certain search engines, the more traffic you'll receive. Search Engine Optimization, also called "SEO" results may vary from site to site and among different search engines. SEO is very challenging because major search engines are always changing how they pick the top results. Search Engine Optimization is simply a process of improving a pages attributes and content value, to gear towards impressing the search engines in return for highly ranked results. It is nothing more, and nothing less.

Available SEO services:

- Text Ads Linking
- Pay Per Click Management Services
- Email Marketing Programs
- Link Exchange Programs
- Database Customization (SEO Friendly URLs...)
- Content Writing
- Search Engine Directory, and Special Interest Site Submissions
- Web Maintenance
- Graphic Optimization

## Background of InterMakers Inc.

InterMakers Inc. has been developing maintaining and Marketing web pages since 2000. The company is locally owned and operated. We have several sub contractors within USA with a combined experience of over 20 years working with website design and development. InterMakers Inc. and its sub contractors are experienced in all fields of web page development such as online promotion, graphic design, ecommerce, multiple scripting languages such as HTML, CGI/Perl, PHP, MySql, and more.

### A few sites marketed & optimized by InterMakers Inc.



#### Four Seasons Products

The Four Seasons family travels extensively to learn about the newest and most advanced skin and hair care products for their clientele. Carefully selecting only the best beauty product lines, they have established the only one-stop online source for ultimate beauty care.

Website URL: <http://www.fourseasonsproducts.com>



#### Mr. Pocket Book

Mr. Pocketbook has been doing business in Miami, FL for 19 years. We specialize in the handbags industry and even manufacture and design our own line; La Philipe collection. Our bags are made from the finest materials and are of excellent quality. Our line is always updated and new lines arrive at our warehouse every month. We continually stock our inventory with over 500 different styles and colors.

Website URL: <http://www.mrpocketbook.com>

## Testimonials from our customers

*"Hey guys...*

*Nothing is wrong !!! I just wanted to say thank you. Everyday that I am on my web-site, it is a pleasure to know that 99.99% of the time it is going to be working. You guys are GREAT !!! You always respond to my problems within a good time period, and you ALWAYS get the job done !!!*

*Thanks again, and I am grateful for our relationship.*

*Wayne"*

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*"p.s i've been very impressed so far, will be recommending you to a couple of companies when they are ready!*

*Sam"*

## References

<b>Name of Company</b>	<b>Phone #</b>	<b>Contact</b>
Lights 4U	(305) 947-1222	Avner Dori
Furniture Power	(954) 677-2222	Sal Dalal
P & E Debt Consolidation	(954) 922-8027	Eddie Zucker
Spencer Gallery	(561) 833-9893	Albert Levy
Floral Yellow Pages LLC	(305) 597-0640	Wayne Feuerherm
Mr Pocket Book	(305) 694 8446	Moshe Nahum

## Google Optimization

Due to recent changes to the way Google lists new websites, any new sites that are created and submitted to the Google search engine, will now not be listed for a period of approximately 3-4 months. This change to the Google Algorithm is known as the 'sandbox effect'.

The number of links pointing to your site, known as 'backward links'. These links have become crucial in obtaining a good ranking in the major search engines. Backward links are links to your website that can be found on other websites, the more you have the more popular your website is in the eyes of Google and the higher you will be listed. Such factors are known as 'off page' factors.

InterMakers will research all your relevant keywords and complete your Meta tags, title, content etc and optimize all websites we design ready for submission to the major search engines. These are known as 'on page' factors.

Here are some of the suggested methods for achieving high rankings:

- The number of links to your website
- The age of your website
- Quality content & regular updates
- The addition of new web pages
- A well designed website
- Links on web pages of Google Page Rank 4, or above
- On page factors such as your Title & Meta tags
- Time

## Procedure & Tasks

- **Create Search Engine Position & Traffic Report**

We will analyze your website search engine positioning before any Search Engine or Directories submissions take place. The objective is to carry out a thorough study on current search engine positions and current effective keywords / key phrases where your website has achieved consistent, respectable rankings. We will also analyze the current traffic trends through website statistic software so that we can see where your website currently stands. This way we'll know if and how we improve your website traffic in the coming months.

- **Collection of new Keywords & Competitive Analysis**

We will gather all of your top keywords and study the top 10 position holders in major search engines to see what they have done so we can improve your rankings over theirs.

- **Revise and Correct Website SEO Analysis Problems**

Any problems that we found according to your current website SEO analysis will be corrected.

- **Revise Website with Search Engine Friendly Content**

We will revise & optimize your websites content with appropriate keywords with the correct amount of weight as we see is appropriate. Current research & Development will take place toward the development of additional Optimized pages. We will also research top 10 web sites to keywords for additional analysis, research and development of other key word targeted optimized pages we will create.

- **Site Map Creation**

A Site Map will be created for your website during the ongoing optimization process and current development of your website. The Site Map is a great source for information about your website structure and content Search Engines need to find easy to navigate through.

- **Link Exchange Campaign**

Exchanging links with other similar sites such as yours will greatly improve your Google Page Rank (which will then in turn improve your search engine rankings). More links to your site usually means more visitors.

If you select to exchange links or pay for links to your website from other websites we will help you in the process so that you will achieve high Page Rank, and at the same time gain more visitors to your website.

- **Submission Cycle**

We will hand submit your website to selected directories and search engines. These search engines will include but not limited to Google, Yahoo, MSN, AOL and others.

- **Reporting**

We will email you weekly and monthly reports during the Optimization period for you to review and track our results. If you would like additional monthly reports after the Optimization period is over, we will invoice accordingly.

We will also provide you with access to our reporting system in which will be integrated to your site for you to generate your own reports and statistics regarding your campaign and how well your site is doing.

- **Pay-Per-Click Management**

Besides specializing in SEO, we can also help you with your Google AdWords and your Yahoo! Search Marketing (Formerly known as Overture) Pay-Per-Click accounts. We can help setup your account and research keywords, create ads, and continual monitoring and management of your budget as long as you'd like.

If you already have a PPC accounts setup, we can help with taking over the account and help manage it.

- **Text Ads**

Text Ads are an important traffic improvement technique in which helps in not only add additional traffic to your site but improve its ultimate SEO results. Using a specific additional budget set by you we will find other places in which we can market and advertise your website with while helping improving your website popularity which will directly relate to the website ranking success and overall performance.

- **Email Marketing**

Email Marketing is a great way to regenerate leads from existing members. Members' information will be collected, saved and used to create email marketing campaigns.

## SEO Timeline:

We estimate that upon approval of our company to start your website marketing project, that our work can be completed from start to finish in a 6 month period. At this time contract renewal will be available for SEO campaign extension.

Achieving good search engine rankings isn't an instant process and dedicated SEO (search engine optimization) companies will spend a number of months optimizing and tweaking your website.

It generally takes three to four months before the changes filter through into the search engines. Site optimization can be carried out on any existing site.

No guarantees can be given as to where your site is going to be positioned once it has been optimized and indexed, but we generally work for top 20 placements for at least 70% of your related keywords.

## Goals:

Some of our goals are listed below. We would like to share our view as to what we are hoping to achieve during the optimization cycle:

- Higher Google Page Ranking.
- Additional inbound site links.
- First page keywords/key phrases rankings from a combined Google, MSN, Yahoo and AOL search engines. Each 1<sup>st</sup> page ranking for any given term or phrase on any one of the given search engines will be counted as 1 successful result.
- Additional optimized web pages (website existing web pages will be optimized as well and maintained) will be created targeting specific key words and key phrases.
- Improve Alexa.com website performance reports.