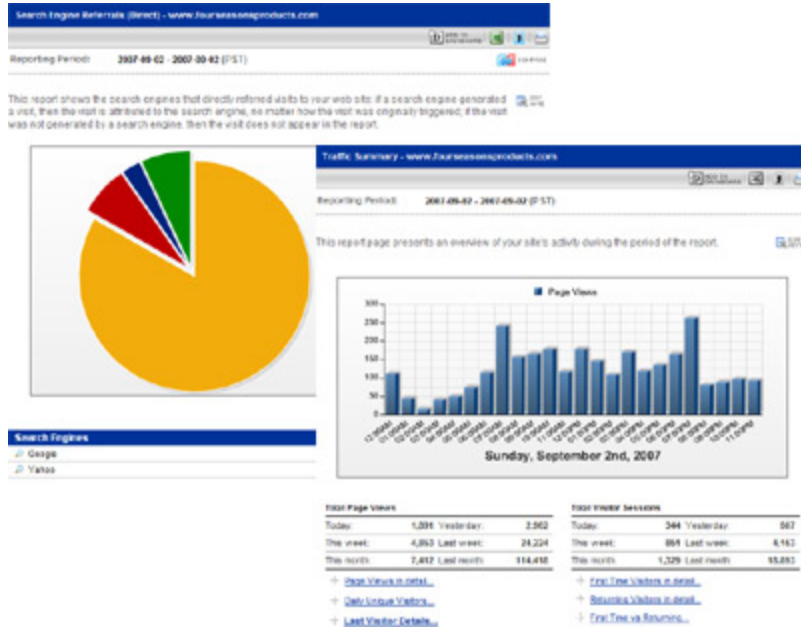


Website Marketing and SEO Starting Guide:



Starting Guide:

1.) What's the Website URL that you are interested in promoting?

Http:// _____

2.) Please select all that apply.

I offer services/products in City County State Country Worldwide

Seeing how your competitors have promoted their website is a great way to improve your visibility over theirs. Let us study what they've done, and together we can improve your traffic. Please name the companies that you are in competition with that have a website.. If you would like to list more than 3 of your competitors, you can use a separate sheet of paper to list more.

I have no competitors

3.) Competitor #1

Name of Competitor: _____

Competitor's Website: Http://_____

4.) Competitor #2

Name of Competitor: _____

Competitor's Website: Http://_____

5.) Competitor #3

Name of Competitor: _____

Competitor's Website: Http://_____

6.) How many years has your website been online?

Less than 1 1-2 Years Over 3

7.) What is your monthly budget for promoting your website/business online? \$_____

8.) If you were to search the internet for your own website, what keywords would you use to enter into search engines to find yours in?

9.) Describe your website/business the best you can in 2-3 sentences.

10.) What is the main reason you are inquiring about promoting your website? Some examples include more sales, more subscribers, more traffic, publicity, leads, etc.

Below are questions that will help us better understand how you would like us to promote your website. If you are unsure on how you would like to promote your website, and would like to discuss with us further your available options, leave the questions below unchecked and we will contact you to help you better understand our website promotion services. If you believe you know what kind of advertising you would like to do, go ahead and read through the following statements and check the ones that best describe the type of promotion you would like to do. If you are unsure of a statement, put a question mark on the blank. You may check more than

Directory Submission / Text Links

Some search engines base your website popularity based on the number of links to your website from other websites. This generally means that if a search engine believes your website to be popular for a certain subject (being linked from a lot of other similar websites such as yours) you should rank higher in the search results. This means more visitors to your website.

I'm interested in exchanging links with other similar websites such as mine to help improve my search engine rank and popularity. Please note that this involves placing links to other websites on your website.

I'm interested in paying to have my link displayed on other similar websites, without having to exchange links.

I'm interested in having my link submitted to local and specialized directories across the internet.

I might be willing to pay to be listed or featured in some directories.

Search Engine Optimization

Search engines usually base your keyword rankings on the keywords that you use within your website. But you have to be careful, using too much of one word within your website can hurt your search rankings, also known as spamming.

I am interested in having my website optimized for search engines, which may include adding or revising the meta tags, rewriting the text within the website to include major keywords and other important aspects of search engine optimization.

Pay-Per-Click Advertising

In a pay-per-click (PPC) campaign, you bid on keywords or phrases to get your listing to the top of search results, and you only pay only when someone clicks on the link to your site. The cost per click depends on the popularity of the keyword, but is usually less than a dollar, and can be as low as 10 cents.

You can choose to have us set up your account and tweak your ads for the first week, and hand the accounts over to you to manage, or we can manage it for you as long as you want based on your needs and wants. You can change your keyword bids, daily budget, and timing of your ad(s) at any time. Note: Google and Yahoo! charges are made to your credit card.

I would like help in getting started in Pay-Per-Click Advertising, and would like someone to manage my accounts continuously based on my needs and wants.

I would like help in getting started in Pay-Per-Click Advertising, but would also like training and consultation for myself or another employee so that we can manage the accounts our self.