

MAX-RES

seo-Marketing

exposure and visibility
are
crucial for
success

What is search engine optimization?

Each search engine utilizes its own tailored method for managing its database of bookmarked web pages. When an internet user searches for online material based upon a phrase, each search engine can display different results based upon the same query. To complicate matters, these methods of managing their database are intentionally changed after an extended period of time.

Search engine optimization is the process of achieving visibility for your site within each of the major internet search engines. This optimization will result in an increase of high quality visitors to your website and bring maximum exposure to targeted search engine results.

Why is search engine optimization important?

Of the just under 550 million people on the Internet across the world at the moment, 75% of them will find a website for the first time through a search engine or directory. If your website comes at the top of the results when someone searches for a product or service they require, the possibility that that person will click through to your website is very high. This type of visitor is now very likely to be interested in the products and services you offer on your website and therefore much more likely to convert into a sale. With such a large audience reach for a relatively low cost, search engine optimization is currently the most effective way of promoting your business.

MAX-RES offers a search engine optimization service, **seo-Marketing**, which links the public to your web site.

seo-MARKETING consists of

- Search Term Analysis and Selection
- Search Engine Optimization Consultancy
- Page Optimisation
- Doorway Pages
- Search Engine and Directory Registration
- Search Engine Optimization Review
- Link Popularity

What does "Ranking" mean in the internet world?

Ranking is position within the results of each search engine. It is an internet user's opinion about the site (usefulness, entertainment value, content, etc.).

What is the worth of having a website if nobody ever visits? Achieving a good ranking creates traffic of quality visitors to your site.

Search Term Analysis and Selection

Your website's ranking is directly affected by the search term you choose for search engine optimization. A search term is the word or phrase that people type into the search engines and directories when looking for information, products or services. Selecting the most effective search terms that relate to you is the core principle of the optimization strategy. MAX-RES diligently works with its clientele to determine the best suite of terms to be utilized.

MAX-RES helps you discover through **seo-Marketing**. seo-Marketing begins by analyzing the following factors:

- Your website content and structure.
- Your business.
- What search terms your competitors are promoting their sites for.
- What search terms people are using when looking for your services on the major search engines and directories.

From this information, MAX-RES proposes a list of search terms to its client, and describes the objective of the content. MAX-RES also refines the list of terms with the client to insure that the best fit shall satisfy your business objectives. These objectives could be emphasizing particular areas of your business, special promotions, or industry terms utilized by your business.

Search Engine Optimization Consultancy

Search engines consider a large number of factors when determining your website ranking.

Search Engine Optimization Consultancy continued

MAX-RES can provide consultancy on how to incorporate these factors into your website. This will ensure that your site has the best possible chance to achieve high rankings.

The most important factors are as follows:

- **Textual content**

Search engines consider a pages textual content to be the most important factor when ranking it for a particular search term. If your site page is to rank well for a particular search term, that term must appear throughout the text on the page. MAX-RES will advise you on how to optimize the text on your website pages to achieve the best possible rankings.

- **Search engine compatibility**

A website will not be indexed and thus given rankings by a search engine unless that search engine is able to find and read each page with ease. There are a number of changes to your site's HTML code that can be carried out to ensure that each search engine finds and indexes your pages.

- **Links**

The links that you have coming in and out of your website as well as your internal link structure, can have a huge impact on your site's rankings.

Page Optimization

In order for your site to achieve high rankings for relevant search terms across the major search engines and directories, your website pages must be correctly optimized.

There are a large amount of factors that search engines consider when ranking your website pages. These include textual content, page structure, and Link Popularity to name but a few.

At MAX-RES, we are aware of all of these factors and will endeavour to optimize your website pages according to these factors, to achieve the best possible rankings for those search terms relevant to your business. This will involve adding additional HTML to your website pages to help the search engines to find them, and to inform the search engine as to the content of each page.

Page Optimization continued...

The most well-known page optimization technique is that of adding Meta Tags to a page. Although search engines are placing less and less importance on Meta Tags, we still advise their use. We will write Meta Tags tailored to the content of each of your pages to aid their rankings for relevant search terms.

Doorway Pages

To tailor your web site for each key search term and to each search engine, we will create doorway pages for you and submit them to the major search engines and directories.

A doorway page is a page that is created and planted within a website to facilitate its rankings for specific search terms.

Each doorway page we create is a static HTML page containing informative and optimized text, written to rank well for a selected search term or terms. Our doorway pages are created to be an integral part of your website. They are designed in line with your website's appearance so that each visitor will believe it to be an actual site page. Our doorway pages will rank well for your selected search terms and will then direct the visitor through to the relevant areas of your site.

Search Engine & Directory Registration

Once your website is fully optimized, we will then carry out full search engine registration and directory registration of your site's pages.

It is a common misconception that search engines and directories work in the same way. In fact they are very different in both the way that they work, and the way that they rank sites.

At MAX-RES, we are aware of how each individual major search engine or directory works and how it reviews and ranks pages. We utilize this knowledge to ensure that our registration adheres to all of the criteria that each search engine and directory require.

We will re-register your site to the search engines on a regular monthly basis. This will ensure that your rankings remain fresh and any alterations to the site are picked up.



Search Engine & Directory Registration continued...

We provide our seo-Marketing service tailored to the follow search engines:

- AlltheWEb / Lycos
- Altavista
- AOL Web Sites
- Ask Jeeves
- Google
- LookSmart
- MSN
- Open Directory
- Teoma
- Yahoo Directory
- Yahoo Web Matches

While we concentrate our efforts to get you to a prominent ranking in the list of search engines above, we will actually register you to numerous other engines.

Paid Inclusion

There are an increasing number of search engines and directories that offer a paid inclusion service. These paid inclusion services are in most cases the only way of ensuring fast indexing of your site. Each paid inclusion program works in a slightly different way, some guarantee inclusion of your site pages for a specific amount of time, others only guarantee that an editor will review your website for inclusion. Some require a one off payment and some require an annual fee.

Those search engines and directories that offer paid submission are:

- Yahoo
- LookSmart
- Inktomi - this is a database that powers many major search engines
- Lycos
- AltaVista

We recommend that these paid inclusion services are included with every website promotion campaign. They are all major search facilities that will drive traffic to your website. To have paid inclusion part of the seo-Marketing service there is an extra charge.

Paid Inclusion continued...

However, please note that while these paid inclusion services guarantee either inclusion, or that an editor will review your website, they do NOT guarantee high rankings. In all cases a site must be optimized and promoted correctly in order to achieve high rankings for relevant search terms.

Search Engine Ranking Reports

We will provide you with a regular report outlining how the rankings of your site is achieving across the major search engines and directories. This can either be in a document format, which we will email to you, or in the form of an online report located in our client login section.

Each report will provide the ranking for each search term we are promoting for your site, on each search engine and directory.

Search Engine Optimization Review

The world of search engine optimization is constantly changing. Search engines are constantly changing the way that they rank websites, and there are continually new methods being introduced to enhance a websites ranking. As a result of this, your search engine optimization strategy will require regular review.

We will review both the search terms that are being promoted, and the rankings that we have achieved for your website. We will then carry out any alterations or re-optimization necessary to ensure that we both maintain, and improve upon your rankings.

Due to the amount of time it takes for any changes to your site to filter through to the search engines, we advise that your search engine optimization strategy is reviewed on a quarterly basis.



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