

Search Engine Marketing Services

Naples Webmasters is now offering custom Search Engine Marketing (SEM) services. SEM services refers to a range of services offered to optimize web pages for better indexing in search engines to improve ranking of web pages and prominence in search results.

It is estimated that 90% of all online users employ search engines to find what they are looking for on the Internet. Search engine marketing has become a fundamental part of a website's successful marketing plan, regardless of whether it is called SEO, search engine optimization, search engine positioning or something else altogether.

Less than 4% of all searchers look further than the top 30 results from a search engine list. 90% of users leave the search engines' first results page. It is important to ensure that your site is constantly rank high on the search engines for your niche terms.

Below is a list of services now available to you by Naples Webmasters. In order to simplify the process of optimizing your website we have organized our services into convenient packages.

All packages include the following:

On page Optimization

- Title Tag Optimization
- Robots.txt Optimization
- W3c Validation
- Working on HTML Source Code
- Image & Hyperlink Optimization
- Header Tag Optimization
- Canonicalization

Local Search Website Optimization

- Local Search Engine Submission
- Customer Review Submission
- hCard Integration
- Updating Pages for Local Search

Website Usability and Conversion

- Installing Usability Tool on Website
- Monthly Website Conversions Tracking

Reports

- Google Analytics (Statistics)
- Current Performance

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Search Engine Marketing Packages

Value Plan Includes:

Keyword Research	15
Social Bookmarking	20
Manual Link Requests to Related Sites	450
One Way Links from Directory Submissions	50
Total Hours	88
	\$3,080

Bronze Plan Includes:

Keyword Research	25
Social Bookmarking	30
Power Point Presentation Submission	10
Video Submission	20
Manual Link Requests to Related Sites	600
One Way Links from Directory Submissions	75
Google base feeds (if products are offered)	Up to 25 products
Total hours	153
	\$5,355

Silver Plan Includes:

Keyword Research	52
Social Bookmarking	50
Power Point Presentation Submission	15
Video Submission	30
Manual Link Requests to Related Sites	1140
One Way Links from Directory Submissions	100
Google base feeds (if products are offered)	Up to 50 products
Website Content Writing	5
Blog Writing	3
Article Writing	6
Press Release Writing	1
Press Release Submission	10
Blog Submission	Yes
Article Submission	15
Power Point Presentation Submission	15
Photo Sharing	15
Total hours	275
	\$9,625

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Gold Plan Includes:

Keyword Research	84
Social Bookmarking	75
Power Point Presentation Submission	15
Video Submission	40
Manual Link Requests to Related Sites	1475
One Way Links from Directory Submissions	125
Google base feeds (if products are offered)	Up to 75 products
Website Content Writing	10
Blog Writing	6
Article Writing	12
Press Release Writing	2
Press Release Submission	20
Blog Submission	Yes
Article Submission	25
Power Point Presentation Submission	15
Photo Sharing	15
Total Hours	446
	\$15,610

Platinum Plan Includes:

Keyword Research	120
Social Bookmarking	100
Power Point Presentation Submission	15
Video Submission	50
Manual Link Requests to Related Sites	1625
One Way Links from Directory Submissions	150
Google base feeds (if products are offered)	Up to 100 products
Website Content Writing	15
Blog Writing	9
Article Writing	18
Press Release Writing	3
Press Release Submission	30
Blog Submission	Yes
Article Submission	35
Power Point Presentation Submission	15
Photo Sharing	15
Total Hours	650
	\$22,750

On Page Optimization

1. No. of Key phrases Optimized –

These are the total number of keywords that we will be working on. We use word tracker, Google, Sandbox, Overture keyword research and Microsoft Ad Centre tools to come up with the initial keyword research. The initial selection of keywords is done by our SEO experts (Based on our work experience over the last 4 years). The keyword list is checked by our senior SEO expert and then sent to the client. Next, discussions take place, in which a final list of keywords is prepared. Once the keywords are finalized through mutual consensus, we start with the SEO work.

Value plan: 15 keywords

Bronze plan: 25 keywords

Silver plan: 52 keywords

Gold plan: 84 keywords

Platinum plan: 120 keywords

2. Initial Competitive analysis Report

This report allows you to identify who your current competitors are and evaluate their respective strengths and weaknesses.

3. Optimization of Titles and Meta Tags

We optimize the Titles and Meta Tags since these provide information about your Web pages to the search engine robots (so the search engines will understand your site and index it correctly). Meta tags provide this information in a format that the web crawlers/spiders visiting your site can understand.

4. Robot.txt Optimization

Here we create the Robots.txt file. This file is created so that your site can be crawled and added to the search engine database. Using this file, you can also allow or block a search engine from crawling specific parts of your site such as the cgi-bin folder, images folder or any folder containing critical information.

5. Editing Content for SEO

We would edit the existing content on your website to make it SEO friendly.

6. Working on the HTML source code

Making sure that it is clean and efficient to create a positive user experience (e.g. faster page loads).

7. W3c Validations for Home page

This is done to make the source code of your web pages clean and concise which allows the search engine spiders to move more efficiently through your site. When it comes time for a search engine to add your page to its results, it's going to have a much easier time understanding the page if it's been validated. This will often get you a higher ranking on the results pages (SERPs).

8. Image Optimization

Optimizing images for the web is a tricky business. You have to get the right balance between file size and picture quality. It is an essential step though. Look at any webpage, and you will

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see that most of its load time comes from images. Your website will be needlessly slow if you don't drop the sizes of these images.

9. Log File Analysis

We are currently stopping log file analysis as we are now moving all our clients to Google Analytics and Google Webmaster Tools reporting interface. The monthly report will contain data from these tools, work done in last month and rankings for important keywords (when these start ranking).

10. Page Rank Sculpting.

We add the no follow attribute to certain pages on the site. This helps to control the flow of link juice/ page rank through your site pages thus helping in search engine ranking.

Social Media Optimization (available on silver packages and higher)

11. Hand submissions to top search engines and directories.

We contact those sites that have pr of at least 3 on their homepage and have relevance to your industry. We ignore pr of link pages as they might receive pr in future. We will need an email id on your domain so that our team can use it to send link requests.

12. Blogs

We create articles related to the topic of your site & upload it on the blog section of your site. We also create articles & submit to various sites relevant to the articles (with links to your site in the articles).

13. Press Release

In Press release, we send a set of questions & with the help of the information provided from your end we prepare a Press release & submit it to various sites that accepts that Press release.

14. Social Bookmarking

Social Bookmarking is a way for internet users to store, classify, share and search Internet bookmarks. Social Bookmarking is a new technique to attract visitors to your website. It involves marketing your website in popular social networking websites like Digg.com, Del.icio.us.com, Myspace.com, Youtube.com, etc and thereby attracting visitors to your website. In Social Bookmarking, users share the list of their favorite websites and tag or bookmark it and then share the list with public or to private network friends, which users can click and surf to the bookmarked website. The benefit of Social Bookmarking is that it increases traffic very quickly and generates targeted quality traffic. Social Bookmarking also helps to increase back links from higher page rank websites that will help you to increase your website's link popularity and indirectly helping to increase search engine rankings.

15. Article Submission

Article submission is the process of writing keyword specific articles about your business which will be submitted to different sites and directories that accept submissions. This ensures free one-way links and helps in search engine rankings.

16. Video Optimization

Video offers the opportunity to present your business in a different media format. We can add tags to these and submit to various sites like Google video, Yahoo video, YouTube, MySpace, MetaCafe and many others.

17. Power Point Presentation Submission.

Google displays presentations in its organic listings. We create and optimize a presentation of your business and submit it to various presentation sharing sites like Slideshare.com, myplck.com, Scribd.com etc.

18. Photo Sharing

We create profile of your business on photo sharing site like Flickr, Photobucket etc. This also helps to generate some amount of traffic to your site.

Link Development (varies with plan selected)

19. Free One Way Links

The Links given to your site from other sites are one way links; also called as incoming links or backward links. One-way links increase your link popularity – the number of pages linking to your site. Search engines such as Google place huge importance on link popularity when ranking your site. You can also receive direct traffic to your site from people who click on the links on the sites of your link partners.

20. Creation of Themed Link Pages

These pages are created to manage link development. It works like a web directory and is prepared based on the theme of your site. We won't have unrelated categories. These pages will have the same look and feel of the site. If you provide us with the FTP access, we will update these pages from our end. If we do not have the FTP details, we will be sending the updated pages to you for uploading.

21. Manual Link Requests to Related Websites (for total of 6 months)

We collect links manually and send link requests manually. Here the number of links depends on the package. Our link managers will research related websites that are involved in link exchange or are ready to list related websites. While we research, we consider the pr of their homepage (at least 3 or above) and relevance to your website. If they match our requirements, we add their details on our website and then request that they link back.

Website Usability & Conversion/Local Search Optimization

22. Installing Usability Tool on Website.

We install a usability tool on your site to track user behavior on your website. This helps you to note your site's strengths & weaknesses and accordingly work on them. This will help to improve your conversion. We would also track your conversion and provide you with a report on monthly basis.

23. Customer Review Submission

Most of the consumers check out online business reviews before making a purchase or signing up for a service. We submit reviews about your site or business to these local search engines so that you can remain one step ahead of your competitors.

24. Local Search Engine Submission

We submit your site to various local search engines. This helps to improve your local visibility over the net and get some local traffic as well.

25. hCard Integration

hCard is a simple, open distributed format of representing people, companies, organization and places. hCard is one of several open microformat standards suitable for embedding in your website. We create an hcard markup that is supported by local search engines and add it to your contact page.

26. Updating Pages for Local Search

We update pages for local search by adding your local contact address and telephone number in an address tag. This helps to optimize a site well in local searchers.

27. Google XML Sitemap

These are files which we will be creating & submitting to Google. These files will contain all the URLs of the site just like the simple sitemap. Once this sitemap are submitted & verified, we get very useful information from an SEO point of view such as exact backlinks to the site, number of pages indexed, the date when the site was last crawled, etc.

28. Creation of Google Base Feeds

This is Google's search engine for products (called Base). It is basically for ecommerce sites that sell products online. You create a feed for your products and submit it to Base. It is created in an excel file that include Meta tags and other few details of the products. Once you submit the feed, Base starts ranking the products based on their algorithm.

29. Monthly Reports

We would provide you with monthly reports which will keep you informed about the work that has been done on your project for that particular month as well as the progress of your SEO project.

30. Email Support

We reply to all emails within 24 hours/one business day.

31. Account manager

You will be assigned an account manager for your project that will be in regular contact with you. You can communicate with him/her preferably through emails as we respond to all the mails within 24 hours (on business days).

32. Free Consultation on emerging Trends in Search Engines

It's like a newsletter. In our monthly SEO report, we will include a few news items on the latest trends in search engines.