

Introduction to Search Engine Optimization

» What is Search Engine Optimization

Search Engine Optimization (SEO) improves a website's placement on search engines. Using methods that search engines use to rank a page, a SEO company can make your website appear on the first pages of a search engine for relevant keywords.

Search Engine Optimization combines processes, features, additions, and ongoing changes to a website in order to achieve top rankings in the major search engines. Google, Yahoo, and Live (MSN) all look for different ranking criteria. A good SEO firm can simultaneously make your website friendly to all three search engines.

» Why do you need it?

SEO continues to be one of the most important factors for establishing a successful online business. Unless your site is a household name like Ebay or Amazon, your site is virtually invisible to most web users. Search Engine Optimization is the logical choice for online marketing.

» Ways SEO can help your business

- Brand Recognition
- Sell Product
- Lead Generation
- Combat Bad Publicity
- Launch a new Product
- Push a message or idea

» Common Misconceptions

One of the most common misconceptions is that simply creating meta tags and performing automated submissions to thousands of search engines will generate top rankings and increase traffic to your site. Some people even make the mistake of partnering with bad SEO firms that practice "black-hat" tricks that can get websites blacklisted on search engines. SEOhaus knows that page optimization to the site accounts for only 10% and the majority of SEO is content creation, link plans, and viral marketing.

» Companies using Search Engine Optimization as a large part of their online budgets

- Toyota
- Microsoft
- AOL Radio
- Quicken
- General Motors
- Expedia
- Delta Airlines
- Find Law
- Prudential
- Washington Mutual

If they think it is valuable, shouldn't you?

Our Targets



Partners



SEO Industry Stats

Please consider the following...

- **\$12.2 Billion** spent on Search Engine Marketing in North America in 2007.
(SEMPO, State of the Market 2007 Report)
- **1 Billion** searches are conducted on the internet daily.
(Iconocast, May 2008)
- **81%** of US consumers use search engines to help make purchase decisions.
(Forrester Research, June 2007)
- **2 out of 3** Americans visits a search engine on a regular basis.
- **95 million** Americans spend a large part of the day at search portals like Yahoo!, AOL or MSN
(Nielsen Net Ratings, June 2006)
- **79%** of major U.S. companies advertised online last year.
- **75%** of major U.S. companies used search engine optimization.
(Association of National Advertisers)
- **97%** of Fortune 100 companies had some type of site architecture problem (SEO roadblock) that might give themselves problems being found by search engines.
(iProspect, May 2007)

Clients





Why choose World Wide Webmasters

World Wide Webmasters is a full-service Internet Marketing Company that helps business websites improve online sales. Our primary goal is to help you build, market, and maintain your e-business brand for long-term profitable growth. With a focus on **measurable results**, the bottom line is to help yours.

World Wide Webmasters is a nationally recognized Internet Marketing Company. For years, we have helped small and large e-business companies meet and surpass their short and long-term goals. We incorporate the most current and effective SEO and internet strategies to drive thousands of qualified visitors to your site every month. As if this weren't enough, World Wide Webmasters offers a custom approach to analyzing your website and converting it into a selling-machine. Think: your website on steroids.

What makes World Wide Webmasters special is Über support from a "Wunder Team". We value communication and offer regular feedback, an innovative communication system, and access to real-time website results. Additionally, each client receives a dedicated virtual marketing team including:

- Internet Account Manager
- Search Engine Optimization experts
- Link Builders
- Professional Website Copywriter
- Web Programmer / Engineer
- Online Branding Specialist

We believe our marketing background differentiates World Wide Webmasters from automated SEO tools and other "techie" SEO providers. We know what sells. We know what people want, when they want it, and in what format. We realize that companies hire an internet marketing firm in order to get the best ROI for their dollar. It's all about results and World Wide Webmasters delivers the most efficient way to promote your products and services today.

Certifications and Associations





Client Successes

Search Engine Optimization *Page #1* Results

[Luxury Electronics](#)

Page 1 of Bing (Formerly MSN)
www.JustLuxe.com
21,300,000 results

[Photo Scanning](#)

Page 1 of Google
www.ScanCafe.com
940,000 results

[Hair Style Products](#)

Page 1 of Google and Yahoo
www.Joico.com
10,600,000 results

[Computer Financing](#)

Page 1 of Yahoo
www.MyCompClub.com
67,300,000 results

[Teeth Bleaching Equipment](#)

Page 1 of Google and Yahoo
www.BeamingWhite.com
73,600 results

[Peanut Free Chocolate](#)

Page 1 of Google
www.AllerNeeds.com
300,000 results

[Philadelphia Tooth Whitening](#)

Page 1 of Google
www.PCDE.com
335,000 results

[Chicago Diabetic Foot Care](#)

Page 1 of Yahoo
www.RidgelandFoot.com
959,000 results

[Marine GPS Unit](#)

Page 1 of Google
www.YellowLogic.net
590,000 results

[Beauty College in California](#)

Page 1 of Google and Yahoo
www.JerryleeBeautyCollege.com
3,380,000

[Golf Schools](#)

Page 1 on Google and Yahoo
www.BirdGolf.com
59,200,000

[Luxury](#)

Page 1 of Google
www.JustLuxe.com
148,000,000

Testimonials

"I can not thank World Wide Webmasters enough for the help they have given me. I highly recommend them to anyone who is looking for a greater online presence."

Dr. Leonard Tau, DMD

"The Prada of Search Engine Optimization"

Patrick O'Keefe, Joico

"World Wide Webmasters is the only SEO company that helped our site build results. If you can only advertise in one place, this is it!"

Frank McNeil, Coldwell Banker

"Thank you for the extra effort put into the Jonano project!"

Bonnie Siefers, Jonano



Search Engine Optimization Campaign

Millions of customers are searching for your business. Search Engine Optimization (SEO) improves a website's rankings on search engines such as Google, Yahoo, and MSN. Connecting warm leads while they perform presales research, SEO makes your site visible to 750 million daily searches. According to Forrester, more than 80% of US consumers use search engines to help make purchase decisions. Having an internet presence can mean the difference between success or failure of an ecommerce site.

SEO Benefits

- Lead Generation
- Increase Web Sales
- Online Branding
- Launch a Website, Product, or Service
- Combat Negative Publicity
- Promote a message or idea

World Wide Webmasters Methodology

SEO is a delicate blend of processes, features, additions and continual changes to a website. Additionally, search engines use different criteria to place websites. Your consultant will multitask what is needed in order to make your site "friendly" to all of the top search engines simultaneously. The following are deliverables your Wunder Team delivers and executes:

a. Research and Analysis

The first step in optimizing your website for the search engines is to understand how your audience may be searching for you. Using a variety of techniques and research tools we research, analyze and determine the most relevant and targeted keywords and key phrases for your business or organization.

b. Internal Website Optimization

Web page copy and structure are important factors that search engines now use to determine rankings. We create Meta tags, title tags and alt tags that target your keywords. In addition, our experienced team will edit your existing copy or suggest new copy that will focus your web pages for these targeted keywords. World Wide Webmasters takes it a step further and

c. External Link Building

World Wide Webmasters builds relevant links on a variety of search engines and complimentary websites. World Wide Webmasters uses organic methods to naturally build a website's links in a strategic way.

d. Viral Marketing

Using guerrilla Web 2.0 methods, we broadcast your website to social media networks and online communities to spread the word.

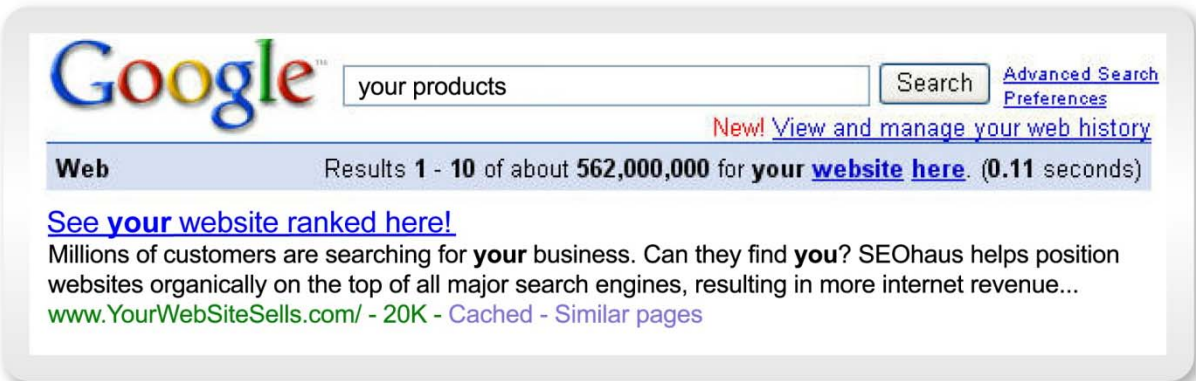
e. Continued Maintenance

We provide monthly search engine position reports, which show how your web pages rank for your targeted keywords and phrases. Traffic reporting for your website is also available. These results, along with feedback from our clients, enable us to gauge the effectiveness of the search engine positioning campaign. We regularly track the progress of your campaign and reoptimize portions of your site and make changes based on announced and unannounced changes in the search engine industry.



Pay-for-Performance Options - \$100/mo + Results

Establish top organic rankings on Google, Yahoo, and MSN



Only pay when we perform! \$100/mo + \$100/keyword on the first page of Google.

Deliverables	Starter	Grow	Pro
Research			
Website Analysis	✓	✓	✓
Market Competitor Research Documents	⊙	⊙	✓
Key Term Research	✓	✓	✓
Identify List of Keyterms	3 Keyterms	10 Keyterms	25 Keyterms
Internal Optimization			
Website Content Copywriting	✓	✓	✓
Meta Tags	✓	✓	✓
Title Tags	✓	✓	✓
Internal Link Structure	✓	✓	✓
Google XML Sitemap	✓	✓	✓
Website Sales Conversion Tools	⊙	⊙	✓
SEO Article Content Pages	3	10	25
Setup Fee	FREE	FREE	FREE
External Link Building			
Submission to major search engines	✓	✓	✓
Back Links	300	1,000	1,500
Guaranteed Permanent Directories	120 = 10/mo	180 = 15/mo	240 = 20/mo
Viral Marketing			
Social Bookmarkings	3 /mo	10 /mo	15 /mo
Article Press Release Syndication	⊙	⊙	2 /mo
Continued Maintenance			
Monthly Key Term Ranking Reports	✓	✓	✓
Monthly Traffic Analytics Reports	✓	✓	✓
Monthly Back Link Reports	⊙	⊙	✓
Free Support: Phone / Email	✓	✓	✓

If you're ready to get online, call a World Wide Webmasters representative immediately at (888) 942-5554 .