



eBizUniverse
E-NABLING YOUR BUSINESS ONLINE! ®

eBizMagic: The Ultimate SEO Package

Natural Search Optimization

Benefits:

- Generates quality website traffic
- Economical ← Natural SEO is unlike Pay per click (PPC) where you pay for each click. Once your site moves up in rankings as a result of Natural Search optimization, your rankings will continue to grow.

ACTIONS PERFORMED:

- HTML and CSS Validation
- Meta Tag Optimization
- Title Tag Optimization
- Semantic Structure

Keyword Identification:

Benefits: Selecting the right keywords is the heart of a search engine optimization campaign. Choose the right keywords and this will ensure that the right prospects will land on your website

ACTIONS PERFORMED:

1. We will guide you in choosing the right keywords that's relevant to your business
2. We will research your product/service and suggest keywords that prospects of yours are searching. We employ sophisticated keyword research tools for this purpose.
3. We also analyze a database of "Most frequently searched keywords" for your product or service.
4. We will build a Keyword shortlist for you based on the research and analysis
5. We will optimize your website for 3 keywords

Content Optimization:

Benefits: Optimizing the content on the website for the chosen keywords is vital in bringing visitors to your website. Optimizing the content and updating it will ensure that search engines recognize your website for a particular product or service. This also includes image optimization. Images on the site should have a text description in their tags to improve rankings. Image files should be named to include keywords when possible.

Navigation Optimizer:

Benefits: Search engines reference the navigation when crawling a site to find additional pages to index. It is important to have navigation present on each page in format that search engines can read.

Home page Optimization:

Benefits: A home page is the most important page to search engines. A home page well optimized for keywords will lead to better search positions which in turn would lead to more customers

Web Ranking Reports:

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1900 E Golf Rd., Suite 950, Schaumburg, IL 60173 USA

Tel: 847.220.9541 Fax 847.594.0808

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Benefits: Shows your website's rankings for specific keywords, competitors, trends etc for all four of major search engines. This report will detail your website's ranking increases/decreases. This report will help you measure your success of your SEO efforts. This will be emailed weekly. (This is only for a limited time; we'll be charging for these starting March 2009).

Web Analytics Reports

Benefits: This report gives you visibility in terms of visitors, top content, sources where your visitors are coming, how long they stay on your site, what page do they stay on most, what pages are the ones that they spent time or exit out of (exit pages). In addition to this it shows you top keywords they used to find your site etc.

Site Optimization:

Benefits: Increases search visibility for a vigorous boost in natural search engine traffic. Some of the tasks we do to accomplish this include:

- Use link building to increase visibility of website
- Develop and optimize Site Map Page
- Optimize links across the page and align with optimized pages
- Develop optimized page-specific titles across the website

Website design/re-design consultation:

Benefits: This will assure that your new website will be search engine friendly and designed for maximum traffic generation and visibility. See our design process in the design process section.

Backlinks:

Benefits: Site ranking will improve the more time other sites links to your site especially if they link to sub pages within the site. This tells search engines that this site has information that other people may find it valuable.

Custom Error Page:

Benefits: Every site should have a customized page that will be displayed in case of any broken links or page generation errors. The main purpose of this page is to provide a user-friendly message to the visitor that a page or link they're looking for has not been found.

Ongoing Site Optimization and Maintenance (Weekly):

Benefits: This ensures that your website is up-to-date with latest technologies for improving search positions. The following will be done weekly:

- Revise Links
- Revise and keep site up-to-date as search engine algorithms change
- Optimize new content

Blogging Services:

Blogs are great for helping to boost your SEO rankings. If blogs are active and updated on a frequent basis, this will dramatically help your SEO rankings.

ACTIONS PERFORMED:

Free Setup with a blog of your choice

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Free updates to blog, once weekly as long as content is provided

Article Submission:

Free Setup

Free updates, once weekly to 1 major site provided content is supplied

Google Adwords:

We will set you up with a Google Adwords account for running Google Adword campaigns. To see pricing of managing Google Adwords campaigns, see Other Services section below.

Video/Youtube:

We will set you up with a YouTube account to run your video campaigns

Social Networks:

We will set up a webpage for your business on Facebook

Other Services - Optional

*(Optional services are not included in the **eBizMagic** package and must be purchased separately)*

1. Content Development/Copy Writing:

Benefits: A website is only as good as the content it has. A website with excellent design but poor content will be a turn off to visitors. Some of the benefits of having the right content are:

- Strong engaging copy writing that will give the users an incentive to stay and browse
- Motivating content that will ensure that search engines will respond to
- Persuasive content that will call visitors to take action

2. Your Competitor's keywords: ← this is a goldmine of information!

Benefits: What if there was a way to find out the keywords your competitors were using? Now there's a solution. We employ advanced tactics to identify your top competitors and the top keywords that your competitors are using for optimization as well as for PPC. We not only identify the keywords that your competitors are using but we also incorporate them into your overall SEO strategy.

- We research and identify keywords that your competitors are using to successfully market their products/services

(No charge if we're unable to find the keywords or if your competitor is not marketing online)

3. Website design/re-design and development:

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Benefits: This will assure that your new website will be search engine friendly and designed for maximum traffic generation and visibility. Our programmers will ensure that your new website is designed using latest technologies. Our design process is detailed here: <http://www.ebizuniverse.com/process.html>

4. Additional Keywords:

Additional keywords can be purchased to be included in the SEO campaign.

5. Google Adwords Campaign Management

- Setup Google Adwords Campaign
 - Set up Adwords account for the right geographies
 - We'll identify and run the ad in the right network
 - PPC Bid Management
 - Free consultation and recommendation based on your product/service
 - Keyword research to find the most searched and ideal keywords for your business/service
 - Cost Per Click Optimization
 - We'll optimize your quality score to ensure you're paying the lowest amount per click
- Adwords Ad Creation
 - Our professional content writers will write the most compelling Ad for you
- Landing Page/Website Evaluation
 - We evaluate your landing page/website and do potential traffic analysis
- Ongoing maintenance and performance tuning
 - We monitor and optimize your ads to ensure your ads are delivering you results
 - We routinely monitor and alter the campaigns to ensure maximum returns

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