












Search Engine Optimization

\$300 (up to 10 page website)

| Coding Optimization | | Additions to your website code that greatly improve its search ability by Search Engines (<i>Google, Yahoo, AOL, MSN, etc.</i>) |
|------------------------------------|---|---|
| Title Tags |  | The first large and bold line that Google displays when listing your website in search results. Also a way for search engines to learn about the content on your website. |
| Header Tags |  | Should contain your keywords and phrases |
| Keyword Tags |  | List of keywords and phrases that search engines read first |
| Alternate Link Tags |  | Another opportunity to place your keywords and phrases in your website code. Also what shows up when hovering over the link. |
| Alternate Image Tags |  | Another opportunity to place your keywords and phrases in your website code. Also what shows up when hovering over the image. |
| Description Tags |  | The 2 nd and 3 rd lines that Google displays when listing your website in search results. |
| Directory Submissions | | Submitting your website to Search Engines to be sure they are aware of the most current version of your website |
| Google |  | Manually causes Yahoo and Google to place your website in their index of sites. Causes them to search your site more quickly. |
| Yahoo |  | |
| Sitemap to Google |  | Shows Google very quickly all the pages on your website. |
| Google Maps submission |  | Listing your company to appear on Google Maps when someone searches for companies by location. Ex: "pizza places in zipcode 30307" |
| Analytics Program | | An amazing site website traffic analyzer tool |
| Google Analytics Statistic Program |  | Program that shows you the number of visitors to your website, from where in the world they are visiting (city specific), how long they stay on your website, which pages they are visiting on your website, and which websites referred them to your website. An amazing tool to help you evaluate your marketing strategies. See live demo. |