

DREAMCATCHER CONSULTING, INC.

SEO is an ever changing industry. Optimization is not a “set it and forget it” kind of thing. You have to monitor rankings and tweak your site if the results you were hoping for don’t happen. Even if you get the results you were after, you need to stay on top of industry news and make any necessary changes to your site.

If you don’t stay current with what the engines are looking for, you risk losing your rankings.

There is always going to be some fluctuation in rankings – the SERPs (search engine results pages) are not static. But you want to minimize the chances of major rankings changes.

Aside from staying current on trends and changes in optimization you also need to stay current on keywords and definitely monitor web stats.

Search Engine Optimization Plans

There are two search engine optimization plans from which to choose:

- 1. Site Promotion 300 (Basic)**
and
- 2. No Holds Barred Site Promotion. (the works)**

These plans can be mixed and matched to best meet your search engine optimization needs. For example, you can choose the initial Site Promotion 300 Plan and the monthly No Holds Barred Site Promotion Plan. No matter which plan you choose, a price quotation is necessary as it depends on many items, including number of pages, pictures, and etc., of your particular website.

Site Promotion 300 Optimization Plan

- * Optimize your Web site for seven keywords or key phrases.
- * Create META tags for the Web site based on search engines and directories results. Provide for your inclusion in Web pages.
- * Submit the site to all of the following:
 - * Google
 - * Yahoo
 - * Bing
 - * MSN
 - * AOL
 - * AltaVista
 - * HotBot
 - * AskJeeves
 - * Fast AlltheWeb
 - * Open Directory
 - * Lycos
 - * Teoma
- * Provide a list of all search engines and directories in which the site has been registered.
- * Perform monthly maintenance and re-submission of the site to all major search engines and directories where the site has not achieved at least a top twenty listing for any selected key phrase.
- * Provide quarterly reports on search engine and directory status.

DREAMCATCHER CONSULTING, INC.

No Holds Barred Site Promotion Plan

This approach is the more aggressive approach for promoting your site and adds the benefit of targeting and research. In this option, we will do everything in the Site Promotion 300 option, plus the following:

- * Optimize your Web site for eight additional keywords or key phrases.
- * Research competitors, particularly those with higher search engine placements. Review all relevant key words, descriptions, and essential phrases used in their Web sites, incorporating all appropriate information in the META tags.
- * Add “alt” tags to all images / photos and request search engines to “index” these
- * Make a sitemap in two formats - xml for search engines; html format for viewers to search (search engines like this)
- * Submit sitemap to the top major search engines and resubmit monthly
- * Link Exchange program using similar category (as yours) sites (search engines also like this and it helps improve ranking)
- * Work with Design Team to insure that design factors that search engine spiders look for, when crawling a site, are found on your site. Items such as H1 or H2 keywords are used in headers; that the title and keywords are a visible link at bottom of pages
- * Format keywords, title, and description to insure your Web site attracts your target market.
- * Add or modify optimized META tags to all pages on the Web site and upload pages with all additions or changes, or if you prefer, provide copies of these pages for you to upload.
- * Monitor your placement in the search engines at least bi-weekly
- * Re-submit all pages of your site to major search engines and directories where the site has not achieved at least a top twenty listing for a key phrase.
- * Provide monthly reports on search engine and directory positions published to the Web.