

Search Optimize Pro

Search Engine Optimization Brochure

Table of Contents:

1. What is **SEO (Search Engine Optimization)**?
 2. Isn't just a website enough?
 3. Why does my business need **SEO**?
 4. External vs. Internal **SEO**... What's the difference?
 5. How long does **SEO** take?
 6. How does a website become Search Engine Optimized?
 7. How can **SEO** impact sales?
 8. How does **SEO** boost business / Brand Awareness?
 9. Why hire someone else to do my businesses **SEO** work?
 10. How much does getting a website Search Optimized cost?
 11. What to look for in a **seo** firm.
 12. Why choose **Search Optimize Pro**.
-

1. What is SEO?

SEO stands for Search Engine Optimization. Basically, SEO is used to make your web site more readable to *Search Bots*¹ and help increase Internet presence. Search Engine Marketers primary goals are to increase *Organic*² Position in the Search Engines as well as drive more targeted traffic to your website.

2. Isn't just a website enough?

Having just a website is almost meaningless. Today anyone can build a website but, only 10 sites can make it to the 1st page on Google (excluding *PPC*³ ads). In fact being the closet to the first page as possible the better as 80% of people look at only the first 3 listings on the first search page and it sharply dwindles from there. Additionally, PPC ads only receive 35% of the first click on the first page. This leaves the other 65% of people

who will pick one of the first three listings. Also, if your site is not using SEO then **you could very well be missing out on:**

- **Potential sales**
- **Targeted Traffic**
- **Reduced Server Load ***
- **Increased Brand / Business Awareness**

3. Why does my business need SEO?

Considering the fact that 80% of people Search for a product online it is absolutely critical that your web site can easily be found. In addition to searching for a business by name, most people end up at a website based on searching for the product or service that they desire.

4. External vs. Internal SEO... What's the difference?

The difference between external and internal SEO is that external SEO is done either totally or mostly without changing the code of your web site. On the contrary Internal SEO is mostly done by modifying the existing code and structure of your website and prepping it in a way that best targets your desired keywords and end results. Typically, the best method for short and long term benefits is a combination of External and Internal SEO.

5. How long does SEO take?

The amount of time SEO takes is largely associated with how much your business is willing to invest. This is NOT because the quality of work differs depending on how much a client pays but it does reflect our ability to perform tasks on your behalf. For example, in the case of *link building*⁵ (a common and effective SEO practice) prices can vary drastically depending on the number of links that need to be acquired, their *Page Rank*⁶, Quality, Geographic Region, Interest Targeting, etc.

6. How does a website become Search Engine Optimized?

A website becomes Search Optimized by altering things such as website code, site structure, and modifying external factors. Each of these pieces plays a large role in how a hardly if at all ranking website can turn into number one. Additionally, one cannot readily list all of these factors because they could take up an entire volume of books. Secondly, the changes each website needs vary considerably on a client – client basis.

7. How can SEO impact sales?

Search Engine Optimization can increase sales in many ways! By being more visible in Search Engines for the right keywords your business is being exposed to highly targeted visitors who are in most cases eager to learn more about or purchase your product. For example, think

about all the people searching for the new iPhone and then consider how the businesses with the right keywords will draw in thousands of extra sales.

Search Engine Optimization is so powerful that in addition to receiving more website traffic your physical store can see more customers as well because in many cases as much as 40% of the people who search for a business, find what their looking, but those who don't want to purchase online will often seek out the stores physical location if available.

8. How does SEO boost business / Brand Awareness?

Seo helps boost business and Brand awareness by increasing visibility in Search Ranks and across the Internet. SEO can also be used to create an association between given products or services and your business.

9. Why hire someone else to do my businesses SEO work?

Doing SEO work is a very delicate thing. In fact, doing your own SEO also known as "In House SEO" can actually send your business into the "Stone age" when it comes to Search Visibility. Managing an SEO campaign is a lot like a wedding. It can be done a number of different ways, but there will only be one in the end that the Bride and Groom will approve of. When is comes to getting results in the search engines there is a great deal of things that need to be considered. For example: Strategic Planning, Market Research, Understanding Rules, Laws, standards, creative thinking, web programming knowledge, Link building, SEO Techniques, content generation, time, industry knowledge, and much more!

Believe it or not by Hiring someone else your company can save both Time and Money. This is because, having experts who already know what their doing cuts down on wasted time that you and your staff would have to spend away from focusing on your core business. Costs can also be dramatically reduced by avoiding scam website that offer "great" products and services that either don't work or are non-existent. Having a professional can also help your business avoid costly mistakes like getting banned or black listed. Additionally, you also save money by not having to purchase books, courses, and software that your SEO firm already has in their inventory.

10. How much does getting a website Search Optimized cost?

Although, we would love to be able to give this answer right away it's just not possible realistically speaking. The cost of SEO work is a reflection of the desired results a client has. However, we can provide you with a sample list of factors, which can influence the price.

- Number of desired keywords
- Desired search position
- Link building requirements
- Search engine submission
- Guaranteed inclusion
- Length of contract
- Accessibility to clients *web server*⁴ (FTP) and regular Control Panel
- Current Search Position

- Internal / External / Combo SEO Campaign
- Website code revision necessary

As you can see it is very difficult to come up with a one-price-fits-all business model as each client comes to us with unique requirements. Therefore, we carefully discuss with all of our clients what they can expect, what strategies will work best for their needs, and estimate the cost it will take to accomplish their goals.

11. What to look for in and Search Engine Optimization Firm.

Here's a quick look:

- *White – Hat*⁷ / Organic Style SEO Techniques
- Quality Customer Service
- Reliability
- Good Track Record

12. Why Choose Drucker Media?

When you choose to work with **Drucker Media** you're getting more than just Search Rankings, you're getting a dedicated team of professionals with a solid Track Record of Performance, and Reliability. At **Drucker Media** we strictly use ethical "White-Hat" techniques that have been proven to work to elevate our client's ranks so that not only does the client get top ranks but additionally, the client's web site stays in the top positions as well.

Ready to get Search Engine Optimized?

Then you need **Search Optimize Pro**

Visit us online @ www.SearchOptimizePro.com

Or call us @ (860) - 356 - 4428

Important Terms:

1. **Search Bots** are computer programs, which follow hyper links, analyze content and organize data in a human understandable and logical way.
2. **Organic** simply put organic search results are non-paid, natural based links.
3. **PPC** stands for Pay-Per-Click advertising in this form of advertising the advertiser only pays for clicks they receive and not for impressions they receive.
4. A **Web Server** is where the file(s) that make up a web site are stored.
5. **Link building** is the process of increasing incoming links to a particular site in an effort to raise the sites search ranking and awareness.
6. **Page Rank** is Google's proprietary content ranking system which attempts to rate the quality of a website based on various factors.
7. "**White-Hat**" more or less means ethical and not illegal.

* Server(s) Bandwidth and or disk space consumption may be reduced as an after effect of eliminating non-targeted "bad" traffic. However this cannot be guaranteed. Also server load may be subject to increasing as a result of increased exposure and awareness of your website. Please consult your SEO manager for more information.