



Search Engine Optimization and Submission Services

What tool do you use to find what you're looking for?

If you answered "search engines", you agree with the vast majority of web users. While the numbers continue to climb, Google reports that over 150 million users use their search engine every day! And that's just Google. Altogether, hundreds of millions of users use the Web's top search engines (Ask,AOL, About, Google, and so on) to find what they're looking for.

Just because you have a site, doesn't mean they'll come.

We all remember the ad. Anxious developers and marketing execs watch their screens after launching their new site. Nerves are frayed as the initial orders come in slowly. Then a miracle happens. The order counter speeds up and then almost can't keep up. Luckily for them, they used Big Blue, bla bla bla.

If you think that might happen to you, dream on! In reality, you need to work for your traffic and spend some time and money to ensure you get the exposure you want. So, unless people know of your site already, you need to make sure your site is optimized and subsequently registered with the various search engines so you can capitalize on this valuable source of leads.

So what's involved?

In short: more than before but still not a lot. The search engines keep changing the rules in order to ward off spamming sites and to give increased exposure to the legitimate ones. Furthermore, as much effort as you put into the search engines, your competition is doing the same.

So in order to do well, you have to do more than merely add some keywords and a description to your pages. You also need to assign individual window titles, re-think the wording on your site (content), evaluate your use of images, style sheets and use of external code files, create a site map, define "alt tags", and apply several other tricks of the trade.

We spend a lot of time keeping up with search engine technology to ensure our clients' Web sites perform optimally. We utilize several tools to evaluate our efforts 30, 60 and 90 days after optimization and provide our customers with detailed report cards.

Our Optimization Services Work!

After redoing the home page, adding various tags, and some trickery, MostlyWeb appears as #1 on the Web's busiest search engines.



First, you decide what keywords apply to your site. Then our team goes to work; we do the obvious and then a whole lot more. When we're done, many more users will now see your listing, resulting in much greater exposure.

We offer three search engine optimization & submission packages each with different price levels according to the number of pages to be optimized. If you have a larger site or special requirements, please contact us and we will happily create a custom proposal to suit your needs.

Household-Spider Package

This basic package is for sites that are fairly search engine compliant which just need to be submitted to the various search engines. We will only submit the site to those directories and listing services that do not charge money for their service.

In addition to submitting the site, we will provide you with a personalized Site Assessment Report which includes recommendations and a pricing estimate for fixes (should you choose to contract us to do the work) plus we will do an evaluation of how well your site performs 30, 60 and 90 days after it was first submitted.

Garden-Spider Package

Our medium-level package is for those sites that require optimization before they are submitted to the various search engines, directories and submission sites. Chances are that if you never did anything to your site specifically for the benefit of search engines, you will need to optimize selected pages before we bother to submit your site to the search engines.

Services include all those listed under the Household Package plus creating a sitemap of your site, optimizing individual pages, reviewing your competitors, and submitting your site to premium search engines.

Jungle-Spider Package

Be careful; expect some traffic when we get done! We will do everything we can to ensure your site performs optimally. This includes everything in the Household and Garden Packages plus a review of synonyms and common typos, top 10 performance assessment before (as well as 30, 60 and 90 days after), adding your site to local portals in addition to all the national directories, search engines and submission sites.

Like the Garden-Spider Package, we will search the web for selected keywords and try to determine what makes the top sites rank highly and then adjust your pages to do at least as well, hopefully better.

To order or for additional information, please call 215-842-9095 or visit us at www.mostlyweb.com

What search engine do you use?

There is no shortage of search engines. Millions of users turn to hundreds of search engines to find what they are looking for.

We take a staged approach. After we optimize some or all of your site's pages, we use a select few reputable auto-submission services (the bad ones can actually hurt your performance) to cover the small engines. After they have done their job, we manually submit your site to the largest engines on the Web. Then we wait and evaluate how we've done. If necessary, we tweak some of the pages and re-submit to those search engines that need improvement. We have found this process to be the most effective.

Here are just some of the search engines that will learn of your site after we're done:

7Search, Acclaim Search, **AOL**, All-Crawl, All The Web, **AltaVista**, Amnesi, Ampleo, **Ask Jeeves**, **Deja.com**, Deoji, Dewa, Dev Search, DirectHit, DMOZ, **Excite**, Findit2000, FindWhat, Frequent Finders, Funkycat, GenieKnows, **Google**, **Go**, Go2Net, GoshDarn!, **HotBot**, iBound, Info Hiway, Infomak, **InfoSeek**, Intelliseek, IXQuick, Jump City, Kanoodle, Link Centre, Link Master, Links2Go, Look Up, Lost Link/ Web Links, **Lycos**, **MSN**, NBCi, TheNet1, Nexor Aliweb, NorthernLight, **Overture**, **Pathfinder / Time-Warner**, Reference.com, Rocket Links, Scrub The Web, Search4Info, Search Hound, Search King, **Snap**, Splat Search, Subjex, Super Cyber Search, ToggleBot, TopClick, **WebCrawler**, Web Direct, WebSearch2K, Web-VentureHotlist, What-U-Seek, Where-2-Go, WWWHunter, **Yahoo!**, Zen Search, and Z Search.

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Search Engine Optimization Tasks	Jungle Spider	Garden Spider	House Spider
Create site map for the spiders	✓	✓	
Link a hidden image (1 on home pg) to this site map page	✓	✓	
Creation/review of robots.txt file	✓	✓	✓
Creation/review of target keyword list	✓	✓	
Creation/review of synonyms list	✓		
Creation/review of common typos	✓		
Creation/review of descriptions of varying lengths	✓	✓	✓
Review of competitive sites	✓	✓	
Top 10 Search Engine performance assessment (before)	✓		
Personalized site assessment regarding your site's use of:	✓	✓	✓
- graphics			
- file name efficiency			
- navigation			
- use of style sheets			
- quality of body copy			
Personalized cost estimate for each site assessment component.	✓	✓	✓
Page optimization	✓	✓	
Alt texts for images	✓	✓	
META Tags	✓	✓	
Window Titles	✓	✓	
Footer change	✓	✓	
Hidden text	✓	✓	
Submit the site to local directory/portal sites (up to 5)	✓		
Submit site to directory sites (OpenDir: AOL, Google, Netscape, ...)	✓	✓	✓
Submit site to premium directory sites (yahoo)	✓	✓	
Submit the domain to top 10 search engines	✓	✓	✓
Submit individual pages to top 10 search engines	✓	✓	
Submit the site to free submission sites (5)	✓	✓	✓
Submit to premium submission sites (Teoma/Ask, Lycos, NetSol)	✓	✓	
Top 10 performance assessment (after 30, 60 and 90 days)	✓	✓	✓
Cost for sites between 1 and 10 pages	\$1,942	\$1,717	\$800
Cost for sites between 11 and 25 pages	\$2,683	\$2,283	\$833
Cost for sites between 26 and 50 pages	\$3,833	\$3,383	\$867
Annual Fees (for premium directory & submission sites)	\$1,060	\$1,060	none
Optional tasks that will improve search engine performance			
- Creation of optimized directories	-	-	-
- Purchase of optimized domains	-	-	-
- File renaming (plus changing some directory names)	-	-	-
- Google purchase of AdWords campaign	-	-	-
- Link exchange report (Google)	-	-	-
- Link checker report	-	-	-
- Keyword bidding	-	-	-

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