



## Website Optimization & Search Engine Submission Services Instructions

Congratulations on choosing our Platinum Optimization service, and welcome to our ever-growing family of over 13,000 satisfied customers. Be assured you've made the best possible choice in terms of maximizing what your site can do for you or your business. We are internationally recognized as the leader in the field of web site optimization.

Our company, in fact, the person who coined the term "optimization" over half a decade ago. We will optimize your Web site to help it achieve the best possible placement with Internet search engines. We provide a custom-tailored service based on the information you give us. We know what we're doing, and we're going to help you get you where you want to be on the search engines.

In all correspondence with us, please include both your name and your domain name.

Even if your Web site is NOT up and running yet, it's OK to give us the information we need right now and then contact us when the site is completely functional. At that point we can jump right in, optimize and submit your site. There is no expiration date on our service. We cannot optimize and submit your site until we have complete information.

Your success with the search engines depends on the information given in this e-mail. We want you to succeed: please read the ENTIRE e-mail.

If you, a webmaster, a designer or another service are submitting your site to the search engines, PLEASE DISCONTINUE SUBMITTING NOW. Submitting too frequently is a common cause of poor search engine ratings. If you want to resume resubmitting your site, please wait at least 8 weeks from the time of our submission and submit only to those search engines that do not already show good results. Submitting to a search engine that already has you listed well can damage that listing.

Here is a list of the 22 items we need from you before we can begin our process. It's important for you to give us all of this information at one time.

**A. Choose your keyword phrases - The first and the single most important step is for you to develop a PRIORITIZED list of approximately 20 keyword phrases, 2 to 3 words each to a maximum of approximately 25 UNIQUE words (repetitions of the same word do not count) for your site starting with the 6 most important, or relevant, words. (See our suggestions after question 22.)**

1. 20 keywords phrases in order of importance (first to last)
2. Write a sentence that accurately describes your site or business using at least the 6 most important keywords so we can better understand their context when we write your title and description.
3. Explain briefly the purpose of your site in 30 words or less.

**B. The following information, items 4-14, is required by the search engines for each Web site submitted.**

4. Contact person's name, first and last (provided to the search engines when a name is required for Web site submission)
5. E-mail address for Contact person - this must be a valid email address. It is also where the search engines will send their e-mail (You will receive well over 500 pieces or more of "JUNK" mail if you say "YES" to question # 22.

We recommend you set up a free e-mail address like johndoe@yahoo.com when choosing that submission option.)

6. Business Name (35 characters or less, including spaces and punctuation)

7. Street address

8. City

9. State

10. ZIP Code

11. Country

12. County

13. Telephone number

14. FAX number (if any)

**C. Information for our records, items 15-17: This account contact information will be kept private.**

15. Company Contact person (This is the person in your organization you want us to contact regarding your web site.)

16. E-mail address for Company Contact person

17. Phone number for Company Contact person

**D. The following information, items 18-21, is necessary for us to access your web site to implement our modifications.**

18. Domain name (full URL)

19. User ID (to access your web site - this information is case sensitive, so be sure upper and lower case are correct)

20. Password (to access your web site - this information is case sensitive, so be sure upper and lower case are correct)

21. FTP Host Name (If you don't know what this is, don't worry, we should be able to figure it out. If not, we'll contact you.)

**E. The 12 major search engines will account for over 95% of your traffic. The other approximately 500 minor search engines, indexes, directories and yellow pages will send you a lot of e-mail and a very small amount of traffic. You will receive well over 500 pieces or more of "JUNK" mail if you say yes to 22. Many of them will only keep your listing active for 1 to 60 days. After that, you will be asked to re-submit. We do not handle any re-submissions to the minor search engines.**

**If you choose this option, your web site will be submitted to approximately 500 search engines, yellow pages & indexes in addition to the 12 major search engines.**

There is no difference in cost between listing with the 500 versus listing with only the major search engines.

22. Do you want us to submit to all 500 search engines? (You will receive well over 500 pieces or more of "JUNK" mail if you say yes. We recommend you set up a free e-mail address like yourDOMAINNAME@yahoo.com for use in submission, question # 5 above, when choosing this submission option.)

**F. Finally, our policy on YAHOO!:**

YAHOO! has become a PAID SUBMISSION ONLY search engine.

While we will be unable to submit sites to YAHOO! as part of our REGULAR service, we do provide a separate service of submitting sites to YAHOO!'s paid "Business Express".

## **CHOOSING KEYWORDS!!!!**

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While as many of the keywords will be included as is possible, search engines have total character limits and your home page can only be fully optimized for THE FIRST 5 or 6 WORDS. Please be ABSOLUTELY CERTAIN that your keyword list is PRIORITIZED. WE CANNOT STRESS THIS TOO MUCH! We will use the first 6 keywords, plus as many of the other submitted keywords as possible.

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Your keywords should be the words you believe people looking for your product or service would enter into a search engine. There are many effective approaches. Try two or three different ways and look for words that repeatedly pop up when using different techniques.

1) Imagine that someone is looking for your product or service, sitting down at a computer and entering words in a search engine. Research shows that most people enter two or three words in a search. List the words or phrases you think they will enter. Try the words in your favorite search engine. You should come up with sites with offerings similar to yours. Ask friends and associates to list their choices.

2) Go to WordTracker and use the free trial to check two and three word combinations of the words you would use to tell people what you do. Look for words and phrases that are frequently entered and also for those where the hits, which is the number of competing sites, are low. Remember that Word Tracker is only a tool. It cannot "tell" you the best keywords to choose.

3) Print out your home page or another page on your site that has information about your products or services. Highlight words and phrases that are central to what you are offering. Consider adding these words to your keywords list. If your keywords DO NOT appear on your site, you should re-evaluate your choice of keywords. The frequent appearance of keywords in the site text is very important in being well listed in the search engines.

4) When you talk to your customers, what do they ask for? Use the words and phrases you hear from prospective clients.

Just remember that the most obvious words are often the best choice. Be as specific as possible; "antique auto parts" will probably be better than "car parts".

## **WHAT ABOUT PLURALS, PHRASES AND REPEATED WORDS?**

Plurals - If the word in question is one of the first 6 most important keywords, list only the singular and we will cover plurals for you. Otherwise, if you think the singular and plural are both important, include both.

Phrases - Go ahead and use phrases; it helps us understand the usage of the words. We will work our magic to put it in the best format. Remember that each new word in the phrase counts as a keyword.

Repeated words - As with phrases, go ahead and use them where they help make your idea clear. After the first appearance they don't count towards the total number of words.

## **SHOULD I USE MY COMPANY NAME OR MY NAME IN MY KEYWORDS?**

There are only three cases in which it is a good idea to use your company name (or your name) near the top of your keywords list.

- 1) You have GREAT name recognition (IBM, Kleenex)
- 2) You intend to receive ALL of your business by referral.
- 3) Your site is intended to provide service to existing customers ONLY.

If you want to bring in new business through the Web site, your PRIMARY keywords and phrases should describe the goods or services you provide.

### **CAN I WRITE MY OWN TITLE OR DESCRIPTION?**

Not really. While we understand that you want specific information displayed, you should understand that we have proprietary methods for writing the title and description that make them "search engine friendly". We will use your information (questions 2 and 3) as fully as we can while conforming to our guidelines.

If you would like us to use a description and title that you provide in full, please note that this will void our money-back guarantee, and probably result in poor search engine placement as well. Because there are a number of years of research behind our methods, it is unlikely that most statements, no matter how well written, will yield the kind of results we routinely get.

### **WHAT IF I HAVE A QUESTION?**

For this system to work, customer contact must be streamlined. First, please try to find the information you need using the materials we have made available to you. We ask that you read this letter in detail.

If we have questions, we'll contact you by phone and/or e-mail. Otherwise, the work will be done and you will be notified by e-mail.

### **ARE THERE SITES NOT COVERED BY YOUR GUARANTEE?**

There are four categories of Web sites for which we cannot guarantee search engine listing results.

#### **1) Real Estate sites**

Real Estate is a very volatile category on the Internet and this is the reason our money-back guarantee does not apply to Real Estate Web sites. Be assured we will bring all of our expertise to bear on getting your Real Estate Web site the very best listing possible.

#### **2) Sites with Adult content.**

It is becoming increasingly difficult to get any adult sites listed with the major search engines. This is partly due to a lack of text containing keywords, especially on the home page, and partly because of changes in search engine policy.

#### **3) Sites with little or no search engine accessible text.**

The single most common source of delay is not having adequate text on your site, especially on your Home page. Text that appears as part of a graphic image, or in a Flash presentation, cannot be processed and analyzed by search engine spidering techniques. Whenever possible, text should appear on the site as part of the html code. Text that is invisible because it matches the background is considered by the search engines to be "spam", and will cause the site to NOT be listed. Text included in the code as a comment is not processed by the search engines.

#### **4) Sites with broken links, Under Construction signs or other indications the site is not complete.**

Search engines will not list sites that do not appear to be complete and fully functioning. Sites with broken links, either hyperlinks or image links, Under Construction signs in images or text and pages with little or no content all fit in this category. We will check your site, but IT IS YOUR RESPONSIBILITY to be sure these conditions do not exist at any time after the site is submitted to the search engines.

### **HOW DO I KNOW YOU GOT MY INFORMATION AND ARE WORKING ON MY ORDER?**

If you answer all of the questions in this e-mail completely, then you can expect your site will be optimized and submitted to the Search engines within 10 to 14 WORKING DAYS. Please note that we specify WORKING days,

not just 10 to 14 days. When you send this e-mail back to us with the requested information, an auto-responder at our company will immediately send out an acknowledgment e-mail to you. The 10 to 14 working days begin with the date on the auto-responder e-mail. The auto-response is your assurance that you are successfully entered in our system; there is no need to call unless you do not receive your auto-response by the end of the next business day.

For the next 7 to 10 working days of your initial order, we will be checking your information and your site, and processing your keywords. During this time you will only hear from us if there is a problem. Once we have completed preparing the site optimization data, you will get an e-mail letting you know "data prep" is complete. Over the next week you will receive two additional e-mails; one regarding optimization and one reporting on submission. **THESE ARE VERY IMPORTANT MESSAGES; PLEASE READ THEM CAREFULLY!** If you have received no messages within 10 to 12 WORKING DAYS after you receive your auto-response, please contact us.

A customized service like ours can cost several times the fee we charge, but we have evolved a very sophisticated and efficient system for handling your Web site account and getting the work done on a timely, cost-effective basis. If you provide us with the information we request and follow the instructions in our e-mail messages carefully, we **GUARANTEE** listings in the first 30 under your top keywords phrases on at least 3 of the major search engines within 120 days of submission to the search engines.