

Net Thing Internet Marketing



SEO Site Overview: - If your company has or is developing a website we are sure you have invested much time, resources and energy into it. Yet the site may not be performing to its best potential. Net Thing offers extensive SEO and Internet marketing services which will analyze, measure and improve on the major factors influencing organic search engine rankings.

1. **Site Structure** - Site structure relates to the absolute foundation of your website and the way the search engines categorize and display your information in the organic results. We analyze the major components of your site that affect its search engine ranking and make adjustments as needed. This is done initially and after any major change to the content.
 - a. Site Issues
 - i. URL Naming Conventions
 - ii. Canonicalization – picking the best homepage URL
 - iii. Site Structure and Page Depth
 - iv. Site size, age and performance
 - v. Navigation structure
 - vi. Check for broken links
 - b. Code Verification
 - i. H (header) tags
 - ii. Page size
 - iii. Server Response and page load times
 - c. Search Engine Accessibility
 - i. Use of Robots.txt
 - ii. Sitemap (visible & XML)
 - iii. Browser Compatibility & Consistency
 - iv. Browsing without JavaScript, Cookies & CSS
 - v. Indexed pages with Search Engines
 - vi. Use of Redirects & Header Responses

2. **Site Optimization and Content** – After the site structure issues have been addressed the challenge becomes to ensure that the search engine robots and site visitors find the content and then to maintain good search engine position and the interest of the visitor. Position changes depend upon the age of the site, what competitor sites are doing, when the search engine robots visit, fresh and unique content and when the search engines shuffle the position. Our experience shows that after the initial optimization and after the search engines have updated their organic search results it is necessary to review the site, check competitor websites for recent changes and then provide fresh and unique content. This is done on a monthly basis.
 - a. Site Content
 - i. Text and image descriptions
 - ii. Keyword Density, Proximity & Juxtaposition
 - iii. Duplicate Content Issues
 - iv. Internal Links (amounts, anchor text, nofollow, etc.)
 - v. External Links (amount, nofollow)
 - vi. Site footer
 - vii. Content Freshness/Blog
 - b. Search Engine Content/Meta Data
 - i. Title Tags (uniqueness, descriptive, duplication)
 - ii. Meta Descriptions
 - iii. Meta Keywords
 - iv. Spam Indicators
 - v. Image Optimization (Alt tags, titles, names)
 - vi. Cached Information
 - vii. PageRank
 - viii. RSS Feeds (Content/Products)

IDENTITIES /BRANDING |

DESIGN |

ADVERTISING |

WEB MARKETING |



- c. Website Visitor Engagement
 - i. Calls-to-Action
 - ii. Conversion Paths
 - iii. Inquiry Forms
 - iv. Analytics Tracking
 - v. Aesthetic Clarity & Appeal
 - vi. Multimedia (video, chat, slides, music, downloads, etc.)
 - vii. Social Media
- 3. Off Site Optimization** – Off-page optimization takes advantage of other online marketing channels to promote, create interactive content and to encourage participation with your website. It is not just about your own online site but using an online presence in other areas to influence search engine ranking by linking to your site.
- a. Links
 - i. Inbound Links (home page, top level category, products, etc.)
 - ii. Anchor Text usage
 - iii. Linking Strategies that provide diversity.
 - iv. Links from Google’s Local Business Center and Yahoo Directory
 - v. Bad Links
 - vi. Value of Links
 - b. Community Presence
 - i. Social Network/Community Profiles
 - ii. Active Participation/Buzz
 - iii. Alternate Websites
 - iv. Reputation Management highlights
 - v. Articles/White Papers
 - vi. Directories
 - vii. Press Releases
 - c. Search Engine Data
 - i. Site Indexing/Rank
 - ii. Brand Name Positioning
 - iii. Top Ranking Keywords
 - iv. Geo Location
 - v. Search Engine Webmaster Verifications

SEO Site Pricing:

Complete SEO Site audit and update (depends upon site complexity) - \$2,500.00

Ongoing SEO maintenance and social networking (depends upon content sourcing) - \$500.00 per month

Google Adword Campaign Management (Google fees paid by client) – Set up \$400.00, monthly maintenance \$200.00