



Search Engine Optimization and Internet Marketing

PROPOSAL FOR

Examplecompany.com

Date: 1/1/00

TABLE OF CONTENTS

- Introduction
- Web site analysis and recommendations
- Website Reports
- Summary

INTRODUCTION

SAMSA Internet Marketing services are designed to improve the exposure of your website. A properly planned Internet marketing strategy can determine the level of success of your website. Search engine optimization and pay-per-click advertising can substantially increase website traffic. We accomplish this by using proven methods that offer the best opportunity to reach targeted customers.

Website Analysis & Recommendations

WEB SITE ANALYSIS AND RECOMMENDATIONS

Analysis Area: Link Popularity

Grade: 1 out of 5

Recommendations:

This is one of the areas that the example site would benefit most from. The first way to increase link popularity would be to submit to common directories that may be related to the industry.

Cost to optimize on-page Factors:

This will be an ongoing process. A good initial link-development campaign would take about 10 hours. Ongoing link development should be a priority. The owner or a staff member could be trained on good techniques to request reciprocal links.

Analysis Area: Search Engine Saturation/ Index-ability (See report on page 12)

Grade: 2 out of 5

Recommendations:

The site is listed in all 4 of the major search engines, but has minimal pages listed. Increasing the link popularity will bring spiders to the site more often, and the recent addition of static pages and a sitemap will help to lead the spiders around the site when they arrive. Auto-generating static pages for each possible dynamic page will help to increase the number of pages in the search engine index and the specificity of the pages. Currently, the dynamic pages are not compatible with search engine technology, and are therefore not being indexed.

Cost to optimize on-page Factors:

Link development will improve the amount of listings. The development time for generating search engine friendly dynamic pages will take approximately 10 hours.

Analysis Area: On-page Factors

Grade: 4 out of 5

Recommendations:

The on-page factors are in good shape! There are a few areas that can be improved including finding the most appropriate and beneficial titles and headings.

Cost to optimize on-page Factors:

This process will take approximately 5 hours.

Analysis Area: Navigation

Grade: 3 out of 5

Recommendations:

This page is fairly easy to navigate, but could include breadcrumbs on each page, and a better organizational structure for some of the areas.

Cost to optimize on-page Factors:

This process will take 10 – 20 hours time.

Analysis Area: Usability

Rating: 2 out of 5

Recommendations:

The site meets half of the usability guidelines, and does not validate by W3C standards (see Validation report). Content and information is jumbled and not organized as efficiently as possible.

Cost to optimize on-page Factors:

Approximately 1 hour per page.

Analysis Area: Credibility**Grade:** 3 out of 5**Recommendations:**

The credit card images, and membership information definitely add credibility, but it would help to have PEOPLE on the site. Some type of promotion to encourage people to send pictures of their accessories on their trucks would be a definite credibility builder. This could be deemed the "testimonials" page. A picture of the physical location, and an "about" page may help as well.

Cost to optimize on-page Factors:

About page development would take approximately 2 hours. "Testimonials" page would take approximately 2 hours.

Analysis Area: Load Time**Grade:** 2 out of 5**Recommendations:**

The homepage takes well over 10 seconds to load on a 56k modem. This will increase the dropout rate, since most people decide in 5 seconds if they will stay at a site or not. To decrease the load time, images can be shrunk both in physical size, and in file size, and javascripts can be linked as external source so they load faster across multiple pages. Any unnecessary javascript or images should be deleted from the site.

Cost to optimize on-page Factors:

15 minutes per image for optimization, Approximately 1 hour at for externalization of javascript.

Analysis Area: Pay-Per-Click Advertising**Grade:** N/A**Recommendations:**

The site currently does not utilize PPC advertising. (Please see sample PPC bids on page 16.)

Cost to optimize on-page Factors:

The initial setup and research for the PPC advertising will take approximately 8 hours. This will include up to 50 keyword phrases on both Overture and Google. Ongoing monitoring is available for a monthly charge. Client will also be responsible for agreeing on a monthly budget for PPC advertising.

Analysis Area: Data Feed for Froogle**Grade:** N/A**Recommendations:**

Create an automated data feed of products for inclusion into Google's "Froogle" shopping engine.

Cost to optimize on-page Factors:

4 hours of development.

Analysis Area: Permission marketing and e-mail customer relationship management**Grade:** 0 out of 5**Recommendations:**

The site does not currently utilize an e-mail list. A promotion of some sort would help to collect e-mail addresses.

Cost to optimize on-page Factors:

Email list management training is offered on "World Cast" Mailing List Manager. The software is \$50, and training will take approximately 2 hours. Ongoing newsletter development and consulting is also available if necessary.

Website Reports

Site Overview

www.example-tech-site.com

Search Report

Sunday, January 04, 2004 - Monday, January 26, 2004

Search Keywords

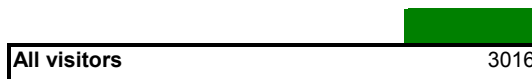
	Total	google	yahoo	msn	ask	aol
Total	637	325	117	100	35	25
network cable installation	12	7	5	0	0	0
computer game	12	12	0	0	0	0
designers/programmers						
ibm as/400	9	7	2	0	0	0
advance technology group	8	7	0	1	0	0
flash multimedia	6	5	1	0	0	0
flash navigation	5	2	3	0	0	0
globe & computer	5	0	5	0	0	0
telnet group	4	3	1	0	0	0
tangled wire	4	0	4	0	0	0
as400 database	4	0	2	2	0	0
earth and computer	4	0	0	0	4	0
mi web	4	2	1	0	0	0
saginaw web design	4	0	0	0	0	0
market your website effectively	3	0	3	0	0	0
computer help pics	3	0	3	0	0	0
michigan web cams	3	0	0	0	1	0
computer earth	3	0	3	0	0	0
as/400 support	3	2	1	0	0	0
meta content keywords	3	3	0	0	0	0
as400 programming	3	3	0	0	0	0
as/400	3	1	0	2	0	0

Site Overview

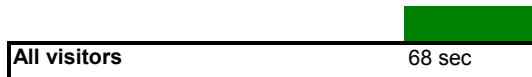
Sunday, January 04, 2004 - Monday, January 26, 2004

All dates

Number of Visitors



Average Time On Site



Top Search Queries

All visitors		
computer game	0.4%	12
designers/programmers		
network cable installation	0.4%	12
ibm as/400	0.3%	9
advance technology group	0.3%	8
flash multimedia	0.2%	6
globe & computer	0.2%	5
flash navigation	0.2%	5
mi web	0.1%	4

Top Referrers

All visitors		
Google	18.3%	552
www.mcdonaldsag.com	14.4%	433
Yahoo	4.4%	134
Msn	3.3%	100
Ask	1.2%	35
Aol	1.0%	31
www.localareaguide.com	0.9%	26
www.seekonsearch.com	0.6%	18
www.weather.com	0.6%	18
www.thebestofnet.com	0.5%	15

Pages with Most Visitors

All visitors		
Home page	33.3%	1004
/sitemap.html	20.4%	614
/products_services/network.html	4.6%	139
/seo/	4.2%	127
/internet/	4.1%	123
/products_services/	3.8%	116
/internet/web_design.html	3.7%	111
/products_services	3.6%	108
/contact.html	3.5%	106
/internet/search_engines.html	3.4%	103

Top Entry Pages

All visitors		
Home page	31.2%	940
/sitemap.html	14.0%	423
/products_services/network.html	3.2%	97
/seo/news/seo-news.rss	2.9%	87
/seo/	2.6%	79
/internet/web_design.html?source=google&group=internet-marketing	2.3%	69
/products_services/as_400.html	1.9%	56
/premise.htm	1.7%	51
/internet/web_design.html	1.2%	36
/profile/swoosh.wav	1.2%	35

Top Exit Pages

All visitors		
Home page	22.8%	689
/sitemap.html	16.3%	492
/seo/news/seo-news.rss	3.0%	91
/products_services/network.html	2.7%	80
/contact.html	2.0%	61
/internet/web_design.html?source=google&group=internet-marketing	1.7%	50
/products_services/as_400.html	1.6%	47
/internet/web_design.html	1.6%	47
/seo/	1.5%	45
/premise.htm	1.5%	44

Link Popularity Report

Total links for www.example-tech-site.com are **639**

Total links for www.competitor.com are **4**

Total links for www.competitor2.com are **586**

URL	Total	Google	AllTheWeb	AltaVista	AOL	MSN	HotBot	Lycos
www.competitor.com	4	1	0	0	1	2	0	0
www.competitor2.com	586	16	185	264	16	105	0	0
www.example-tech-site.com	639	<u>70</u>	<u>180</u>	<u>232</u>	<u>70</u>	<u>87</u>	<u>0</u>	<u>0</u>

Search Engine Saturation Report

www.example-company.com

Total	Alltheweb	AltaVista	Google/ AOL	HotBot/ Inktomi
97	1	8	78	10

www.example-competitor.com

Total	Alltheweb	AltaVista	Google/ AOL	HotBot/ Inktomi
987	201	46	481	259

www.example-competitor2.com

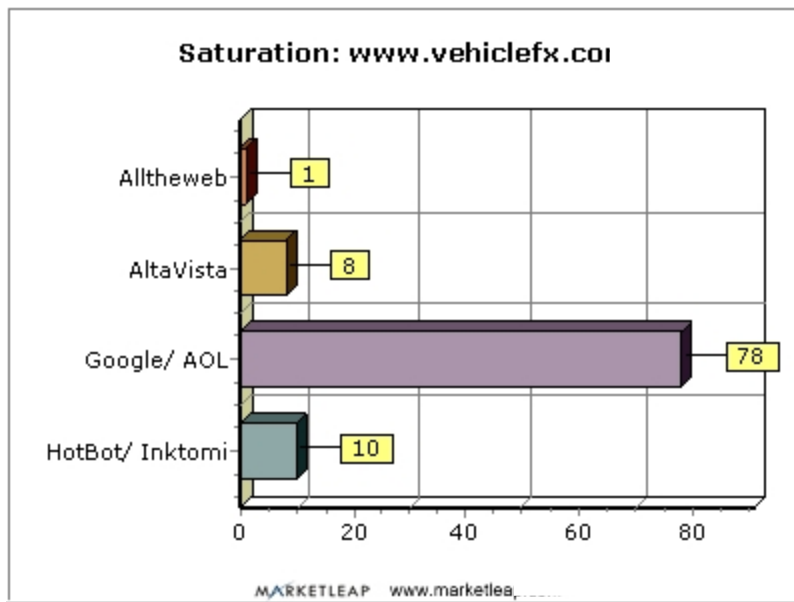
Total	Alltheweb	AltaVista	Google/ AOL	HotBot/ Inktomi
448	0	146	210	92

www.example-competitor3.com

Total	Alltheweb	AltaVista	Google/ AOL	HotBot/ Inktomi
1,062	90	837	1	134

www.example-competitor4.com

Total	Alltheweb	AltaVista	Google/ AOL	HotBot/ Inktomi
1,281	307	388	585	1



Webpage Load Time Report

This report shows how quickly your page loads at several common connection speeds.

URL: <http://www.examplecompany.com>

Date Tested: Monday, Dec 29, 9:50 EDT

Total Page Size: 173506 bytes

Total Graphics: 124085 bytes – 23 images

URL: <http://www.example-competitor.com>

Date Tested: Monday, Dec 29, 15:23 EDT

Rating Criteria: Standard

Total Page Size: 166290 bytes

Total Graphics: 124642 bytes – 31 images

- **If a page doesn't load in 8 seconds, you could lose up to 1/3 of your visitors.**
- **Home connection speeds as of Jan. 2003**
 - *Broadband – 32.5%*
 - *56k Modem – 55.1%*
 - *28k- Modem - 12.4%*

Example-company.com

Page Objects

Size	Object Type	URL
46352	HTML	http://www.example-company.com/
19482	IMG	http://www.Example-company/catalog/images/fake-img.jpg
18114	IMG	http://www.example-company/catalog/images/logo.gif
14655	IMG	http://www.example-company.com/catalog/images/another-img.jpg
11234	IMG	http://www.example-company.com/catalog/images/shipping.gif
10868	IMG	http://www.example-company.com/catalog/images/map.jpg
9877	IMG	http://www.example-company.com/catalog/images/image.jpg
5773	IMG	http://www.example-company.com/catalog/images/images.gif
3959	IMG	http://www.example-company.com/catalog/images/ralph-wiggum.gif
3378	IMG	http://www.example-company.com/catalog/images/picture.jpg
3239	IMG	http://www.example-company.com/catalog/images/otto.gif
3214	IMG	http://www.example-company.com/catalog/images/pictures.gif
3069	CSS	http://www.example-company.com/stylesheet.css

Load Time by Connection Speed

Connection Speed	Download Time
14.4Kbps	100.39 seconds
28.8Kbps	52.20 seconds
56Kbps	28.52 seconds
ISDN (128Kbps)	14.84 seconds
Cable (512 Kbps)	6.71 seconds
T1 (1.44 Mbps)	4.96 seconds
SDSL (1.544 Mbps)	4.90 seconds
ADSL (2.0 Mbps)	4.69 seconds

Pay Per Click Phrase Suggestions

Searches done in December 2003

Count	Search Term
830	widgets
341	wandering widgets
72	widgets world
59	data widgets
40	astrology widgets world
36	calendar widgets
31	data sheridan widgets
28	widgets window

Searches done in December 2003

Count	Search Term
79764	internet marketing
6087	internet marketing online
4635	internet marketing strategy
2733	strategic internet marketing
2603	internet marketing consultant
2384	internet marketing consulting
2378	internet marketing service
2355	internet marketing tool
1929	internet marketing company
1855	internet web site marketing
1631	internet marketing san diego
1429	internet marketing solution
1327	internet marketing research
1183	aggressive internet marketing
1178	internet marketing plan
1165	internet marketing business
1058	internet marketing ebook
1026	internet marketing email
978	internet marketing firm
897	internet marketing promotion
883	charlotte internet marketing
865	hotel internet marketing
856	internet marketing guide
854	internet marketing vancouver
848	internet marketing course
842	internet marketing toronto
788	atlanta internet marketing
776	internet marketing center
768	web site promotion internet marketing
744	internet marketing tip
725	internet marketing report
720	maryland internet marketing
700	internet marketing advice
692	internet marketing seo
688	internet marketing book
676	marketing ebusiness internet marketing business online business
675	internet marketing program
657	free internet marketing course

652 internet marketing for online business
648 internet marketing secret
641 internet marketing india
628 internet dental marketing
627 internet marketing expert
622 corporate internet marketing strategy
616 internet marketing article
612 uk internet marketing
598 internet marketing affiliate program
593 internet marketing in toronto
575 targeted internet marketing
569 china internet marketing
564 sports internet marketing
559 internet marketing advertising
556 internet marketing technique
554 internet marketing resource tip
553 internet marketing canada
552 internet marketing statistics
546 internet marketing massachusetts
543 british columbia internet marketing
509 internet marketing success
494 bc internet marketing
493 free internet marketing
477 web internet marketing
453 internet marketing north carolina
452 internet marketing for small business
451 developing internet marketing software strategy
437 malaysia internet marketing
430 vancouver internet marketing consultant
426 internet marketing nc
425 real estate internet marketing
424 internet marketing brisbane
424 web site marketing internet business mailto
419 effective internet marketing
408 internet marketing brighton
359 internet marketing campaign
357 internet marketing job
349 orlando internet marketing
347 hospitality internet marketing
344 internet marketing help
323 internet marketing opportunity
321 affordable internet marketing
313 internet marketing search engine
308 internet marketing software
301 internet marketing search engine placement
299 internet marketing new
298 advanced internet marketing
292 internet and network marketing
289 email promotion and internet marketing
288 internet marketing in canada
279 internet direct marketing
279 orlando internet marketing firm
247 internet marketing news

Pay Per Click Bid Example Phrases

Term: Search Engine Optimization

1. **Search Engine Optimization: 360i**
Top placements on Yahoo, Google, AOL, MSN and others. Find out why companies such as Bank of America, Alamo Rent a Car, Bell South Corporation, CNN en Espanol, and others use 360i. www.360i.com
(Advertiser's Max Bid: \$6.99)
2. **Search Engine Optimization/Consulting**
Would your site benefit from SEO? Visual IDs can answer this question with a free site audit to show the strengths and weaknesses of your web site and make the right recommendations. www.visualids.com
(Advertiser's Max Bid: \$6.07)
3. **1st Page Guaranteed**
Ethical SEO, works with any site free key word analysis and quote. www.web-lead-generation.com
(Advertiser's Max Bid: \$6.00)

Term: Internet Marketing

1. **One To One Interactive**
Strategic internet marketing services One to One Interactive helps senior marketing executives within the Fortune 1000 maximize ROI from their Internet marketing activities. www.onetooneinteractive.com
(Advertiser's Max Bid: \$3.00)
2. **ACOP Affiliate Marketing Program**
Earn extra cash by promoting online surveys. Affiliates earn cash for each referral and with low monthly minimums receive checks monthly. It's free to join and easy to get started. Join now. www.b2.decisionanalyst.com
(Advertiser's Max Bid: \$2.55)
3. **Free Web Site Marketing Consultation**
Make your Internet marketing a complete success, capture more customers, get a free consultation from an expert. www.proboostgold.com
(Advertiser's Max Bid: \$2.54)

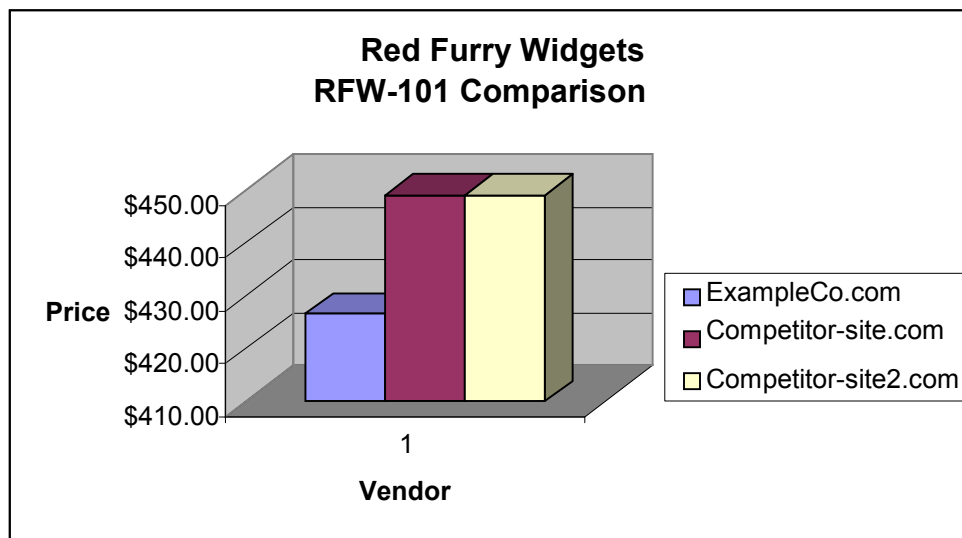
Search Term: Website Hosting

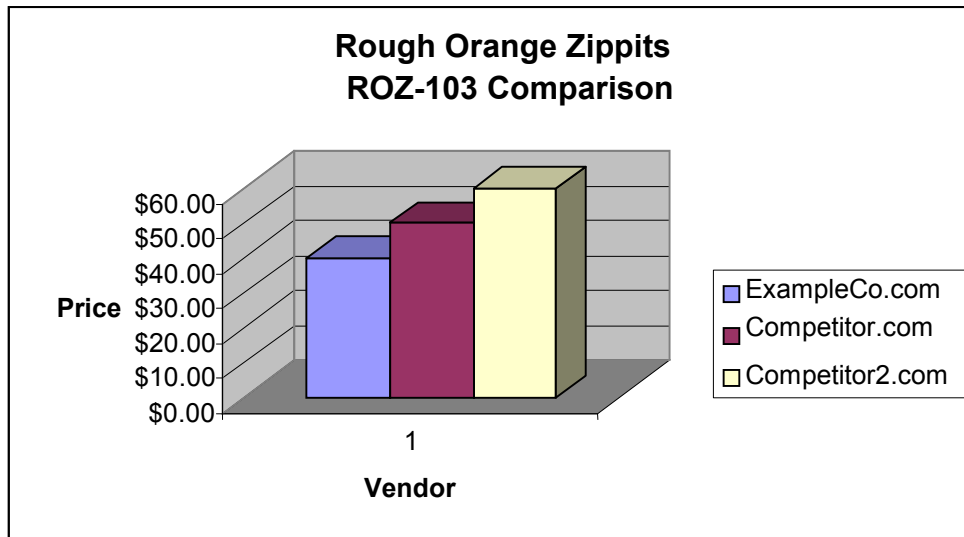
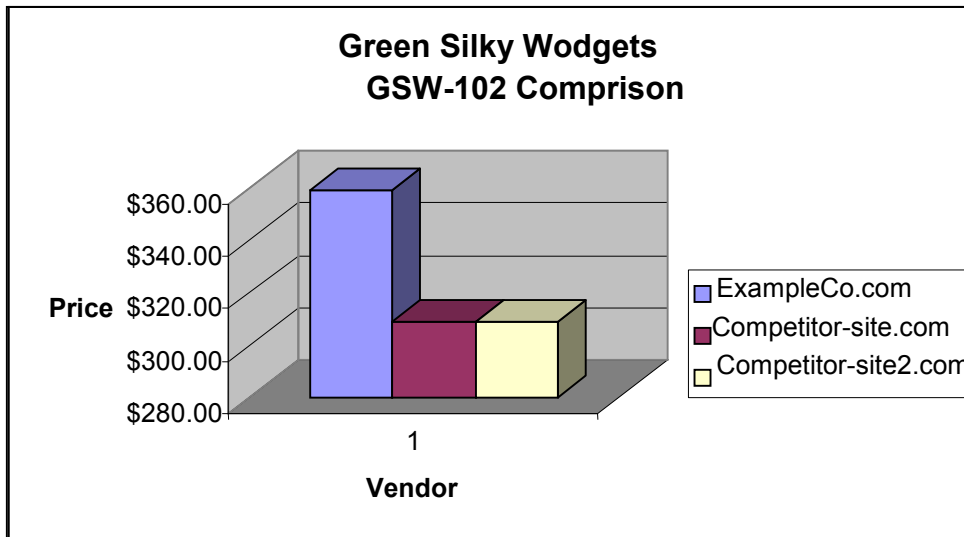
1. **Web Site Hosting**
Don't skimp on Web hosting! Your Web site's important to your business, where you host it is crucial. Verio shared hosting plans are reliable and flexible. Free set-up when you order online. www.verio.com
(Advertiser's Max Bid: \$9.00)
2. **Web Site Hosting - Yahoo! - Free Domain**
Set-up fee waived. Yahoo! Web Hosting offers a free domain, up to 35 Pop3 E-mails, up to 350 MB storage and 35 Gb per month transfer with 24x7 support. Prices start at \$11.95. webhosting.yahoo.com
(Advertiser's Max Bid: \$9.00)
3. **Interland Hosting**
Guaranteed reliability and security. \$9.95 per month hosting. Additional multi-account discounts over 50% off retail. 250 MB disk space, free data backup and 24/7 expert support. www.interland.com
(Advertiser's Max Bid: \$9.00)

Price Comparison Report

Site	Model #	Description	Price
ExampleCo.com	RFW-101	Red Furry Widget	\$426.55
Competitor-site.com	RFW-101	Red Furry Widget	\$449.00
Competitor-site2.com	RFW-101	Red Furry Widget	\$449.00
ExampleCo.com	GSW-102	Green Silky Wodgets	\$359.00
Competitor-site.com	GSW-102	Green Silky Wodgets	\$309.00
Competitor-site2.com	GSW-102	Green Silky Wodgets	\$309.00
ExampleCo.com	ROZ-103	Rough Orange Zippits	\$39.99
Competitor-site.com	ROZ-103	Rough Orange Zippits	\$49.95
Competitor-site2.com	ROZ-103	Rough Orange Zippits	\$59.95

In this small sampling, prices seemed competitive with other vendors in the industry.





Summary

Site Summary:

The website is in prime shape for Internet marketing. There is definite potential for much higher traffic. This potential can only be realized, however, with much improved link popularity, and increased SE saturation. This site will dramatically benefit from the increased link popularity by substantially increasing the number of pages currently in the search engine database. This will allow the site to come up for a wider variety of search phrases, and thus reach a much wider audience.

Pay-per-click is a definite option for ExampleCo.com. There are many phrases that could be cost-effective from an advertising standpoint. A Froogle data-feed and possibly even Inktomi PPC could help to boost traffic for specific search terms. Another advertising consideration will be submitting similar data-feeds to shopping networks such as Bizrate or NextTag. These options can certainly be explored as time and budget permits.

For more information on [SAMSA Internet Marketing Services](http://www.samsa.com/seo/index.html), please visit:
<http://www.samsa.com/seo/index.html>