



## **WHAT IS ON-SITE OPTIMIZATION?**

When your potential customer searches the web for a certain keyword or key phrase, search engines apply unique mechanisms to show the most relevant results. These methods vary depending on each particular search engine.

On-site optimization involves a number of elements to increase the likelihood that regardless of what technique the search engine uses, your site is one of those they show to your potential customer. Two key factors that heighten your chances of being 'seen', are adjusting the components of your website pages to make them more visible and enhancing your site navigation. Knowing what search engines need to see to choose your site is just one way we can help you increase traffic on your site.

## **DOES YOUR SITE NEED OPTIMIZATION?**

- ✓ Optimization is the answer if you get low traffic numbers from organic searches
- ✓ Reconfiguration of your site components will help ensure your site is indexed properly
- ✓ Enhancing your site navigation can mean positive results from website promotion campaigns
- ✓ Optimization means your conversion rates go up, turning visitors into customers
- ✓ Enhancing your site with Optimization increases the rate of returning customers

Onsite Optimization improves not only your site navigation and structure, it also enhances usability, making it easier for the search engines to identify and index *your* site, not those of the competition.

## **HOW WE CAN HELP?**

Our onsite optimization specialists will help you improve your search engine rankings and turn visitors into loyal customers. *Our* business is to make certain *your* business succeeds.

Toward that end we will:

- Evaluate your site architecture and its linking structure
- Analyze your HTML source code and page layout
- Present recommendations on how best to modify your site

## **MORE!**

Choose the package that best fits your business needs and budget and let our experts help you today.

### Basic Onsite Optimization

- We will create unique page titles, Meta description tags and Meta keyword texts for your website. In addition, we'll create a sitemap for your site.

### Premium Onsite Optimization

- We will create unique page titles, Meta description tags and Meta keyword texts for your website. In addition, we'll create a sitemap for your site.

### **PLUS**

- We will conduct a Usability Analysis and provide recommendations on how you can improve the success rate of visitors so that they return.
- We will devise a plan for On-Page Links that will show you how you can leverage specific text points to create more links for your site.

Platinum Onsite Optimization. All the features of the Premium package plus:

- We will create unique page titles, Meta description tags and Meta keyword texts for your website. In addition, we'll create a sitemap for your site.
- We will conduct a Usability Analysis and provide recommendations on how you can improve the success rate of visitors so that they return.
- We will devise a plan for On-Page Links that will show you how you can leverage specific text points to create more links for your site.

### **PLUS**

- We will create a special Google sitemap/xml sitemap for your site.
- We'll show you how to tell the search engine spiders which pages to index.
- We'll help you avoid having the search engine spiders index the same pages twice.

Contact us today and discuss what Onsite Optimization Plan suits you best.