

The Dogs Online

Web Site Marketing and Optimization

Our Web Site Marketing and Optimization strategy involves a four-step process to give you the best possible visibility on the web. Depending on your needs, we can use any or all of the steps to provide you with improved search engine placement.

1. **Keywords – Research and Meta Tag Placement.** Determining what keywords to use and placing them in the meta tags is the most important part of optimizing your site. We do research to find the best keywords and keyword phrases for your site. In optimizing your site for search engines, the competition is incredible. By avoiding the common, generic keywords, you won't be competing for millions of other pages for a search engine's attention. When choosing the more common phrases, it is unrealistic to think that a brand new website could compete with the larger, more established web pages for that number one position. The most important element is finding keyword phrases that are broad enough that the typical individual searching for your breed will use them, but unique enough that they don't return millions of matches. We determine the most specific keywords that searchers will use to find you. Once we've found them, we use them to create a theme that can carry through your website. Those keywords are placed in the "invisible text" areas of your website called meta tags. Invisible text refers to the words that don't display on the page but are added to the code of your page to be gathered and analyzed by the search engine robots. Research and meta tag placement is \$15 per page.
2. **Web page optimization – Optimizing web site pages to pull the keywords throughout the page.** Web page optimizing is much more than just adding meta tags. After being attracted to your site by the keywords, the search engine robot will continue through your page looking to see if the content of your page matches them. Those keyword phrases must be strategically placed throughout the page so that search engines can identify them and index your site. The formulas that search engines use, also known as algorithms, draw a fine line between higher rankings for seeing the keywords sprinkled liberally throughout the page and lower rankings for repeating them endlessly. Not to mention, the website is for HUMAN visitors first and robots second. We want your visitors to enjoy what they've read and not feel like they've re-read the same sentence ten times.

We will help you use the body of your text to include as many of the keywords as possible, but we can also ensure that each image and link on the page “pulls its own weight.” We do that by providing more of that “invisible text” for the search engine robot to identify, and anchor text linking to help the robots move freely through your page. Because Step One is a prerequisite for Step Two, it is included in the price of \$50 per page for keyword research, meta tag placement and page optimization.

3. **Manual Submission to Free Search Engines and Directories.** Research has shown that most smaller search engines now pull their results from Google, so we will set up a Google-favored sitemap and submit your site to them first. We will then continue to submit your site to local and dog-specific search engines. We only submit the index page of your site to these companies, as many of them will ban sites for over-submission. But, the important anchor text linking provided in the step above will help the robots to move freely though your site, indexing each of your pages. You will be notified of the search engines and directories to which your site has been submitted. Step Three is billed in hourly increments at \$25/hour.
4. **Link Analysis and Reciprocal Link Exchange.** Without a doubt, the number of times a web page is linked TO determines the placement of that website in Google and most other search engines. If you have few other websites linking to yours, you will rank lower than other sites, similar to yours, that have more promotional links. This is another function of the algorithms used by the search engines. Each time a search engine sees a link pointing to your page, it sees that as a “vote of confidence” for your site. However, Google also takes note of how complementary the linking site is. For instance, if a real estate site and a dog walker site both link to your web page, Google will “think higher” of the pet-related link. So, how do you achieve these outside links? We will search the internet specifically to find sites that we think may not only complement your website, but also participate in a link-exchange program. Quite simply, you provide a link to their site on a new, “resource page” and they’ll provide a link to yours. In the end, both of you benefit from this arrangement. Why do we add a separate resource page? Because some companies require large banner ads which can really detract from the layout and design we’ve created for you. By adding those links on the “resources page,” we fulfill our part of the deal without sacrificing the aesthetics of your site. We will email you the list of sites we’ve found and you may review and approve it. We will then contact the webmasters of the other sites and request a reciprocal link. We will continue this process until we reach one hundred

reciprocal links or until you request otherwise. Although the most time-consuming, link analysis and exchange is the icing on the cake when getting your site its highest possible rankings. Step Four is also billed in hourly increments of \$25/hour.

5. **Monthly Maintenance.** If you'd like, after we've completed the four steps of optimization, we will review your site every month to monitor its progress. We will check data that we receive on your site and make adjustments based on the reports we receive. You will receive a Monthly Maintenance report listing number of visitors, sites they were referred from, keywords being used to search for your site, and more! Monthly monitoring is \$75/month and can be cancelled any time.

The most important thing to remember about Search Engine Optimization is patience, patience, patience. Most search engines will give priority to older, established sites. It's a slow climb to the top, but the view from the front page of Google is pretty great.