

BSEWebsites.com



Guide to SEO Services

This guide includes Search Engine Optimization Services available for a BSEWebsites.com built website.

SEO Services

How will people find you on the Internet? How effective is a website if potential customers can not find out about you or your company's products. One way is with SEO Solutions by BSEWebsites.com. SEO (Search Engine Optimization) is the process necessary to get yourself found on the World Wide Web. Let BSEWebsites.com make this complicated process simple & successful for your business.

First, you need to know there is a right way & a wrong way to approach SEO. If you are seeking out a company that promises you first page listing on the most popular search engines in 90 days, you probably need to run, not walk away from this situation. The facts are that SEO is an on going process that may take several years to achieve your goals. There are short cuts to cheat the system, but the major players, Google, Yahoo, etc. promise negative results if you are caught trying to manipulate the system. These major players have tools in position to expose cheaters and you will likely be caught and penalized if you try & manipulate the system. You may need to check references and understand the basic game plan before embarking on a long journey with your SEO provider.

This process has two parts:

1. What steps do we take to move our website up the search engine ladders?
2. How do we monitor the process as to make monthly adjustments to constantly better our position against the competition?

So let's look at these parts one at a time & see what solutions BSEWebsites.com can offer.

What steps do we take to move our website up the search engine ladders?

1. When your website is complete, BSEWebsites.com will submit it to Google, Yahoo, MSN, and ASK.com. Most other search engines are normally powered by these four main search engines.
2. BSEWebsites.com will also submit your site to reputable web directories, open directories, and social bookmarking sites.
3. Upon subscription to the BSEWebsites.com SEO Service program, we will include a sitemap with your website and submit it to Google, Yahoo, MSN, and ASK.com. This sitemap will also be available to your visitors for easy page navigation.
4. Meta Keywords – BSEWebsites.com will setup your keywords inside your home page source code.
5. Meta Description - BSEWebsites.com will setup your description inside your home page source code.

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6. BSEWebsites.com will modify your dynamic text for your web pages to create unique and keyword rich content.
 7. BSEWebsites.com will modify Title & Alt tags to make them simple, descriptive and keyword rich.
 8. BSEWebsites.com will optimize pages with headings (H1, H2, H3) containing your website's primary keywords.
 9. BSEWebsites.com will create a Business Partners button on your Home page. The Business Partners button can be operated through your dynamic back door and can allow you or BSEWebsites.com to insert link exchanges with other websites with similar business relevance. (BSEWebsites.com will not participate in installing link exchanges from link farms or other questionable link exchange alternatives)
 10. BSEWebsites.com will create a Partners Inquiries button on your Home page. When a potential link exchange partner clicks on this button, a form will appear to be filled out & then will be e-mailed to you. If you wish to have a link exchange with this partner, then you or BSEWebsites.com can include this link exchange through your dynamic back door.

How do we monitor the process as to make monthly adjustments to constantly better our position against the competition?

1. BSEWebsites.com can supply you with monthly, quarterly, semi-annual, or annual reports generated from WebPosition 4 Professional software. Together we can monitor the success of your websites placement.
2. Based off WebPosition 4 Professional, Google Page Rank and other available SEO tool's findings, BSEWebsites.com will make fine tuning adjustments to your websites structure to maximize your website's SEO position based on your monitoring plan.

What is the cost for BSEWebsites.com SEO Services?

Setup Phase

Cost of the Setup Phase for a website under construction: \$1,500.00.

Cost of the Setup Phase for a completed website: \$1,800.00.

Monitoring Phase

Upon completion of the Setup Phase, we can then start the Monitoring Phase. The Monitoring Phase is optional to our clients. Some clients want to lay the groundwork & then bow out of the Monitoring Phase. The client can choose from one of four options to fine tune your SEO adjustments and supply you with current reporting of your new SEO position.

1. \$250 per month, times 12 months = \$3,000 annually
2. \$300 per quarter, times 4 quarters = \$1,200 annually
3. \$500 every six months, times 2 payments = \$1,000 annually
4. \$700 annually, times 1 payment = \$700 annually

Please select your Follow-up Phase option that works best for your budget.

