

# SEARCH ENGINE SLAM!

*The Search Engine Optimization Program*



"I continue to be very happy with the website and the Search Engine Slam! I've paid for website advertising on other sites and am VERY unhappy with the results. I've received virtually no business from those web site and it cost me a bunch of money. The only consistent results are from search engines, i.e. you guys!! I'm getting calls and orders from all over the country about things on the website! It's really going well."

- Brenda -  
Owner, Before  
and After

Vansant Creations offered Search Engine Marketing programs before most firms were even a sparkle in their CEO's eye. Our legendary **Search Engine SLAM!** program offers several different tiers of service for different types of budgets.

## What is Search Engine Optimization? (SEO)

The latest statistics show that 85% of web surfers use search engines - 56% on a daily basis. 46% use search engines for shopping. Only 1% say they never use search engines. **When someone needs what you offer, chances are they will try to find it on a search engine.**

Our **Search Engine SLAM!** service covers the three major SEO areas:

### Organic Search Engine Listings

These are the "classic" search engine listings - the listings that show up in the center of the search page, one after another. While it requires knowledge and expertise, it is possible to make your site show up on one of the first pages for a keyword or keyword phrase search. Most people only look 1-3 pages into a search, so if you aren't in the top 30-50 listings, chances are your link will never be seen.

With years of search engine study under our belts, **Vansant Creations** knows how to make your most important keywords "weigh" more on your web pages, so that your site shows up higher on a search than others.

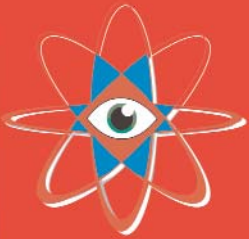
### Pay Per Click Listings

These are the ad listings that show up next to or above the organic listings - usually in shaded boxes. You can purchase these spots by agreeing to pay a fee ranging from one cent to many dollars every time someone clicks on your ad. The good news is if they click on your ad they will be taken to your site where that click can convert into a sale worth much more than a click fee (particularly if your site is optimized to convert clicks to sales.)

### Web Analytics

Web analytics is the art of analyzing a web visitors' online behavior, such as where clicks come from, which keywords work and which don't, what visitors do once they reach your site, what they buy and what they don't, when they leave your site and how to stop them... Knowing all of these things makes it possible to optimize a web site's structure and content to better serve customers. And, of course, it insures you're doing everything possible to maximize your return.





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## What's the next step?

First, pick a level of service from the three below.

### BASIC SEO SETUP

Includes Meta-tag creation and Search Engine Submission. Includes assistance in compiling keywords and site description meta-tags and implementation of same, and submission to all the major free search engines. (with option for fee search engines, but fees not included.)

### Classic Search Engine SLAM!

We work with you to identify the top keywords or key phrases that best match your business strategy and core business focus. This involves:

- a consultation where we get to know your business, strategy, website goals, and clients, prospects, target markets;
- recommendations for keyword optimization, metatags, etc.
- title, keyword and description meta tags for your website pages
- alt tags, body text and other elements optimized for your keywords
- manual submission of your site to the top search engines and directories

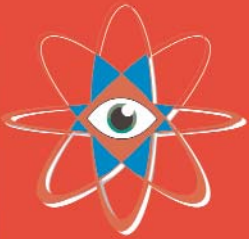
This is a keyword "overhaul" for your site. We review the results every three months and work on keywords to further improve results and keep up with ever changing search engine algorithms.

### Premium Search Engine SLAM!

Includes all the work of the **Classic Search Engine SLAM!** Plus:

- creation of site maps for easy search engine spidering
- a review of your competitors' web sites and search engine rankings
- an extensive keyword analysis identifying most popular keywords used to find your type of business/products
- recommendations for click thru programs
- individual entry pages created to balance the necessary link popularity and relevance
- manual submission of your site to the top search engines and directories (fees included)
- link building with relevant sites
- optimization of individual pages

We work every week to improve user and search engine compatibility and to create and deliver monthly reports on your status for various keyword phrases which document your improvement. **Best plan for serious retailers.**



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## Other Add-Ons to Consider

Other services available. Discounts given for combinations of services.

### BENEFITS

**Instant reduction in costs and greater return on investment than traditional media**

**As your business changes we can easily adjust your campaigns to meet your needs**

**Target specific audiences and areas**

**Smaller companies can compete in the same arena as larger firms**

## Pay-per Click Campaigns

We research keywords, create ad copy and provide targeted landing page content to give you the best results possible on Google and Yahoo! (formerly Overture) Pay Per Click advertising systems. Campaigns run until spending budget (not included) is exhausted but can be continued any time or set to perpetually roll until stopped. We will recommend an optimized budget for best results.

## Web Analytics

Analytics enables you to measure the success of your lead generation activities and shows you which online and offline marketing campaigns are most effective in attracting new customers and turning loyal customers into regular purchasers. We analyze data gathered through many different marketing initiatives such as:

- email marketing campaigns
- search engine hits
- pay per click ad hits
- print ads with web addresses
- shopping cart data

...then we turn that data into action, changing your site and online marketing in every way needed to optimize your return on investment for all of your marketing strategies.

## Let Vansant Creations Take You to the Next Level

Our years of experience and dedication to our clients is a winning combination every time.

**Call or email us today for a free quote!**