



## Online Marketing

Having a great web site without promoting it is akin to displaying a glamorous billboard in the middle of a desert highway. Your website can fulfill its mission only if your prospective customers know about its existence, and Intechnic Corporation offers a wide range of marketing services designed to achieve that. Our professionals will help you bring quality traffic to your website, increasing your customer base and sales. We will analyze your field of business, determine your competition, reveal existing opportunities and utilize them to promote your site.

As you have probably experienced yourself, searching on the Internet usually yields countless results. It is important that your site is ranked high in the search results, easily visible to everyone looking for related information, because the same happens when your prospective customers search for keywords related to your business.

### SEO Process in a Nutshell:

Search Engine Optimization process consists of 3 steps:

- 1 **SEO Report** – comprehensive report on current performance, keywords analysis, forecasts and the proposed plan of action.
- 2 **SEO Campaign** – optimization work to reach positions for the keyword groups as specified in the SEO report.
- 3 **Summary Report** – summary report provided to you at the end of the campaign.

### SEO Services Pricing

- SEO Report: **\$960**  
(credited towards SEO campaign)
- Optimization of one Tier 3 group (unique): **\$480 \***
- Optimization of one Tier 2 group (standard): **\$960 \***
- Optimization of one Tier 1 group (competitive): **\$1920 \***
- Yahoo Submission: **\$495**
- Manual Submission to targeted engines and directories: **\$95**
- Copy Writing and Technical Adjustments **custom**

*\* 50% of the fee is payable upon commencement of the project, remaining 50% is due upon the delivery of results.*



## Search Engine Optimization

### How can Intechnic help?

Intechnic Corporation utilizes our unique experience to achieve visibility in search engines by analyzing your competition, optimizing your site and monitoring the progress. There is no single proven method to increase ranking in search engines, however we can help achieve the desired results by using a combination of methods and techniques, custom marketing campaigns and referrals.

### 1 SEO Report

As the first step we compile a comprehensive analysis and a plan of action of the future organic SEO campaign. This SEO report includes the current performance of your site in the search engines, our detailed keyword analysis, proposed keyword groups and targeted pages, current and forecasted traffic levels, technical analysis of your website from the standpoint of search engine spiders, traffic metrics analysis and proposed improvements, and much more. At the end of the report you will find a detailed proposal on how to implement your campaign, defining its terms, schedule and costs. If you choose us to do the job, the entire cost of the report will be credited towards the cost of your SEO campaign.

As part of the report, we are going to perform an extensive research of prospective key words and phrases that will increase the traffic to your web site, improving your bottom line. We are going to group all of the suggested keywords by semantic relevance, with each group targeted on one or more pages of your website. Depending on the complexity of the optimization, the level of competition for the keywords and the amount of content to be optimized, we put each keyword group into one of three tiers:

**Tier 3 (unique)** - The simplest case, where the optimization of content is usually trivial. Key phrases that contain words unique to your business or website usually fall into this tier, as well as highly specialized or uncommon phrases (for example: professional or specialized terms, scientific terms, trademarks, etc.)

**Tier 2 (standard)** - The most common tier, where the suggested key phrases are common terms frequently searched by Internet surfers. They are carefully selected to bring the most traffic while having the least competition. The majority of our optimizations fall into this tier, as it provides the best compromise between the complexity of the optimization and the amount of resulting traffic.

**Tier 1 (competitive)** - The elite tier, which contains keywords that are sought after by the major players in your industry and are very competitive. If the optimization is successful, it will significantly boost your site's traffic, and your site will stand out as a leader among the competition. Usually the site and content optimization alone is not enough to achieve successful placement of tier 1 keywords, and we often recommend additional SEM efforts such as a PR and a link campaign.

### Satisfaction Guarantee:

We are so confident that our services will work for you that ½ of our fee for the optimization will be due upon the successful delivery of results.

In other words, we get paid in full only for achieved results !



## 2 SEO Campaign

The SEO Report compiled by Intechnic provides you with a detailed plan of action. As soon as the report is accepted, our professionals go to work optimizing your site for the keyword groups as outlined in the plan. Besides the core optimization, some of the additional services that we recommend in the report are:

**Yahoo Submission** - As our extensive experience has shown, one of the key steps in an SEO campaign is a favorable listing in the Yahoo Directory. Our listing fee includes the creation of a targeted description for your web site, research and placement of your site in the proper category, submission to Yahoo and handling their billing process, renewals as well as full representation of your site in the event of placement disputes, etc. It also includes Yahoo's \$300 initial listing fee, however it does not include the optional annual renewal.

**Manual Submission to Targeted Engines and Directories** - While a lot of companies offer submission to thousands of search engines for as little as ten dollars, these automatic submissions will not be a valuable contribution to your SEO campaign. Only a handful of search engines account for the vast majority of the Internet's traffic. If you are not submitted to those major ones, the other thousands of little engines will not do your site any good. And very few of the major engines allow automatic submission nowadays (Google, for one, does not). In addition to manual submission to the most important engines (the complete list changes as we monitor the popularity of the search engines) we submit your site to major global and industry-specific directories relevant to your site.

**Copy Writing** - In order to have a fruitful organic SEO campaign, your site needs to have meaningful and well-written content on targeted pages. To optimize your site, we need to have some text to work with in the first place. If you are not sure about content, or simply don't have the time to write the necessary copy, we can do this for you. We offer in-house copywriting services, or we can use a wide network of partners, specializing in different areas. The pricing is custom-quoted, depending on the amount of text and its subject matter.

**Technical Adjustments** - Even optimized content on your site is not going to be valuable, if the search engine spiders cannot view and successfully process it. We are going to perform all of the necessary adjustments to your site's pages, without harming the functionality, so that your site becomes not only spider-friendly, but spider-efficient, creating the most favorable impression for the search engines and human site visitors alike. We work with a variety of platforms and technologies, and because of the vast differences in them, the pricing is custom. A quote can be provided only after we review the internal structure of your site.

**Other Services** - As needed for your campaign, we may recommend other services such as link campaigns or press releases. Our professionals will work with you on selecting the combination of services that will work best for your particular case.

## 3 Summary Report

At the end of your campaign we will provide you with a comprehensive report outlining the results of the SEO campaign and the position of your website in search engines for the targeted keyword groups.

## Contact Us

Should you have any further questions about our services or products, or simply require more information, please don't hesitate to learn more by...

Calling us at **847-816-1231**

Writing us at [sales@intechnic.com](mailto:sales@intechnic.com)

Or visiting [www.intechnic.com](http://www.intechnic.com)

For more information, please visit <http://www.intechnic.com/seo/>

