



River Valley Marketing / WCG, Inc.

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You deserve Professional Search Engine Optimization Services for Your Important Business Web Site NOW!

Wambach Communications Group, Inc. (WCG) is proud to introduce our **organic search engine optimization (OSEO)** services to you. We have available the newest technology system for helping our clients increase their sales and business performance directly or indirectly by "optimizing" their web sites for specific keyword phrases. These procedures implemented by a one-time submission*, or even better, in a series of monitored, evaluated and adjusted re-submissions 2-4 times per year, will help your web site place higher in the top major search engines and attract targeted web site traffic.

*We offer a **basic one-time submission service** that will enable your site to be optimized for an undetermined time period. And that would be a start and, indeed, helpful. But we highly recommend a program of multiple submissions - each time "tweaking" your site and re-optimizing it to the new data levels that are continually researched under our system method.
See the last two pages of this document entitled "An SEO Scenario" for pricing details!

We pride ourselves on implementing ethical, non-spam search engine optimization solutions by actually improving your web site programming and design and NOT by "tricking" the search engines with volumes of hidden or invisible content and multiple hidden home pages that may get you some temporary visibility with a few search engines. But these typical underhanded practices never really help your overall standing in the most important engines. *Here's why:*

Search engine optimization is a moving target. The top search engines never stand still, they are constantly refining their methods and algorithms to delivery the most accurate, relevant results to searchers. They're also constantly making it harder for unscrupulous marketers to manipulate search engine results. The increased safeguards are a great benefit to "honest web sites". But it takes staying on top of the subtle changes to keep sites in good position.

At **WCG**, we have always advocated using legal strategies to boost your rankings and web site traffic by constantly monitoring what it is the search engines consider "search engine friendly." With the most recent technology improvements, we can now offer the following services with greater assurance of a successful outcome:

SCOPE OF WCG/OSEO SERVICES

Keyword research and consultation: Includes up to 25 carefully researched and systematically chosen keyword phrases to provide the best opportunity for top rankings and increased targeted traffic to your site.

Pre-optimization report: Initial ranking report used to benchmark future results.

Site design analysis: Site evaluation performed; modifications provided; both services designed to ensure your site is "search engine friendly."

Content analysis and optimization: Optimization performed by proven standards and experience providing long term results; Proper keyword density placement performed on your site's most heavily traveled and popular pages.

HTML optimization: Proper optimization of your web site code including: Title tags, Description Tags, Keyword Tags, Alt Tags, I11 tags, etc. for page specific keyword phrases.

RECOMMENDED FOLLOWUP: Monthly reports/optimization: Search engine ranking reports are emailed to you on a regular basis to allow you to track your progress. As necessary, pages will be re-optimized to sustain your rankings.

SEARCH ENGINES CURRENTLY SUPPORTED BY OUR SERVICE

A9.com	Entireweb	Google Directory	LookSmart	Teoma
About.com	ExactSeek	Google Groups	Lycos	Tygo
AllTheWeb (Lycos)	Excite	HotBot	Mamma	Web Crawler
Alta Vista	Froogle	ICQSearch	MSN	WiseNut
AOL	Galaxy	ISleuth	Netscape	Yahoo Directory
Ask Jeeves	Go.com	Ixquick	Open Directory	Yahoo Web Results
Earthlink	Google	Jayde	Search.com (CNET)	

Contact us for a custom service price quote.

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Please see next two pages entitled:
SEARCH ENGINE OPTIMIZATION – A SCENARIO



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SEARCH ENGINE OPTIMIZATION – A SCENARIO

Wambach Communications offers services to improve your ranking on major search engines. These services are intended to take your web site to a higher level of awareness to a broader audience. I encourage you to review this data and invest in our services to gain more internet traffic and position for your business in the future.

The following "prospectus" will give you an idea of the "inner workings" of search engine placement services we are offering. The important thing to remember is that this is an ongoing process - initial evaluation, recommendation and setup is front loaded to really jump start the process. Ongoing monthly maintenance with progress reports is critical to the long term placement rankings because of the changing nature of the search engine algorithms and criteria which are constantly in motion.

On-page checklist includes over 50 individual items to analyze & check. Below are a few.

We start off by analyzing several on - & off - page factors that can affect a site's rank in the Search Engine Results "SERPS". The on page factors that I look at are:

1. Analyze URL [It is best if your keyword is in the URL]
2. Meta tags such as Title, Description & Keywords. [The Title tag is a huge factor with Google.]
3. After retrieving the keywords from the Meta tags, analyze the actual content on the page. Keywords & variations of Keywords need to appear in certain places on the page.
4. Check to see if keywords are present in the first 3 ALT image attributes on the page.
5. Check internal linking structure. [The way you link internally can hurt your Google pagerank.]
6. Analyze the anchor text of how other Web Sites link to yours.
7. Analyze overall layout & design of the Web Site.
8. Analyze on page content.
9. Keyword & phrase Research. – try to see if there are better terms to include in keywords Investigating new possibilities & how many times they are "Queried" Per day.

The next step is to Analyze the off - page factors

1. Check to see if the Web Site is listed in the following directories: A. DMOZ.org | Yahoo Directory | Alex Traffic Rank. For best optimization you must: A. Be listed in these directories. B. You must be listed there under the appropriate category. C. Category title must include your keywords. D. Your description in these listings must be well written & strategically contain your Keywords!
2. Check & verify Google Pagerank. Pagerank makes a HUGE impact on how a Site ranks!
3. Analyze pagerank of your linking partners.
4. Analyze the competition – To beat out your competitors on the Web you need to know how they got on top of the Search Engine Results "SERP's"
5. Analyze Web Sites link popularity. Google Pagerank is mostly based on how many links point to your Web Site & How they link to it. – When a Site links to yours – You want to make sure that the anchor text of the link includes your primary keywords!
6. Analyze the theme of the web Site.

That is a brief overview. A report is created with all of the results & what recommendations are to improve the Web Site 's overall ranking in the SERP's as well as The Google Pagerank of the Site.

Ongoing SEO Maintenance

1. Monitor & Report on rank in the major Search Engines. – Your traffic will primarily come from 3 sources & in this order – Google – Yahoo – MSN. Optimize for all three of these main sites & the other Search Engines will just kind of follow.
2. Continually Seek – Find – Manage & Update new link partners with related content & high Google Pagerank
3. Update web site to accommodate new Algorithms. [Included w/ maintenance fee.]
4. Small ongoing monthly experiments / Tweaks to try for even better placement & more Keyword Positioning.
5. Ongoing submitting to related “Niche” directories.
6. Generate – Compare & distribute Monthly reports on Search Results

General Price Structure

Charge \$150 - \$200 for the initial SEO report & recommendations.

Then if you accept the recommendations & a lot of changes are necessary, we charge \$75 per hour to implement all of these changes. This usually is a one time fee. An estimate of range of time would be 1 hr. to 3 hrs. average to implement recommendations.

Monthly Fee for ongoing SEO Maintenance– \$50 (recommend minimum of 3 months to really see results - can renew month to month, but if it can be budgeted it should be perpetual if your business heavily depends on the web site for most of your leads and reservations.)

Following this procedure and doing monthly ongoing tweaks, we would expect to improve a site's search results as well as Google Pagerank in 90 days.

Pay-Per-Click [PPC] is an added service. Currently manage Google & Yahoo Accounts – However at this time, we would only quote the price on a case by case basis.