

seo maintenance matters

{Pound for pound, dollar for dollar, SEO brings your business a higher return on investment than any comparable form of marketing}

Benefits

- High ROI
- Targeted Traffic
- Increased Brand Visibility
- More Cost-Effective
- Navigable By Search Engines
- Long Term Positioning
- Promotion That Doesn't Sleep
- Higher Sales
- Cross-Browser Compatibility
- Usability

The following outline breaks down in an easy to follow format what ksg3 interactive SEO maintenance focuses on each month.

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overview

How do you get your business to find customers?

We have a better idea, have them find you.

Major search engines rely on various factors to rank your web pages. The ability to understand and stay current with SEO guidelines will help ensure increased traffic and ultimate success for your website and business.

So what does this all mean in tech speak? The following outline breaks down in an easy to follow format what ksg3 interactive SEO maintenance focuses on each month.

Project Components:

The following components comprise our proposed maintenance solution.

- Meta Data Review
- Content Quantity and Quality
- Competitive Keyword Analysis
- W3C Compliance
- Cross Reference Reporting Evaluation
- External Link Building Management
- Page Link Structure Analysis

1. meta data review

Meta elements provide information about your web pages and help search engines categorize them correctly. Meta data should be consistently reviewed and updated to ensure your website pages provide the most accurate information available to search engines.

```
<meta http-equiv="Content-Type" content="text/html" />
```

All web applications developed by ksg3 utilize our i3 frame work which helps dynamically manage the process of updating meta information with its corresponding content. This provides greater accuracy and efficiency with your websites meta data management.

Meta Elements:

- Title
- Description
- Keywords
- Content (h1,h2,etc.)

2. analytics cross reference report

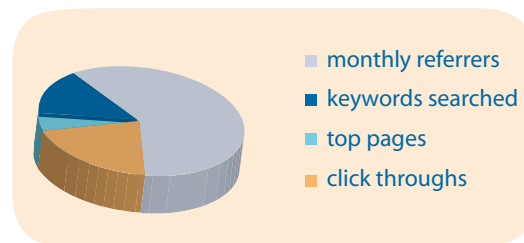
Each month new users find your site.

Many of these users are potential customers.

How did they find you? Where did they come from? What keywords did they use? What did they search for while at your site? This reporting information is the foundation for developing and enhancing your website SEO plan.

What Do We Analyze?

- Monthly Referrers
- Keywords Searched
- Top Pages Visited
- Average User Time Within The Site
- Click-Throughs



3. content evaluation & quality

In addition to traditional site content and menu lists, adding and managing key information such as: news, events, articles, products, white papers and blogs provide value added search friendly content. Today next generation Web 2.0 technology in the form of Wikis and Social Networks are becoming standard method for enhancing website SEO. These combined content components can and will increase your page value and provide a competitive advantage with the search engines ranking your website.

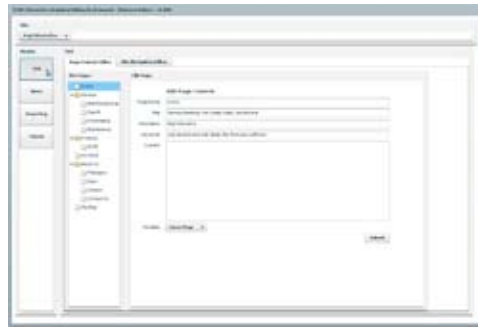


Content quality and update frequency can also impact how often search engines visit or crawl your site and archive the data. Managing and reviewing content effectively is a vital step in your SEO process.

4. external link building management

So how many friends does your website have?

Increasing your company's online popularity will directly affect your search engine placement.



High quality incoming links from related websites of key partners, associations, agencies and other relevant organizations tell search engines that your website content is valid and important. A greater number of links equates to more relevance on the Internet for your field of business. Ksg3 will help manage and make recommendations for increasing your link building database. Depending on the size and nature of your business creating variations of your current website with satellite or microsites also provide direct benefits to external link building concept.

5. competitive keyword analysis

Understanding your search placement with relation to your competition is vital in making key changes to your online SEO marketing strategy. Each month we will provide you a report detailing which companies are favorably ranked in with your top 5 keyword selections.

This analysis will provide your business with the websites you are leading and the ones you are falling behind. Our ability to help you understand your current position enables you to make changes to your SEO strategy.

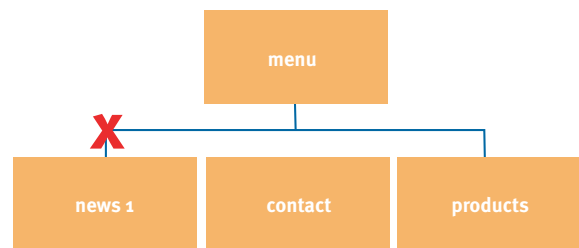
KEYWORDS

6. page link structure analysis

Broken links can certainly hurt your traffic performance.

Because site structure and content often change web pages and internal links (links from your own website pointing to your own web pages) will change as well. Search engines follow links to find your website and web pages. By changing or removing these pages a search engine cannot find the content they have come to expect. If a search engine is unable to find a number of pages that have been removed from the server then they very often will leave your website. This can make getting your new pages indexed difficult and slow.

At ksg3 interactive we handle managing these broken/unused links so that search engines understand the page is no longer being used. We also then provide a means of redirecting the user to the new page or generic page so they can seamlessly continue using your website.



7. w3c compliance site check

Today users connect and access the Internet using a variety of Internet Browsers. Those include, but are not limited to various versions of: Internet Explorer, Firefox, Safari, Chrome and Opera. Each month we run a compliance check to ensure your website meets the W3C standards.

Technical precision of your site's source code provides a superior advantage for search engine optimization and superior browser usability.



8. twelve benefits of search engine optimization

- **High ROI**
Pound for pound, dollar for dollar, SEO brings you a higher Return On your Investment than any comparable form of marketing.
- **Long Term Positioning**
Once in place, a properly designed and optimized site should stay long term in the rankings compared to pay-per-click where costs and outlay are ongoing and unpredictable.
- **Targeted Traffic**
SEO can increase the number of visitors who are actively searching for your service or product.
- **Promotion that Doesn't Sleep**
Imagine having your own marketing and promotions company working exclusively just for you! One that works 24 hours a day, 7 days a week, 365 days every year. That's the benefit of SEO!
- **Increase Brand Recognition**
SEO can give your brand a high profile.
- **Higher Sales**
SEO can mean increased sales of your product or service.
- **Faster Loading Pages**
Properly validated and optimized files will be smaller and leaner, meaning less server requests/overheads and quicker download times.
- **More Cost-Effective**
SEO is among the most cost-effective ways of marketing.
- **Increased Accessibility**
Observing sensible optimization procedures can make your site more accessible to all users.
- **Cross-Browser Compatibility**
A properly optimized site will be as near as possible validated to high standards. This means that it works in all browsers, meaning your site may be viewed by the greatest potential number of visitors.
- **Navigable by the Search Engines**
All links should function correctly and all pages should be accessible to the engines, thus making your site easy for the engines to index and properly categorize.
- **Usability**
Observing basic optimization guidelines should mean that visitors have a more pleasant user experience.