



Web Sites for Small Business
www.webworkscorp.com

Search Engine Optimization:
for Google, Yahoo, and More.





Create High quality inbound links to your site.

Link Building

Link Building is the process of creating inbound links to your website. It is one of the best ways to popularize your website, and will help you receive quality traffic from relevant sites. Proper link procurement and management can improve website search engine ranking, build page rank, increase exposure of your business, **augment ROI and decrease CPL.**

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Linking Optimization Strategies

We research and identify the most relevant high Page Rank (PR) sites for placement of a quality, relevant links from authoritative sites (ones which Google and other search engines rank as important). We do not provide unethical link building practices and will not send out bulk emails inviting a link exchange with your site. Google wants to see the development of links slowly (organic link growth). We build the links in a methodical fashion, avoiding link spamming and only using authoritative sites. Our solutions include **RSS Data Feeds, ISEDN** (Independent Search Engine and Directory Network), blogs, and relevant-site linking opportunities, among other ethical practices.

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An inbound link program adds value to your website. Almost all-major search engines rank your web pages based on the number and the quality of links that point to your website (link popularity). Google uses link popularity as an important factor in ranking sites. MSN and others also use link popularity in their formulas. An **inbound link service** will help you maintain high quality links to your website and is an essential element for the online success of your business.

A well-planned link building campaign is critical for achieving optimal search engine results. Therefore we recommend that you invest in Web Works' link building services.

Listed are a few reasons why we believe our link building campaign can help achieve your desired results:

- You'll receive **highly targeted visitors** to your website.
- Improve your **website visibility** in search engines
- Your Link building campaign would be **highly industry focused text.**



Link building tells the search engines what is important.



Link Building (cont)

When potential customers are looking for an answer to their problem, they will perform searches on Google, read related articles, browse discussion groups and evaluate your competitors. Those websites that they are perusing make up the **online marketplace around your industry**. Our linking strategy will target these sites because they are the most valuable in your campaign; these are websites your potential customers are looking at to decide on their decision. Our copywriters can produce high quality link bait articles that will catch people's attention and promote your website.

The basics of Link-building:

- Well-written content
- Awareness, Credibility, and Visibility
- Link-bait
- Qualify prospects on several categories

- **Well-written content.** Our copywriters are versed in creating content that is accessible to search engines. They are aware of the words that people use looking for your services and will incorporate them into your linking.
- **Link building helps create awareness,** credibility and visibility of your website and company.
- Link building tells the search engines what is **important** on your site.
- Link building helps your website get indexed by search engines.
- Our use of **link bait.** Link bait is any content or feature within a website that somehow baits viewers to place links to it from other websites. Our copywriters can produce high quality link bait articles that will catch people's attention and promote your website.
- We will qualify link prospects based on the **site type, topic, content, etc.**

Overall, link building is one of the most important steps for optimal search engine optimization for your website. Obtaining quality links improves your PR, exposure to search engines and the possibility of gaining targeted traffic to your website. Web Works can create a **link building campaign** that will focus on your industry and customer marketplace.





SEO: An instrumental component of any web site.

Search Engine Optimization

SEO requires an attention to detail concerning the copy for your website, but the time spent properly optimizing is time well spent. If you want to have a presence on the web, whether to sell products and services or simply to provide information, SEO is a necessary piece of the online puzzle. The following guidelines ensure an appropriate **SEO base** for any website, without which a site has little chance of ranking well organically (without using PPC) during Google and Yahoo searches.

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Title & Description Tags

Title and description tags are given to each page of your website. The **title and description tags** give the search engines the main theme of that particular page. Without proper title and description tags, your website has little chance of ranking well on the major search engines.

Keyword Rich Copy

SE's give precedence to pages containing the exact search phrase, then pages containing the keywords closely together, and last, pages with the words scattered throughout. We will write all of the content for your site, which will be rich in **keywords** related to your products or services. Optimized content will help the search engines connect your site to your keywords and view it as a credible search result.

Header Tags

Header tags are a lot like an outline for an essay, except Web Works uses them to outline each page of your site. They are important because they help organize the information on your website, making it easier for the search engines to crawl and collect the information. The header tag should not be overused, as the search engines view this as a form of spamming.

Geo-Targeting with a Local Focus

For website owners looking for strong organic (non-PPC) search results, we tailor your keywords, tags, and site content to include a local coverage area which will help you rank well during searches containing specific locations. We not only list the cities and towns within the copy; we also make use of them throughout other places in your site, such as the title and description tags.

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Inbound linking: Web Works creates listings with **Google Maps and Yahoo! Local**, and submit your site url along with the listings. We customize your listing to include descriptions of your service/product/company, which helps search engines place your site correctly during searches. Google and Yahoo! listings are two of the most important inbound links a website can have, but we also let our customers know that they can register their site with industry specific directories to increase the number and strength of their inbound links.

Keywords Lists

Your site's keywords list is made up of the majority of keywords we use throughout your site. This list serves as a way for search engines to get a quick feel for the topics discussed on your website. Web Works is careful not to go over the **suggested character limit** and refrains from other spamming tactics such as repeating keywords and using words which are not actually written into your site copy.

Site Maps

A site map is a list of pages available on your site for search engines to crawl. It ensures that each page of your website can be found. A site map is especially important for larger sites.

File Extensions

File extensions are given to each page of your site, and we create file extensions that contain keywords and are separated by dashes. Search engines will **ignore entire pages of a website** if their file extensions are written incorrectly.

Linking

Linking within the website: We duplicate the main navigation structure by using simple text links at the bottom of the page. This allows search engines to index every page of the site, especially if the main navigation is **un-readable to the search engine bots**. We also create text links throughout the copy which, if containing specific keywords that connect you to other pages of your website, is very helpful.



Create an ongoing strategy
for keyword optimization



Keyword Optimization

To keep up with competitor websites, it is important to periodically update your site and its SEO. Web Works helps our customers keep their high ranking with the search engines by updating the site copy, using fresh keywords, and adding more geo-targets. We can also provide **Inbound Link Building and Pay-Per-Click campaigns**, both processes which are described in the next sections.

Updating Copy

Updating the copy on your website can include adding more relevant copy to each page or removing some of the current copy and replacing it with new writing. After implementing the new content for your site, Web Works will submit your urls again to the major search engines so they can **review and index** it. Updating your site tells the search engines your site is still active, and therefore, still relevant to recent search queries.


Creating New Keywords

Periodically, we can focus your website on new keywords that may become more popular in searches over time. If adding a new keyword to your website, we may create a new page for it, and will add it to your site's meta tags. This will broaden how many keywords/phrases you rank for with search engines.

Additional Geo-Targeting

If you would like to see your website ranking in additional towns and cities, altering your **coverage area** to focus on them can improve your SEO. Putting a focus on different cities and towns within your local area has benefits similar to updating site copy.





Leverage keyword lists for results in search engines.

Keywords Lists

Make use of a keywords list no more than 250 characters long. This list serves as a way for search engines to get a quick feel for the topics discussed on your website. Do not repeat keywords, or become redundant by using different forms of the same word over and over. Separate the words/phrases using commas, not spaces. Make sure these are words you actually use in the site copy.

Site Maps

A site map is a list of pages available on your site for search engines to crawl. It ensures that each page of your website can be found. A site map is especially important for larger sites.

Geo-Targeting with a Local Focus

For website owners looking for strong **organic (non-PPC) search results**, tailoring your keywords, tags, and site content to include a local coverage area will help you rank well during searches containing specific locations. List the cities or towns within your coverage area within your **Title and Description tags**, and include the same list within the page content. It is especially helpful to list the locations in a bulleted list.

Correct list:

Electrical Contractor,
Electrician,Electrical
Services,Electrical
Repair,Landscape
Lighting,Electrical
Remodeling,Electrical
Rewiring,Commercial
Electrician,Outdoor
Lighting,Lighting Design

Incorrect list:

Electrician, Electricians,
Electrical Contractor, Elec-
trical Contractors, Lighting
Design, Lighting Designer,
Lighting Designers



Your website could be ranking on the first page of Google & Yahoo searches. Web Works can help you get it there.



Web Analysis

Web Works can analyze your website's information, from meta tags, title tags, links within the site, urls and more. To improve your website's ranking on the search engines, we will find ways to make what you already have better. We will create a **profile** of your target audience, the keywords associated with that audience, and an analysis of competitor keywords to create an ongoing strategy for search engine optimization.

The **Web Works Search Engine Optimization Program** in its entirety targets specific keywords and geographic locations by incorporating these words and phrases into numerous levels of your site. Along with individually optimized pages of keyword rich content we optimize title and description tags, create header tags, attach optimized alt and title tags to images, and embed a Google Maps listing for **geo-specific targeting**. Our program also involves optimized file extensions, the addition of robot.txt files, links through **Google Maps and Yahoo! Local**, and the creation of a site map. Your website may already include aspects of our program, and we can tailor our services to your specific requirements.





Leverage PPC for paid results and yield higher ROI.

Pay Per Click

PPC or Pay Per Click is the name given to the **online search marketing pricing structure**, where advertiser pays the publishing site/engine each time a prospect clicks on his ad. In other words, the cost of the campaign is based on the number of times a prospect clicked on your website. Such advertisements usually appear on the search results pages as **Sponsored Links or Listings**. Since the advertiser pays for each click that takes the visitor to his site, PPC is also called CPC or Cost per Click. The difference is, PPC basically refers to the method of calculating cost while CPC denotes the actual cost of each click.

Since most PPC ad Campaigns allow you to not only decide the bid amount but also the daily budget, it has become the most useful tool to attract the right audience to your site. You only pay if your ad is clicked, and you also get to choose which page the visitor would land on your site.

The bid amounts range anything between \$0.05 and \$50.00, with most bids rarely touching the high end. The average bid amount ranges between \$0.25 and \$2 per click. Not only does the bid amount depend upon the bidders, but also the keyword you choose to advertise on.

In short, PPC programs let you choose the keywords you want to advertise on, the amount you want to spend per click, the position you want to rank on and you only pay if you get traffic. Web Works would create and maintain your PPC campaign for the keywords you select. We can also suggest keywords to target based on your industry. Running a PPC campaign can provide high quality leads in competitive fields.





Contact Webworks for your
free consultation!



Who We Are

Web Works specializes in website design and maintenance for small and medium sized businesses. Unlike most web design companies, we provide a comprehensive solution including professional design and copywriting, logo creation, **search engine optimization**, e-mail, domain registration, hosting, e-commerce, on-going maintenance and much more.

We understand that business owners and managers don't have a lot of time to dedicate to additional projects. That's why Web Works **coordinates your web design from start to finish**. Most clients invest less than 1-hour of time during the entire project. Find out how this is possible!

Call for your free consultation today at
888-932-2050.

