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Prospective Client Overview

- Scope of services offered by ArteWorks SEO to achieve organic search engine placement
- Synopsis of potential methodologies for your search engine optimization project
- Search engine optimization industry overview and common challenges



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About ArteWorks SEO

The recipient of numerous prestigious search marketing industry honors, including #3 in the TopSEOs.com [Best SEO Companies](#) rankings, ArteWorks SEO is an internationally recognized leader in organic search engine optimization. A fundamental understanding of the underlying factors driving search rankings coupled with a commitment to achieving results through tailored strategies affords ArteWorks SEO the competitive edge essential to sustained success in the search marketing industry. ArteWorks SEO is proudly ranked in the top 3 search engine optimization firms in the world by both PromotionWorld.com and TopSEOs.com.

ArteWorks SEO specializes in organic search engine optimization, and offers services such as search engine friendly site design, reputation management, pay per click campaign management and more as components of a comprehensive search marketing strategy. ArteWorks SEO's innovative approach to search marketing propelled e-commerce into the modern internet era with the launch of PrimeCart™ 3.0, a search engine friendly shopping cart software package developed by search engine experts. PrimeCart™ 3.0 integrates user friendly controls with modern visibility enhancing features such as Google compliant XML sitemaps, RSS feeds and more (to learn more please visit www.primecart.com).

For additional information about ArteWorks SEO or any of our services, please visit www.arteworks.com or call us toll free at 877.812.2217.

What to Expect from SEO

At the inception of your search engine optimization project, it is important that all parties have realistic goals and expectations of each other. From the perspective of the client, reasonable expectations from an SEO investment would *not* include overnight success, one time "on page" optimization or guaranteed #1 placement.

Of course, we understand that our clients rightfully expect results in return for their search marketing investments. What then, is a realistic expectation? The reasonable expectation of search engine optimization is **first page placement for multiple keyphrases on major search engines**. By major search engines, we mean Google, Yahoo, and MSN. We understand the factors that influence search engines' ability to locate the most trustworthy web pages with the most relevant content to the keyphrases for which users are searching. We are so confident in our ability to deliver what we promise that we guarantee it (please see *Our Guarantee* below).

Our Guarantee

As no SEO firm controls the search engines, no SEO firm can ethically guarantee any specific ranking for any specific keyphrase on a particular search engine. We at ArteWorks can and do guarantee that our client's reasonable expectations will be met within the time frame specified, assuming our recommendations are followed. If unsatisfied for any reason, our clients may discontinue services at any time, no questions asked.

Please refer to the section above entitled *What to Expect from SEO* for a discussion of the benefits you should reasonably expect to receive from search engine optimization.

What Sets ArteWorks SEO Apart

One question we get asked often is: what sets us apart from the myriad other SEO firms out there? We pride ourselves as being a standout in the search marketing industry. We are set apart from many other SEO firms as follows:



- **We have been independently evaluated.** ArteWorks SEO has been independently evaluated and ranked in the top 3 search engine optimization firms in the world by PromotionWorld.com, TopSEOs.com and Visibility Magazine. Here's what people are saying:



"ArteWorks SEO has demonstrated that it is a leader in its field, showing superior service levels and performance for their clients. ArteWorks SEO is a standout amongst the many Internet marketing vendors in the \$5 billion plus search marketing industry." -TopSEOs.com

*"Search engine optimization gurus. One of the best in the world."
-KJCE Radio, Business District Hour, May 6, 2007*



- **Enduring Results.** The efficacy of our methodologies and techniques has been proven time and again by the results we achieve for our clients. As our techniques result in a natural increase in search engine visibility and are algorithm independent, our clients' websites survive algorithm update after algorithm update, maintaining top rankings. Selecting a firm whose methodologies are algorithm independent ensures long term success.



- **Personalized attention.** An experienced Project Manager will be assigned to your project and serve as your personal representative for any questions that may arise as the project progresses. Your Project Manager will guide the strategic direction of your site optimization, making changes as necessary, and serve as a liaison among software engineers, copywriters, other personnel and yourself so as to generate optimal results for the project.



- **Firm and fair pricing.** The monthly budget for your project will be set, and our hourly based fee structure provides certainty to your billing. In most months we work hours in excess of the amount agreed, however you are not charged for any overage, providing you with certainty and consistency in your budget. While we will make recommendations as to the number of hours deemed appropriate for a particular project's success, each client determines his or her own budget, so your monthly investment will always fall within your comfort zone.



- **No pressure, no contracts.** Our services are provided on a month to month basis. If you are unsatisfied with them for any reason, we will of course do everything to make things right. If you are still not happy for any reason, you may quit at anytime, no questions asked.



- **Ongoing research.** We pride ourselves on being leaders in the industry as opposed to the mass of followers always chasing after the latest algorithm update. We conduct ongoing research and continuing education of our team, always searching out innovative ways by which we obtain results for our clients. Staying ahead of the crowd is important in SEO, as by the time the "crowd" has caught onto a particular technique, that technique has likely lost some or its entire efficacy.

EXPERT
Ezine
Articles
AUTHOR



- **We give to the community.** Each month, ArteWorks SEO provides over 1,000 hot meals to people in need through Mission: Possible. For more information, please visit www.arteworks.biz/community.php or www.mpaustin.org.



Value of High Search Engine Rankings

The primary reason most companies hire SEO firms is to achieve high rankings for the key phrases most relevant to the products or services they provide. The goal of these high rankings is to increase the amount of traffic coming to their sites.

Many clients ask how much more traffic can they expect from a top ranking. For instance, if a site is ranked in the #25 position for a certain keyphrase now, the question arises: how much more traffic can be expected if the site moves up to position 10, 5 or 1? This question often comes up when determining the potential ROI for any given SEO investment, assuming the goals of the SEO project are attained. This is a legitimate business concern.

Unfortunately, there is not a way to definitively estimate the expected traffic increase associated with a particular increase in ranking, however a number of studies conducted over the last few years do provide good data from which to estimate these numbers.

Professor Thorsten Joachims and colleagues at Cornell University conducted a study of search engines in 2005. **This study determined that 42% of users studied selected the topmost organic search listing from the results. This was the most clicked single link position in the study. Notably, however, the majority (58%) of all users studied did not select the top search result.** These users selected results below the top result. For instance 8% selected the second link in the SERPs. This shows that only one fifth as many clicks were taken by the second listing in the SERPs as for the top listing. The percentage went steadily down in the lower positions.

This same team from Cornell University conducted an eye-tracking study in 2004 to gain insight into how users browse presented abstracts and select links to click. To detect users' interaction patterns, the eye tracking experiment observes a number of indicators of ocular behavior using a CCD (charged couple device) camera similar to the appliance used to read bar codes. The results of eye tracking research provide Internet marketers with information on clickthrough rates, thus allowing them to make correct predictions on traffic changes as their rankings are gained or lost. **The results of the study show that the first two listings capture over a half of the user's attention in terms of time of the eye fixation. The number one listing received over four times more clicks than the number two listing.** After the second listing, the eye fixation drops sharply. Search results number 6 to 10 receive roughly equal attention. The 7th listing gets less attention than the succeeding 8th listing because it is right below the fold (the screen edge) and is often skipped when users scroll the page down to the bottom. Also, the 11th listing, which is the top listing on the second page, gets only about 1 percent of clicks and user attention – 2.5 times less than the lowest ranked result on page one. **An interesting finding was that the first five positions get over 88% of the traffic, and the first three get 79%.**

In 2006, the iProspect Search Engine User Behavior Study developed a survey on the behavior of search engine users when presented with search engine results after performing a search. **"The findings showed that 62% of search engine users click on a search result within the first page of results, and a full 90% of search engine users click on a result within the first three pages of search results.** This reinforces the need for marketers to ensure that their websites are ranked within the first three pages of search results – particularly on the first page – for the keywords used by search engine users to find their products, services, or information."

"The importance of appearing high in the search results has actually increased over time. We see a very interesting trend between 2002, 2004, and 2006 data as it relates to this finding. **The data indicates that more search engine users are clicking on the first page now (62%) than in 2004 (60%) than in 2002 (48%).** Inversely, fewer search engine users are willing to click on results past the third page now (10%) than in 2004 (13%) than in 2002 (19%)."



“In a second, related finding, 41% of search engine users who continue their search when not finding what they seek, report changing their search term and/or search engine if they do not find what they are looking for on the first page of search results. A full 88% do so if they do not find what they seek in the first three pages. This finding points to the need for marketers to not only target a few short, broad terms with their search engine marketing campaigns, but also an abundance of longer, more specific keyword phrases being queried when users are dissatisfied with the results of their initial searches. These often produce more qualified traffic and higher conversion rates.”

Another key question clients ask is what the ROI will be for their SEO campaign. A report by E-consultancy and Neutralize called the *UK Search Engine Marketing Report 2007* contains a comprehensive analysis of the UK search environment following a survey of more than 700 internet marketers carried out in March 2007. Half of respondents who know their ROI said they are getting returns in excess of 300% for PPC and less than one third said they are getting a ROI of 500% or more. By way of contrast, almost 70% of respondents reported getting a return in excess of 300% for SEO and some 40% of respondents are getting a return of 500% or more. Thus, investment into SEO was found to have a much greater ROI than investment in a PPC campaign.

Arteworks SEO provides this information in an attempt to present general guidelines for measuring the ROI of any SEO effort.

SEO Challenges & What to Seek in a Firm

If you have realized an interest in obtaining targeted and profitable traffic to your website and sought search engine optimization services, you have likely heard a wide variety of supposed search engine optimization strategies and techniques. There are a number of challenges with the SEO industry which can cause clients confusion and, quite possibly, harm to their businesses. For instance:

- **The industry is not regulated.** There is little accountability or oversight. **It is therefore important to select a firm that belongs to a professional organization such as TopSEOs.com, which has independently evaluated the methodologies and efficacy of thousands of firms worldwide.** Member firms of such professional organizations have an accountability to those organizations which is far from ubiquitous in the industry yet is highly desirable from a client perspective. Specifically, members of such organizations must follow search engine “best practices” and must adequately respond to any client concerns registered through the organization itself.
- **Ignorance of the public.** Use of the word ignorance here is not to imply stupidity; rather it means naïveté in the sense that most people simply are not familiar with the dynamic components that make a website visible and relevant to search engines. Search engine optimization is rather esoteric and can be difficult to understand when not communicated in common terms with which the public has everyday associations and experiences. It is therefore important to select a firm which genuinely takes the time to explain to you in understandable language the types of services they will be providing and why such services are effective. **Be sure that you obtain an understanding of each service, the relevancy of each element to the success of your project and why it works.** Do not be afraid to ask questions. Search engine optimization is a relationship service, and its success depends on consistent communication. If you do not feel comfortable with a firm, trust your gut and move on to a more suitable firm.
- **Measurement of Deliverables.** Just as the industry is not regulated, there is no set standard on the measurement of deliverables. It is important to understand what your SEO firm is actually going to accomplish for you in terms of measurable, tangible results. Be sure the firm is clear about how they gauge performance. Is it the raw number of links acquired? Is it simply hours worked? Is it sales? Is it traffic? Or is it rankings? **The proper measure of effective search engine optimization is increased search engine visibility as measured by improved search engine rankings for specific keyphrases pertinent to your organization’s target audience.** Keyphrases should be diligently chosen through keyword research based on the phrases for which netizens are actively searching (as determined through keyphrase research), and not “long tail” keyphrases for which there is little or no search volume, making them easy for which to optimize.
- **Guarantee or Not?** Of course you are expecting to benefit from your investment in search engine optimization, and would like some assurance that results will happen. But as mentioned above, since no SEO firm controls the search engines, no SEO firm can ethically guarantee any specific ranking for any specific keyphrase. This dichotomy between the reasonable expectations of the client and the ethical ability of the SEO firm to not make over reaching promises requires some resolution. It is important to note that **Google itself states in their “Information for Webmasters” that any SEO firm guaranteeing top ranking should be avoided.**

What then, are you paying for? It all comes down to reasonable expectations and a guarantee to meet or exceed those reasonable expectations. Please see the sections entitled *Our Guarantee* and *What to Expect from SEO* for an explanation of reasonable expectations and how we guarantee those reasonable expectations are met. Make sure to select an SEO firm which does not make over reaching promises or guarantee specific top placement, while at the same time is willing to back up their expertise with a guarantee of fulfilling your reasonable expectations for the project.

- **SEO mythology.** There are numerous myths in this field, for brief outlines of some of the more insidious and pernicious search marketing myths please see the section entitled *SEO Myths*. In your quest for successful SEO, it is important to avoid firms whose methodology for success is based upon one or more of these myths.

ArteWorks Services & Methodologies

In this section we will outline some of the major components that are often incorporated into our clients' natural search marketing strategies. It is important to remember that search engine optimization is a professional service, and as such each client's needs are unique. Therefore, an individually tailored strategy to meet the needs of each client will be developed, taking into account the dynamics and parameters of the client's industry, competition, keyphrases, budget, needs and other factors. As such, all services herein may not be performed for all clients, and additional services not contained herein may also be performed. Services we offer include:

a. Comprehensive Site Audit

An in-depth site audit is an exceptional foundation for any SEO project. The information uncovered in a site audit provides valuable insight that allows for a more targeted SEO campaign, taking into account important aspects of a website's code, architecture, competitors, history, current status and much more. A comprehensive ArteWorks SEO site audit provides detailed recommendations for your website based on analysis of the following:

- **Interviews** - of key client personnel by various members of our staff for the purpose of understanding your:

- ✓ business
- ✓ target markets
- ✓ revenue model
- ✓ company and site history
- ✓ technical assets
- ✓ customer behavior
- ✓ goals
- ✓ competitors and more

Interviews are typically conducted with the IT team, marketing department, executive personnel, and other individuals as deemed appropriate (examples may include personnel responsible for web content, budget planning, in house SEO or paid search teams, product development teams, and the like)

- **Keyword research and report** - in-depth keyword research starting with client discussions and input, expanding these choices through intensive research and then determining what phrases are and are not being searched and how often, and finally developing keyword phrase strategies for use in both search engine optimization and pay per click marketing campaigns.

- **Competitive intelligence** - thorough examination of client's major competitors, what they are doing, and how to beat them. In depth analysis of search term competitors, discovery as to which key phrases competitors are using to drive traffic, compare and contrast client's site to competition and identification of marketing opportunities.

- **On Page Review** - review as to major on page issues, navigation architecture, served code, URL structure, sitemap analysis, and much more.

- **Specific Page Analysis** - detailed analysis of up to 5 key pages of the site, step by step instructions and recommendations as to on page modifications, copywriting modifications, and other pertinent issues.
- **Back End Architecture** - our engineers will review any content management system (CMS), back end coding and database structure, and coding language issues.
- **Analytics** - review and reporting on any existing analytics, review of Google Analytics and webmaster tools, verification of Google compliant XML sitemap, conversion rates and goals, traffic patterns and sources, inbound linkage, intra-site linkage, and more.
- **Usability Review** - we will develop three unique personas of likely visitors to your site, and review the site from their perspective. Includes an analysis of marketing language, ease of navigation, clear calls to action, defining conversions, checkout procedure, and general usability issues.
- **PPC Campaign Audit** - we will review any existing PPC campaigns, associated analytics, conversion rates, ad groups, individual ads, and in depth analysis of up to 5 individual ad sets, including copywriting review and calls to action, budgetary recommendations, necessary research, bidding terms, and more. If no existing PPC campaigns exist, we will do the initial research as to budget, traffic numbers, keyphrases, and the like.
- **Social Media** - review of any existing social media campaigns, recommendations as to ongoing social media opportunities, including but not limited to blogging, video, viral marketing and more.
- **Link Bait** - examination of existing or potential sources of inbound link bait, recommendations for marketing link bait and increasing inbound link popularity.
- **Fresh Content** - examination of presence or lack of fresh content on the site, recommendations for inclusion of future fresh content.
- **Written Recommendations** - on all of the above, as well as ongoing Internet marketing strategies, itemized and including recommended budgets for each, including but not limited to organic SEO (off page and on page), usability, analytics, PPC, social media and viral marketing, and more.
- **Telephone Consultations** - as needed during pendency of audit.
- **Followup Telephone Consultations** - (up to three hours) with ArteWorks team as requested or needed by the client.
- **Answers** - to any specific issues or questions client has posed at the genesis of the audit.
- **Additional Recommendations** - as may be deemed pertinent or necessary to the client's business.

b. Key Phrase Research and Competitive Intelligence

Keyphrase research is the absolutely critical first step in any quality SEO project. Key phrase research, if either neglected or performed incorrectly, can result in clients spending thousands of dollars optimizing for either irrelevant phrases (that will not drive targeted traffic), or keyphrases with little or no search volume (little or no potential traffic). It is absolutely

imperative that this aspect of the project be completed by qualified, experienced experts in the field.

We will conduct keyphrase research so as to determine the ideal keyphrases for which to optimize for your business. Keyphrase research will include ascertaining a variety of keyphrases for which there is a high search volume, satisfactory KEI (keyphrase effectiveness index), and which are relevant to your target audience. After all, search engine optimization is not about raw traffic, but rather targeted traffic which will result in conversions. The results of keyphrase research are then presented to the client for approval.

Some clients choose to pick their own keyphrases or have already done their own keyphrase research. It can be dangerous to rely solely upon a client's perception of what their target keyphrases should be, therefore in such situations we are happy to accommodate our client's requests, however we will verify the ROI potential for the suggested keyphrases and discuss the results with our clients prior to proceeding with a project.

Following completion of the keyphrase research, we conduct in depth competitive intelligence. Again, this is crucial and a custom SEO strategy cannot be developed without it. In this phase, we will look at the competition for the desired keyphrases, study their sites, back linkage, and other factors so that we fully understand what SEO related advantages competing sites may currently have over your site. Armed with this knowledge, we hone in on the best strategy for your success. Simply put, we find out what your competition is doing, and we do it better.

c. On Page Code Optimization

On page code optimization is search engine optimization in the traditional sense. Many people presume that SEO is all about Meta tags, without really knowing what Meta tags are or how they are viewed by the search engines. In actuality, the factors that make a site visually appealing, functional and user-friendly are not the same dynamics that make it visible and relevant to search engines. More often than not, site designers and developers neglect to incorporate key elements that are important to search engines in determining the content of a site.

On page code optimization involves two primary areas of interest: **search engine friendliness** and **search engine relevancy**.

- **Search engine friendliness** involves making sure the engines can both find all of your pages as well as crawl their contents. Many dynamically-driven sites may have problems in this area, especially e-commerce sites. Major areas of concern include Google-compliant xml sitemaps, use of Flash, dynamic URLs, drop down or image-swap navigation and the use of session IDs.
- **Search engine relevance** means making each page as relevant to the search engines as possible for the specific contents of that page. Therefore, each page should be individually optimized for its specific content. It would be erroneous to assume that search engine relevance is about Meta tags. In fact, metadata has little to no import as to search engine rankings due to historical spamming of these elements, which are easily manipulated.

ArteWorks SEO can either correct these problems on your behalf or serve in a consulting capacity to your existing webmaster or IT team so as to ensure that major areas of interest or concern are addressed. In many cases, websites utilize a proprietary e-commerce system or CMS, to which the hosting company or system provider will not allow root level server access or code modifications. In this case, we can take care of major on page elements through your CMS, and still achieve desirable results through aggressive off page optimization.

d. Content Creation and Optimization

Off page search engine optimization is about one thing: building links. **Truly benefiting from link building requires natural, quality, one way, inbound links from relevant, trusted, authority sites to useful, original, fresh, informative and educational content on your site.** The first step, then, would be the generation of said content. This is known as search engine copywriting.

▪ Search Engine Copywriting

Search engine copywriting may not be what you think. Copywriting is not about repeating keyphrases over and over on a web page or keyphrase density (the efficacy of which is an infamous search engine myth). Copywriting is about developing rich, fresh, quality content on a regular basis – content to which people will want to naturally link. Such content is exactly what Google and the others are looking for – natural links to rich, fresh content.

Copywriting in this instance involves creating content in the form of articles – **educational, informative, useful articles - that are relevant to your industry or field.** The goal here is not to create sales or marketing copy – what we want to do is to generate articles with as much breadth as possible across the widest audience possible. These articles are then distributed and republished by third party web sites across the Internet, so making them as general as possible ensures the widest redistribution. Our expert copywriters will create fresh content on a regular basis, which is targeted to specific keyphrases and written for search engines.

▪ Blog and Ping

At the beginning of your project, a weblog will be installed on your server. After each article is written, we will post it in your weblog. We then ping all of the major blog directories to let them know that fresh content has been posted on your site. These directories then recrawl your weblog and update their listings with your most recent content.

▪ Content Syndication and Distribution

Additionally, we ensure that your fresh content is distributed via RSS and XML news feeds. Your blog will be installed with outbound RSS/XML newsfeeds (in both Atom 1.0 and RSS 2.0 format) so that people can easily subscribe to your blog and either read it in their feed reader software application or, better yet, post your fresh content in real time on their web site via RSS to HTML conversion applications. Of course, your feed comes with live anchor text links to further propagate your site's natural link popularity across the web.

Each article is also manually submitted to over two dozen article directories similar to press release distribution channels. Through this process, articles are made available for free republication providing anchor text links embedded within the articles remain intact and do not contain the rel="nofollow" attribute. Your fresh content is then picked up by third party web sites hungry for content, each republication contributing to your natural link popularity and building your site's relevance to the embedded key phrases. As generally speaking only sites in related fields or industries would be interested in republishing your content (as it is industry or field specific), the links obtained via this methodology are from reputable, related sites within your field, major factors in adjudging link quality.

Furthermore, articles posted to these sites get republished in newsletters that are sent to thousands or tens of thousands of opt in individuals, and while such republication has no effect on search engine rankings, it without a doubt generates residual traffic to your site, which is always a good thing and carries with it benefits of its own.

▪ Video Editing, Production, and Optimization

Generating multimedia content such as video is an innovative way to attract valuable links to your website. Motion picture content might take the form of instructional videos, service

or product demonstrations, educational documentaries, or humorous skits. With the infusion of universal search, the impact of video on website authority and popularity is increasing rapidly. It is important to produce interesting, informative, or humorous videos using proper formatting, compression, and metadata in order to reap the full benefits of this growing phenomenon.

ArteWorks provides full video production and post-production services, managed by our resident Radio-Television-Film graduate from The University of Texas Film School. All footage is shot using a 3 CCD Canon digital camera, producing an excellent picture, both in color and resolution. We then utilize Final Cut Pro and other industry standard post-production interfacing to provide you with a professionally quality video that will serve as powerful link bait for your website. We also accept video projects at any phase of production. So if you need our full services or simply need the finishing touches, we can produce an excellent end product.

▪ **Press Releases and News Results**

News results offer an excellent opportunity for temporary placement in the SERPs, but also serve as a valuable means of attracting permanent inbound linkage to a website. With Google's recent advent of Universal Search, traditional web results are now blended with related news results, image results, video results, and more, making it more important than ever for sites to generate attractive multimedia content in order to sustain visibility and competitiveness in search.

Press releases, when crafted to a high quality standard and distributed effectively so as to encourage the widest distribution, afford a site additional opportunities to appear in Universal Search results and maximize its potential of being mentioned in regular news results. Recent search engine trends appear to indicate that "mentions" of a site in news results, even absent a link or relevant anchor text, are a factor in improved rankings.

ArteWorks SEO performs press release writing, content optimization and distribution as a component of a comprehensive SEO strategy.

e. Social Media Optimization and Viral Marketing

Networking has always been an integral component of business. We are all familiar with the old adage that it is not about what but who you know, a convention which has become acutely applicable to business on the Web today. Online communities of internet users share information, news stories, videos, and participate in many other forms of social interaction, and their influence has grown so strong that social media now has a significant impact on Internet marketing and e-commerce. As a result, the term Social Media Optimization was coined by Rohit Bhargava to describe the process of utilizing social media websites and networks to increase a site's linkability, help content travel, and increase and improve a branding image. Social Media Optimization is an ongoing process that necessitates multiple forms of content, a host of strategies, and a commitment to consistency.

The characteristic distinguishing a social media site from any other website is the origination of the content. Social media networks are user content driven, such as when a user posts his or her own video to YouTube. The value of content on social media networks is subsequently rated by users, who collectively decipher which content is newsworthy, interesting, or outright entertaining. In this way, social media networks are similar to search engines because they sift through large amounts of content, and the best content is ranked for all to see. For this reason, search engines like Google, Yahoo, and MSN have begun to incorporate the findings of networks like YouTube, Flickr, Technorati and others into their search rankings, and now we see a large

number of search results for websites that have been bookmarked on social media sites, videos that have 20,000 hits, or articles that were “dugg” by hundreds of users.

Social media is a wonderful platform for individuals to be heard on a large scale. Social media networking introduces new opportunities for branding via viral marketing, traffic acquisition, and improved search engine visibility to businesses which generate a buzz on the net. Viral marketing is, in the traditional sense, the sharing of information from person to person, typically by word of mouth. The worldwide network of communication among the millions of users of social networking sites such as MySpace and LinkedIn serves as a contemporary avenue through which resourceful and innovative businesses are already reaping the benefits of viral marketing.

ArteWorks SEO provides full service social media optimization and viral campaigns tailored to the unique needs of each client. Some components of a comprehensive Social Media Optimization strategy may include:

- **Bookmarking**

Bookmarking is one social media technique which, implemented properly, can arouse widespread interest and consequently drive traffic to a particular piece of interesting content. Whether the content is a fascinating article, a humorous video, or simply a captivating image, quality content that appeals to a wide range of users now has the propensity to generate more attention than ever through user driven bookmarking.

- **Video Optimization**

As with written content, video content must be optimized and submitted appropriately to various social media sites such as YouTube, MySpace, Digg, StumbleUpon, and dozens more to perform to their full potential. Integrating our strategic video optimization protocol is proven to attract increased traffic as well as links and ultimately influence higher search ranking results.

Video is also an invaluable form of viral marketing. In fact, viral marketing studies have shown that video views promote website clicks and even sales conversions on a similar scale to that of pay per click campaigns, and at a fraction of the cost. Video optimization techniques offered by ArteWorks SEO are designed to provide maximum web exposure, effectively directing viewers to your website while leaving a trail for search engines to follow.

- **Tools and Widgets**

Inbound linkage is undeniably a significant factor in search engine visibility, but more important is having inbound links to your site from a variety of trusted web pages offering content relevant and potentially supplemental to that which your site provides. One way to attract natural, high quality inbound linkage is to offer benefits that are perceived as useful, humorous or interesting to your target audience. In this case, those benefits take the form of valuable tools or mini-features that can both naturally attract inbound links to your site and generate links through HTML code embedded into the tool itself. A strategy that can be approached from a variety of angles, the array of value-added features we quantify here as “tools and widgets” can range from interactive quizzes to web page add-ons to mini software applications pertinent to the interests and lifestyles of your site’s target audience.

Tool and widget ideation, development and implementation provided by ArteWorks SEO is custom tailored for each client considering the target audience and industry characteristics as well as the budget and scope of the project.

f. Manual Link Acquisition

Manual link acquisition is typically offered as a separate service as it is performed by a senior member of our staff. This service requires much experience as one way manual links are difficult to obtain. Links obtained in this manner would include links from such authority sites as Wikis and About.com, as well as vertical search machines (topic-specific or niche-specific search engines – examples might include WebMD or FindLaw). As this service is labor intensive and is manually performed by senior staff, it is billed as a separate service at a separate billing rate.

This form of link building is highly effective when combined with the other services described in this section, but generally should not be attempted on its own (i.e. without the services previously described). Therefore it is a wonderful “add on” to any SEO project, but is not typically offered as a “stand alone” service.

Client References

It is common for prospective clients to request professional references in order to protect themselves from hiring a charlatan firm, which is encouraged and recommended for any SEO firm which is not a part of a professional organization that has independently evaluated that firm. Due to the large number of inquiries we receive, to protect the privacy of our clients ArteWorks SEO does not disclose client contact information.

We refer requests for references to TopSEOs.com, an organization which has independently evaluated 2,000 search marketing firms and ranked ArteWorks SEO as **#3 in the world**. TopSEOs requires a rigorous evaluation and ranking procedure including production of client lists, with whom they then telephone and conduct an in-depth interview. **The evaluation of firms is based on the results of client interviews, client satisfaction, pricing, keyphrase difficulty, efficacy of methodologies and techniques, resolution of problems, search engine “best practices” and other factors.**

Please visit www.TopSEOs.com for the detailed evaluation criteria used to rank ArteWorks SEO and other firms and to view the current rankings of search engine optimization firms.

SEO Myths and What to Avoid

Perhaps the greatest problem with the field of search engine optimization is that it abounds in mythology, which creates confusion amongst the consuming public. You have likely heard contradicting information if you have been shopping for search marketing services. It is important to avoid hiring a firm whose methodology is based upon any of these myths:

- **“We will submit your site to 10,000 search engines.”** - Research as informal as surveying your friends, family and colleagues is enough to tell you that the search engines used by a vast majority of internet users are Google, Yahoo, and MSN. Get your site listed in the “big three,” and you are looking at a significant increase in targeted traffic to your site. Submitting a site to 10,000 search engines does nothing in the way of improving your placement on the search engines that will generate traffic to your site.
- **“We will submit your site to major search engines each month.”** - Repeated submissions to the search engines is not only unnecessary (as they are more than capable of crawling your site without your help), but also are a violation of the Terms of Inclusion of major search engines as it eats up their bandwidth. Violating the Terms of Inclusion of search engines can get you gray listed or banned. Avoid investing in services that promise that monthly submissions will be “by hand” or “manually.” It is still a repeated submission and could get your site penalized.
- **“We’ll get you 5,000 (or more) links in 30 days.”** - There are multiple problems with this methodology. First and foremost, beneficial link popularity is not about the raw *number* of links

pointing to your site, it is about the *quality* of the links. A quality link is a natural link from a relevant, trusted, authority site, and is a one way inbound link (not reciprocated) to fresh, unique, informative and educational content resident on your site.

Avoid link exchange schemes, link triangles, link farms, and reciprocal linking schemes. You can get penalized or banned for linking to sites with which you are not familiar (i.e. if they come from a “bad neighborhood”). It is imperative that you maintain control over your outbound links, as much as it is that your inbound links are of high quality. Additionally, a mass number of links acquired in a short time period can generate a search engine flag, and such mass-obtained links are typically “not counted,” meaning you have paid for nothing - at least nothing of any benefit to you.

One telling example of the harm that can ensue from illegitimate link building is Google’s October 2007 penalization of several reputable, high profile sites due to their failure to identify paid links with a “nofollow” attribute. Google suggests that paid links (commonly referred to as “ad buys” or “text link ads”), which are common on the web for advertising, be identified with the “nofollow” attribute to communicate that the link is not intended to pass PageRank, or reputation, to the linked site. Nofollow means that no page rank (“link love”) will pass to the linked site, and thus any SEO strategy reliant upon paid links will in fact do nothing to help a site achieve better visibility. Some misguided search engine optimization companies continue to utilize paid links as a tool to artificially inflate a site’s inbound link popularity as perceived by the search engines, a risky practice that should be avoided to prevent harm to your website visibility and your business.

- **“Guaranteed #1 on Google.”** - Avoid this promise like the plague. No firm can ethically guarantee you first position on any search engine. They may engage in black hat techniques which get you to the top quickly then get you penalized or banned, or they may optimize for some “long tail” keyphrase for which there is no search volume. The goal in SEO is steady results that stand the test of time, not short term, one time success.
- **“We’ll optimize your home page and (x number of) additional pages.”** - This technique is based one of the more notorious myths in the field, specifically that “on page” optimization (such as the infamous “Meta tag” optimization) is sufficient to get you to the top. Realistically, if optimizing a page was merely a matter of inserting some code or Meta tags, couldn’t any site easily get to the top? The reality is that there is only room for one at the top, and “on page” code optimization, while with proper implementation does lay a foundation for success, is only one of many factors considered by the search engines. Without fresh content and quality back linkage, you will not fare well in the search engines.
- **“Full site optimization for \$2,000.00 (or any set, one time, fee)”** - Search engine optimization is not a one shot deal. Effective SEO requires ongoing maintenance for a period of at least six months, usually nine to twelve months, and in many situations such as extreme competition or large numbers of keyphrases, the process is ongoing and should be considered as business overhead. No service with a onetime expenditure could be sufficient to get your site to the top. If it sounds too good to be true, it probably is.
- **“Our package Y is perfect for your company”** - This is also known as the “choose from the menu” approach. Search engine optimization is a professional service involving numerous contributing variables; it is not an “off the shelf” product, despite the fact that many attempt to sell it as such. The “one size fits all” approach may cover basics but is likely not sufficient to achieve any beneficial results.

A well developed search engine strategy is custom tailored to your business, your industry, your competition, your budget, and other factors. The Henry Ford philosophy doesn’t work well with

search engine optimization (Mr. Ford, while a model entrepreneur and innovator, once famously commented that “You can have any color of Model T that you would like, so long as it is black”).

- **“The higher the Page Rank, the better a site does in the search engines”** - The concept of Google Page Rank is completely misunderstood. The displayed toolbar Page Rank of a site is not its real Google Page Rank, which remains a secret. In fact, Page Rank doesn’t even mean the “rank of a page” - it is named after Larry Page, one of the founders of Google, and is loosely based on some of the factors in his original algorithm created while a student at Stanford. Focusing on Page Rank as a measure of success is entirely inappropriate – would you rather have a high Page Rank, or would you rather be at the top of Google for your desired keyphrases? Toolbar Page Rank has nothing to do with search rankings and knowledgeable SEO professionals completely ignore it. To prove this, do a search for any term you would like on Google, and look at the results. You will see that they are not ordered in terms of descending toolbar Page Rank. Additionally, if Page Rank were all that mattered, sites like Wikipedia and even Google itself would be at the top of every search, no matter what the search query! Hence it becomes obvious that what matters for search engine rankings is not Page Rank but rather relevance to any given search query.

Additional Services

ArteWorks SEO offers a number of services ancillary to our primary business of search engine optimization:

- SEO Site Audit and Audit Report
- Search engine friendly web site design
- Consulting
- Search engine friendly e-commerce (please visit www.primecart.com for more information)
- Pay-per-click campaign management
- Application development

Please contact us for specific information regarding any of these additional services.

Billing Procedures

Billing is typically handled via monthly retainer paid in advance. A client may quit at any time with upon 30 day advance notice. Our current billing rates are \$175 per hour for all services except for manual link acquisition, which is billed at \$300 per hour. We accept **MasterCard**, **Visa**, **American Express**, **Discover**, and **PayPal** payments as well as **check** or **money order** via “snail mail.”

Get More Information and Begin your Project

The search engine marketing industry, by nature, imposes upon itself an increasingly competitive landscape with time. With one 2007 study revealing that six out of ten businesses intend to increase their search engine marketing budgets over the following twelve months¹, websites must be increasingly rich and robust in order to remain competitive in the search engines. To achieve enduring results that will truly affect the success of your business, it is important to procure services from an experienced SEO firm which performs continuous research and offers services that reflect the most cutting edge practices in the industry.

It is our hope that you will utilize this valuable information as a resource for selecting an effective SEO firm which has the best interest of your business in mind. We have provided a fairly exhaustive overview of the services and methodologies ArteWorks SEO may incorporate into your tailored SEO strategy in order to help you make an educated decision when investing in search marketing.

Our team of SEO professionals is ready to begin immediately on your project. Please feel free to contact our President Matthew Foster personally with any questions, or to begin your project. Mr. Foster is available at (512) 535-2821, as well as via direct email to matt@arteworks.com.

We at ArteWorks SEO sincerely appreciate your consideration and interest in our services and we look forward to an enduring and successful relationship with you and your company.

www.ARTEWORKS.COM

¹ <http://blog.webxico.com/six-in-10-uk-firms-to-increase-search-budgets-says-survey/>