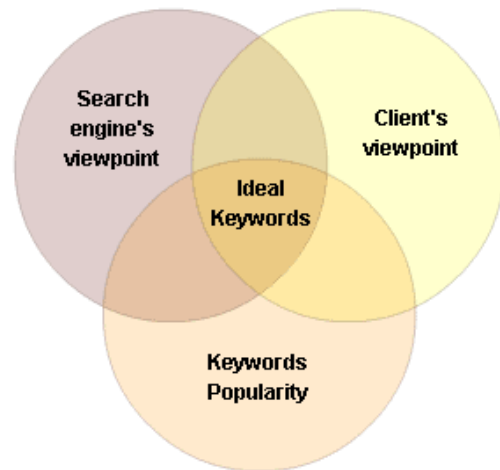


## Maximum Impact – Search Engine Optimization

### SEO RESEARCH PHASE

1. **Website Analysis:** In-depth analysis of the client's website in order to fully optimize the content, structure and traffic flow. Access to detailed web log files are crucial in this stage.
2. **Develop a Targeted Campaign:** We have access to tools that allow us to see actual traffic generated on a monthly basis on some of the major search engines. There is no guessing here. We can see the demand for terms BEFORE we begin developing our strategy to increase traffic to your site.
3. **Analysis of Competition:** We will do an analysis of where and how we wish to compete with your major competitors. Working "smart" is often better than working "hard". Of course, it's best when you do BOTH.



### SEO DEPLOYMENT PHASE

1. **Let the Work Begin!:** This is where we work our magic on your website. A lot of work is done "behind the scenes". While slight changes may appear to the pages in your website, most of our efforts are invisible to the casual website visitor.
2. **Submission of Web Pages:** Optimized web pages are submitted to leading search engines and categories for top placements and positioning.
3. **Inbound Links:** Links from partner sites all over the web are pointed in your direction. Blogs, message boards, etc. are all updated to point HUNDREDS of links to your site. This is VERY powerful, letting Google (and the other search engines) know that your site is POPULAR and IMPORTANT.

### SEO REPORTING / MAINTENANCE PHASE

1. **Monthly Report:** We will provide a monthly report on your current Google ranking for every search term we have targeted. You will see the history of each term and track our progress towards the top.
2. **Fresh Content:** Improving or maintaining your ranking is (in part) related to activity and fresh content. Our team posts new information on a weekly basis (or more) for your site. We add links, blog posts, etc - so your listing stays fresh, relevant and attractive to Google.
3. **Continued Submission:** The search engines want to know you're "still alive out there". Periodic resubmission improves and/or maintains your high ranking.

## SEO PLAN COMPARISON CHART

Action Items	Starter	Standard	Professional
<b>1-Time Fee</b> (per keyword category)* <sup>1</sup>	<b>\$500</b>	<b>\$1,000</b>	<b>\$1,500</b>
<b>Monthly Maintenance Fee</b> (per keyword category)	\$25	\$100	\$500
<b>Number of Key Phrases</b> (per keyword category)	5	10+	25+
<b>Search Engines Targeted</b> (manual submission)	Google + 10 others	Google + 100 others	Google + 1000 others & Yahoo Directory
<b>Keyword Research &amp; Analysis</b>	✓	✓	✓
<b>Competitor Analysis</b>	-	✓	✓
<b>Content Composition/Revision/Modification</b> (Content Optimization) (per keyword category)	10 Pages	25 Pages	50 Pages
<b>Renaming of Complete Website</b> (pages and links)	-	Up to 25 Page Website	Up to 50 Page Website
<b>Creation of XML Site Map</b>	✓	✓	✓
<b>Creation of Link Pages</b>	✓	✓	✓
<b>Robots.txt Validation</b>	✓	✓	✓
<b>Source Code Optimization</b>	(limited)	✓	✓
<b>Meta Tags/Alt Tags</b>	10 Pages	25 Pages	50 Pages
<b>Inbound Links Added to Partner Sites</b>	25 Partners	50 Partners	100+ Partners
<b>Keyword-Specific Gateway/Landing Pages</b>	5	10+	25+
<b>Viral Marketing</b> – Social Networking/Blogs	-	-	✓
<b>Viral Marketing</b> – News Feeds/RSS Syndication	-	-	✓
<b>Link-Exchange Program</b>	-	-	✓
<b>Support</b> - Unlimited e-mail and Telephone support	✓	✓	✓
<b>Ranking Reports</b>	Monthly	Monthly	Monthly
<b>Web Stats</b> (Log File Analysis)	*additional fee	*additional fee	✓
<b>Contract Period</b> (Minimum)	6 Months	6 Months	6 Months

\*1 **Keyword Categories** – Keywords can often be **grouped** into categories that allow for multiple related terms to be addressed at the same time. This allows us to “attack” more terms than the budget may otherwise allow for. DotCom will run a comprehensive report that will provided your best options for Keyword Categories. You will then be able to set an appropriate budget towards your SEO campaign. Here is an example of keyword categories that might apply to a real estate company:

**Real Estate Group** – Real Estate Listings, Real Estate Sales, Real Estate Office, Real Estate Agent, New Jersey Real Estate, etc.

**Homes Group** – Homes for sale, homes for rent, new jersey homes, single family homes for sale, etc

**Property Group** – rental properties, property foreclosures, beachfront properties for sale, investment properties, etc

## SELECTED EXAMPLES OF SUCCESS

### How Good Are We At This?

Top rankings in Google (and other search engines) often mean the difference between online success and failure. Since Google is not affiliated with any SEO company and does not offer SEO service themselves, it is NOT possible for any company to guarantee #1 rankings. It is not theirs to guarantee. Doing so, is misleading and (in our opinion) dishonest. The small print of their guarantees is often very enlightening.

SEO companies can promise the world, but it is easy to see their effectiveness. Ask for their list of successes and referrals. For your convenience, we have included several examples that show the diversity of our clients. For each search term provided below, copy and paste it into [www.Google.com](http://www.Google.com) and see where our client is listed – for yourself!

### How People Really Search

Most people start their searches too broad. As an example, you may want to buy a wave runner. So you go to Google and type “waverunners”. Instantly you realize you’ve made a mistake. There are technical reviews of waverunners, blogs about people riding waverunners, photos of waverunners, etc. So you realize what you really want is a “waverunner dealer” or maybe you even think about looking for a “waverunner dealer in New Jersey”. The super-broad terms like “waverunner” are too expensive to compete for – for the average business. However, trim it down just a bit, add a location or some other word that narrows the scope, and we can match hundreds or even thousands of searchers to your website – for a reasonable budget.

We have years of experience understanding how people search. We have developed **psychographic profiles** of searchers and target them with well-conceived seo campaigns. We specialize in creating powerful search engine campaigns that capture the most traffic for the least expense.

### Selected Clients / Terms

The results listed are current as of Dec 1, 2007. Slight variations from day to day are common.

Keyword	Client	Google Ranking
Waverunner dealer	<a href="http://allactionmotorsports.com">allactionmotorsports.com</a>	#3
Yamaha waverunner dealer	<a href="http://allactionmotorsports.com">allactionmotorsports.com</a>	#1
New Jersey Waverunner Dealer	<a href="http://allactionmotorsports.com">allactionmotorsports.com</a>	#1
NJ Floating Docks Dealer	<a href="http://allactionmotorsports.com">allactionmotorsports.com</a>	#1
floating docks dealer	<a href="http://allactionmotorsports.com">allactionmotorsports.com</a>	#3
NJ Custom Driveways	<a href="http://cmagrouphome.com">cmagrouphome.com</a>	#1
Philadelphia Custom Driveways	<a href="http://cmagrouphome.com">cmagrouphome.com</a>	#1
stamped concrete contractor NJ	<a href="http://cmagrouphome.com">cmagrouphome.com</a>	#2
nj alternative vet hospital	<a href="http://alternative-vet-newjersey.com">alternative-vet-newjersey.com</a>	#1
jersey shore Insurance	<a href="http://jbyrneagency.com">jbyrneagency.com</a>	#1
south jersey flood Insurance	<a href="http://newjersey-floodinsurance.com">newjersey-floodinsurance.com</a>	#3
jersey shore flood Insurance	<a href="http://newjersey-floodinsurance.com">newjersey-floodinsurance.com</a>	#3
aubusson rugs	<a href="http://renaissancecarpet.com">renaissancecarpet.com</a>	#2

Take note that some of these terms are international. Of all the Waverunner dealers in the world (thousands) – WE are #1. If we have regional / geographic areas (several New Jersey and Philadelphia examples here) – we get top 3 all the time!

Want more examples? We have **HUNDREDS!**

## DEFINITIONS & DESCRIPTIONS

### What is an XML Sitemap?

A sitemap is an XML file that lists URLs for a site, along with additional information about each URL. Web crawlers usually discover pages from links within the site and from other sites. Sitemaps supplement this data to allow crawlers that support Sitemaps to pick up all URLs in the Sitemap and learn about those URLs using the associated metadata. Sitemaps give Google and other search engines important information about your website, including:

1. A complete list of all URLs on your site, including URLs that may not be discoverable by the normal spider crawling process (for example, non-text pages or URLs containing several parameters.)
2. How often the pages on your site change. For example, you might update your events page weekly, but update your Company Info page only once every few months.
3. The date each page was last modified.
4. The relative importance of pages on your site. For example, your home page might have a relative importance of 1.0, category pages have an importance of 0.8, and individual blog entries or product pages have an importance of 0.5. This priority ranking only indicates the importance of a particular URL relative to other URLs on your site, and doesn't impact the ranking of your pages in search results

Sitemaps are particularly helpful if:

1. Your site has dynamic content, pulling from a database or content management system (CMS)
2. Your site has pages that aren't easily discovered by search engines during the crawl process - for example, pages featuring rich AJAX or Flash.
3. Your site is new and has few links to it.
4. Your site has a large archive of content pages that are not well linked to each other, or are not linked at all.

### Why Create Additional Content?

Your site should be adding fresh and new relevant content on a frequent basis (as often as daily, in some cases). An easy way to do this is to integrate a blog, which is included in our Professional SEO Plan. The new content can be an article that you are republishing on your site with your commentary. With this, you are providing a great service to your readership - and the search engines.

Additionally, if Google is to know that your site is about a particular topic, that topic should be mentioned frequently throughout the site. Too often, text is written in a way that it is "keyword poor". Often, content must be rewritten to feature keywords more prominently..

### The Robot.txt File

The robots.txt file is a set of instructions for visiting robots (spiders) that index the content of your web site pages. For those search engine spiders that obey the file, it provides a map for what they can, and cannot index.

Validation and optimization of your websites robots.txt file is extremely important. Robots.txt is mainly used to exclude robots from files or directories and if not setup correctly, you could be eliminating every search engine from spidering and indexing your website. If you have no robots.txt file and you monitor your server error log, you will find many errors related to the missing robots.txt file. These errors can and should be eliminated - making the error log much more useful for finding real errors.

### Viral Marketing Strategies

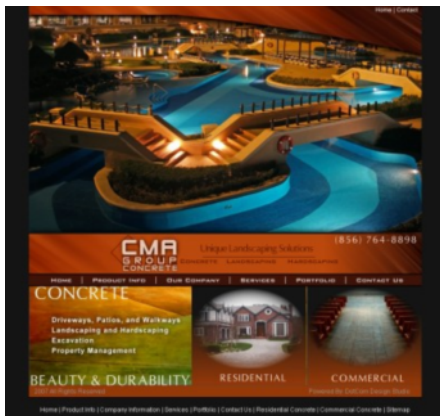
One of the things that Google places great importance on – is "inbound links". In short, how many quality sites around the web are talking about your company or product? How many websites are linking to your site? Links pointing to your site are called inbound links. DotCom maintains hundreds of blogs, social networking sites like MySpace, and produces syndicated content for RSS feeds. This network of Viral Marketing sites – linking to your website, is a huge factor in your overall ranking.

### Why Google?

Google gets more search traffic than all the other search engines combined. Targeting them automatically ensures you're in the majority. Also, by doing a "good job" for Google, you are also meeting the criteria of all the search engines to a large degree.

# SAME WEBSITE, DIFFERENT "EYES"

## How You See the Website



## How Google Sees the Website

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<HTML>

<HEAD>
<Title>New Jersey Custom Stamped Concrete</title>
<meta name="description" content="Specializing in New Jersey Stamped Concrete. The CMA Group provides high quality New Jersey Stamped Concrete. Serving the New Jersey and Philadelphia areas.">
<meta name="keywords" content="New Jersey Stamped Concrete, stamped concrete nj, stamped concrete, concrete, decorative concrete, driveway, patio, stamped driveway, colored, stamp concrete, contractor, colored concrete nj, stamped steps nj, patios, sidewalk, driveways, stamped pool, surround pool, decorative concrete overlays, concrete resurfacing, concrete resurfacing New Jersey, concrete staining, concrete staining nj, colored concrete contractors new jersey, imprinted concrete nj, concrete decorative contractors, concrete decorative contractors nj, NJ, New Jersey">

<BODY LEFTMARGIN="0" TOPMARGIN="0" MARGINWIDTH="0" MARGINHEIGHT="0" onLoad="MM_preloadImages('images/button-home-on.gif','images/button-company-on.gif','images/button-services-on.gif','images/button-portfolio-on.gif','images/button-contact-on.gif','images/button-product-on.gif','images/residentialconcrete-bigbutton-on.gif','images/commercial-bigbutton-on.gif')">

<h1>New Jersey Stamped Concrete</h1>
<TABLE width="770" BORDER="0" align="center" CELLPADDING="0" CELLSPACING="0" bgcolor="#BB480D">

<TR><TD width="770" height="20" valign="top"></TD>
</TR>
<TR>
<TD><IMG SRC="images/mainphoto.jpg" alt="New Jersey Stamped Concrete" WIDTH="770" HEIGHT="427" BORDER="0"></TD>
</TR>
<TR>
<TD><IMG SRC="images/bar-title.gif" alt="New Jersey Stamped Concrete" WIDTH="770" HEIGHT="81" BORDER="0"></TD>
</TR>
p align="center">If you are looking for any of the following, CMA Group is your solution<br>
<a href="newjersey-stamped-concrete/decorative-contractor.html" class="linkstyle1">New Jersey Stained Concrete</a> <a href="newjersey-stamped-concrete/artistic-stamped-concrete.html" class="linkstyle1">Artistic Stamped Concrete Contractor in NJ</a> <a href="newjersey-stamped-concrete/colored-concrete.html" class="linkstyle1">Colored Concrete NJ</a> <a href="newjersey-stamped-concrete/patterned-concrete.html" class="linkstyle1">Patterned Concrete Contractor New Jersey</a> <a href="newjersey-stamped-concrete/custom-concrete-countertops.html" class="linkstyle1">Custom Concrete Countertops NJ</a> <a href="newjersey-stamped-concrete/concrete-flooring-commercial-lobby.html" class="linkstyle1">Concrete Flooring for Commercial Lobbys</a> <a href="newjersey-stamped-concrete/custom-driveway.html" class="linkstyle1">Custom Driveways NJ</a> <a href="newjersey-stamped-concrete/concrete-walkways.html" class="linkstyle1">Concrete Walkways New Jersey</a> <a href="newjersey-stamped-concrete/stamped-concrete-patio.html" class="linkstyle1">Stamped Concrete Patio Contractor NJ</a> <a href="newjersey-stamped-concrete/stamped-concrete-driveways.html" class="linkstyle1">Stamped Concrete Driveways in New Jersey</a> <a href="newjersey-stamped-concrete/custom-concrete-basement-floors.html" class="linkstyle1">Custom Concrete Basement Floors NJ</a> <a href="newjersey-stamped-concrete/custom-pool-concrete-designer.html" class="linkstyle1">Custom Pool Concrete Designer New Jersey</a> <a href="newjersey-stamped-concrete/decorative-contractor.html" class="linkstyle1">New Jersey Decorative Contractor</a> <a href="..philadelphia-
```