

ITBOSS SEO Package

Search Engine Optimization

<http://www.itbossinc.com>

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Why choose us for your SEO needs?

- Our staffs have over 10 years of combined SEO Experience.
- Campaigns are individually designed and focused towards your niche customers.
- Affordable packages to meet most budgets.
- All campaigns include link building & directory submissions.
- Detailed Campaign
- Natural ranking results are generated from today's largest search engines like Google®, Yahoo®, MSN® & Ask®.
- Detailed Report

"You truly are the best **SEO Company** I have ever worked with. You are a person of your word, you said top 10 placement and we got it." — *CEO of DrNumb.com*



What is a Website without SEO?

Search engine optimisation (SEO) is not an option but an essential feature of any successful website, it has been claimed.

Commenting in her Search Engine Land blog, Jill Whalen, chief executive officer and founder of search marketing firm High Rankings, said that assuming a website will achieve search engine listing organically is "foolish".

"SEO can no longer be considered an option that can simply be added on later. Let's face it, a

website that can't be found in Google is nearly useless," she remarked.

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Some businesses are not willing to pay for search engine marketing when their website is being built, added Ms Whalen, warning that the cost of SEO could double if firms change their mind later.

Younger people now find everything they need through search engines, she concluded, therefore SEO is a crucial feature for any business which wants to succeed.

According to online intelligence service Hitwise, Google is the leading search engine, conducting 64 per cent of all searches in the US during October.

Why E-Marketing Does Not Work Without SEO



Search engine optimization (SEO) should be considered a critical element of any Internet marketing strategy. This is important because there is so much which can be gained from SEO in terms of Internet marketing and advertising. Failure to optimize your website for search engines can result in a considerable loss in terms of free advertising which is essentially gained from ranking well with search engines. This article will provide insight into what SEO is and will explain why Internet marketing requires at least some degree of SEO.

SEO optimization is a strategy in which a website is designed to obtain favourable search engine rankings from popular search engines. This may be achieved in a variety of different ways and optimal SEO strategies combine a variety of different strategies to complete one well orchestrated SEO campaign. There are several elements to consider when attempting optimizing your website for search engines. This may include keyword density, prominence, META tags, titles and inbound links. Keyword density is one of the most common SEO strategies and essentially involves using relevant keywords often in the content of a website to demonstrate the relevance of these keywords to the website. This is important because search engines are likely to reward websites with optimal keyword densities with favourable search engine rankings in an effort to provide Internet users with the most relevant websites for particular search terms.

The prominence of keywords should also be considered. This includes how close the keywords are placed to the beginning of the website. The common mistake with this strategy is to believe the first opportunity to incorporate keywords is in the first line of visible text on the webpage. This is not true because search engines crawl the code of a website as opposed to the visible content on the website. This means there are multiple opportunities to incorporate relevant keywords long before the actual visible content on the website. This might include the code for the title as well as the META tags. Business owners who realize the potential for incorporating keyword into the code gain an advantage over competitors who only incorporate keywords into the content on their website.

Another area of concern which is very important for those who are interested in SEO is inbound links. Inbound links are essentially links which reside on other websites and direct traffic to your website. These links are considered important because many search engines place a value on inbound links because they are essentially an example of one website recommending another website. However, when obtaining inbound links it is important to do so from other websites which rank well with search engines because many search engines consider the rank of the original website when determining the value of the inbound link.

Now that we have briefly explained some of the main concept of SEO, we will illustrate why it is important to optimize your website in the first place. SEO is so important because most Internet users highly value the results of search engines and are likely to only visit to ranking websites when they search for a particular keyword. Internet users trust search engines to serve the most relevant content first and are therefore not likely to visit websites which do not fall on the first or second page of search results. This means websites which rank well essentially are receiving a great deal of free advertising from search engines that place their website in a key position. Website owners who do not invest time into optimizing their websites miss out on a great deal of potential web traffic.

How does ITBoss SEO Package help you out?



We focus on top 10 placements on Google/Yahoo/MSN - Proven success for over 100 websites and 1000's of keyword phrases. McGuire NETWORKS employs a strict link building process designed to achieve and sustain the best search placement.

Proven Organic SEO

There are two parts to SEO: On Page Optimization and Off Page Optimization (better known as link building). The result of great on page and off page optimization is superior and sustainable search engine placement for related business keywords. The result of great placement is traffic. The result of increased traffic is increased revenue/customers/leads.

This is accomplished by implementing all of our proprietary, PROVEN, tried and true search engine marketing techniques and strategies to get you the highest placement possible on all major search engines (Google, Yahoo!, and MSN).

Most businesses believe they can simply "build a website and visitors will come". This is certainly not the case. You are competing with millions of other websites. With 80% of sales originating from search engines, achieving visibility in the major search engines [Google, Yahoo!, and MSN] is make or break for any online business.

On-Site Optimization

This process contains actual keyword optimization of the website including Meta tags, H1, H2 tags on every page of the website. During this step, we concentrate on how a web page describes itself for the search engine to identify.

Delivery Time - Approximately 2 weeks, Cost - \$1,800 (One Time Payment)

Off-Site Optimization

On-site optimization is important. However, compare this with off-site optimization, it is less important.

Following Process will be worked on a monthly basis to reach the chance of ranking higher with Google search engine.

- ◆ A site wide incoming link
- ◆ A contextual incoming link
- ◆ A homepage incoming link

Delivery Time – 3 to 6 months of ongoing process, Cost - \$1,000 per month

Guaranteed Top 10 Ranking OR 100% Money Back

We guarantee to achieve top 10 search engine rankings on various keywords (depending on competition) within 3 to 6 months. The time length is due to the time it takes for a search engine to list your web site