



7065 W. Ann Road, Suite 130-350
 Las Vegas, Nevada 89130
 Tel (702) 538-8329
 Fax (702) 974-2974
 info@expertwebsiteservices.com
 www.expertwebsiteservices.com

Internet Marketing and Search Engine Optimization Services

Search Engine Optimization (SEO) is the process of increasing the amount of visitors to any given website by ranking high in the search results. The higher a website ranks, the greater the chance that a site will be visited. All of the following items play a role in the search engine and directory index algorithms and should be considered for optimized search engine and Internet directory placement. The needs of pre-established websites may vary.

The initial optimization investment includes initial site optimization. Monthly SEO maintenance, if desired, includes monthly consideration of the items noted with the ★ symbol. For the best results, monthly SEO maintenance is recommended because search engines change their algorithms frequently.

Service Description	SEO STARTER	SILVER	GOLD	PLATINUM	PLATINUM PLUS
Optimization Investment	\$1000	\$1000	\$1500	\$2500	\$4000
Monthly SEO Maintenance (optional)	-	\$500 - \$4000	\$500 - \$4000	\$500 - \$4000	\$500 - \$4000
Complete Optimization review and report.	✓	✓	✓	✓	✓
Keyword relevance and category Study – Home Page	✓	✓	✓	✓	✓
Spider site for broken links and other items that may crash a search engine spider or robot; Secure infrastructure for search engine navigation. ★	✓	✓	✓	✓	✓
Home Page URL Submission (automated) to 500 search engines and directories ★	✓	✓	✓	✓	✓
Multiple URL Submission (automated – up to 5 pages) to 500 search engines and directories ★		✓	✓	✓	✓
Category research for additional URLs		✓	✓	✓	✓



7065 W. Ann Road, Suite 130-350
 Las Vegas, Nevada 89130
 Tel (702) 538-8329
 Fax (702) 974-2974
 info@expertwebsiteservices.com
 www.expertwebsiteservices.com

Service Description	SEO STARTER	SILVER	GOLD	PLATINUM	PLATINUM PLUS
Meta Tags on Home Page		✓	✓	✓	✓
Robots.txt file excluding spider and robot traps from indexing permission	-	✓	✓	✓	✓
Rectify browser check errors for Internet Explorer and Netscape ★	-	-	✓	✓	✓
Keyword relevance and category Study – Up to 5 pages	-	-	✓	✓	✓
Check for location of contact information and other critical information within the text and tags. Modify if necessary.	-	-	✓	✓	✓
Meta Tags on 5 pages	-	-	✓	✓	✓
SSL encryption check for sites that process sensitive data ★	-	-	✓	✓	✓
Multiple URL Submission (automated – up to 10 pages) to 500 search engines and directories ★	-	-	✓	✓	✓
Keyword relevance and category Study – Up to 10 pages	-	-	-	✓	✓
Spider accessibility to locked or authenticated pages ★	-	-	-	✓	✓
Manual submission to all major search engines and directories ★	-	-	-	✓	✓



7065 W. Ann Road, Suite 130-350
 Las Vegas, Nevada 89130
 Tel (702) 538-8329
 Fax (702) 974-2974
 info@expertwebsiteservices.com
 www.expertwebsiteservices.com

Service Description	SEO STARTER	SILVER	GOLD	PLATINUM	PLATINUM PLUS
Manage Pay-Per-Click ad campaigns on Overture and/or Google Adwords based on clients established budget ★	-	-	-	✓	✓
Meta Tags on 10 pages	-	-	-	✓	✓
1000 Banner Impressions on related searches	-	-	-	✓	✓
Alter content tags, anchor text, hyperlinked text, or visible text for keyword rich content	-	-	-	✓	✓
Meta Tags on up to 25 pages	-	-	-	-	✓
Apply alternate text to any graphic images or materials that search engines cannot index.	-	-	-	-	✓
Paid Inclusion to major search engines and directories ★	-	-	-	-	✓
Rectify and appeal any search engine or directory rejections ★	-	-	-	-	✓
Redevelop website as necessary ** ★	-	-	-	-	✓
Custom 404 error pages	-	-	-	-	✓

** Additional fees may apply if a complete website redesign is required.

Visit us at www.ExpertWebsiteServices.com for more information.