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Traffic Booster Plus Web Site Promotion Program (1 of 9)



(contract is on page 8)

Promoting your web site...

As a web site owner, you may know that promoting your site is the key to online business success. Part of that promotion process is having your site's web address or URL on every piece of literature, business card, letterhead, invoice and ad that your company has. The other part of that process is promoting online, by submitting your site to search engines, directories, and portals where Internet users can click a link to your site. The more places your site is listed on the web, the more visitors you will get.

In the early days of the World Wide Web, getting your web site listed near the top of the search engine listings was not so difficult, you submitted your site, with it's keywords in the HTML and after a couple of weeks or so, your site appeared. The Internet has now become so crowded, search engines and directories have changed their methods of indexing submitted sites and now many charge a fee to be listed, known as "sponsored links." The non-sponsored links are called "organic results" which is what this program provides. It is recommended that you supplement your web presence with a monthly budget for paid listings,(sponsored search results) such as Google Adwords, or Yahoo Search Marketing Campaigns which we provide as a separate service.

Most Internet users rely on search engines to find information on the Internet. Only 7% go past the first three pages of results. Where is your site? Did you Optimize Yet? **We get your site on the first page of results, check the report on page 9 to see proof!!**

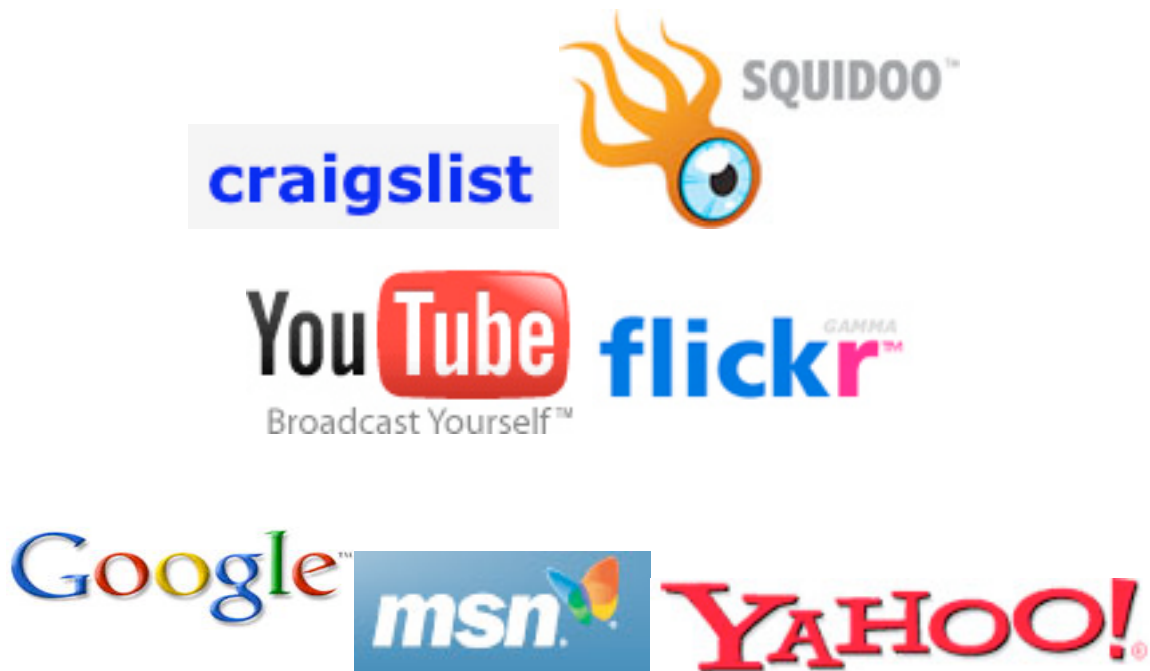
Why SiteFactor?

The whole point of listing your site in the search engines is to build traffic, and if your site is not optimized in your HTML to be search engine friendly, your web site is equivalent to a blade of grass in a rain forest. We have been doing this since 1997, and have studied search engines the whole time, getting you great results.

SiteFactor takes pride in getting you top listings in search engines, we code everything by hand and submit to the search engines that are most used. We carefully evaluate the top search engines and portals/web guides based on popularity and functionality. We provide you with a quarterly report to show where your web site ranks in the searches. This report is available via e-mail or hardcopy in Microsoft Excel or plain text format. We also create back links from popular sites to build your link popularity.

Our program is designed to bring you traffic based on keywords and phrases that you provide, however we do keyword research to ensure the most effective phrases are being emphasized for traffic.

A word about Google: You type in your company name in a Google search, and there it is... the first link that comes up. Wow! You think that's great, but what good is that? What about all the people who never heard of your company name? Most business owners object with the fact that they don't need to be advertising to a distant location, but with today's technology, Google can target geographically as well as demographically with Adwords and also with organic listings.



Our online marketing program:

SiteFactor will optimize your site using several tools, software and tests prior to launching any of our search engine promotions, ensuring a good exposure.

We now submit to the directories and the Major Search Engines below plus promote your site using online communities, banners, blogs, ezines, bulletins, custom image ads, Craigslist ads, other Online Classifieds such as Backpage, custom video ads, and online articles! (all included)

Many search engines have disappeared, merged or turned to pay-per-click due to the popularity of Google. We will set up at least 20 back links to your site combined from places like Flickr, YouTube, MySpace, Ezine Articles, Squidoo, Flixya, Craigslist and other popular online communities.

* 2010 Search Engine and Directory List: (subject to change without notice)
Listings in **BOLD** are Major Search Engines

1. Abadoor	13. CyberWebSearch	25. Link Centre	37. Towersearch
2. About.com	14. E-sygoing.com	26. Netscape	38. Walhello
3. Acoona	15. Entireweb	27. Netinsert.com	39. Webcrawler
4. Aeiwi	16. ExactSeek	28. ScrubtheWeb	40. WhatUseek
5. Aeosup	17. Exalead	29. Search.com	41. Yahoo!
6. Alta Vista	18. Excite	30. Searchalot.com	
7. Alexa	19. Fybersearch	31. Mix Cat	
8. AlltheWeb	20. GigaBlast	32. MSN Live Search	
9. Aol Search	21. Google	33. Netsearch.org	
10. ASK.com	22. Hotbot	34. SearchSight	
11. Bing	23. Jayde (DMOZ)	35. Splat! Search	
12. BusinessSeek	24. Lycos	36. SuperPages	



2010 **Traffic Booster Plus** Website Promotion Program Agenda
for domain name _____

Promo Schedule:	Promotion Task	Date Completed
Month one	Do Keyword research for search volume using Google Keyword Tool , Google Trends	
Month one	Optimize website to rank high in search engines using targeted high search keywords and phrases	
Quarterly	Submit website to search engines (web CEO + other tools) and create report	
Month Two	Create Google Maps Listing for Business Add to free business listings with high traffic, OLX, Yelp	
Month Two	Publish links to online directories such as DMOZ	
Month Three	Rank site with Web CEO and Link popularity Tools improve keyword density of site content.	
Month Three	Analyze web stats and target key phrases to tweak optimization and ranking results.	
Month Four	Create image ads and distribute where possible (Craigslist, Backpage, etc)	
Month Four	Create several Squidoo Lenses with relevant articles and images with back links to website.	
Month Five	Join reletive newsgroups and post info about business	
Month Five	Publish Wordpress blog with relevant tags and links to site	
All Year	Post text ads Craigslist, Backpage, Kijiji Free Classifieds	
Month Six	Create plain text Articles/white papers or PDF' s uploaded to host server with links to site (for Google indexing)	
Month Six	Create yahoo 360 page and join groups relevant to products or services,	
Month Seven	Create Searchwarp + Hubpages articles with links	
Month Seven	Create Ezine Articles account, publish relevant articles with links back to website	
Month eight	Create LinkedIn account, join groups and make contacts with interested members	

Month eight	Submit to social bookmarking sites including Digg, d.e.licious, Propeller, Technorati & others	
Month nine	Create posts in relevant web forums with high traffic	
Month ten	Create backlinks from relevant websites with reciprocal agreements	
Month ten	Upload documents/articles to Scribd.com to make discoverable by their 50 million readers	
Month ten	Creaf Facebook account and use marketing techniques to generate traffic. (friends list of b2b)	
Month Eleven	Create and Upload slideshow or video to social video sites for brand awareness: Youtube, Seesmic, Metacafe	
Month Twelve	Upload images to Flickr+Photobucket and tag images with keywords	
Month Twelve	Create traffic Analysis and ranking Report to show increased traffic performance and ROI	

This is an ongoing process with some of the tasks repeated during the contract period (one year)

We will report progress quarterly to you and reserve the right to change/swap any of the above websites/portals for one of equal value (popularity) if they drop out or no longer accept submissions. As the Internet evolves, we also evolve to make your site found. This list above is a guide to what we will accomplish, not a complete list of promotion techniques.

Traffic Booster Plus Cost Outline:

\$250.00 deposit required

\$250.00 billed each quarter (every 3 mos)

What we guarantee:

You will get a minimum of three (3) Top Thirty listings (or as high as #1) within any three of the major search engines listed on the previous page. You will likely get more than three top positions, but for the price we charge, we feel that three is a fair minimum. This means your site will be found within in the first thirty listings when searching your *main keyword phrase* (or a combination of your 2nd choice keywords) within at least three of the specified search engines (excluding sponsored links). Your site may get many more than three top positions, it depends on many factors; such as amount of similar sites, your content and keyword combinations used during the search. Since the process is done by submitting and waiting for the databases to index, we ask that you check MSN, Yahoo & Google first. These are major engines that refresh quite frequently.(monthly)

In addition to optimizing your site, we also include some links to your website back from popular community sites such as YouTube, Flickr, MySpace, Craigslist, other online communities as well as getting any reciprocal links we can obtain back from other sites and listing your site with online classifieds, Blogs,

and online "Yellowpages".

What SiteFactor needs from it's positioning clients:

- 1 .a deposit of \$250.00 in US funds
2. The **most important** keywords or phrase for your site and a second choice keyword or phrase
3. Up to twenty-five additional keywords or phrases (which may also get some top listings)
4. FTP access to your web site, including username/password any path
5. Time. Please be patient, we don't expect to hear from you until at least eight weeks after the work is complete, search engines are indexing the web constantly, but there are millions of sites. We will provide a written submission/status report to you when results are tracked.(available quarterly)

Your website will not rank high overnight, search engines crawl the web on a regular cycle, many are 30 days. If the engine happens to crawl your site right after you publish or optimize with keywords, you may get faster results. Some engines take months to crawl the web, not Google.

Q&A:**“What happens if I just leave my site the way it is, without modifying the code for search engines?”**

— You may still get some traffic to your site, especially if you have the web address printed everywhere, but if you want real results, search engine submission, linking back from articles and blogs on a regular basis is the key to increase online traffic/sales.

“How long will my listing appear in a given search engine?”

— There is no set amount of time, search engines constantly refresh their databases, this is why your site needs to be submitted regularly. We have had positions in AltaVista last for over a year or a little as six weeks.

“ If my web site is listed as #6 what’s to prevent someone else from grabbing that same spot and causing me to be #7?”

— Competition is fierce out there, with positioning, it’s you against the world. It could very well happen, but SiteFactor enjoys competition, and if you get bumped down, we generally re-bound your listing next time around and have been know to “leap frog” over competitor’s listings.

“I don’t have time to be constantly monitoring where we are in these search engines, do you provide any proof of your results?”

— Yes, on the last page you will see an actual sample of a search engine ranking report for one of SiteFactor’s clients. We provide these reports after results have been tracked, and you may request one within a sixty day period after your site has been promoted and indexed.

2010 Traffic Booster Plus Website Promotion Agreement

Acceptance of Proposal:

I, _____ (herein referred to as client) of

_____ (company name) hereby authorize SiteFactor Web Design Services to optimize my web site code (HTML) including title + meta-tags, for search engines and to submit my site to the search engines listed in their program. I also understand that I must provide a list of keywords in order to do this. (up to 25) I have elected the **most important word(s)** which I will include with my deposit of \$250.00 In addition, I hereby authorize server permissions to SiteFactor, to access my web site remotely and do this work. Sitefactor will also promote your website through blogs, video and social bookmarking methods throughout the year.

I, the undersigned understand that the \$250.00 charge is not a one-time charge, but will reoccur every three (3) months for a period of **one year** as of the date of this agreement .(\$1000.00 total) SiteFactor provides a **quarterly** report of client's ranking as results appear in searches, as well as reporting backlinks from blogs and online classifieds, etc. You are guaranteed a top 30 listing in at least 3 major search engines (excluding sponsored links) and your site will regularly be optimized for the contract period of one year. Listings count as a result in our reports when a search shows a link in the top 30 ranking using your main keyword phrase or a combination of your second choice keywords.(we optimize to try and get on the first page of major search engines such as Google) If desired key phrase cannot be top ranked, we move to second choice keywords.

Removal of Code: SiteFactor reserves the right to remove all meta-tags and Optimized Code if customer discontinues service or stops payments. Optimized code refers to all meta tags, title tags, keywords added and alt image tags. If client cancels service or does not renew service, this code is not to be retained by the client, you forfeit the code, which is creative works property of SiteFactor, regardless of what server it is on. Late payments (over 10 days) cause a temporary interruption of the service which may lower web traffic. Web site owner must inform SiteFactor via e-mail or phone prior to making any changes to their index page to avoid publishing over the optimized code. If client updates their web site and wipes out meta-tags, SiteFactor will charge a \$60.00 fee to restore the code.

Client agrees that if any employee or representative of their company changes FTP username or password during the contract period and effectively locking SiteFactor out of the server, client will be required to pay for the total charges of this service.

Cancellation: If client chooses to cancel within 30 days, deposit is fully refundable. If cancellation occurs after 30 days, no refund will be given and client will be responsible to pay an additional \$250.00 for optimizing code and submission fees, but will not be required to pay for remainder of the annual fee. This agreement automatically renews annually unless cancelled by client in writing.

X _____ date: / / 2010
(owner of business or administrative contact for the web site to be modified)

 (SiteFactor)

Your web site URL: _____

Please mail a copy of this agreement with deposit or (if credit card) fax to:(732)694-6899.

Provide us with FTP username_____ and password_____
(from hosting provider) **How do you wish to be found?**

Your main keywords, phrases **(3 word minimum)**

Second most important term or phrase: _____

Search Engine Ranking Report

SAMPLE COPY (not a full report)

WOW Five TOP # 1 POSITIONS, WANT YOUR WEBSITE THERE?

Listed are the keywords or search term and ranking of the website in each major search engine

(Sponsored links excluded)

URL: "http://www.beverlymedicalsupplies.com"

Keyword: "medical supplies massachusetts"

AllTheWeb.com:

#2: <http://www.beverlymedicalsupplies.com/>

AltaVista US:

#2: www.beverlymedicalsupplies.com

AOL Search:

#1: <http://www.beverlymedicalsupplies.com/>

Search.com:

#1: www.beverlymedicalsupplies.com

Excite:

#1 www.beverlymedicalsupplies.com (non-sponsored #4)

Google:

#1: <http://www.beverlymedicalsupplies.com/>

Lycos :

#3: www.beverlymedicalsupplies.com

MSN Search:

<http://www.beverlymedicalsupplies.com/>

#1

Yahoo:

#2: <http://www.beverlymedicalsupplies.com/>