



## SEARCH ENGINE PLACEMENT SERVICES

### Simple Submission Services:

- 1) Submission of all pages of your website to all major search engines one time
- 2) Cost: Free (only provided to websites completed by Visionary Web)

### Advanced Submission Services:

- 1) This service extends the Basic Search Engine Submission Option.
- 2) With this service, Visionary Web will continually evaluate your search engine placement results, keywords, and descriptions to maximize the results.
- 3) Your information will be submitted to search engines monthly while you continue to subscribe to the service.
- 1) Cost: \$100 setup fee/\$50.00 per month

### Yahoo! Directory Submission:

- 1) To help with search engine indexing, Visionary Web recommends paying Yahoo.com for a listing in their Directory service:  
<https://ecom.yahoo.com/dir/submit/intro/>
- 2) Other search engines, including Google, use this listing when they index pages for their results.
- 3) Yahoo charges \$299/yr for this service.
- 4) Cost: \$20.00 one time fee plus fees paid directly to Yahoo.com.

### Pay-Per-Click Advertising:

- 1) Google and Yahoo Fees: At least \$20.00/month each
- 2) Cost: Visionary Management Fees: \$25.00/month for up to \$50 in advertising.

### Incoming Links Development:

- 1) Developing linking relationships with other sites to raise the popularity of your site. This can include working to get your site mentioned in blogs and user forums.
- 2) Cost: \$80.00/hour or less with monthly contract.

(FAQs and Resources on reverse side)

## **FAQs and Resources:**

**Q** - Isn't Simple Submission enough?

**A** - No - it is a good way to jump start your site in the search engines, but in order to be effective it must be done on a monthly basis.

**Q** - What is the benefit of doing Advanced Submissions?

**A** - Your site is updated regularly to take advantage of changes in search engine services and your submissions are done monthly ensuring your good coverage. Monitoring is provided in the form of reports that you can print out and measure how well your site is doing.

**Q** - Can you guarantee me a top 5 placement in Google or Yahoo!

**A** - NO. And you should never trust a service that does! Usually to make a huge leap like that requires some fairly intrusive techniques that could get you banned and your site will never show up on the search engines again. Many of our clients do show up well on most search engines, but we can't guarantee a top ranking.

**Q** - Should I be listed in the Yahoo! directory?

**A** - YES! This could be the most important money you spend on SEO placement. Many search engines use the Yahoo! directory as a basis for their rankings.

**Q** - What are the pros/cons to Pay-Per-Click Advertising?

**A** - Pros: Easily push yourself to the top of the search listings. Pay-Per-Click attracts many customers very quickly. Not as good as "natural" listings. Pay-Per-Click helps with other SEO placement on other search engines. You can track visitors and log when they purchase from you.  
Cons: Can be expensive. Listings aren't as likely to attract quality customers.

**Q** - So which one should I do?

**A** - The best marketing strategy is one that implements all of the above services. If we had to pick one, though, we'd suggest at least doing the Yahoo! submission.

### **Resources:**

[http://www.search-this.com/search\\_engine\\_articles/](http://www.search-this.com/search_engine_articles/)

<http://www.google.com/support/webmasters/bin/answer.py?answer=35291>