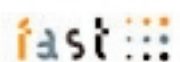


## Search Engine Promotion Guide

28 The Halfcroft  
High Street  
Syston  
Leicester  
LE7 1LD

**Tel: 0116 2692017**  
**Fax: 0116 2698559**

Email: [sales@ra-online.co.uk](mailto:sales@ra-online.co.uk)  
[www.raonline.co.uk/promotion](http://www.raonline.co.uk/promotion)

The logo for Yahoo! UK & Ireland, featuring the word "YAHOO!" in a bold, red, serif font with an exclamation point, and "UK & IRELAND" in a smaller, red, sans-serif font below it.The Google logo, consisting of the word "Google" in its signature multi-colored font.The MSN logo, featuring the letters "msn" in a lowercase, sans-serif font with a colorful butterfly icon to the right.The altavista logo, featuring a stylized red and orange swirl icon above the word "altavista" in a lowercase, sans-serif font.The LYCOS logo, featuring the word "LYCOS" in a bold, uppercase, sans-serif font with a circular graphic element around the "O".The fast logo, featuring the word "fast" in a lowercase, sans-serif font with a colorful dot matrix graphic to the right.The alltheweb logo, featuring the word "alltheweb" in a lowercase, sans-serif font with a tagline "find it all" and a dot matrix graphic below it.

## Search Engine Promotion Guide

Reading this you are probably are suffering from the classic Internet problem, nice site, no visitors! Just because you have a fully featured beautiful website, it does not automatically generate visitors to your site.

You can generate many visitors to your site using promotional material, i.e. business cards; print your web address on your letterhead and in many other obvious ways, but the most effective way of generating business on the Internet is to use the Internet itself.

With over 650 million Internet users worldwide all using search engines to find information and websites, imagine how many of these people may be searching for what you can supply?

Your web designer may have placed a few keywords in your site and may have even submitted it to some of the search engines, but unfortunately that's not enough. Statistics prove that people only look at the first two pages of a search engine, and if you're not there you will not be found. We can get you there..

### MAJOR SEARCH ENGINES

Altavista.co.uk & .com

Google.co.uk & .com

Yahoo.co.uk & .com\*

Lycos.co.uk & .com

HotBot.co.uk & .com

AOL.co.uk & .com

MSN.co.uk & .com

GoTo.com

WebCrawler.com

Looksmart.co.uk\*

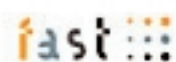
Direct Hit.com

Excite.com

Fast.com

Northernlight.com

Overture.com



## Search Engine Promotion Guide

### WHAT WE NEED TO DO TO GET YOU THERE

#### 1. DECIDE THE CORRECT KEYWORDS/PHRASES

The most important question before we look at promotion of your site is what words (keywords) will your customers type into a search engine to find the product or service you are offering. We have the ability to help you select the correct keywords/phrases for your company, and when you suggest a keyword we can inform you of how many people search for that word in the search engines for the past 60 days. We can analyse all this data and choose the correct words that your customer will search for, even mis-spelt words.

#### 2. OPTIMISE YOUR WEBSITE

Once together we have chosen the correct keywords or phrases for the promotion of your site, we will optimise your site for those keywords/phrases. This involves altering the keyword prominence and the attractiveness of your site to the search engines. If your site is created in such a way that makes it not friendly enough, we can create a mini-site (hallway pages) that will lead users to other pages created in the same style as your actual web site which will then direct users to your main site. We can make these pages extremely attractive to the search engines.

#### 3. SITE SUBMISSIONS

When your site has been optimised, we will submit your site to the search engines - we have the technology to automatically submit your site to some search engines, and we manually submit to others. There are two types of search engine databases that are updated automatically; web "spiders" or "robots" that, when you have registered with them, "spider" or look through your site to check the pages and if they are attractive enough they will accept your submission and place you in the database. The other type is manual submission where your site is actually assessed by a human and they decide the relevance of your site. If your site is submitted too many times, the search engines will ban your site from being listed.

#### 4. MONITOR AND ANALYSE

Once your site has been listed we can then progress its position within the search engines by constantly monitoring its position and optimising the pages to push it back up the search engine rankings. On every site we promote, we provide a comprehensive statistics page so you can see exactly who is visiting your site, the most popular time in the day that your site is visited, and much more.



## Search Engine Promotion Guide

### TIMESCALES

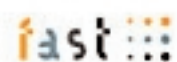
Because of the way search engines work and the submission process, it can take between 4 and 8 weeks to get to the position you want. There are options of paid submission if you want to decrease the amount of time it takes to get listed.

### PAY-PER-CLICK PROMOTION

Because of the extreme popularity of the Internet search engines and the need for people to display their site in the relative categories, some search engines offer the facility for you to display a sponsored link. Your website is instantly displayed and you pay when someone clicks on the link. The cost depends upon the value of the keyword to your competition. If you visit <http://www.raonline.co.uk/payperclick> you will find more information about pay-per-click, and if you complete a few questions, we can provide you with an estimated cost per click for your keywords.

### WHAT TO DO NEXT – FREE REPORT

The first thing to do is to visit our website <http://www.raonline.co.uk/report> where you will be able to submit your domain name and examples of your keywords/keyphrases to enable us to generate a FREE report. This report will show your exact current situation and where you rank within the search engines. We can analyse your situation and provide an Internet search engine promotion plan for your target audience.



## Search Engine Promotion Guide

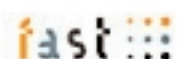
### EXAMPLE OF - BASIC SUBMISSION

- ⊙ Report on current situation, rankings and engines
- ⊙ Keyword/phrase analysis checked against genuine recent searches
- ⊙ Complete site optimisation increasing search engine attractiveness
- ⊙ Creation of any necessary mini-sites or “hallway pages”
- ⊙ Site submission and re-submission to all major search engines
- ⊙ Manual submission where required
- ⊙ Promotion of **3 keywords** and your domain name
- ⊙ Detailed monthly reports showing your position and improvements  
(Visit <http://www.raonline.co.uk/monthlyreport> for an example)

### PRICE GUIDE

Keyword analysis optimisation of site	
Submission to major engines.	£P.O.A. one off fee
Continual monitoring and improvement of position	£P.O.A. per month
Paid submission to Yahoo	£P.O.A. one off fee

**Guarantees** to get your keyphrase\* within the top **20 position** in at least 10 major search engines.



## Search Engine Promotion Guide

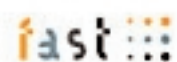
### EXAMPLE OF - INTERMEDIATE SUBMISSION

- ⊙ Report on current situation, rankings and engines
- ⊙ Keyword/phrase analysis checked against genuine recent searches
- ⊙ Complete site optimisation increasing search engine attractiveness
- ⊙ Creation of any necessary mini-sites or “hallway pages”
- ⊙ Site submission and re-submission to all major search engines
- ⊙ Manual submission where required
- ⊙ Promotion of **10 keywords** and your domain name
- ⊙ Detailed monthly reports showing you position and improvements  
(Visit <http://www.raonline.co.uk/monthlyreport> for an example)

### PRICE GUIDE

Keyword analysis optimisation of site	
Submission to major engines.	£P.O.A. one off fee
Continual monitoring and improvement of position	£P.O.A. per month
Paid submission to Yahoo	£P.O.A. one off fee

**Guarantees** to get your keyphrase\* within the top **10 position** in at least 10 major search engines.



## Search Engine Promotion Guide

### EXAMPLE OF - ADVANCED SUBMISSION

- ⊙ Report on current situation, rankings and engines
- ⊙ Keyword/phrase analysis checked against genuine recent searches
- ⊙ Complete site optimisation increasing search engine attractiveness
- ⊙ Creation of any necessary mini-sites or “hallway pages”
- ⊙ Site submission and resubmission to all major search engines
- ⊙ Manual submission where required
- ⊙ Promotion of **15 keywords** and your domain name
- ⊙ Detailed monthly reports showing you position and improvements  
(Visit <http://www.raonline.co.uk/monthlyreport> for an example)
- ⊙ Content improvement
- ⊙ We will link top ranking, relevant websites to your website improving link popularity

### PRICE GUIDE

Keyword analysis optimisation of site

Submission to major engines.

£P.O.A. one off fee

Continual monitoring and improvement of position

£P.O.A. per month

Paid submission to Yahoo

£P.O.A. one off fee

Pay-per-click

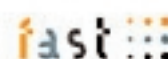
£P.O.A. monthly budget

**Guarantees** to get your keyphrase\*

at least **5 Number 1 positions**

**10 Top 5 positions**

**20 Top 20 positions**



## Search Engine Promotion Guide

### **BESPOKE PROMOTION**

The most effective method of promoting your site is to create a bespoke submission program, which means we can target each one of your individual keywords in to specific areas and specific places within the search engines.

### **BRAND PROMOTION**

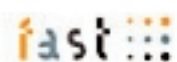
We can undertake specific web marketing assignments; for instance, if you have a particular brand name you wish to promote using certain keywords or keyphrases, we will create a plan and ensure your brand has the highest presence possible on the Internet.

### **E- SHOP PROMOTION**

Selecting specific keywords/phrases to promote, then upon ranking within the engines providing a direct link to that product or service.

### **PROMOTION IN SELECTED COUNTRIES**

We can target specific countries throughout the world, improving your Internet presence in almost any language.



## Search Engine Promotion Guide

### PROMOTION PURCHASE ORDER-

ALSO AVAILABLE@[www.raonline.co.uk/sepworks](http://www.raonline.co.uk/sepworks)

Name.....

Position:.....

Company Name:.....

Address:.....

.....

.....

.....

Postcode:.....

Telephone Number:.....

Fax Number:.....

E-mail Address:.....

DOMAIN NAME TO BE PROMOTED.....

KEYWORDS/KEYPHRASES.....

.....

.....

.....

.....

.....

BASIC

INTERMEDIATE

ADVANCED

Signed:.....

Date:.....

28 The Halfcroft  
High Street  
Syston  
Leicester  
LE7 1LD

**Tel: 0116 2692017**

**Fax: 0116 2698559**

Email: [sales@ra-online.co.uk](mailto:sales@ra-online.co.uk)  
[www.raonline.co.uk/sep](http://www.raonline.co.uk/sep)

