

# Top 20 Positions Guaranteed in Major Search Engines



## Search Engine Optimization

Imagine yourself as a potential customer. You access a search engine and type in some key words to find what you're looking for - then you punch in: enter.

If you've ever done this before, you know that your search engine will come back to you with 1,546,029 results.

Now, as the potential customer, do you sift through all these results just to find one or maybe two companies that can meet your needs?

Of course not!

According to online statistics, consumers only search the first two pages of search results, assuming that the top 20 companies in the results are the best fit for them.

So now let's switch back to reality. You're the company, brand or business relying on these potential customers to discover how effective your services are, how cutting edge your product is, or how much money your business can save them.

If your website doesn't come up in the first 20 search engine results, where the eyeballs really are, it doesn't matter how great, fantastic or revolutionary your service or product is. The simple fact is, you will be relegated to the bleak and empty world of cyber limbo - where you still exist but no one even knows you're out there.

Enter Search Engine Optimization or SEO.

By using the latest in keyword analysis and selection, we analyse specifically what your clients' type while looking for the product or service you provide. This translates to a specialized service that not only puts you at the top but makes sure that it strategically fits your marketing and unique web audience needs.

## Key benefits

### Drive Relevant Traffic to Your Site

According to Brand Week Online Magazine, "Search Engine Optimization may just be part of an online marketing strategy but it is the fundamental part. It's the baseline. If you are doing nothing else, search engine placement and keyword-related advertising can make up 80 to 90 percent of your traffic."

By listing you in the top search engines on the web today, Online Brand's SEO service is the most cost-effective way, offline or online, to drive the traffic you want to your site. And of course, more website traffic equals superior sales growth and a dramatic increase in ROI.

### Specialized Service Backed by Experts

We tailor-fit our services to make sure that the technology works for each individual client. With the expertise of SEO professionals who have been working in the field for more than ten years, we customize keyword selection, HTML coding, submission order, and keyword saturation throughout the site to maximize your website's potential for success!

### Increase brand awareness

With your company or brand guaranteed to be in the Top 20 search engine keyword results, every time, SEO helps you dominate your competition by keeping first in the minds of current customers, while providing instant accessibility to new customers being driven to your site.



## Specific Features

- Guaranteed Top-20 Positions across the Top Search Engines you nominate
- Quick Submission. We submit your site to at least 1,000 search engines 1 week after you submit all requirements.
- Keyword Research. Enjoy precision positioning while we use a tool that tells us what terms people use to look for products and services in search engines. Your target market finds you faster!
- Guaranteed results within 3 months. Every month, watch as your website rises higher in search engine results. By the third month, you'll be in the TOP 20 positions, GUARANTEED!
- Monthly Visibility Reports on all the Keywords/Search Terms that you order in all Top Search Engines 3 months after we submit your site to the search engines.

## Benefits

- Visibility 24x7 to customers searching for your services on the Internet.
- Global Reach with increased visibility in even the lesser known search engines.
- Build your Brand on the Internet. Increase your company name's recall as it keeps appearing in all the major search engine's results; soon your company will have Top of Mind Recall for your particular product or service.
- Generate quality Traffic (people who are interested in your service, people who are ready to buy) to your website.
- As more people access your site, this is your prime opportunity to increase sales and acquire a higher ROI (Return on Investment).

Get ranked on

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Plus



## Frequently Asked Questions

### 1. What exactly do we do?

We help your site get targeted traffic by attaining top rankings in the major search engines and directories. We create pages that are designed to get high rankings in these search engines. We then submit these pages to the search engines and ensure that your site gets top rankings in them. When we say Top Rankings, we mean within the Top 20 Results.

### 2. There are companies who will submit my site to 2,500+ search engines. Why do you submit sites to only a few of the search engines and directories?

This is because only the some major search engines and directories will bring you any traffic. Research in online behaviour with search engines indicates that 95% of all people who search for information on the Internet use the top search engines and directories where you can boost traffic. Hence, submitting your site to 2,500+ search engines is not going to benefit you in any way.

In fact, most of these 2,500 search engines exist with the sole aim of getting hold of your email address when you submit your site and then sending you junk email.

### 3. Why do I need to hire you to do this - can't I do this myself?

This job needs a lot of expertise! However, if you do decide to optimize your site yourself, there is something that you will need to have on your side - time. Initially, you will have to conduct research on how each of the search engines work. Once you do that, you will need to create pages which are optimized for the search engines.

After that, you will need to submit each of these optimized pages to the search engines. Then, you will have to wait for a few weeks to let the search engines add your site to their databases. After that, you will need to check how your site is doing in each of the search engines. If you find that your site has not attained the top rankings that you had hoped for, you will have to repeat the whole process again.

However, even if your site does attain top rankings, your work is not over. Each search engine frequently changes its algorithms, which means that a site which has a Top 10 ranking today may not have the same ranking tomorrow.

Furthermore, your competitors will also be trying to boost traffic and to get their sites to the top. Hence, you will need to constantly monitor the ranking of your site in all the search engines, and you will have to re-optimize those pages that are showing a downward trend in their rankings.

Thus, you'll need to spend a minimum of 4-6 hours every day in trying to optimize your site for the search engines. If you do have 4 or 6 hours to spare every day, then you could, by all means, do it yourself. But again, getting TOP listed, means you also need to follow the changes of the search engines as well many other factors.

In short, like any other specialized service, it is always more cost effective to outsource the work to a professional.

### 4. What constitutes a top 20 ranking? By a top 20 ranking, do you mean a top 20 position for one keyword for all the search engines? Or, do you mean a top 20 position for one keyword for one search engine?

By a top 20 ranking, we mean a top 20 position for one keyword in one search engine. Hence, suppose that we are optimizing your site for the keyword "tourism in Australia". Suppose that your site is in the top 20 in both AltaVista and Google for that keyword. Then, this constitutes 2 top 20 rankings.

### 5. Why can't you guarantee that you will always put me in the #1 position?

While we will often get you #1 rankings in the search engines, the reason neither we nor any of our competitors can guarantee top 1 placement for each of your keywords for each of the search engines is that none of us have any control over how the search engines rank Websites.

If you find any company that is willing to guarantee #1 rankings for each of your keywords for each of the search engines, rest assured that this company is trying to take you for a ride. The algorithms that search engines use are kept extremely secret, and no one, save the search engines themselves, knows the exact process by which the pages are ranked.

### 6. Will you select the keywords that are applicable for my site? Or, will I have to do that myself?

We will work with you to select the keywords, which are applicable for your site. We do realize that you may find it difficult to determine the keywords for which your site should be optimized. Hence, before we begin work on your project, we will thoroughly analyse your business from different angles. We will also analyse the Websites of your competitors. We will also take input from you while we are doing this, since no one knows your business better than you do.

Based on our analysis, we will arrive at an initial superset of keywords. Once we have established an initial list of keywords, we identify a subset containing the most popular keywords which are applicable for your site. Based on the popularity of the keywords, we will arrive at the final list of keywords, which we will submit to you for your approval. After we receive your approval, we will optimize your site for those keywords.

## **7. Will you optimize my site for 1 word keywords or for multiple word keywords?**

We will not optimize your site for single word keywords. There are two reasons for this:

1) Because of the sheer number of pages that single word searches can throw up, most search engine users have realized that they can get more relevant pages if they search for phrases rather than for individual words.

2) Single word keywords won't get you targeted traffic. For example, suppose your company organizes packaged tours to Australia. One might be tempted to feel that "tourism" would be an appropriate keyword in this case. However, when people search for "tourism", they are not necessarily looking for tourist destinations in Australia - they may be interested in any other country of the world.

With current search trends, it is always more effective to use key 'phrases' (that is more than one word)) so that you can be sure when someone searches for "tourism in Australia", he/she is your potential customer.

## **8. What is the process that you follow when you are optimizing sites? Do you create what the search engine placement industry calls "doorway pages"?**

We are not in favour of creating doorway pages because the search engines hate such doorway pages. Some of our competitors in the search engine placement industry create hundreds of doorway pages, each page targeting one keyword and one search engine. While such a procedure is great in theory, the search engines will often consider this to be spamming and will often penalize or even ban Websites for doing so.

The process that we follow is to create keyword rich pages, each page optimized for one keyword for all the search engines. We don't just concentrate on creating pages which are optimized for the search engines. The pages that we create provide useful content for your visitors and ensure that they are attracted to the products or services that you are selling. Since the pages that we create provide useful content, these pages are completely acceptable to the search engines.

## **9. Some of your competitors say that they use something called page cloaking. What exactly is page cloaking? Do you use it too?**

Page cloaking is a technique by which you can display different pages under different circumstances at the same website address (URL). By using page cloaking, you can show one page to the search engines, but a different page to your users. Page cloaking is primarily used as a method by which you can prevent your competitors from copying the code that has helped you to attain top rankings in the search engines.

However, most search engines do not want sites to use page cloaking. According to the search engines, the visitors to your site should see the same thing as is shown to the search engines. If a search engine comes to know of a site using page

cloaking, there is a high possibility that the site will be penalized for spamming and will be banned forever from that search engine. Getting banned from some of the more popular search engines could severely damage the popularity of a site. Hence, the risks involved in page cloaking far outweigh the gains. That is the reason we do not use page cloaking.

## **10. What if some of my pages already receive high rankings? Will you change them?**

We do not modify any of the existing pages in your domain, except the home page. Many search engines give a lot of importance to the home page of a domain. That is the reason we need to modify the home page in order to ensure that it gets a higher ranking in the search engines. However, we will not modify the home page in such a way as to change its general appearance - we modify it in a way that is almost indiscernible to your visitors.

However, if the home page already gets a high ranking, we will not modify it in any way whatsoever, since we are firm believers in the adage: "if it ain't broke, don't fix it." Also note that all the other pages of your site will remain exactly the way they are. We do not change the existing layout and design of your Website.

## **11. Will you upload the files that you create to my domain? Or, will I have to do it myself?**

The choice is yours. If you want, we can upload the files to your site. However, in that case, you will need to give us temporary access to your domain. If you do not feel comfortable doing that, we will give you the files which you or your webmaster can upload to your site.

## **12. Will the search engine positions that you attain for me be permanent? Do you guarantee a length of time for which my site will have the top positions?**

While Websites which we optimize for the search engines may often continue to obtain high rankings for many months at a stretch without any further intervention on our part, search engines do change their algorithms every now and then. When a particular search engine changes its algorithm, the sites, which used to get high rankings earlier will no longer do so.

Hence, neither we can guarantee that the search engine positions, once attained, will remain that way indefinitely without any further optimization. We also can't guarantee the length of time for which your site will be at the top (after discontinuing our services). Thus, in order to ensure that your site continues to obtain top rankings, we provide you with a monthly maintenance plan for search engine optimization.

**13. Suppose during a month I have a top 20 position for a few days and then I lose that position. Would this be considered a top 20 ranking?**

No, it won't. When you initially order our services, the search engine positions of your site are evaluated at the end of four months. Hence, only positions achieved at the end of four months are taken into consideration. For example, suppose that your Website attains a top 20 ranking in the first week of the fourth month but in the second week, your site is no longer in the top 20. Then, if we do not manage to regain that top 20 position for your site by the end of the fourth month, this will not constitute a top 20 ranking.

For our maintenance plan, the search engine positions of your site are evaluated at the end of each month. In this case too, only positions at the end of each month are taken into consideration. For example, suppose that your Website attains a top 20 ranking in the first week of the month but in the second week, your site is no longer in the top 20. Then, if we do not manage to regain that top 20 position for your site by the end of the month, this will not constitute a top 20 ranking.

**14. How much additional traffic will my Website receive if I hire you?**

It is difficult for us to predict the exact amount of additional traffic that you will get when we optimize your site for the search engines. A lot actually depends on your business. What we can guarantee is that whatever the nature of your business, your site will witness a dramatic improvement in traffic. However, it will be inappropriate for us to specify exactly how much additional traffic you will get in absolute terms.

**15. I know other companies, which also offer search engine positioning services. How is your organization different?**

Here's how we are different from our competitors:

Our service is typically much more cost-effective than our competitors.

We optimize your existing domain for you. The optimized pages that we create for you are again owned, not by us, but by you. This is in contrast to some of our competitors who 'lease' domains to you.

We don't use search engine positioning techniques, which may be beneficial in the short run but harmful in the long run to your site in terms of its positions in the search engines. Unlike many of our competitors, we do not use page cloaking or any other technique that is frowned upon by the search engines and which could get your site banned by the search engines. We only use techniques that are acceptable to the search engines.

We offer you a risk-free guarantee. In case we fail to get the guaranteed minimum number of top 20 search engine positions, we will return the entire amount that you have paid us. We offer superior customer service. We reply to all your questions at most within 48 working hours, and in most cases within 24 working hours, of receiving your email.

**16. Are all Websites eligible to order our services?**

We do not optimize Websites dealing with get-rich-quick schemes, or any illegal activities like hacking, cracking, warez etc.

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## Fees

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**USD \$10 per key phrase per month**  
**Minimum 100 Key phrases**  
**Pay for results only**  
**(minimum 3 months)**

## Contact us

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