

SEARCH ENGINE-READY WEB FEATURE



New web sites developed at Creative Services get a leg-up in search engine recognition by adding this advanced feature in the pre-launch of the site. Even if you're not considering starting an SEO program later, it's a smart way to launch your new web site. This feature ensures your site will be technically ready for recognition by the three largest search engines – Google, Yahoo!, and Bing. With our Search Engine-Ready feature, you're prepared to take the next step in getting your site moving with Search Engine Optimization programs like Pay-Per-Click or more advanced Organic SEO.

INFO GUIDE

KEYWORD RESEARCH AND STRATEGY

To technically prepare your web site for recognition by search engines, our web team will research to help you identify the keywords or phrases that search engines are responding to within your industry.

Some keywords generate a high volume of searches, but you may be competing with a high number of web sites to earn a respectable ranking for these search terms. Other keywords generate fewer searches, but may have fewer sites competing for traffic from those keywords. Our web developers will provide you with a mixture of both.

First, you will approve all keywords before copywriting begins. Next, our web copywriters will write your web text utilizing the keywords within the copy. Then, web developers will insure that your website is technically ready to begin basic Google analytical tracking using the right mix of keywords, title tags and meta tags within the programming. We set you up with Google Analytics and provide login information to track your new web site. This will help you make the decision when to begin an SEO program.

Our Web Team will research key words, write content, program, submit your site to Google, Yahoo and MSN and set you up on Google Analytics. Details:

- 10-12 Title Tags based on Research of Google Analytics
- 10 Meta Tags: Keywords and description meta tags based on Content
- Manual Submission to Google, Bing, and Yahoo!, by web designers.
- Set-up of Google[®] Analytics by web designers to give you easy to use tracking tools.
FTP Username and Password access will be needed.
- Google[®] Analytics Dashboard within the Site's Content Management System