



OCTADYNE SYSTEMS

THE PREMIER WEB PORTAL AND APPLICATION DESIGN COMPANY

Is your SEO campaign giving you a headache? To secure a top spot in the search engine listings, you need to understand how SEO and search engines work together. Mastering the nuances of SEO takes time, insight, and experience. Don't struggle with SEO when you have other aspects of your business that need your attention. When you work with Octadyne Systems to develop an SEO plan, you *get results*.

Octadyne Systems has helped companies across North America achieve the top spot in the rankings – and stay there – on Google, Yahoo and Bing. While achieving that top spot can be difficult, it's not the end of the battle. Each time a search engine applies new rules, you could literally fall in the rankings overnight. You need to pay close attention to your keyword rankings, and be ready to make changes the moment your rankings drop. With professional help from Octadyne Systems, your website can maintain the current rankings for high performing keywords and see improved rankings for new keywords in as few as 90 days.



SEO – Analysis

✿ **Website Analysis** – Before beginning any SEO campaign, you need to know how high (or low) your keywords rank. We start with a thorough analysis of your website by reviewing these items:

Can Search Engines Read Your Site: Pages that can't be read do not get indexed and will not appear in searches. We ensure that the search engines' Spiders or Crawlers can read and catalog the pages of your website.

How Old is the Domain: Search Engines can take longer to index newly registered domains than established domains. A business with a new website can improve its rankings and increase targeted traffic, but only after getting indexed. We review your domain registration to ensure that the search engines index your site.

How Search Engines Have Indexed Your Site: If a search engine misses pages on your website, it will not matter how good your content or promotions are on those pages since users will not find those pages via the search engines. Through Search Engine Saturation Analysis, we analyze how many and which pages of your site Google, Yahoo, and Bing have indexed.

✿ **Keyword & Key Phrase Analysis** – Higher rankings of targeted keywords (and phrases) result in quality traffic finding your website. We review your market, geography, and website, and prepare a list of proposed keywords. We don't waste time and resources on keywords and phrases where there is little or no chance of improving the ranking or on targeting keywords that users may not use. We submit to you for review and approval the list of keywords that your customers are likely to use in searches. The SEO strategy will be built around this list, and the number of keywords and phrases in this list depends on the SEO package you select.

✿ **Competition Analysis** – We perform a detailed analysis for each approved keyword and phrase. This helps us identify your top competitors, the quality of their content, and the strategies they are using to achieve top rankings.

SEO – Implementation

- ✿ **SEO Tag Enhancements** – We update the important page elements (e.g. title tag, meta keywords) to improve search engine indexing and rankings. This process is repeated for all relevant pages and requires access to website administration.
- ✿ **Content Optimization** – We update website content to optimize for the approved keywords and phrases. Every page that is relevant for the SEO campaign is reviewed and its content is optimized for one or more keywords. Pages such as Photo Gallery and Contact Us are generally not updated. If needed, new pages are added for new keywords so relevant content is available for search engines to index.
- ✿ **Sitemap Implementation** – We implement XML sitemaps to enhance the ability of Google and Yahoo robots or crawlers to index your website every time they visit the site.
- ✿ **Link Building** – To build incoming links to your website, we submit your main URL and different pages to different directories and websites. The quality and number of incoming links has a major impact on the rankings in search engines. We only submit your website pages to directories that are relevant and reliable.
- ✿ **Domain Name Optimization** – This is an optional step, and applies mostly to new websites. If a new domain name has yet to be registered, we may suggest a domain name that uses the main keyword. For example, JaksAutoSales.com is preferable to Jaks.com.
- ✿ **URL Optimization** – We evaluate how your URLs are implemented. The use of the % or & sign, or meaningless page names such as page1.html, do not help in the ranking of a page. In fact, use of certain characters may reduce the ability of search engines to index these pages. Therefore, we review and recommend necessary changes to your URLs to maximize SEO efforts.



Basic SEO Package

- ✓ **Keyword Identification** – We analyze your market and geography to identify and propose a list of 25 keywords and phrases.
- ✓ **Page Code Enhancement** – We update all relevant pages with proper title tags, meta descriptions and keywords.
- ✓ **URL Optimization** – We review and suggest, if needed, any changes to your website's URLs.
- ✓ **Content Optimization** – We update all relevant pages with proper content, using targeted keywords and phrases.
- ✓ **Site Submission** – We submit your website to all major search engines to ensure their crawlers can find your website, so they can then index the pages of your website.
- ✓ **Sitemap Implementation** – We add XML-based site maps that enable Google and Yahoo spiders to index all pages of your website on every visit.
- ✓ **Directory Submission & Link Building** – We submit your website to as many as 75 different directories to build inbound links to relevant pages and thereby improve the rankings.

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Per Month – 9 Month Commitment



Gold SEO Package

- ✓ **Keyword Identification** – We analyze your market and geography to identify and propose a list of 45 keywords and phrases.
- ✓ **Competitor Analysis** – We analyze the SEO strategies of your top five competitors based on each keyword or phrase you have chosen.
- ✓ **Page Code Enhancement** – We update all relevant pages with proper title tags, meta descriptions and keywords.
- ✓ **URL Optimization** – We review and suggest, if needed, any changes to the URLs your website uses.
- ✓ **Content Optimization** – We update all relevant pages with proper content, using the targeted keywords and phrases.
- ✓ **Site Submission** – We submit your website to all major search engines to ensure their crawlers can find your website, so they can then index the pages of your website.
- ✓ **Sitemap Implementation** – We add XML-based site maps that enable Google and Yahoo spiders to index all pages of your website on every visit.
- ✓ **Directory Submission & Link Building** – We submit your website to as many as 125 different directories to build inbound links to relevant pages and thereby improve the rankings.

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Per Month – 9 Month Commitment



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Platinum SEO Package

- ✓ **Keyword Identification** – We analyze your market and geography to identify and propose a list of 125 keywords and phrases.
- ✓ **Competitor Analysis** – We analyze the SEO strategies of your top seven competitors based on each keyword or phrase you have chosen.
- ✓ **Page Code Enhancement** – We update all relevant pages with proper title tags, meta descriptions and keywords.
- ✓ **URL Optimization** – We review and suggest, if needed, any changes to the URLs your website uses.
- ✓ **Content Optimization** – We update all relevant pages with proper content, using the targeted keywords and phrases.
- ✓ **Site Submission** – We submit your website to all major search engines to ensure their crawlers can find your website, so they can then index the pages of your website.
- ✓ **Sitemap Implementation** – We add XML-based site maps that enable Google and Yahoo spiders to index all pages of your website on every visit.
- ✓ **Directory Submission & Link Building** – We submit your website to as many as 200 different directories to build inbound links to relevant pages and thereby improve the rankings.
- ✓ **Local Search Submission** – We submit your website to all major local directories and search engines to get your site ranked for local searches. All submissions are done by hand. We give you the login and password for each site so you can maintain your listings in the future.

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Per Month – 1 Year Commitment