



PROPOSAL:

SEARCH ENGINE OPTIMIZATION

EXECUTIVE SUMMARY

INTRODUCTION TO PROPOSAL

Infogenix has prepared this proposal for the interest of search engine optimization (SEO). This proposal will cover the many areas of SEO, provide estimates for timing and pricing based on preliminary discussions and research.

INTRODUCTION TO INFOGENIX

Infogenix, Inc. was established in 1998 and is based in Orem, Utah. Over the last seven years we have offered solutions for a wide range of regional, national and international companies. These organizations range in size from Fortune 500 companies, government agencies, to small businesses.

We offer solutions to customers in many areas including online and traditional marketing, web development and information systems, communication and client management, corporate branding, media advertising, and technical consulting.

We have invested heavily into two products, Loan Site Plus™ and Home Site Plus™, which provide online solutions for the real estate and mortgage industries. These products allow agents and brokerages to easily market their company and services, automate daily business tasks, and streamline processes and improve productivity.

The partners and staff at Infogenix are skilled in a wide range of industries, technologies, and services. Our skills and methodologies have proven successful by the vast growth of our client base and products. We base our continuing growth on our driving determination to provide successful business solutions to our clients in a timely manner without compromising any degree of quality.

PROPOSAL SUMMARY

Website Optimization

The website needs to be optimized for chosen key phrases and related content.

Search Engine Optimization

Intense work outside of your site needs to be performed for exposure and top placement.

Online Advertising

Various methods of online advertising for lead generation.

QUALIFICATIONS

Infogenix has extensive experience with complex, high-load web applications, site builder systems, web site design, corporate branding, advertising, marketing, and product packaging. Our full portfolio is available upon request. We would also be happy to meet in person to provide an interactive tour of a variety of projects we have completed.



PROPOSAL DETAILS

SITE OPTIMIZATION (ON PAGE OPTIMIZATION)

On page optimization includes all optimization done internally on your new or current website. InfoGenix will optimize the website and ensure it is focused on the correct keywords and built for correct indexing in the search engines. While this is a crucial part of search engine optimization, on page optimization does not increase traffic or position.

Page Optimization

Page optimization involves complete keyword, title, and site description meta tag optimization for each page on your site to make certain your code conforms to current search engine standards. Other services we will perform include load time optimization, code validation, keyword density, and more.

Website Design or Redesign

If needed, we will revise home page to focus heavily on the call-to-actions. InfoGenix will optimize the inner pages as well, to focus on their individual key phrases. Both will ensure better conversion rates and clarity of the purpose behind the website.

Content Pages

To get a content-rich site, we can insert additional pages with related content. Each page will focus on a certain key phrase. They can offer useful tips, help, or information to readers online. Content pages can be articles from other sources, or self-written. If needed, we offer the service of writing the content for you. Along with the focus of each key phrase, the ultimate goal behind these pages is to gain inbound links from other sites and the website in general.

Forums

Forums are discussion-driven pages on the site where users can read and comment on specific topics. Forums are a good way to increase user retention and site relevancy.

Blogs (Online Journal)

Blogging is the current trend for the owner of the site to add comments, opinions, etc. to related topics. Blogs increase the number of pages on your site as well as increase retention and overall number of hits.

News Feeds

Links to articles and other information on your site add an information-rich portal for users to access. News feeds and other methods such as forums provide free information to users which in turn increase hits, links, and retention.

TRAFFIC AND POSITION BUILDING (OFF PAGE OPTIMIZATION)

Off page optimization involves all optimization done externally for your website. In other words, we work with other websites, search engines, and other channels to boost traffic to your site.

Research

We will research your market and competition. This includes which key phrases are the most relevant your products or services and are being most often used by consumers in the search engines. We research the amount of competition which in turn helps to determine the cost to compete for top placement.

Reporting

Quarterly or monthly keyword ranking reports are broken down by individual search engine. Included is a report of your site's link importance and traffic importance—two very important scores given by search engines.



Automated Submissions

We perform carefully timed submissions to many major search engines (Yahoo, MSN, Google, AOL, Ask Jeeves, Infospace, etc.).

Manual Submissions

Many submissions have to be done manually. We will locate, submit, and track the status of each submission.

Directory Submissions

Search engines tend to give sites listed in directories more importance because each listing is reviewed by an actual person. This is one reason why some directories charge a yearly fee for a listing (ex. Yahoo!). The fees are included in the cost of the search engine optimization. If you plan to do a monthly retainer, your site will be manually submitted to a certain number of directories each month.

Inbound Link Building

The science behind this is simple: the more relevant and valid links you have to your site, the higher the rank on the search engine. We focus heavily on getting your site linked from other relevant sites.

Reciprocal Link Building

Cross-linking websites is an effective way to gain search engine ranking. Thus, reciprocal link partners and directories help to gain your link numbers. Each reciprocal link requires an email or form submission and a code placement on the website. Sometimes the code must be placed on the home page. We will consult you prior to placing any outbound link on the home page.

Reciprocal Link Directory

An automated directory system can be installed on your site that will manage reciprocal links. You will be able to approve outbound links and batch send inbound link requests. The directory is category-based and unlimited to the number of links serviced. We recommend adding only related outbound links to your site.

Pre Sell Pages

A pre sell page is a content-rich page with a call-to-action or link to your site. Pre sell pages are placed on other content-related sites and have the purpose of advertising your product or site.

ONLINE ADVERTISING

Online advertising will increase exposure and clicks to your site. Obviously, the more clicks to the site, the more leads generated.

Media Buys

Media buys is space you purchase on other sites to place banners, etc. The conversion rate is lower than other advertising, but it also gives the site exposure on targeted websites.

Adword Campaigns

Adword campaigns target searched key phrases specific to your services. We will setup a budget for each campaign and the targeted key phrases. Included is useful campaign tracking of leads or purchases to each landing page.

Lead Generation Pages

Lead generation pages have key phrase specific content and the call to action(s). The user follows the steps of the call-to-action, thus converting to a purchase or a lead. This is done by the user filling out the form present on the page. Usually, lead generation pages are independent of the site and contain no outbound links.

Press Releases



Press releases will be distributed through thousands of sites through news feeds, news inclusions, paid search engine inclusion, and more.

Sample of Search Engine Charges for Clicks

Below is an example of some key phrases and cost (charged by the search engines) used for an Adword campaign for a mortgage company located in California. We provide this example to give you an example of the costs involved with Adword Campaigns:

California Adword Campaign				
Key Phrase	# of Clicks per Day	Average Cost-Per-Click	Cost/Day	Average Position
california loans	5.7	\$4.60	\$26.22	1.1
home loans california	2.1	\$8.75	\$18.37	1.0
loans california	2.4	\$6.95	\$16.68	1.0
Overall	11.3	\$6.88	\$69.34	1.0

SEARCH ENGINE MARKETING CONSULTING

We offer hourly or retainer rates on search engine consulting, e-marketing, or traditional marketing. We can come on-site to your place of business or set up phone-call sessions. We are eager to share the knowledge and expertise we have obtained over the years.

GOING FORWARD

Please review the pricing on the next page. Infogenix will be happy to help clarify any points outlined here and discuss any options with you. Feel free to contact us with questions and when you are ready to get started with the project. We realize that this is a living project that is very likely to change before getting started and during the development process.

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PRICING

SEARCH ENGINE OPTIMIZATION SERVICES

The custom package pricing is based on the current standing of your site, competition, key phrases and so on. It can be reduced or increased depending on your budget. However, the price below is recommended. Moreover, increasing your retainer allows us to perform more services each month, thus speeding up the process and allowing more key phrases, pay-per-clicks, links, etc. per month. These services can also be purchased a la carte.

Custom SEO Packages	
Service	Price
Custom SEO Package Setup	\$1000 (optional)
On Page Optimization and Development	
Off Page Building	
Online Advertising Setup	
Search Engine Marketing Consulting	
Research and Reporting	
Custom SEO Package Retainer	\$500-1500/mo
On Page Additions and Revisions	
Off Page Building	
Online Advertising Maintenance	
Search Engine Marketing Consulting	
Research and Reporting	

A La Carte	
Service	Price
On Page Optimization	
Page Optimization	\$65/hr
Web Design or Redesign	\$65/hr
Content Pages	\$30/ea
Blogs	\$299
News Feeds	\$299
Content Writing	\$50/hr
Off Page Optimization	
Research	\$65/hr
Reporting	\$99/ea
Automated Submissions	\$199
Directory Submissions	\$500/15 yr (Yahoo! add \$299)
Inbound Link Building	\$10/link
Reciprocal Link Building	\$8/link
Reciprocal Link Directory	\$299
Press Releases	\$155/ea
Pre Sell Pages	\$25-250/mo
Online Advertising	
Adword Campaign Management	\$199/mo
Adword Campaign Charges per Click	Varies
Lead Generation Pages	\$130/setup then \$30/ea
Search Engine Marketing Consulting	
Hands-On Consulting Sessions	\$50/hr
Phone Call Sessions	\$25/hr

All pricing is subject change based on your competition and development costs.

