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Search Engine Optimization Drive More Traffic to Your Web Site!

At Crazy Frog Communications, we use powerful search engine optimization techniques to drive more traffic to your on-line business. Actual statistics collected from web sites hosted from our data center, indicate that optimization can deliver hundreds of thousands of viewers, and up to 78% more hits per month. When compared to traditional print and media advertising, no other approach reaches a greater number of people, and provides a greater return on your marketing investment than search engine optimization.

What is search engine optimization? Search engine optimization is the term used to describe our proprietary process that gets your web site at or near the top of every major search engine listing. Today's major search engines, such as Yahoo!, Excite, AOL, Lycos, MSN, Hotbot, Google, and Alta Vista, are used by nearly all web surfers to find information and businesses on the Internet. A typical search could list hundreds of relevant links to various web sites. If your business does not appear in the top 30 listings, it is not likely to be found. By optimizing your web site, we can place your listing in prime position where it needs to be to get selected. Our success in search engine optimization is based on the following approach:

- * We take the time to thoroughly review your competitors' sites to understand their search engine strategies and how they achieve their respective positions.
- * We know what specific search engine variables work, and which ones don't.
- * We examine the programming code used to build your site to determine if revisions can be made to improve your position.
- * To ensure your site gets listed, we utilize advanced techniques to submit your web pages to the major search engines.
- * Within the first six weeks of your listing, we analyze statistical reports that reveal what search engines are being used and what keywords are used most often used to arrive at your web site. Adjustments and resubmissions are then made based on our findings.



Search Engine Optimization Package - \$ 495.00

- * Six months of search engine submittal service
- * Structure strategic keyword and descriptions
- * Analyze competitors' web sites and search engine strategy
- * Program and optimize top-level web site pages
- * Develop custom doorway pages for major search engines
- * Submit to all major search engines and directories
- * Review and analyze search engine results from web site statistical data
- * Analyze web site positions on major search engines
- * Compare results with previous reports
- * Target specific keyword strategies
- * Submit to search engines as needed
- * Conduct follow-ups and resubmit as necessary

* Includes non-fee based search engines such as NBCi, Northern Light, Excite, MSN, DirectHit, HotBot, AltaVista, Netscape, AOL, Open Directory, and Google. Review & acceptance into these non-fee based search engines are determined by each individual company, are not guaranteed, and can take up to 12 weeks for review.

For FAST results and guaranteed review, we highly recommend these additional "Fee-based Submissions" to Yahoo!'s Business Express program and Looksmart's Express Submit service. Paid submissions guarantee that your site will be reviewed within 5-7 business days.

Yahoo! Express **does not guarantee** a listing in the Yahoo! directory, nor does it guarantee the type of placement or description that your site will receive if accepted. Will take additional time for site to actually be listed within each site.

- Add Yahoo!'s Business Express program - **\$399.00**
- Add LookSmart's Express Submit service- **\$299.00**
(includes major search engines and directories such as MSN, Excite, CNN, iWon, Juno, and AltaVista, as well as 370 ISPs)

Search Engine Maintenance

Even if your site has already been optimized and submitted, over time your positions will change as other pages get submitted to the search engines. Search engine companies will also change their ranking programs from time to time, and drop unpopular pages to keep their content current.

Search Engine Maintenance will keep your pages in front of the search engines through periodic submissions and allows us to keep your site updated to the latest tactics to maintain and improve your positions. A regularly scheduled maintenance program is an absolute necessity of serious Internet marketing.

How Often is Search Engine Maintenance Required?

The frequency of maintenance depends on the specific needs of your business. If for example, you just completed a significant revision of your site, you may want to get your updated pages listed in the search engines. If you operate in a highly competitive industry that relies on search engine marketing, a monthly maintenance may be required to maintain a top position. If your site is not business-critical, a quarterly or annual maintenance may be all you'll need just to make sure your keywords and other meta tags are up to date and your site is optimized to score well with the latest search engine programs.

Rate plans available – monthly at \$99.00 or quarterly \$250.00