

Search Engine Optimization (SEO)

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SEO is the process in which your Website undergoes redevelopment to properly and best communicate your keywords to search engines. In order for your Website to rank highly among major search engines, you must understand how they become ranked. Search engines rank Websites based on two major factors: Unique content with pertinent keywords in the body, and link popularity - the number of quality incoming links your Website has. Other important algorithms that determine your ranking with search engines are the architecture of the site, visibility of your content, underlying code and how natural your site appears to the engines.

Initial Consultation & Keywords

Our technical staff begins by checking the current status of your Website to ensure that the optimization process will not be encumbered by any unforeseen problems of function. Then, using manual searches as well as custom research software, an optimizer on our staff will take the gathered data and create a list of the most highly trafficked and targeted words in your industry - and consult with you to choose the final keywords.

Content Creation

After a list of keywords has been generated for your Website, it is passed along to our content writers, who create unique content. Using their training and experience, our writers will ensure that your copy utilizes the keywords in accordance with the right densities and marketing of your site. In addition, they will consult you before getting started on your content to be confident that the essence of your Website is not compromised.

Website Redevelopment

Our optimization engineers will work with our copy writers to integrate the optimized content within your Website. Our technicians will redevelop your site to optimally communicate your keywords with search engines. Moreover, all aspects of a Website, including its architecture, meta tags, alt tags, graphic-text, internal link structure and sub-pages will be modified to be spider friendly and best meet search engine algorithms. The staff of Submit Express is dedicated to maintaining the design integrity and essence of your Website.

Link Development

One of the major variables in attaining high rankings is developing incoming links from other Websites that are well established and have commonality with your Website. As a major part of the service that we offer, link development is absolutely essential to the success of your Website and can be done in various ways. One-way links from Directories and other related sites, Reciprocal Link Exchange with related sites, fee-based directory submissions and targeted link buys are all effective ways of developing quality links in high quantity.

Submission

After the optimization process is complete, we will submit your Website to all the major search engines and directories, including Yahoo, AltaVista, HotBot, AllTheWeb, Google, AOL, iWon and Netscape, MSN, Lycos, Teoma, AskJeeves and DMOZ (Open Directory). In addition to these submissions we add fee based directories such as Yahoo Directory Looksmart, Microsoft Bcentral and several other quality directories which will add to your link popularity. And lastly, if your Website has indexing issues, we will create and submit site maps to both Google and Yahoo via their respective programs.

Reporting

Before we start the optimization process, it is essential for us to run a ranking report to show where your Website ranks with the various search engines. Once this process is complete, we send you the report so you can see the results. Once optimization is complete, we run reports again every 30 days to check on the progress of your Website - you will be updated on these monthly ranking report results via e-mail. In addition to the monthly ranking reports, our staff runs weekly search engine monitoring to verify that your site has not been dropped by any of the major search engines. To ensure your satisfaction, our technicians will periodically call you or e-mail you just to check in, and we also invite you to call our staff anytime with questions.