

Proaktiv PR's Search Engine Process

To capture and increase your web site traffic you need more than just another web site promotion and search engine submission service. You need a service that will approach your web site's needs individually and not merely hand you some generic, off the shelf "solution". With Proaktiv PR's **case-by-case** SEO solutions, we deliver customised solutions to ensure your site receives maximum exposure on the Internet. Generally speaking, if your site can't be found in the "**top 30**" of a search return for your specific Keywords, **your web site will be statistically invisible on the Internet.**

Even the finest web sites can go unseen by their intended audience if they lack effective Search Engine Optimisations (SEO). Proaktiv PR's site specific SEO process combined with a thorough understanding of the major Search Engines and Directories are what is required to give your web site a competitive edge and top nature of the Search Engines, both domestically and internationally, and we know how to position your site for ultimate visibility.

Services:

An analysis is a necessary part of the discovery phase of the SEO process. The recommendations and descriptions of services do not disclose complete detail of actual services performed for a successful SEO program.

In many cases, the Proaktiv PR Web Specialists will deploy proprietary services and techniques that are necessary to help meet our client's Internet objectives. As a result, this proposal provides general definitions and requirements only.

Proaktiv PR's SEO techniques consistently improve web site rankings within the first 3 months. There are a few priority search engines, which index more frequently than others, we get your site listed in them immediately. Others can take a few weeks - 8-12 weeks. We will position you in all the major search engines within 3 months. The early positioning will help to capture traffic at once.

Our Initial Search Engine Campaign will begin the process to obtain a Top 30 position. With this campaign, we include the chosen categories (we support associated keyword phrases related to each category), optimised for each of the 27 major search engines, professionally optimising your existing pages, monthly submissions, monitoring, modifying, re-uploading for highest positioning.

We post monthly reports throughout your campaign to show your positions in each of the major search engines, directories and pay-per-click search engines along with analysing your traffic. Once we get you listed in the major search engines right away, each week thereafter throughout your entire quarter, positions will continually increase in the major search engines, as well as the directories and pay-per-click engines.

Once your initial campaign is complete and you are positioned in the major search engines with Top Positions, our Quarterly Ongoing Maintenance will continue to increase your positions even further.

Keywords:

These Keywords may not represent the final Keywords that may be used in the SEO process. The SEO process being with a Keyword Analysis to determine the most effective Keywords and or Key phrases we will focus on based on current search data from the Search Engines.

<ul style="list-style-type: none">➤ Investment Properties Florida➤ Florida investment properties➤ Investment properties in Tampa Florida➤ Florida investment vacation properties➤ Investment properties in Florida➤ Florida real estate investment properties➤ Tampa Florida investment properties	<ul style="list-style-type: none">➤ Real Estate Development Companies➤ Real estate development➤ Florida real estate development➤ Real estate development Florida➤ Waterfront real estate development➤ Real estate development company
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We recommend targeting each category of keywords. We are experts at making a distinction between keywords that actually describe your business and keywords that are truly used by people searching for your products. Our goal is to get all searches geared toward your company and they vary by the combination of words used around them in any one particular search.

Other Keywords used:

<ul style="list-style-type: none"> ➤ New Apartment Development ➤ new apartment development ➤ apartment development ➤ apartment development new ➤ new development apartments ➤ apartment association self development ➤ new apartment development 	<ul style="list-style-type: none"> ➤ Commercial Development ➤ innovative commercial development ➤ commercial real estate development ➤ commercial real estate development models ➤ commercial and residential land development ➤ commercial real estate development ➤ development company real estate commercial ➤ London commercial real estate development
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Search Engines:

There is a significant difference between being “**Registered**” in the Search Engines and being “**Optimised**” for maximum visibility. Of course it is important to be registered properly in the Search Engines however, you can be fully registered and remain invisible to your prospective clients if the site is not optimised to display your search terms in the first three pages of a given return.

Our SEO Service program includes a full search engine submission and or re-submission to all of the major Search Engines (including Google, Yahoo, MSN, AOL, AltaVista, AskJeeves and more). Re-submitting to those Search Engines that already contain your pages will not carry a penalty. In fact, it will be beneficial, since other adjustments to the site are being implemented, and a re-submission will prompt the search engine to come to your site and re-index the changed pages. All of our submissions are done by hand.

Directories:

Directories can be thought of as the online yellow pages. They not only lead online prospects to your site directly, but often the results from these Directories are merged into the results when using some Search Engines too. Additionally, an effective placement in the Directories will give your site better “**Link Popularity**” which will help improve your ranking in several major Search Engines. So having your site listed in the Directories is critical. There is one major Internet Directory that is critical to your site's visibility. This is Yahoo.



Yahoo is one of the leading traffic generators on the Internet and is critical for building strong link popularity. With a strong presence in the Yahoo Directory, you will enhance placement in many Search Engines.

Yahoo charges an annual recurring submission fee to register with the Directory. This fee is non-refundable and Yahoo is notorious for rejecting sites for reasons such as browser compatibility and Javascript issues. As we prepare your site for Yahoo submission, we review the guidelines that Yahoo will use in order to determine whether your site is likely to be accepted or rejected. This review significantly raises the likelihood of the site being accepted.

Title, Description and Keyword Meta Tags:

Most web sites make use of the Title tag to at least some extent. Often, companies simply supply their name as the Title tag. While this practice has some merit for branding, attention must be given to the role Title tags play in Search Engine Optimisation.

Our SEO process includes optimizing your Titles to be better suited for Search Engine success. A well-written Description tag helps entice a user to visit your site when they see your site listed in the Search Engine results, next to all your competitors.

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Our team at Proaktiv PR understands the value of keywords and KeyPhrases. Additionally, we know through experience the structure Search Engines are looking for and how to draw on our experience to gain premium placement for your site. Similarly, we know the value of customized Description Tags and how to maximize your site through concise development and implementation of these valuable Meta-Tags.

The readability and conciseness of the Title and Description tags are extremely critical. Our team will take the lead in the creation of Meta-tags to significantly improve your Search Engine readiness. We will also enhance your Keywords list, using our knowledge of what the Search Engines favour and valuable historical and current data. *Our team will update the Titles, Descriptions and Keywords on all applicable pages of the web site.*

Monthly Web Stats Traffic Reports:

These reports provide a multitude of daily, weekly or monthly details about your web site and the traffic including number of visitors, most/least popular pages, search terms used to find your site and other sites from which users are finding your site.

WC3 Mark Up Validation:

Our HTML validation process will check your site's HTML and XHTML for conformance to the WC3 standards.

SEO Deployment Cycle:

Because the Search Engines and Directories are constantly changing their complex algorithms and database sharing partnerships etc., our SEO deployment at Proaktiv PR is based on three month intervals. After this period, it is necessary to create a Case Study to determine the effectiveness of the SEO program and the services that will need to be modified based on industry changes and any changes you have made to your web site. While the registration process can take up to six months to become fully effective, the constant changes in the industry will require an ongoing SEO effort to maintain your Search Engine placement.

Site Recommendations:

- Research competitive web sites for bench-marking and project evaluation
- Consulting services will include recommendations pertaining to site architecture, content, HTML quality and WC3 conformance (if necessary)
- Deploy Search Engine Optimisation services and techniques
- Comprehensive Keyword research, analysis and implementation
- Updated title, description and Keyword meta tags for all applicable pages
- Full Search Engine submissions and re-submissions
- Industry Directory research and submissions
- Local Directory research and submissions
- Yahoo submission (extra fee payable)
- Content consulting and recommendations
- Monthly web traffic analysis

NOTE: The recommendations and descriptions of services in this analysis do not disclose complete details of actual services performed for a successful Search Engine Optimisation Program. In many cases, Proaktiv PR will deploy proprietary services in order to receive optimal positioning.

The SEO deployment service is based on the assumption that full FTP access will be provided to Proaktiv PR by the client.

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