



Internet Marketing Strategies
SEARCH ENGINE OPTIMISATION

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PACKAGES

For Static Websites:

Deliverables	Package I	Package II	Package III	Package IV	Package V	Package VI
Targeted Number of Key Phrases	5	10	20	40	80	150
Keyword Research & Analysis	✓	✓	✓	✓	✓	✓
Audit report	✓	✓	✓	✓	✓	✓
Content Composition/Revision/Modification (Content Optimisation)	5 Pages	10 Pages	20 Pages	40 Pages	80 Pages	150 Pages
URL re-naming	5 Pages	10 Pages	20 Pages	40 Pages	80 Pages	150 Pages
Links re-naming	Up to 5 page website	Up to 10 page website	Up to 20 page website	Up to 40 page website	Up to 80 page website	Up to 150 page website
Creation of Site Map	Up to 5 page website	Up to 10 page website	Up to 20 page website	Up to 40 page website	Up to 80 page website	Up to 150 page website
Meta Tags Composition & Upload	5 Pages	10 Pages	20 Pages	40 Pages	80 Pages	150 Pages
Alt Tags Composition & Upload	5 Images	10 Images	20 Images	40 Images	80 Images	150 Images
Manual Submissions to top Search Engines: Google, Yahoo!, AltaVista, Ask Jeeves, Teoma, Infoseek (Go.com), Fast, Lycos, MSN, Open Directory Project, AOL, Hotbot, Excite, WebCrawler, Amazon, CNN, About.Com	5 Pages	10 Pages	20 Pages	40 Pages	80 Pages	150 Pages
Ranking & Traffic Reports	Monthly, 5 Key Phrases	Monthly, 10 Key Phrases	Monthly, 20 Key Phrases	Monthly, 40 Key Phrases	Monthly, 80 Key Phrases	Monthly, 150 Key Phrases
Unlimited e-mail and telephone support	✓	✓	✓	✓	✓	✓
Automated Submissions to 1500 Search Engines, Directories, Business Sites and FFA Sites	X	✓	✓	✓	✓	✓
Manual Submissions to Regional Search Engines and Directories	X	X	✓	✓	✓	✓
Manual Submissions to Industry-Specific Search Engines and Directories	X	X	✓	✓	✓	✓
Competitor Analysis	X	X	X	✓	✓	✓
Competitor Monitoring	X	X	X	✓	✓	✓
Pricing (USD)	\$ 1550.00	\$ 2000.00	\$ 2950.00	\$ 4500.00	\$ 6600.00	\$ 9400.00

The obvious goal of any e-commerce site is to make sales and generate business online. The technical oxymoron, however, is that as soon as an e-commerce element, or shopping cart is added, a Website ceases to be search engine friendly... putting an end to all hopes of search engine listings, ranks, traffic and, therefore, sales! UAEDatabase.Com offers a never-before solution to this vicious circle. We have engineered a technology so that database-driven Websites become search engine friendly and soar up the ranking ladder!

(Admin Panel is a user-friendly interface whereby you can yourself modify content; add Meta Tags and other optimisation details)

Note: Projects will be accepted after website architecture study and analysis and a review and research of complexity of database.

Link Popularity

This is basically a measure of the number and quality of inbound links or "votes" that a search engine has found for your Website. At the simplest level, the more sites that link to your site, the more important your site becomes. But then, getting links from other Websites is not too difficult. However, getting links from quality sites that will drive quality traffic to your Website is a different matter altogether.

Pricing: \$ 8.00 per link (Minimum 25 Links)

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