

SEARCH INTERNET

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Faxed Orders:-
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Search Internet is an online marketing division of Barrie Johnson Ltd

Thank you for choosing Search Internet for your search engine marketing requirements. The following document will take you step by step through the registration process so we can get to work on marketing your website.

The first step in the process will be to establish the descriptions and keywords for your website.

Contents:

1. FAQ – Answers to frequently asked questions about the search engine registration
2. Description and Keywords Worksheet – use this worksheet to create your description and keywords list and place the order.

Once we receive your description and keywords we will need what is called FTP details and access to your website where it is hosted. Sometimes your web designer will refuse this access, and in these cases we will need contact details of your designer so we can instruct them of the changes we need to make to the code on the pages of your website. *(Some web designers may charge you for this service)*

After registration, you will receive a report via email listing all the search engines your website has been submitted to. We usually start seeing the website being added to the search engines within a 6-8 week timeframe.

Search Engine Optimisation to be effective requires continuous effort on and off the website in question. Once we have manipulated the code of your website and submitted to all the major search engines, we will now make efforts to get your site listed in directories, blogs and social networking sites that are relevant to your website's product and service portfolio.

This dedication and effort from our teams are repeated every month, and careful research into competitor activities and search engine criteria variances will be closely monitored.

FACT: Many SEO companies spend 85% of their time generating reports for their clients. Search Internet do not generate reports, we use this time to market your website and let the search engines do the talking – simply check yourself.

However if you do require reporting we can generate reports either monthly, quarterly or annually. Reports are priced at £50 + VAT per report.

Please complete the questionnaire and keywords worksheet and fax them to our customer care team on +44 (0)8707 606 906 or email digital copies to order@searchinternet.co.uk

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FAQ

Q: Why do I need search engine optimisation and registration?

A: Having a website without search engine optimisation is like having a telephone number without it being in the phone book. How would anyone know what number to call you on? We put your website in the public eye with the registration process and then we advertise your website by optimising it so it gets found before your competitors websites are found. Almost like having a larger more eye-catching advert in a trade magazine than your competitor.

Q: How do I create a list of keywords?

A: Keywords are more effective if they are also present in the text of your pages. So the first thing to consider is what words are repeated in the text of your website pages. Repeated words will make good keywords, but obviously they should also be relevant to the product or service your promoting and want people to buy. So if you sell 'WOOD' and the word 'WOOD' is repeated in the text of your website then one of your keywords should be 'WOOD'. *(Sometimes its an idea to change the wording of your website to accommodate this, or we can do it for an hourly rate of £45 + VAT per hour)*

Q: Why am I limited to 255 characters for the description and 30 keywords?

A: Quite simply most search engines have criteria limitations and if you exceed those limitations your website may not be listed as a result. Some search engines will allow more, but more often than not it can be considered spamming and would be removed after a period of time. So to avoid any disappointment and delay in listings we adhere to criteria set and advise you do the same.

Q: Which search engines will my site be submitted to?

A: After you have registered with us we will inform you of a detailed list of search engines and directories that we have submitted your site to. The lists can go into many hundreds, sometimes thousands, but rest assured the major search engines will be included such as Google and Yahoo. If you purchase a labour pack from us at £225 + VAT for 5 hours, we can submit to more search engines and directories along with specific trade or industry directories. Put simply the more labour packs you buy the more submissions we can carry out in a shorter period over 12-months, therefore increasing success rates.

Q: Some search engines require payment for submission, how is this handled?

A: Due to the volume of search engine optimisation we carry out we are able to bulk buy into those engines that require payment. So your site will be included in many that would normally cost. However many sites also have pay-per-click marketing programmes such as Google Adwords and Overture, these are not included. *(See our Pay-Per-Click service on our website www.searchinternet.co.uk if you are interested in these services)*

Q: How long does it take to start seeing results?

A: Nearly all search engines take around 6-8 weeks to begin indexing your website from the point of registration. Within this period we spend our time researching the best way to market your website, products and services and monitor the search engines for inclusion.

Q: How can I keep my website high up on the search engines once you have done your job?

A: The best route to keeping good results in the search engine is to keep the search engine optimisation going continuously. By the nature of the Internet and the constant changes you will need someone who can monitor and change your website with the Internet and the engines as they do. This service requirement should never stop.

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Order form submitted by: _____ Title: _____

Email: _____ Date: _____

URL of website being registered: <http://www>. _____

Business Name: _____ Company Number: _____

Address: _____

Town/City _____ County: _____ Post Code: _____

Telephone Number: _____ Fax: _____

Please list any trade publications that your company subscribes to, or industry related websites that you visit frequently:

List any organisations or associations that you are a member of such as Chamber of Commerce etc.

Does your business service specific areas or would you like to target specific areas? I.e London etc. Please list any geographic preferences or restrictions:

Which search engines do you use the most?

Which three keywords or phrases do you consider to be the most important to the rankings of the search engines. To put it another way if you could choose a word that you typed into Google and your website came up, what word(s) would it be:

Description (limited to 255 characters)

Keywords (limited to 30 keywords)

This order confirms that I agree to a 12-month marketing contract at £39.99 + VAT per month with Barrie Johnson Ltd. Please print Company Name: _____

Signed _____ Print Name _____ Date _____