



**SARBRO***Solutions*  
GLOBAL INTERNET SOLUTIONS PROVIDER

## Internet Marketing

Prepared By: Matt Brooks  
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## OVERVIEW AND CONCEPT

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Thank you for your interest in **SARBRO Solutions**. Our premium Internet marketing services are designed to improve your search engine rankings and exposure, increase your website's revenue, and provide your company with a strategic partner that has the expertise and resources to make your online business a huge success.

Our success is a direct result of years of website development and Internet marketing experience. We are succeeding because we actively pursue and evaluate new advertising techniques and strive to offer the very best in online marketing to our clients. In addition to website management, we excel in website design, database development, virtual reality photography, and ecommerce enabled websites.

The Internet community is growing rapidly with over 600 million potential clients surfing the web worldwide. The current demographics of the Internet are broad and consist of the most sought after target markets. Our aggressive approach to Internet marketing, management, and new technologies will effectively expose your company to these lucrative and desired markets.

## DYNAMIC INTERNET MARKETING

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### **Why is a Marketing Strategy on the Internet Essential?**

Search engines currently account for over 85% of all new visitors to a website. You probably have read this statistic before, but what you may not know is that 33% of all search engine users believe that the top ranking website is the number one brand on the market.

With this kind of knowledge, your company now has the power to ensure success. Our expertise in keyword ranking and search engine optimization will ensure that your website will enjoy top positioning on the major search engines such as Yahoo, Google, MSN, and others.

### **The Initiative:**

SARBRO Solutions is on the forefront in professional search engine optimization and marketing. Our unique and ethical approach to Internet marketing ensures the success of your campaign. Each campaign is different and unique to each client and will be treated differently.

Utilizing our proven methods, we will work with the first domain to establish high Page Rank and Search Engine Placement. We will then work with domains 2 and 3 utilizing the same methods while creating backlinks between all three domains.

Effective search engine optimization cannot be implemented in just a few weeks. Thus, we have divided the campaign into the following phases for your convenience.

## PROJECT SETUP

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Using the information provided by the client, we set up an account in our data base. This **Client Setup** will contain all the client information necessary to start the project. Please refer to *Flowchart FORM C-PS1*.

Following the setup, we start the **URL Research**: a process which allows us to track all the web pages affiliated with the client's domain name. Therefore, we have a list of all the websites that we are going to be marketing for the client.

The next process is **Keyword Research**. During Keyword Research, we generate main keywords related to the homepage. Thereafter, we generate more keywords for each sub-page. These keywords are essential to Internet Marketing.

The final step in the project setup is **Industry Research**. Based on the generated keywords and the overall content, we will create a list of targeted industries that relate to the website with regards to internet marketing.

## SEARCH ENGINE OPTIMIZATION

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### **“On Page” Optimization:**

On Page Optimizations are changes made directly to the website to optimize traffic and website positioning. To achieve this, the following steps are taken (*shown in Flowchart FORM C-SEO2*):

#### Website Content Optimization

- The Website Content Optimization consists of three parts. The first part, **Entry Page Optimization**, is when we take your main page, the homepage, and perfect the content, layout, and design. We explain your business using effective keywords to grasp the full attention of your visitors. This is important for website status in relation to search engines. Subsequent to the Entry Page Optimization, the **Meta & Header Optimization** allows us to use keywords in the heading to distinctly differentiate your website with others. The final step is **Content & Wording**, where our Chief Editor will review your content and help you by wording it more efficiently and productively.

#### Link Popularity Optimization

- Link Popularity Optimization depends on Reciprocal Link Page Research, Competitive Link Research, and Permanent Text link Advertisement. In **Reciprocal Link Page Research**, we start by creating a resources section on your website and then, on your website's behalf, we find and add relevant reciprocal link partners. These reciprocal links will be placed on the **Links Page or Directory Page**, depending if you have one. If you don't, we will create one for you, relative to your website. There are two key areas we would target: theme websites and expert websites. Themed websites are sites that are topical to your offering; they are

related based on content. Expert websites are sites that the search engines view as experts on a subject. We would find, check, and add new links to your website. The search engines algorithms rely heavily on how many websites link to yours and whether those links are relevant. This is a highly beneficial method that will help increase your rankings. Next step is **Competitive Link Research**. We will research your competitors' website and generate a complete SEO progress report. We will use SEO tools to check your competitor's Google's pagerank, content, links, keyword, backlinks, and Alex rankings. We will evaluate what your competitors are doing and what you need to do to push ahead of them in the natural listings. By this point, we will start to produce a report consisting of information related to the productivity of all the links built and reciprocated. This report will be called the "**Link-back**" **Traffic Review**. Based on this report, we will generate a list of the websites with the highest quality traffic. Our sales staff can then contact these websites to negotiate a permanent link advertisement. This is the **Permanent Text Link Advertisement**. The major advantage to permanent text link advertising is that we control the link's anchor text. The link is an exceptional one-way vote from a reputable website. Text link advertising can give you a major advantage against competition that may not be aware of this marketing technique. We believe being aggressive and taking every advantage is essential not only for success, but ultimately, maximizing net profit as well.

### RSS

- Really Simple Syndication (**RSS**) is a lightweight XML format designed for sharing headlines and other web content. Think of it as a distributable "What's New" for your site. RSS solves myriad problems webmasters commonly face such as increasing traffic, and gathering and distributing news. RSS can also be the basis for additional content distribution services. **Dynamic Content Research** is constantly feeding your website new information relative to your business. **RSS Page Submission** is applying the RSS system to your website.

### Sitemaps

- Sitemaps are a way to categories and index your website based on its content, layout, and URLs. Search engines such as Google discover information about your site by employing software known as "spiders" to crawl the web. Once the spiders find a site, they follow links within the site to gather information about all the pages. The spiders periodically revisit sites to find new or changed content. **Google Sitemaps** is an experiment in web crawling. By using Sitemaps to inform and direct the crawlers, Google can add more websites to its index.

### **"Off Page" Optimization**

Off Page Optimizations are changes related to the website that are not on the website. This is important because it generates not only buzz but high quality traffic as well. Please refer to *Flowchart FORM C-SEO1*.

### Directory Submission

- As you know, one of the toughest aspects of search engine optimization is the process of building high quality incoming links. And, as you've undoubtedly heard, it's also the single most important thing you can do to improve your rankings. The more inbound links a Page has, the more *popular* it is – and search engines like popular Pages. Through **Directory Research**, we find Online Directories such as Yahoo! and DMOZ, display “human edited” search listings, and also provide listings for a number of community sites including America Online (AOL), MSN, Google, and Netscape. Becoming indexed in the online directories can be tricky and experience can dramatically improve your chance of success. We call this process **Directory Submission**. With years of experience in the search engine arena, we have developed a strategic approach toward indexing client sites at the top of the online directories. Directories have taken on a new importance, all three major search engines now look to see if your website has been approved by “human edited” directories. If it has, you will see a dramatic boost in your rankings. At the end, we will generate a **Complete Directory Submission Report** that will review and categorize what directories we submitted to and the activity within those directories.

### Blogger Account Setup

- Through **Client Registration** with Blogger, your website will receive more exposure and may also aid in increasing your search engine rankings. **Article Research** will have us research any content relevant to your business and post it into your blog. We will then optimize your blog by including links, keywords, and quality content through **Blog Optimization**. We will post your blog onto Blogger and other major online directories with **Post Submission**. RSS can also be included on your blog to help increase rankings through **RSS Page Setup**.

### Website Cloning

- Through **Website Cloning**, we will match your website and escalate it with a plethora of content-rich information relative to your business. These cloned websites have much similar layouts and are hosted by different ISPs. They essentially improve the flow of traffic to your site and ultimately improve search engine rankings.

## Pay Per Click

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Pay-Per-Click services like Yahoo's Overture and Google's Ad Words use a “bidding” system to rank sponsored listings. Once your organization “owns” a search term, SARBRO Solutions will manage your listings on a daily basis to ensure maximum visibility at the lowest possible price.

PPC starts with a PPC account setup:

- Depending on whether you already have an existing PPC account or not, the following steps are what we take to ensure success. In the first step, if the client has an **existing PPC account** (*refer to Flowchart FORM C-PPC1*), SARBRO

Solutions will review the current account(s) setup to ensure its compliance with PPC marketing procedures. If the client requires a **new PPC account**, SARBRO will start with a **Campaign Research** to provide an adequate description and title to groups of keywords related to the account; the keywords that are obtained through the Project Setup. Following the campaign research is **PPC Registration** with PPC search engines.

- The second step is the **Complete Website Traffic Analysis Report** which requires us to: research competitors, create Visibility Report, and use SEO tools for: PageRank, Backlink, Link Popularity, Spider View, Alex ranking, and any other relevant statistical measures.
- The third step is solely for new PPC accounts. we will: **implement the campaign**, use keyword category, URL address list, and define campaign(s) and individualized group hierarchy; set individual title and description to each group; set up Search and Content Campaigns; add Keywords to correlating campaign(s)/group(s); adjust price per campaign, group, keyword; and finally set a daily Search and Content budget.

PPC then moves on with PPC Review:

- PPC Review (*refer to Flowchart FORM C-PPC3*) is an essential part of a successful PPC campaign. In the **Monitor Account** stage, we render frequent reviewing to confirm that your PPC accounts are active and stable. If your accounts are adequate, we will generate a **Complete Website Traffic Analysis Report**. If we believe that your account is not satisfactory, we will start a **Performance Overview** to fathom which PPC accounts are lacking stability and ample activity. We then take those accounts and run them through our **PPC Optimization** process.

Then, to finalize the PPC process, we have PPC Optimization (if needed):

- Please refer to *Flowchart FORM C-PPC2*. Depending on which PPC account needs optimization, we analyze the **Conversion Ratios** of the campaigns. Conversion Ratios are the amount of clicks converted into sales or leads. Afterwards, we start the **Performance Overview** to examine and understand which campaigns and keywords are performing poorly. We then start to **Optimize Keywords & Ads** that are performing inadequately to improve their performance and maximize your Conversion Ratio. Once we have done all of this, we generate a **Complete Website Traffic Analysis Report**.

Our pay-per-click service ensures that you maximize the return on your sponsored listings. Our team will continuously track and update your listings to ensure you are optimizing the return on your investment. Here is a list of additional PPC services: Kanoodle, Ask Jeeves Sponsored Results, Mamma.com, Best of The Web, SBD.BCentral, AOL, and TYGO.

Charges for PPC are billed directly to the client.

## AFFILIATE PROGRAM

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We will set up an Affiliate Program (*refer to Flowchart FORM C-AP1*) using our **Affiliate Setup**. We will create an Affiliate Website, through the **Website Preparations** process, which will promote the affiliate program while listing the terms and conditions. Affiliate programs are the ideal way to make your web site profitable. Through **Affiliate Partner Research** we will create a list of potential affiliates that already have a well built website and generate a high volume of traffic. The **Affiliate Marketing Network** is a list of potential Affiliate Partners that you can choose from and work with. This will open up more opportunities to generate more traffic as well as create profit.

## ONLINE SHOPPING NETWORKS

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With OSN (Online Shopping Networks), if you need a **New Account**, you will have to go through the following process (*Please refer to Flowchart FORM C-OSN2*):

Through **Product Research**, we will research your business's products. We will then set up an account with the eight largest online shopping networks. The idea of **Campaign Research** is to provide an adequate description and title to groups of keywords related to the product. In **Product Feed Setup**, your products will be combined into a feed and sent to these various online shopping networks. Through these networks, your product will be given maximum exposure to every potential customer. We register your products via **OSN Registration**. Your products will then be available on online shopping networks which can help you generate a significant part of your revenue. Some online shopping networks require a set up fee.

If you have a **Current Account** (*refer to Flowchart FORM C-OSN1*), we will implement the **Account Review and Analysis**, which consists of the following steps:

Through **OSN Review**, we will evaluate and see how your Online Shopping Networks are doing. If they need improvement, we will update and use the **Product Feed** to expose your products to the networks. We will then create a **Complete OSN Analysis Report** to appraise how your OSN is doing.



## DIRECT MARKETING

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Aside from SEO, Direct Marketing is a highly valuable method of generating traffic to your website. Selling adspace on your website and buying adspace on other's websites, you can generate inexpensive traffic to your website. To understand this process *please refer to Flowchart FORM C-DM1*. You have the option of having us add **Promotional Content**, such as banners, buttons, text links, flash, and intermission pages. Promotional content will help with rankings among marketing companies. Companies Include: AdEngage, AdBrite, AdSense.Google, Traffic Exchange, and Money for My Site.

By using third party traffic monitoring and redirecting programs, we can fully control all traffic that flows in and out of the website. After setting up a **Traffic Exchange** program on the client's website, we will be able to further integrate all internal and external links with our traffic exchange script. We will then be able to setup traffic trade accounts with other relevant websites. We can then redirect outgoing traffic in order to receive maximum additional external traffic from these trade accounts. This strategy can significantly increase website traffic by over 300%!

**Money for My Site** is an e-commerce site that focuses on selling and buying ad space on websites. While advertisers search or browse all available websites to find the right page to advertise on, publishers can use our system to fully manage all serving, scheduling, billing, customer service, and sales of advertisements on their sites.

## REPORTING, MAINTENANCE, AND CONSULTING

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We provide search engine ranking reports monthly, and upon review make necessary adjustments to your "On Page" strategy. We continually monitor search engine news that may affect your campaign. This ensures SARBRO Solutions is able to react quickly to any upcoming changes and make the necessary adjustments. We will utilize our extensive online expertise to advise your company on any decisions it may face with online promotion or branding.

We constantly strive to ensure clients are one step ahead of the competition. As a result, we will regularly offer your company additional services that we believe would increase your effectiveness with the search engines. You can be assured that all new services undergo strict testing to ensure they meet internal and external quality control. We adhere to the highest ethical search engine placement standards and practices. In addition to all of this, we have **Show Me the Hits**.

Show Me the Hits (SMTH) is a service developed and provided by SARBRO Solutions which will offer advance traffic monitoring. SMTH will be based on a component and modular system that can be integrated into all of our current and future web site tools. Using SMTH we can offer advance traffic tracking and monitoring abilities as an extra

feature to our existing web site tool features. For example a tool like EMV (Email My Visitors) will have SMTH count and track all user activity for all emails sent.

## **ADDITIONAL SERVICES**

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SARBRO Solutions has the expertise, technology, and experience to incorporate all design work, database development, virtual reality photography, and any other functionality that your company may need.

Choose a marketing communications organization that is knowledgeable about how to effectively and efficiently utilize your marketing dollars to attain a high return on investment (ROI) – online.

SARBRO Solutions offers you a unique blend of expertise, proven results, and a vast selection of marketing communications that will positively impact your bottom line.

SARBRO Solutions would like to thank you for considering our services for your company's website promotion, management, and marketing. We understand that your online marketing and website branding is of prime importance to you and we value the opportunity to demonstrate our proven ability to effectively market any online business.