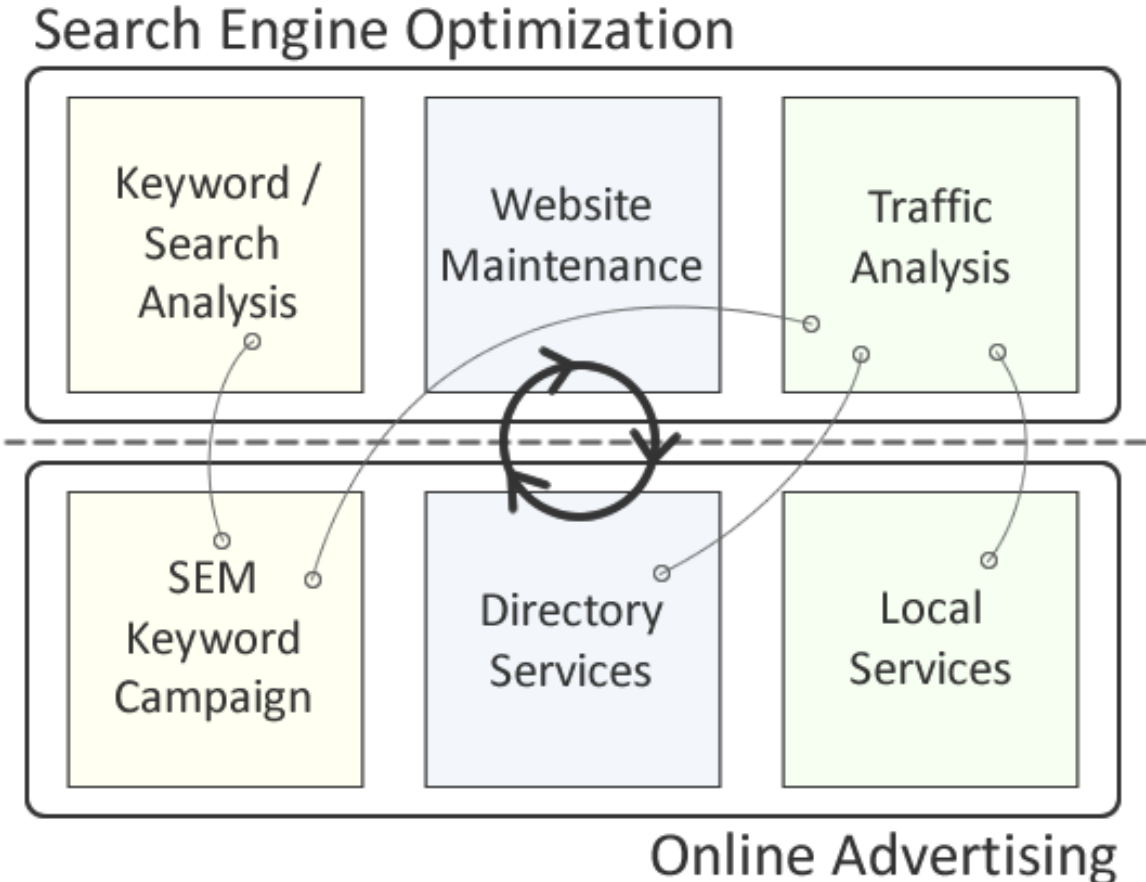


Introduction

DSS Creative has the skills and experience needed to manage your business’s online identity. This means we have the resources to manage your online presence from the ground up, including: hosting, website development and maintenance, search engine optimization and analysis, online advertising, and everything in between.

Our careful and constant analysis of your online presence enables us to understand the trends regarding your website and allows us to take the right actions to ensure that your online presence sees the growth that it deserves.

Using our services will take the burden of managing your company’s online presence off of your shoulders so that you can spend more time focusing on what’s important, your business.



What is Search Engine Optimization?

Search Engine Optimization (SEO) is the process used to achieve higher rankings in search engine results. Typically, when a website is able to place well on “search engine results pages” (SERPs) for a given keyword, or keyword phrase, that website will receive a greater amount of visitors than if it placed poorly on SERPs. There are many elements that go into good SEO, but the core processes revolve around editing a website’s code and written copy based on careful analysis of keyword and website statistics data, to increase the website’s relevance for desired keyword(s).

SEO targets natural “organic” search results, these are the results provided by search engines that are determined by a search engine’s own internal algorithms. It is not possible for one to pay search engines to achieve a higher rank or a “number 1 spot” in search results. However, it is possible to optimize ones website through SEO in order to **earn** a high ranking in “organic” search results. While there are many factors that contribute to a web page earning a high rank in search results, the main contributing factor is a web page’s quality, relevant content. If a web page is not highly relevant to the keywords that a user searched for, it will not show up in their search results.

Below is an example of a **search engine results page** (SERP). This is a real search done using google.com on January 12th, 2010.

The image shows a Google search results page for the query "janitorial services". The search bar at the top contains the text "janitorial services" and a "Search" button. Below the search bar, the page is divided into several sections:

- Keyword/Keyword Phrase:** A box highlights the search term "janitorial services".
- Sponsored Links:** A box explains that these are bought using Google AdWords. Several results are highlighted in yellow, including:
 - www.LeaderCleaning.com - Affordable Office & Comm. Cleaning Free Estimates, Lic., Bond., Insur.
 - unicarebmi.com/landingpage.html - Commercial Cleaning Building Cleaning
 - www.ivorycleaningservice-il.com - Professional janitorial services. Serving the Dupage area.
- Organic Search Results:** A box explains that these are chosen by Google based on a website's relevance to the keyword/keyword phrase used for the search. Several results are visible:
 - www.powerhomebiz.com/vol95/janitorial.htm - Cached
 - www.seattlebellevuejanitorial.com/ - Cached - Similar
 - www.abm.com/ - Cached - Similar
- Additional Results:** On the right side, there are more search results:
 - housecleaningbyanna.com - Naperville, IL
 - www.DexKnows.com - Naperville, IL
 - sommers-carpet-care-inc.com - Illinois

A Website's role in SEO

The purpose of **search engine optimization** (SEO) is to increase the volume of traffic to one's website by appearing at or near the top of search engine results for various keywords. Search engines periodically "crawl" (scan the content of) websites in order to understand the content on each of that website's pages. By examining the words on a page, search engines are able to know if that page is relevant to a search query.

For example, if someone searches for "running shoes" on Google, Google will look at all of the pages it crawled and then return a **search engine results page** (SERP) listing pages that contained the words "running" and "shoes".

Your website is your most important tool for SEO, due to the fact that search engines examine the content of web pages to determine how to rank them in their results pages. Additionally, the way a website is coded plays an important role in how a search engine is able to interpret the content of a website.

A website should be coded according to industry best practices and adhere to the webmaster guidelines provided by major search engines such as Google. This allows the website to be search engine friendly, display correctly on Macs and PCs as well as different web browsers, and facilitates the process of SEO.

personaltouchjanitorialinc.com

A careful and thorough review of personaltouchjanitorialinc.com revealed that the website fails to follow industry best practices in coding, as well as violates the Google Webmaster Guidelines for “Design and Content”, “Technical Guidelines”, and “Quality Guidelines”.

The current version of personaltouchjanitorialinc.com, while useful in establishing your company with a web presence, is not capable of facilitating a strong SEO effort and will hinder any efforts to earn a higher position within search engine results pages.

The current website fails to meet many basic guidelines which are important for both search engines and website visitors. The current website does not:

- Provide a sitemap to clearly define the websites structure for search engines.
- Follow industry standard coding practices such as XHTML and CSS
- Use Cascading Style Sheets to separate page styles from page data and facilitate a maintainable visual theme for the website.
- Follow industry best practices of Semantic Markup, allowing search engines to understand the context of your content and prioritize the keywords on your page
- Optimize the page for speed, using best practices for loading page assets, gzipping content, and setting appropriate caching headers
- Avoid over-stuffed keyword metadata (recommended max of 10 keywords). Keywords found in the meta data should also appear within the page content within proper semantic markup which denotes the importance of that keyword.
- Properly label link titles and image alt attributes
- Identify page headers with H tags
- Produce W3C valid CSS and HTML markup (18 errors found)
- Load without any JavaScript execution errors (1 error found)
- Use CSS sprites to reduce HTTP requests
- Render consistently across the most popular web browsers; Internet Explorer, Firefox, Safari, Chrome, and Opera

How SEO Works

Search Engine Optimization is a continuous cycle, constantly monitoring how changes to a website affect its traffic and performance and then making adjustments to improve the desired metrics. The main components to this cycle are “Keyword / Search Analysis”, “Website Maintenance”, and “Traffic Analysis”. SEO is an ongoing process, as such, results are not instantaneous. There are no quick and easy ways to get a sustainable rank in the top 10 results for a search. It takes hard work, professional analysis of data, and lots of relevant, quality content.

It is much easier to move a website from the eighth page of a search result to the fifth page of a search result. It becomes much more difficult to move from the third page to the second page, or from the second page to the first page of search engine results for a given keyword. Additionally, once a page is able to rank in the top 10 results for a given keyword, it takes constant review and analysis to keep it there.



Keyword and Search Analysis

Keyword and Search Analysis begins with understanding your own goals in search engine optimization. First, a detailed list of the keywords and phrases related to your business, and the content you have on your website, must be constructed. From that list we will then choose the keywords and phrases that are of most importance to you to begin optimizing for search engines.

Over time, as search engine trends are analyzed and the performance of chosen keywords is observed, changes to the desired keyword lists are made. This means determining which keywords are the most effective, which keywords may have been overlooked or need to be added, and which keywords may be less of a priority than previously believed. It is also in this process that important steps are taken to ensure that your business's online identity in search engines is polished and up to date.

Several of the actions DSS Creative will take, relating to Keyword/Search Analysis, are:

- Review and optimize any local listing in search engines
 - Google/Yahoo!/Bing Local Business Center management
 - Ensure each physical address for your business is listed
 - Monitor Business Listing quality guidelines for changes
 - Optimize the listing to be in line with the current SEO strategy
- Ensure that your site is submitted and indexed by all major search engines
- We will monitor the interactions that Google's site crawlers have with your website, ensuring that you site is being indexed without error by Google and other search engines.
- The rank of your website in search engine results (on Google, Yahoo!, and Bing) for searches on priority keywords will be tracked every day.
- Keyword and Keyword Phrases will be checked for effectiveness by examining current search trends and by using advanced tools to examine keyword densities and performance on each of the pages on your website.

Traffic Analysis

An important part of the SEO process, Traffic Analysis enables us to understand much more than just how many visitors you have coming to your website each day. Using advanced website statistics software provided by Google Analytics, we are able to examine hundreds of metrics regarding your sites performance. This gives an indispensable window into the usage patterns of your site visitors.

We are able to see how your visitors arrived at your website, what websites are linking to you and bringing in traffic to your site, what searches visitors made on Google that led them to your website, what geographic locations visitors are in when they are accessing your website, how much time they spend on each page, and much more.

We are also able to use Traffic Analysis to understand what advertising campaigns are generating you the most traffic and providing your business with the most valuable leads.

Several of the actions DSS Creative will take, relating to Traffic Analysis, are:

- Install Google Analytics
 - Establish a 4 week baseline of data before changing the existing website. This will give us a snapshot of the current performance of the website that we can use as a way of measuring our success in SEO.
- Track popular referrals
- Track specialized landing pages
- Configure Goal Tracking
- Identify trends in Traffic Data and Rank Results for use in the other SEO processes as well as for identifying new opportunities to strengthen your websites performance with search engines.
- Identify which geographic target regions are finding your website and which one are not, allowing us to make decisions on how to improve our visibility for poorly performing target regions.

Website Maintenance

Website Maintenance is another integral part of the SEO process. After carefully examining your website traffic and the performance of your website in regards to keywords and search engines we are able to make informed decisions about how to craft your website in order to obtain the results you desire.

This is the stage where we edit the copy and content of your website pages. Sometimes the changes are very subtle, and other times they are more pronounced. It will all depend on the results found in the other parts of the SEO process.

In addition to changing pages that already exist, we will work to identify new areas of content that would benefit your business and will work to add those new pages as well.

DSS Creative will also work with you to ensure that your content is always up to date, as well as help you maintain updates and seasonal announcements.

Several of the actions DSS Creative will take, relating to Website Maintenance, are:

- Ensure that your site is following the Google Webmaster Guidelines
- Edit pages after careful review of traffic and SEO analysis to further strengthen a page for search engines
- Add and maintain new pages, such as specialized landing pages used to track online advertising, directory listings, or other pages as necessary to strengthen the site and aid in SEO
- Identify opportunities for new content and copy
- Identify and implement new technologies that bring value to your web site
- Manage the hosting and delivery of your website to your visitors
- Manage your domain name configuration and settings
- Ensure that your website is optimized not just for search engines, but also for speed and efficiency making sure it continually adheres to industry best practices

Managing Your Advertising Strategy

Search Engine Optimization is integral in getting your website in front of potential customers searching on search engines. Due to the competitive nature of business online, it is not always possible to rank as high as you would like in search engine results. Furthermore, your customer base is made up of a diverse set of people and it is often necessary to reach out to them through online advertising via sponsored links presented on search engine results pages.

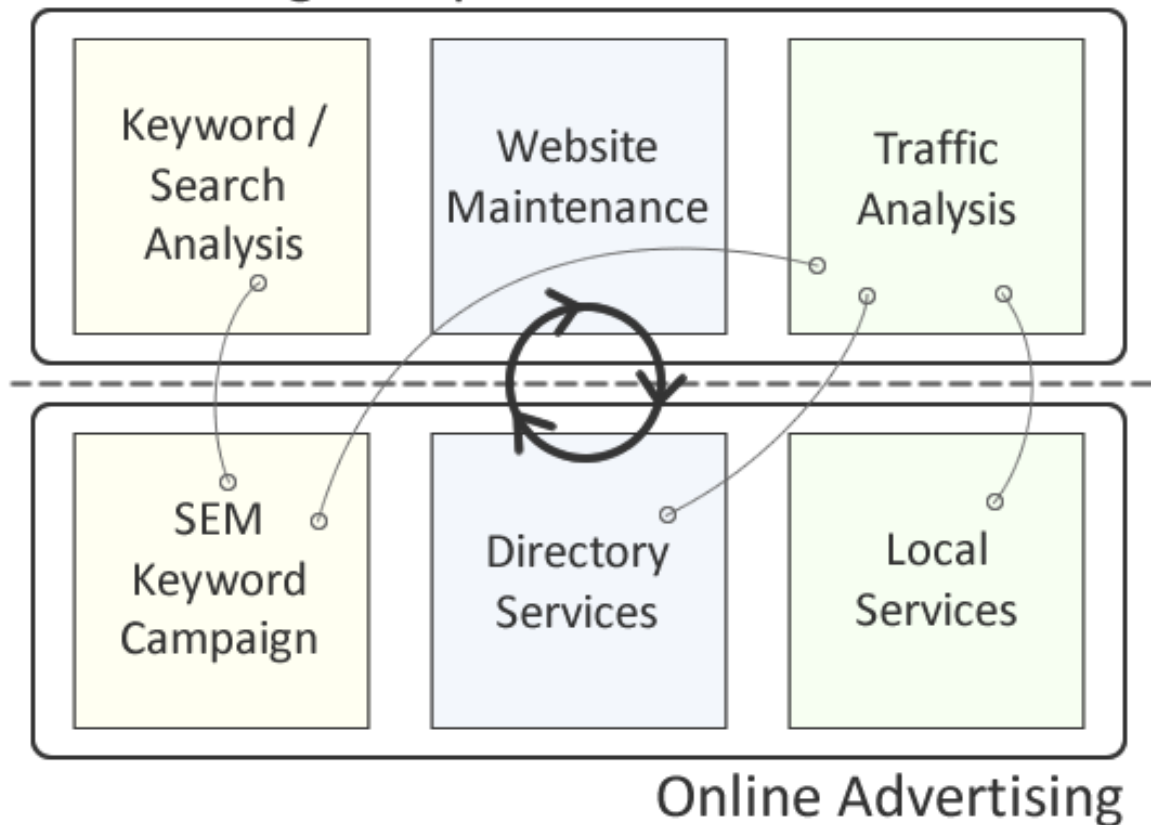
Advertising on search engines is referred to as Search Engine Marketing (SEM). Search Engine Marketing is most commonly done through Keyword Advertising, the most popular keyword advertising service being Google AdWords.

In addition to bringing in more targeted leads to your business, online advertising can also have a close relationship with your search engine optimization efforts. The keyword advertising solution, Google AdWords, can be integrated directly into Google Analytics, allowing you to closely track the performance of your advertising dollars, ensuring that your money is being spent in the most efficient and effective way possible.

What's more, the information and insights gathered from online advertising allow an even more focused look into the keywords and searches that are important to your business. This information can be used in the SEO process to refine your website and help it perform even better in search engine results. These insights allow us to obtain better search engine ranking performance, which in turn can lead to a better focus in your online advertising allowing you to cut out or reduce the advertising paths that are not performing well.

DSS Creative can manage your online advertising for you, allowing you to focus on your business rather than the intricacies involved in online advertising and SEO. Our goal is to help you maximize your online advertising dollars, making sure that your advertising budget goes toward building **your** client base and not towards lining the pockets of the many ineffective advertising and business listing services available online.

Search Engine Optimization



Several of the actions DSS Creative will take, relating to managing your online advertising, are:

- Manage search engine marketing campaigns on Google, Yahoo!, and Bing!
 - Google AdWords Campaigns
 - Integrate Google AdWords with Google Analytics to unlock powerful metrics and reporting regarding your advertising effectiveness
- Manage, Unify and Evaluate other advertising channels such as YellowBook, Dex, and Directory Listings services
 - Set up special landing pages to track visitors from these services
 - Evaluate the impact these services have on conversions and leads
 - Identify strategies to help you track the effectiveness of these services