



segnant
TECHNOLOGIES

Make your website your hardest working employee!!TM

SEO

SEO means Search Engine Optimization, a process of fine tuning your website to get higher rankings on Internet Search Engines like Google, Yahoo and MSN. Its a set of methodologies aimed at improving the visibility of a website in Search Engine Listings.



Search Engine Marketing

What is Search Engine Marketing?

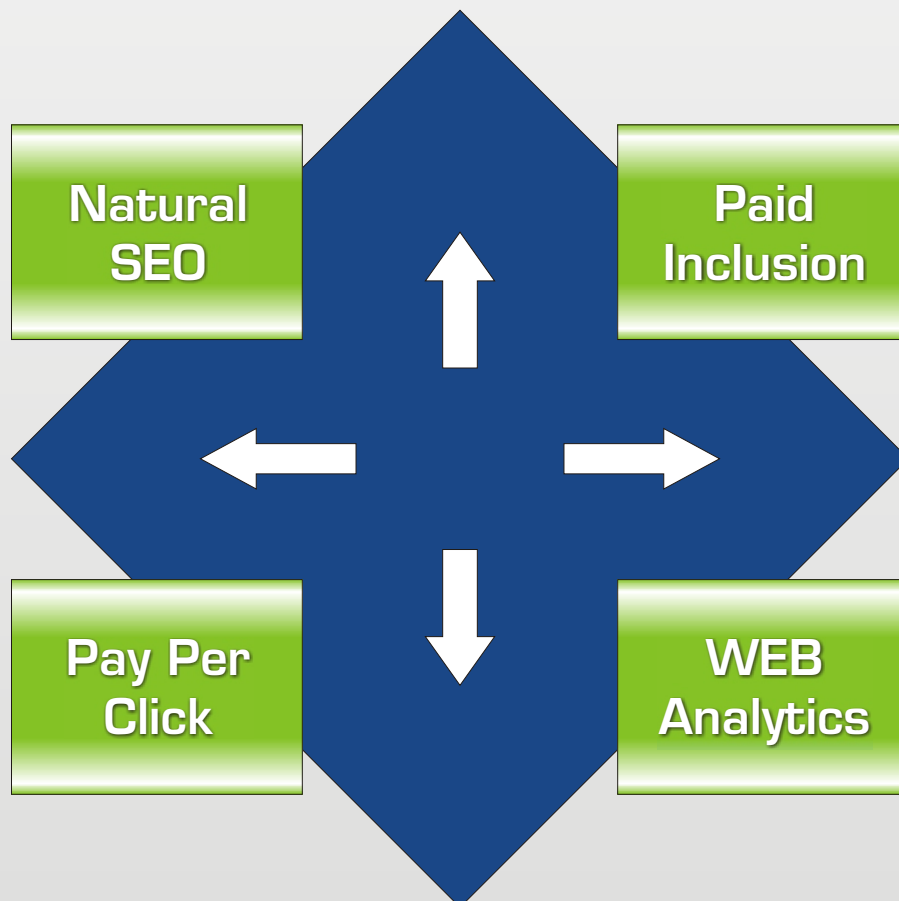
Search Engine Marketing – The act of marketing a website via Search Engines, whether this be improving rank in organic listings, purchasing paid listings or a combination of these and other Search Engine-related activities.

Natural SEO – Optimizing the site in such a manner that when someone queries a search engine for a keyword related to your site's products or services, your page should appear in the top results.

Paid Inclusion – Including the website in top paid directories to ensure that your site is successfully included for getting high quality traffic.

Web Analytics – A service offered by specialized internet marketing companies which includes increasing visitor traffic, via search engine optimization, PPC marketing, and monitoring of ROI. Also known as Search Marketing.

Pay Per Click – Pay per click, or PPC, is an advertising technique used on websites, especially search engines. Pay per click advertisements are usually text ads placed near search results; when a site visitor clicks on the advertisement, the advertiser is charged a small amount.





Segnant Technologies provides three SEO packages:

- **Standard:** Simple way to promote your website with a limited budget.
- **Professional:** Intensive promotion of your website.
- **Premium:** Advance solution to meet all your SEO & SEM needs.

Standard

Keyword Research, Analysis and Review
Base line keyword ranking report
Competitor Analysis Report
Meta Tag Optimization up to 10 pages
Keyword Ranking Report once in two month
Submission in 300 Search Engine Friendly Directories
Submission in 88+ Google Data Centers and other Free Search Engines
Addition of Link Building Section and addition of high page rank industry specific sites
Optimize robots.txt, info.txt, urllist.txt and sitemap.xml

Professional

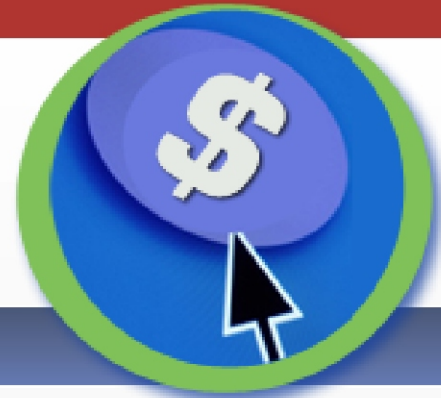
Keyword Research, Analysis and Review
Base line keyword ranking report
Competitor Analysis Report
Meta Tag Optimization up to 30 pages
Submission in 600 Search Engine Friendly Directories
Submission in 88+ Google DC and other Free Search Engines
Monthly Keyword Ranking Report
Reciprocal Link Building Service
List the website in Google Base and Froogle
Place company ad in high traffic classified sites
Optimize robots.txt, info.txt, urllist.txt and sitemap.xml
Sitemap verification from Google and Yahoo
Submission in ODP(dmoz.org)
Traffic Analysis Report
Improved Keywords Density and Prominence
Email Marketing
Improved Keyword Saturation
Anchor Text Optimization up to 30 pages
Image Optimization
Improved Website Navigation Scheme
Validating the Website code via W3C Tools
Press Release Section in the Website
Submit Press Release into 150+ Press Release network websites
Participation in Discussion Forums
Optimize RSS feeds
Submitting Articles to up to 100 Articles/content Directories

Premium

Keyword Research, Analysis and Review
Base line keyword ranking report
Competitor Analysis Report
Meta Tag Optimization of the whole site
Submission in 900+ Search Engine friendly Directories
Submission in 88+ Google Data Centers and to other Free Search Engines
Monthly Keyword Ranking Report
One Way Link Building Service
List the website in Google Base and Froogle
Place company ad in high traffic classified sites
Optimize robots.txt, info.txt, urllist.txt and sitemap.xml
Design sitemap.html
Sitemap verification from Google and Yahoo
Inclusion in Alexa
Improved Keywords Density and Prominence
Submission in ODP(dmoz.org)
Email Marketing
Improved Keyword Saturation
Anchor Text Optimization of whole website
Image Optimization
Improved Website Navigation Scheme
Validating the Website code via W3C Tools
Press Release Section in the Website
Submit Press Release into 150+ Press Release network websites
Participation in Discussion Forums
Optimize RSS feeds
Submitting Articles to 150+ Articles/content Directories
Optimize Search Engine Friendly (SEF) URL
Google Adwords PPC
Yahoo Search Marketing PPC
Paid Submissions for MSN Listing and Yahoo Directory
Paid as well as free classified ads in Adlandpro.com
Paid Affiliation program
Paid product listings in Shopping & Shopzilla
Paid product listings in Amazon & E-Bay
Paid product listings in Next Tag & Pricegabber

SEO Packages Comparison

Features	Standard	Professional	Premium
▶ Keyword Research, Analysis and Review	✓	✓	✓
▶ Base line keyword ranking report	✓	✓	✓
▶ Competitor Analysis Report	✓	✓	✓
▶ Meta Tag Optimization	10 Pages	30 Pages	Whole site
▶ Submission in Search Engine friendly Directories	300	600	900
▶ Submission in 88+ Google Data Centers and to other Free Search Engines	✓	✓	✓
▶ Monthly Keyword Ranking Report	✓	✓	✓
▶ One Way Link Building Service	✗	✗	✓
▶ List the Products in Google Base and Froogle	✗	✓	✓
▶ Place company ad in high traffic classified sites	✗	✓	✓
▶ Addition of Link Building Section	✗	✓	✓
▶ Optimize robots.txt, info.txt, urllist.txt and sitemap.xml	✓	✓	✓
▶ Design sitemap.html	✗	✗	✓
▶ Sitemap verification from Google and Yahoo	✗	✓	✓
▶ Submission in ODP and Alexa	✗	✓	✓
▶ Improved Keywords Density and Prominence	✗	✓	✓
▶ Traffic Analysis Report	✗	✓	✓
▶ Submission in ODP(dmoz.org)	✗	✓	✓
▶ Email Marketing	✗	✓	✓
▶ Improved Keyword Saturation	✗	✓	✓
▶ Anchor Text Optimization	✗	30 pages	Whole website
▶ Image Optimization	✗	✓	✓
▶ Improved Website Navigation Scheme	✗	✓	✓
▶ Validating the Website code via W3C Tools	✗	✓	✓
▶ Press Release Section in the Website	✗	✓	✓
▶ Submit Press Release into Press Release network websites	✗	100	150+
▶ Participation in Discussion Forums	✗	✓	✓
▶ Optimize RSS Feeds	✗	✓	✓
▶ Submitting Articles to Articles/content Directories	✗	100	150+
▶ Optimize Search Engine Friendly (SEF) URL	✗	✗	✓
▶ Google Adwords PPC	✗	✗	✓
▶ Yahoo Search Marketing PPC	✗	✗	✓
▶ Paid Submissions for central (MSN Directory) and Yahoo Directory	✗	✗	✓
▶ Paid as well as free classified ads in Adlandpro.com	✗	✗	✓
▶ Paid Affiliation program	✗	✗	✓
▶ Paid product listings in Shopping.com & Shopzilla.com	✗	✗	✓
▶ Paid product listings in Amazon & E-Bay	✗	✗	✓
▶ Paid product listings in Next Tag & Pricegabber	✗	✗	✓



Pay Per Click

- Advertising model in which advertisers pay for click-through to their website.
- Pay Per Click is a type of online advertisement, where the advertiser pays to the publisher each time a visitor clicks on the advertisement. It is also called Cost Per Click. A search engine that determines ranking according to the dollar amount you pay for each click from that search engine to your site.
- This is an advertising option in which the advertiser has typically a small textual ad on a search engine site and pays only if a user clicks on the link in the ad.

Pay Per Click

Major Pay Per Click Campaigns:-

- Google Adwords



- Yahoo Overture



Pay Per Click SEO vs. "Organic" SEO

Pay-Per-Click

- Results in 1 week.
- Easier for a beginner or one little knowledge of SEO.
- Ability to turn on and off at any moment.
- Generally more costly per visitor and per conversion.
- Fewer impressions and exposure.
- Easier to compete in highly competitive market space (but it will cost you).
- Ability to target "local" markets.
- Better for short-term and high-margin campaigns.

"Organic" SEO

- Results take 1 month to 3 months.
- Requires ongoing learning and experience to achieve results.
- Very difficult to control flow of traffic.
- Generally more cost-effective, does not penalize for more traffic.
- SERPs are more popular than sponsored ads.
- Very difficult to compete in highly competitive market space.
- More difficult to target local markets.
- Better for long-term and lower margin campaigns.

Internet Marketing Techniques



Internet Marketing Techniques



PriceGrabber Storefronts is a service that lets sellers list and sell merchandise without the need to have their own web site. When you buy from a PriceGrabber Storefronts seller, you are not redirected to the seller's web site.



Shopzilla Merchant Listings Service allows you to promote your products in the relevant categories and is the easiest and most cost effective way to reach targeted buyers while giving you the control over the price you pay for traffic.



Shopping.com, an eBay company, pioneered online comparison shopping and today is one of the fastest growing shopping destinations for a comprehensive set of products from thousands of trusted stores from across the Web.



eBay Inc. pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay brings together millions of people every day on a local, national and international basis through an array of websites that focus on commerce, payments and communications.



Adlandpro.com has been offering free and paid advertising services to small businesses since 1996. Adlandpro have the most complete and most affordable advertising solutions for small businesses and home entrepreneurs.



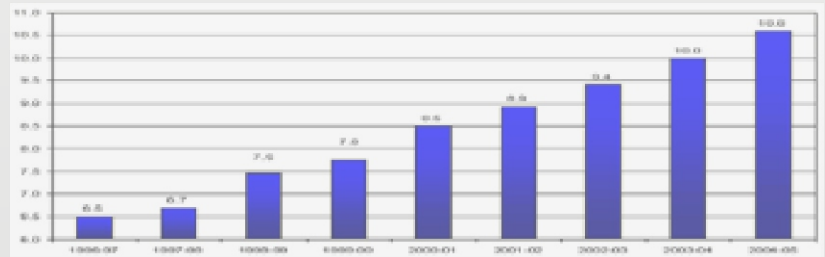
Amazon is one of the first major companies to sell goods over the Internet. Amazon offers web services for access to its catalog as well as for integration with retailers like Target and Marks & Spencer.



NexTag.com is the leading comparison shopping site for products, financial services, travel, automobiles, real estate, education and more. At the core of NexTag.com is its proprietary Search And Match (SAM™) technology that enables shoppers to quickly compare prices and find the best deals on millions of products and services.

Reporting and Analysis

- **Benchmark Report:** Establish your current position in the search engine results for a pre-determined set of search terms, and your current level of search engine referrals
- **Search Engine Performance Report:** Shows where your website is positioned in the search engine results versus your competitor's for a pre-determined set of search terms.
- **Spider Report:** Simulates a search engine spider in order to analyze your website to check for search engine compatibility.
- **Analysis & Key Findings:** Your website campaign results are analyzed to ensure that your website is achieving maximum results from your SEO strategy.
- **Website Traffic Analysis Reports:** Describes how your data traveling around the Internet. To keep you in touch in what pace your site is getting the traffic around the World Wide Web.
- **Website Visitor Reports:** How much person visited your website.
- **Referrals Report:** Your website got traffic from which website or service
- **Domains & Users Report:** It simply tells you what network a visitor was using when they came to your site.



Competitor Analysis is an important part of the strategic planning process. It will help to generate understanding of competitors past, present & future strategies. To provide an informed basis to develop strategies to achieve competitive advantage in the future.

About Segnant Technologies

Segnant specializes in providing low cost solutions to custom software projects. We combine intelligent code that understands your business with a user interface that is elegant and easy to navigate. We strive to provide these solutions without charging you high fees.

We focus on helping your company reduce its IT costs without reducing the quality of your IT products. We believe in getting it done quickly and correctly the first time. Our strength in internet applications development helps us in delivering highly customized solutions for our clients. We specialize in creating highly usable, scalable, robust technology in any industry.

In addition to creating successful technology, we place great value in customer service and client engagement. By working with a client and encouraging their interaction, our developers gain insight and ideas to create a final product that are consistently better than what the client envisioned. We enjoy ongoing relationships with clients and also have extensive experience in maintenance and enhancement of existing client products. We are dedicated to our customers.



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