

A SiteLeads.net White Paper



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SEO for Small Companies

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Contents

Introduction.....	2
The small company's challenge.....	2
Previous options.....	3
The SiteLeads.net solution.....	3
Implementation.....	3
Summary.....	4
Want to know more?.....	4

Introduction

Written for the Executive of any small company that wants to be found on the web, this White Paper talks about the challenges and opportunities faced by small companies in this Internet Age.

The small company's challenge

Large companies take the lion's share of many markets despite their jaded products and lackluster customer following. The sheer power of their brand, not to mention ownership of shelf space, leaves little room for innovative and superior products to catch the eye of customers.

The scant attention small businesses pay to their web presence, unless they are a high tech company to begin with, yield poor or immeasurable results. Money is spent on website development, advertising and countless website revisions without a clear strategy or means to measure return-on-investment.

Amid the confusion, customers are prevailingly turning to search engines to find the products and services they need.

As buyers make that shift to the web, for them to find you, your company must appear on page one of search results when those buyers search for what you offer.

As long as people can talk, word-of-mouth will be a great way to find new customers, but what about this web

thing? How many potential customers are lost to competition because they don't know your business exists?

Previous options

Getting seen used to be a question of visiting tradeshows, mailing flyers, buying lists of unsuspecting prospects, cold-calling and word-of-mouth.

That was how it worked in the 20th century. You put \$100 in; you took \$200 out. Business wasn't any easier then, but it was transparent.

The SiteLeads.net solution

SiteLeads.net engages in *best practices for the web* to shepherd its client's website to the top of search engine search results.

SiteLeads.net does the tedious, daily work necessary to bring success to our client's presence on the web: Daily, on-page blogging and high-value Inbound Link creation. No tricks are involved. From experience, we know there are no shortcuts to success on the web.

The benefits of our work are measured using independent sources, Google Analytics, as well as our clients' first hand experience of a dramatic increase in lead generation.

We do your blogging for you

On-page blogging is blogging that occurs within one's own website. SiteLeads.net understands that effective blogging must be succinct, relevant, valuable, well-written and regular. Our on-page blog entries are publication-grade prose crafted to meet the subtle requirements of Search Engine Optimization.

We secure high-quality Inbound Links

Not all Inbound Links are of equal value; some are hundreds of times more valuable than others. At SiteLeads.net, we know the difference and we target high quality Inbound Links back to your site, from places on the Internet your customers live.

We drive highly qualified visitors to your site

Not all website traffic is equal. Because we target areas of the Internet specifically related to your business, the resulting visitors to your site are far more likely to do make a purchase. You get more visitors *and* each visitor is more likely to make a purchase.

Implementation

We transfer your website from a HTML Editor based platform to a Content Management System based platform. Time is of the essence, so blogging and Inbound Link creation begin *on the very first day*, in parallel with that process.



A typical SEO engagement with SiteLeads.net includes

- Creation of a new website using a CMS¹
- Transfer of contents from the old website to the new website
- Adjustments to new website (e.g. logo placement, etc.)
- CMS training for your staff
- “Re-pointing” domain name to new website
- Six to twelve months of on-page blogging and off-page Inbound Linking

Summary

The most important objective of marketing is to generate quality sales leads.

SiteLeads.net works every day to drive high-quality sales leads to your website, while you focus on running your business.

Our expertise comes from years of first hand experience on the web – in e-commerce, website design, traffic analysis, pay-per-click programs and all the underlying technologies that support the web – and exploits best-known principles of Search Engine Optimization.

¹ CMS = Content Management System

We get the work done.

We keep out of your way.

We let you get on with your business.

Want to know more?

The sooner you become visible on the web, the sooner you can compete.

Call us at USA 425-985-4464 or email info@siteleads.net. Tell us what your goals are and we will show you how we can help.

