

SEO ADVANCED FAQ'S

How do we do our SEO?

We firstly research the possible keyword phrases that would deliver the highest return on investment from the clients target market, products and services and other demographics. The complete data will come from existing Web Stat reports from across the major Search Engines, in which they record every keyword search to their engine and we in turn make this data available to our clients for marketing these keyword phrases exclusively for them.

We then generate one web page for each specific keyword phrase and optimize the word content around a theme of words relate to that particular word phrase. Our SEO Service Packages range from 50-25,000 Top-20 Keyword Rankings, so that would equate to an additional 50-25,000 Keyword web pages that we would add to the clients website. We upload all web pages to the client's FTP Web Host server and then we manually submit the pages to the major Search Engines and then we do automated submissions, free of charge to over 1,000 International Search Engines and Directories.

Will clients be banned by any search engine from using your service?

Clients will never be banned by any Search Engine from using our services, regardless of any myths they have heard about banning from the engines of regarding any type of optimization techniques that we employ for them. The simple reason being that no search engine would outright ban a particular URL unless informing the domain owner in advance that they are not following the guidelines for their search engine. In the unlikely event this ever happens, as it has on a few domains out of 10,000 plus we have optimized, we would then re-optimize that particular URL to fully meet the guidelines of the engine.

After 10 years, we have never had any of our clients banned by any Search Engine. On the other hand, search engines have full rights to include or not-include any website in their index for no reason at all. However, there is nil chance of our clients websites actively being banned any engine as we always strictly follow SEO industry best practices and the ever-changing guidelines of the major search engines.

Logically speaking, if we currently have achieved over 1 Million Top-20 keyword rankings and over 50,000 #1 keyword rankings across the major search engines for our clients, we must be within the search engines guidelines. No other SEO company has come close to achieving this many Top-20 keyword rankings.

Will you optimize a competitor's websites after a client signs up with your SEO services?

On a first-come first-serve basis, if a client places an order for thousands of all of the possible industry-related keyword phrases in your business, multiplied by at least 5-10 the number of Top-20 keyword rankings, then we will likely only optimize their websites.

More importantly, our SEO Service Packages are the only offering from any SEO company that enables one company per industry to gain Mass Search Engine visibility and dominating their industry online by optimizing unlimited industry-related keyword phrases. More keywords equate to more visibility, traffic and sales, and less market share for your competitors by default.

Should wait to order your SEO Services until their new website is on-line?

If a client's domain is registered and the web hosting is operational, then the time to order our SEO Services is immediately as our solution is to design additional specific web pages on the client's website for each keyword phrase, so the client's website content is not effected either way, before or after of SEO process.

More importantly, it takes up to 3-4 months to get indexed into the major search engines, so delaying the optimization of the website is a loss of time and opportunity.

Should clients order your SEO services if they're not selling on-line and our business is only local?

All websites require SEO to be visible across the search engines, whether you are selling anything on-line or not. The fact remains, 85% of websites are found from keywords searches. The internet is by nature a global entity, but you can target your keywords to your nearest locations to attract localized traffic. The opportunity is not as wide as a product or service with a global reach, but SEO is the only real way to get traffic to your website. Our unique Keyword Research tools generate, from the search engine keyword traffic stat reports, thousands of the most popular typed in keywords in your business.

We don't want new traffic and we don't have any budget for promotions?

Any client that states they don't want any new business from their website and they don't have any marketing budget, then these are the only two valid reasons for not using our SEO services. Any website not wanting traffic is extremely rare and any company not having any marketing budget to afford our minimum SEO package is also extremely rare. Perhaps only one in a million websites fall into this category. Just about every website owner is a potential customer for our SEO services, besides the fact that we have the lowest prices on the Internet at US\$3.

Can clients cancel their SEO Service Agreement?

Clients may cancel their contract with a 30-days advance notice; otherwise the SEO Service Agreement is automatically renewable for another 12 months.

What if a potential client submitted their site already to the search engines and still they can't find it when searching for any keywords related to their business?

If the time frame since the first submission is less than 16 weeks, than that would be perfectly normal, as it takes up to 3-4 months to get indexed across the major search engines because there are approximately 10,000 new websites submitted daily.

On the other hand, if the time frame is more than 4 months since the first submission date, than this would also be perfectly normal and logical as there billions of webpages and millions of competitor websites competing for the very same keywords with in the Top-20, first 20, listed sites (page 1 & 2) as our potential client's websites. This in turn would be a high indication that our potential client's website is not optimized for the search engines and need our Professional SEO Services.

What if clients have multiple web sites?

We welcome multiple websites to optimize for as with more websites we can optimize more keywords and in turn we deliver more online visibility, traffic and sales for our clients. The additional keywords and websites could either be graphically-focused or product and service focused or both, in which is a perfect platform for developing a mass visibility campaign with thousands of keyword phrases. We recommend using a maximum 50 keywords per website.

Does your SEO work alter the clients existing website design?

With our standard SEO Services, we do not alter any web pages on the existing client's website, but instead we generate additional optimized web pages for each keyword phrase. The only change we make to the existing website is renaming the default or index page to main and our newly designed SPLASH PAGE, or enter page, will be placed in front instead. Your main website pages are separate from our optimized keyword pages, and any changes on the existing website pages will not have any effect on the keyword rankings. However, with our MANUAL SEO Services, we do the exact opposite technique, we alter the existing content only of the existing website pages.

Are web sites with frames and flash animation readable by search engines?

In the past, the source codes of frames and flash animation websites were unreadable by the search engine spiders. For the most part, search engines are capable to read these formats now, including many other type of programming, like JAVA, PDF and DOC files. However, for our optimized page, we only use the standard HTML pages.

Do the search engines rank websites at all based on presentation?

Search Engine spiders only find websites through “spidering” through text links only inside the source codes of your website pages. Images and the “look and feel” of a website are irrelevant to the optimization of the website.

What are your prices for web design and development?

We only offer web design services to existing SEO clients. Prices range from US\$500-US\$3,000 per website, and the yearly maintenance fees are 50% less. For SEO orders over 1,000 Top-20 Keyword Rankings, our website design services are 50% off. For SEO orders over 10,000 Top-20 Keyword Rankings, our website design is free of charge and the development services are free-of-charge for one year. Clients might want to consider using our web design services because our web development team is based in Philippines and India where the labor costs are 5-10 times less than in the USA.

If clients design their site in-house or by another company, can they have us just optimize it?

We optimize client’s websites, whether designed in-house or out-sourced, and not-existing and on-line.

How often should we submit our client’s site to the search engines?

If the client’s website domain name is brand new, then we will need to manually submit to it all of the major search engines and then we need to check it monthly whether or not the client’s site has been indexed yet into the indices across the major search engines. This is done by typing the client’s domain name into the search box, and if the client’s site is already indexed, then there’s no need to re-submit, and if the domain name is not found, then we will need to re-submit on a monthly basis until such time when the domain name appears on the search results.

Why is our site not listed in the Top-20 for our main keywords like, “SEO” and “Search Engine Optimization”?

We have over 500 in-house websites related to SEO, with 500,000 plus Top-20 Keyword Rankings across the Top-20 major Search Engines on thousands of search terms related to SEO, but not specifically the keyword phrase “SEO” or “Search Engine Optimization”, which is dominated by SEO firms that only cover up to 50 Top-20 keyword Rankings and charge at least US\$30-US\$100 per keyword – 6 to 25 times more expensive than us.

We are the only SEO company employing MASS SEO techniques successfully on a large scale, and the last thing we would want to do it be high profile to where our competition is located, as successful at the “Search Engine Game, and getting on Top of the search results, is a matter of knowledge and not money.

Who will maintain or update our website's Meta-tags?

Our optimized pages already have all of the specific keyword content needed for optimization purposes, like “Meta-tags”, image tags, hyper text and hyper links, that the search engines are looking for on a web page. Client's may choose to add or change their main website's Meta-tags at anytime, as it could only add to the positioning efforts of our new optimized keyword pages.

Why do the same keyword phrases rank differently across the other search engines?

Each search engine has their own algorithm for ranking and indexing web pages, their own databases of indexed websites and their own submission processes. With millions of competitor sites on the average keyword search, it's logical to understand why same keyword phrases across the major search engines have different rankings to the extreme situation that in one engine the ranking is #1 and another search engine the keyword is non-existent. This scenario for most website owners is the norm. Only with our SEO Services, we make client websites appear the majority of the time in the Top-20 listings on the related keywords to their business.

Why are other SEO companies offering submission services to 300,000 search engines for \$29.99?

99% of all searches from users worldwide pass through only the Top-20 major search engines, like Google, Yahoo, AOL and MSN. Any company selling value to more search engines only is a service that is at best worth a few dollars! Submissions alone, never guarantee Top-20 keyword rankings, and also do not even guarantee a listing within the first one million sites on a keyword search. We do this US\$30 value submission service to the Top-1000 search engines and directories free-of-charge for clients as a part of our SEO Services.

How can client's generate traffic while waiting for the search engines to index their site?

We invented a new Internet product called “Link Portal Optimization” (LPO), whereby we build a Directory of thousands of industry-related website link on the client's website, which establishes a network of links from the client's website to the industry, making the client's website an “Industry Portal”, just like the content of a search engine. We also do an immediate targeted e-mail campaign introducing the client's new “Link Portal” whereby we invite the website owners to link back to the client's site, since the client linked to them, which is commonly called a “Reciprocal Link”.

We also have another Internet Invention that came about after the Link Portal, which is Mirror Site Optimization (MSO), where by we create multiple multi-lingual websites in geographical locations to assist companies in virtually expanding their business worldwide in just weeks.

Why do we need links to our web site?

Websites with more links to and from their sites, right-wrong-bad-or good, are considered by search engines to be more popular and in general are ranked higher. All websites are ranked on the Internet based on links and the search engines themselves are on top with billions of links.

The average SME website has only tens to hundreds of links to and from their sites, but with our SEO, LPO and MSO Services, clients get thousands and thousands of links to and from their sites by tapping into our network of over 10,000 sites for SEO and the development of the client's "Link Portal". The Net effect gives our client's website the appearance of a large Internet corporation.

Will meta tags alone improve our keyword rankings?

10 years ago, Met-tags alone would likely improve the keyword rankings, but today with the millions of competitor sites and billions of web pages, the search engines have had to develop much more sophisticated algorithms for keyword rankings, so altering Meta-tags alone will have minimal to no effect now.

Is it legal to use trademarks, registered names or competitor's names for keywords?

Using trademarks and registered names for keyword phrases on a client's website Meta-tags is a huge grey area. We completely eliminate the need for using such tactics as there are thousands of other keyword phrases to choose from that would generate enormous visibility, traffic and sales and those generic keyword phrases do not have any possible ownership to them.

How can you boost our website's link popularity?

We increase the Link Popularity of our client's websites by adding thousands of industry-related links across all of the keyword pages we generate for our client's SEO. With our Link Portal Optimization (LPO) services, our clients develop thousands of industry-related sites that link back to their website. In addition, our Mirror Site Optimization (MSO) services also further enhance our client's Link Popularity with links to and from the "Mirror Sites" worldwide. Please see our website for full details on SEO, LPO and MSO.

What industries or businesses are optimal for utilizing SEO?

Any website that is global in nature, and the business is relying on the Internet for new business opportunities, like, online travel, games, adult, casino, and any e-commerce site where shopping takes place online. Whether a website is for business or personal, selling or just informational, government or commercial and or local or international, all websites need search engine visibility, because 99% of websites are found online from the Top-20 major Search Engines on the Top-20 list on keyword searches.

Why wasn't our client's site optimized for search engines when it was built?

Web designers and IT professionals are not likely to know how to optimize a website, because there are no schools for Search Engine Optimization or Internet marketing like there are schools for sales, marketing, advertising, computers, IT and networking. Besides, the odds are against any website being on the top of the search results because of the millions of competitor websites, billions of web pages and an understanding of how to do SEO. The problem is continuing to be exponentially worse as there are approximately 10,000 new websites registered into the search engines daily and without the help of a Professional SEO expert, like us, the chances are remote to nil for a client's website to have high search engines visibility.

Do you guarantee traffic and sales with your SEO services?

The goal of SEO to guarantee high visibility (Top-20 Keyword Rankings) across the Top-20 major Search Engines on hundreds and thousands of the most popular typed in keywords in the client's business, where 99% of websites are found from the online. Logically, guaranteed high visibility on popular keywords would ensure client's of getting more traffic and sales, but this is beyond what we are responsible for. SEO ensures our client's websites to be on the "Main Street" of the Internet, and it's up to the website owners to bring them into the store and sell them on their products and services.

Perhaps the most powerful aspect of SEO is that all other advertising mediums are "Push Marketing" approaches where by clients buy products and services though "Pushing" Print or Media Advertisements to the mass public. SEO is the exact opposite approach, "Pull Marketing" where by the client strategically positions their website on the Internet Search Engines and "no one will find their website unless they ACTIVELY type in a keyword search for one of their products or services.

How can we verify our traffic and sales we generate from search engines?

Website tracking is not part of our SEO Services but a very valuable part of website marketing long term to know where certain kinds of traffic are coming from and which keyword phrases are generating the most hits and sales. We recommend Web Trends. Feel free to visit their site at: www.webtrends.com/Products/WebTrends7.aspx

Can clients manipulate the text on any keyword search result listings?

For the most part, search engines will use exactly the data you put on each web pages "source code", like in the Title line, Meta-description and Meta-keywords. However, some search engines use body text and other means to formulate the Title, Description and keyword content, so clients have limited control.

Can clients compare their rankings with their competitor sites for the same keyword phrases?

For an additional US\$100/month, we can run special Keyword Visibility reports using all of the keywords ordered from a client and in addition report the same results for up to 20 competitor websites across the Top-20 Search Engines. Please ask our Customer Service Sales Representatives for full details.

What's stopping our client competitors from stealing their Meta-tag contents?

Unless we place a special code in the clients HTML pages to block any ones access to their optimized pages, then anyone can view and copy our client's Meta-tag information. Fortunately, Meta-tags alone assist in search engine indexing, but not likely to assist in Top-20 Keyword Rankings, as most Search Engines are even ignoring these tags. Furthermore, millions of competitor sites today have Meta-tags so doesn't give any competitive advantages.

All of our keywords are on our homepage, so do we don't need to optimize any more pages?

The sure way to get web pages listed on the Top-20 would be to focus on just major keyword phrase on each web page and a theme of keywords around that main keyword phrase. On any one web page, it's impossible to optimize for more than one keyword phrase, that's why we create multiple keyword pages, each one optimized for a specific keyword phrase. Logically, if there is an average of one million competitor websites on a keyword search, then simply stuffing lots of keywords on one page would simply not be enough to get ones site on the Top-20 list.

Can your optimized pages be linked to other pages instead of the homepage?

SEO works best from placing the optimized pages directly on the root directory of the clients website, which is where the search engines go to and from when "spidering" through websites. However, we can place our optimized pages anywhere on the Web as long as they are linked to and from the client's website.

How do you optimize for different country-specific web sites?

There are three (3) main demographics in targeting keywords: By products and services, type of buyer or seller and or by geographical location. Doing SEO for country-specific would entail adding generic industry-related keywords with the specific cities, states and countries. This would add hundreds to thousands of more keywords to the client's website, which would greatly expand the client's reach across the Web.

How do SEO for foreign language sites and in different languages?

We optimize foreign language sites by using the very same techniques that we use to optimize sites in English. Our keyword research tools are multi-lingual, so generating the most popular keywords in any language is no problem. The only difference is in the submission process, where by we may add specific local search engines and directories for manual submissions.

Do you offer SEO to small, medium and large corporations?

Our SEO service packages are intended for and affordable for all sizes of companies from just \$250 a month, for start-up companies, to US\$5,000 monthly for medium sized companies to US\$ 45,000 plus monthly for large and multi-national companies, which is 6-30 times less cost than all other SEO companies in the world on the Internet.

Are your SEO services more effective than your “Link Portal Optimization” or “Mirror Site Optimization” services?

SEO, LPO and MSO are complementary services. Together they are the most effective way to generate new business via the Internet, because together they maximize and exploit the power of the search engines to network to and from to our client’s website to all of the potential clients worldwide.

Do you use IP cloaking when doing your SEO services?

We do not employ "IP cloaking", or any deceptive ways to manipulate the search engines. The purpose of IP Cloaking is to deliver different web pages from the same web address depending on whether the visitor's IP is from a search engine spider or from an ordinary user. The concept is to have the search engines see only the optimized pages and the public see only the content pages for the same page name. Search engines routinely purge IP cloaked pages, and in some cases, completely ban these web sites from their indices.

Can clients get more traffic by pointing multiple websites to their main website?

Pointing multiple websites to the same website is a “double-edged sword” because if each website has unique content and keywords, then yes clients can get more traffic from multiple websites. But, the worst thing clients could do is to duplicate the same exact content website across multiple domains, which is commonly known as "mirror sites". Search engines are using ever more sophisticated detection systems today to trigger a red flag and the client’s website may be penalized with low rankings, web pages deleted from their index and worse yet, the domain name become banned from the indices all together.

What is “rapid search engine indexing” services?

Some Search Engine Submission Companies charge a one-time only fee of approximately US\$50 to have a website domain name indexed in the major search engines in less than 7 days. However, this service alone does not guarantee any Top-20 Keyword rankings, but simply ensures that the domain gets into the index. These submission companies try to sell value to this as a stand alone service. On a positive note, this service may speed up the normal indexing time of 3-4 months. Although, we do not recommend using this service when employing our SEO services, as we have our own submission techniques and procedures and another submission service may conflict or duplicate our efforts.

Do you have any advanced payment options?

We offer a 5% discount for pre-paid quarterly payments, 10% discount for pre-paid bi-annual payments, and a 20% for pre-paid annual payments. Please enquire with one of our Customer Service Representatives directly for these special offers.

Can we buy Top-20 keyword rankings instead of using your SEO services?

Top-20 keyword Rankings are placed by knowledge of the search engine algorithms not by paid advertising. No one can pay the search engines to achieve a Top-20 Keyword Ranking from “Natural” Search result listings on the first two pages of the search results. However, website owners can at anytime pay search engines directly for Ad placements like “Banner Ads”, “Sponsored Links” and Google AdWords, in which website owners get immediate search engine visibility.

The downside of Online Advertising is that Ad placements are contingent on the highest bidder for a particular keyword phrase, clients have to pay for every “click” or hit to their website and only 1% of users click on the Ads vs. the Top-20 Natural Listed sites on the search results.

The most common forms of Online Advertising are Pay-Per-Click (PPC) and Pay-Per-Performance (PPP), are offered by search engines like Overture.com that are designed primarily for clients to “buy” their way up to #1 through auctioning off the position to the highest bidder on a cost-per-click basis for a particular keyword phrase.

Is your SEO monthly maintenance plan redundant?

The monthly SEO Service fee is vital to maintain the Top-20 Keyword Rankings 24/7 all-year-round because the major Search Engine are constantly changing their algorithms, and we need to constant update our optimized pages for clients to maintain our clients rankings. Our unique SEO software analyzes these algorithm changes and re-designs new keyword web pages accordingly, so that your keyword rankings, for the most part, are always improving month by month.

What are the major differences between Search Engines and Directories?

Search engines and Directories are both types of Search Engines, but the major differences are that Search Engines are “robot-based” or have “automated” search results because they employ robotic “virtual” spiders, called “Bots”, to crawl through websites, link by link, and index unlimited numbers of web pages into their search indices. But, Directories or “manual-based” search engines are encoded by humans once a client submits their website details to the Directory for possible inclusion into a specific keyword search category only.

What is the maximum number of keywords we optimize for a clients website?

Our SEO protocol is to optimize a maximum of 50 keywords per domain. Placing thousands of optimized keyword pages on one domain could easily trigger an alarm to the Search Engines to take a negative action towards our client’s websites. Instead, what we do is to invest in buying additional domain names and web hosting for our clients Mass SEO Services, which is free-of-charge to our clients.

For example, with an order for 10,000 Top-20 Keyword Rankings, we will use 200 website domains, each having 50 unique optimized keyword pages.

Are SEO companies in general disliked by search engines?

For the most part the search engines love SEO companies as they help make the keyword search queries from their databases more relevant and organized. With the enormous hyper-growth of number of new websites emerging on the Internet, the Search Engines have not been able themselves to deal with the deluge of new data and organize it so that users quickly find what they are looking for.

But in every business or industry, there are companies that spoil the name for everyone. In the SEO world, the industry is tarnished by players who intentionally misuse or abuse the search engines by employing techniques, like “spamming” the search results with web pages that have no value to users and are purely intended to manipulate the search results.

How important is the keyword research and the keyword selection process for SEO?

The selection of keywords is just as critical as being in the Top-20 listed sites, because if our clients were ranked #1 in Yahoo and Google on a keyword phrase that no one types in the search boxes, there wouldn’t be much value in being ranked #1.

From what sources are you generating your SEO keyword research?

Our Keyword Research tools access the Web Stat reports across the major Search Engines and inform us exactly all of the most popular keyword phrases in any business, location and product or service. In any business, there are thousands of possible search terms that users are actively searching on the web today, and 99% of all of the web traffic is only going to the Top-20 listed sites across the Top-20 major Search Engines. We can predict future traffic to our client's websites based on the current number of hits a particular keyword phrase averages monthly across the major search engines from our Keyword Research Analysis Reports.

Should we only target keyword phrases that have a high hit rate?

Targeting keyword phrases with a "lower" hit rate tend to be more targeted because they are often phrases with a string of two or more words, so the return on Investment is typically higher. Statistics show that the user behavior is changing to using more specific keyword searches. So instead of searching for "cars, they tend to search for more targeted keyword phrases like, "buy new car New York" or "antique black Ford car".

Depending upon the specific business, some keyword phrases would be more relevant than others, even if they are specific keyword phrases. For example, "hotel Philippines" would be "geographically" a highly targeted keyword phrases for a hotel in the Philippines, but for a travel agent in the Philippines, it would be less relevant, and for a hotel or travel agent in USA, it would be far less relevant, but distantly related and a possible keyword phrase that could bring in potential business, but the return on investment would be less.

Our responsibility is to supply our clients with all of the possible industry-related keyword phrases that are actively getting traffic across the Top-20 major Search Engines, and it is up to our clients to choose out of the list of thousands of possible keyword phrases, which ones will generate the most revenues per keyword, or Return-On-Investment (ROI).

What are splash, doorway or hallway pages?

A "Splash page" is an introductory default page, like *.index.html, with an "ENTER SITE" button that is used to do SEO as the initial gateway link to spider to all of the other optimized keyword pages we create on our client's website. So the one Splash page, the default homepage, contains tens and hundreds of hyper-links to all of the Hallway pages, which in turn summarizes, like in a "Table of Contents" does for a book, hyper-links to all of the hundreds and thousands of specific optimized keyword pages. This network of web pages is designed to maximize the indexing from the search engine "bots".

What is keyword density?

Keyword density is the mathematical ratio of the number of people searching for a particular keyword phrase vs. the number of competitor websites in the search engine database. These figures tell us which keyword phrases are the most "practical" to optimize for in terms of effort to get the Top-20 keyword rankings and keeping it there long-term. Optimal keyword phrases have less competition vs. the number of searchers.

What's the future necessity of SEO?

As long as the Top-20 major Search engines continue to drive the majority of all of the traffic on the Internet, then SEO will play an ever-growing part in the daily lives of website owners. This paradigm hasn't changed since the birth of the Search Engines with Yahoo.com, and we believe that it will last for at least another 5-10 years unchanged, and perhaps as long as 20-50 years.

Do Pay for Inclusion services guarantee Top-20 Keyword Rankings?

Inclusion services potentially only speed up the indexing time period into a particular search engine, and it has nothing to do with getting and maintaining a Top-20 Keyword Ranking in any Search Engine. US\$300 is a steep fee for guaranteeing nothing.

Why should client's order our SEO services vs. subscribing to an on-line SEO training course?

Even a graduate of an on-line SEO training course with a Summa-Cum-Laude grade, will not have learned enough skills to compete with any Professional dedicated SEO expert with years of experience positioning lots of websites. Competing with million competitor websites on an average keyword search is no job for the amateur SEO novelist. Potentially saving hundreds of dollars in learning "How to do SEO" is "Penny Smart! Dollar Stupid!", because the money saved would equate to much more money lost in potential business with more search engines visibility, traffic and sales generated from the client's website.

What is our past track record with SEO? Can potential clients talk to any of our current clients?

We have achieved over 1 million Top-20 keyword rankings and over 50,000 #1 Keyword Rankings across the Top-20 major Search Engines and growing daily. Any one may visit our "Client SEO Results" pages on our website to see some excellent examples of our client's massive on-line positioning with current reportage of thousands of Top-20 Keyword Rankings across the Top-20 major Search Engines. Feel free to contact any of our sample clients through their website contact details pages.

What is Spamdexing or search engine spamming?

"Spamdexing" is the common practice of intentionally generating HTML pages for the sole reason to gain high search engine visibility on keyword search results. Many website designers try to get good rankings in this way. We have never engaged in such practices.

Why did our clients keyword have a Top-20 ranking last week and now it's gone?

Any Top-20 Keyword Ranking technically can be there or not from second to second. But, in general, the results may vary from day to day. On the other hand, if a keyword consistently had a Top-20 Keyword Ranking before and then it disappears for days and weeks, then that would likely mean that the competition has out-ranked our client on that particular keyword phrase. We are trained to decipher what is the problem and re-optimize the website accordingly to improve the rankings by editing each individual keyword page.

Can clients add more keywords later to their SEO Package?

At any time, clients may upgrade their keyword packages, but not down-grade. However, we advise clients to order in advance which package they really want at the on-set of the process, because it takes 3-4 months gain high search engine visibility, so the client in the end is simply "delaying the inevitable", and having to wait twice or trice for the indexing period.

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