

# SEO BASIC FAQ'S

## 1. Major differences between us vs. our SEO competitors?

### EXCLUSIVE DIFFERENCES

We are the only SEO Company on the Internet offering the following:

- Guaranteed Lowest Prices On The Internet
- US\$3 Per Top-20 Keyword Ranking
- Unlimited Industry-Related Keywords
- Unlimited Top-20 Keyword Rankings

### MAJOR DIFFERENCES

- 100% Money-Back Results Guarantee
- Free Monthly Keyword Research Analysis Report
- Free Submission To 1000+ Search Directories
- 24-Hour Worldwide Customer Support
- No-Set Up Fees Or Hidden Costs
- Other SEO companies charge typically US\$30 – US\$100

## 2. Major differences between us vs. doing it in house?

- \* Spend Less For Website Promotions
- \* Minimal Top-20 Keyword Rankings
- \* No Access To The List Of The Most Popular Keywords
- \* No Schools For SEO, Long Learning Curve
- \* 10 Years Successful Track Record With 1,000's Of URL's
- \* Access To Generating Monthly Keyword Visibility Reports
- \* Generate Hundreds To Thousands Of Optimized Web Pages
- \* Monthly Overall Performance Analysis

### **3. What are the typical disadvantages/problems of doing SEO in-house?**

- \* Learning How Use Downloadable SEO Software
- \* SEO Software Is Used By Millions Of Companies
- \* Little To No Change Of Achieving Top-20 Keyword Rankings
- \* Time And Labor Intensive Work Daily
- \* Waiting Months To Discover If Your Optimized Pages Perform
- \* Doing SEO Web Page Generation Manually
- \* Limited Access To Good Keyword Selections
- \* Lack Necessary Submissions And Optimization Techniques
- \* It Professionals Are Trained At It, Not SEO

Statistically, 85% of websites are found from Search Engines and 99% of those users only visit the first two pages of the search results (I.e. Top-20), where there are typically millions of results per search. Therefore, SEO should only be done by a Professional SEO Company. We do SEO for the lowest cost on the Internet and the only provider offering unlimited keywords and Top-20 keyword rankings across the Top-20 Search Engines.

### **4. What are the realities website owners need to face?**

- No schools for learning all about SEO
- IT People are not trained in SEO and Internet Marketing
- Competing against billions of existing web pages
- 1/1,000,000 chance of achieving a Top-20 Keyword Ranking
- Competing against 10,000 newly submitted sites daily
- Professional SEO Companies are vital

### **5. What exactly do you do?**

- We create massive visibility online across the major search engines, like, Yahoo, Google, AOL and MSN
- We are the only SEO Company to guarantee Top-20 placements across the major search engines on hundreds to thousands of unique keyword phrases related to the clients business.
- We are the only SEO Company to charge as low as US\$3 per Top-20 Keyword Ranking.
- We design hundreds to thousands of web pages to meet the search engine's algorithms in order to give the best chance that our keyword web pages will be ranked with in the first two-pages of the keyword search results, but aimed at being the highest ones once we submit them to the engines.

## **6. Why does the indexing time take 4 months?**

The Major Search Engines are backlogged because of approximately 10,000 new websites that are being registered daily to their indices worldwide. It might take as quick as a few days to a few weeks to get indexed, but we guarantee Top-20 keyword rankings across the major Search Engines by the 4th month after the date of the first search engine submission of your website.

10 years ago, it was very simply submit your website, and generate virtually instant global Search Engine visibility with just press of the SUBMIT button of your website URL, and then your website would have been indexed and accessible to the billions of people online. Those days are long gone!

## **7. How many Top-20 keyword rankings should we order?**

Our SEO is the only opportunity for website owners to have unlimited keywords to choose from and unlimited Top-20 Keyword Rankings across the major Search Engines, so most companies typically order the highest SEO Package as they can. 80% of our customers order our SEO Service Packages between 500 – 5,000 Top-20 Keyword Rankings.

The decision is all yours, which is mainly weighted on your monthly budget limitations, your desire to dramatically expand your business online and to gain substantially more market share. Exploiting the power of SEO for any business is perhaps the most cost effective tool on the planet. Reach out to far more people for far less cost, 24/7 worldwide.

Simply, more keywords and more Top-20 rankings equate to more online Visibility, Market Share, Traffic and Sales. SEO, by default gives companies more competitive advantages because of its new unprecedented and unmatched business potential.

## **8. How many words are optimal for a Keyword Phrase?**

A string of three (3) words is most likely to be the most targeted. In any three-word phrase you can cover the name of the products and services, the type of buyer/seller, and a geographical location. For example, “buy car Chicago” or “discount tickets London”. By definition, a keyword phrase is a string of one or more words. One to Two Keyword phrases typically have more user hits, but they are typically less targeted. User today are getting more sophisticated in their searches, which is creating the need to optimize websites for more than 5-50 keywords, which is still the current paradigm of other SEO Companies.

## **9. Who generates and decides on the selection of keyword phrases?**

Within 24 hours after the signing of our SEO Service Agreement, we will directly email to you a FREE comprehensive Keyword Research Analysis Report, on thousands of most popular typed in keywords in your business on the Internet, which will be generated from the WEB STAT Reports across the major Search Engines. Side by side with these keyword phrases are the daily hits associated with each keyword phrases, and the list will be saved into a database and sorted in ranking order.

The final selection of keyword phrases is done solely by the client. The client simply edits out the keyword phrases they don't want, save the file and then email us back the final approved list to be used for your website's Search Engine Optimization.

## **10. Do you guarantee traffic, and how much should we expect?**

Our function in doing SEO is to create mass Search Engine keyword visibility across the Top-20 major Search Engines worldwide for our client's websites within 4 months times. By having guaranteed mass high keyword visibility across the major Search Engines, this will likely result in substantially more traffic and sales over time.

By selecting and optimizing keyword phrases, which are researched by us from the Web Stat reports on keywords across the Top-20 Search Engines, that are actively getting existing high levels of hits/traffic, then because 85% of websites are statistically found from search engines, and 99% of all search engine traffic is within the Top-20 listed sites, the client has the best changes of getting more traffic and sales. Website owners can predict their future traffic based on the prior keyword stats across the major search engines.

## **11. How many Search Engines do you cover?**

We optimize for 20 Search Engines, plus or minus. These Top-20 most popular International Search Engines, like Yahoo, Google, MSN, AOL, and AltaVista, cover 99% of all global traffic, and the Top-5 engines alone cover the majority of search engine traffic. This market position has not changed since the birth of Yahoo.com for 10 years now.

As a part of our SEO Service Agreement, we do manually submit client's websites manually to the Top-20 Search Engines, in addition to submitting them, FREE-OF-CHARGE, to over 1,000 international search engines and directories to maximize their global visibility and reach.

## 12. What is a Top-20 keyword ranking?

A Top-20 Keyword Ranking describes the situation when a user performs a Search Engine query by typing in a keyword phrase into the “search box”, and after pressing the SEARCH BUTTON, then on the next two pages of search results will have the Top-10 “natural” listed sites on page one and the Top-11-20 “natural” listed sites on page two.

Banners, Sponsored Ads, Pay-Per-Click (PPC) and Pay-Per-Performance (PPP) Advertising is NOT inclusive of referring to Top-20 Keyword Rankings. There is very little value in having websites listed from the 3rd page onwards on keywords from the search results (Top-30 plus) as 99% of users will not find your website when searching.

## 13. What is Search Engine Optimization or SEO?

SEO is a highly technical, mystical and super competitive online service that guarantees companies unprecedented global exposure through Top-20 Keyword Rankings across the Top-20 major Search Engines on multiple keyword searches related to their business, products and services and geographic location.

SEO is mandatory for the success of any website because, statistically 85% of websites are found from the Top-20 listed sites on keyword searches across the Top-20 major Search Engines, like Yahoo, Google, AOL, MSN and AltaVista, etc and website owners are competing against millions of other web pages to be consistently on top. SEO today is perhaps the most competitive business on the planet, a million-to-one chance with a million keywords. To add to the existing dilemma, there are approximately 10,000 newly submitted sites daily to the search engines worldwide.

Ten years ago, doing SEO was a simple procedure of encoding some keywords into “META TAGS”, a title, and a business description, and some keywords. Then with one press of a button submitting your site to the engines, your website in minutes became immediately accessible to a billion Internet users worldwide, which is the main reason why a few companies dominated the search engine results in the early days, like DELL, AMAZON and EBAY.

## 14. How do I order your SEO Services?

**Step 1.** Go to any one of our SEO websites and select which package best suits your monthly budget from our SEO PRICING PAGE. NOTE: All businesses have potential for unlimited number of keyword rankings, so the main decision is based on your monthly budget limitations.

**Step 2.** We have a 24-hour global Customer Support Center via Chat Live Person, Call, and/or e-mail that you can place an order with us or you may fill out our SEO ENQUIRY FORM and we'll respond you your order with 12 hours time by one of our Senior Sales Representatives from our Customer Service department to process your order, once we have completed our research about your website.

**Step 3.** The Order process is as follows:

We will email you the SEO Service Agreement for your immediate approval. Print out the Full SEO Service Agreement and Sign each page. Then fax the SEO Service Agreement to our Toll Free Fax Number. You pay us through our Pay Pal or Merchant Account. Once payment is made, your account is set up with one of our Senior Project Managers and Customer Service Agents to directly handle your account. We develop a Keyword List. We will generate, upload and manually submit our optimized web pages to the Top-20 major Search Engines and automated submissions to over 1,000 directories.

### **15. Do we need use your SEO services even though we're already ranked #1 in Google and have SEO already?**

Definitely you could use our services because we can deliver MORE industry-related keywords with existing search engine traffic and the Top-20 Keyword Rankings to go with those additional keyword phrases. As the saying goes, "If it ain't broke, don't fix it"! So we do not propose you alter or discontinue your existing SEO, but instead, we will invest in another website for your company and optimize that site with hundreds to thousands of more keywords, and only charge you for US\$5 per Top-20 Keyword Ranking according to the number of keywords you would like optimized.

With this scenario, you can keep your existing optimization and we will only add to your existing results, so the Net effect should be that you get double the results on the same keywords and many more results with other keywords that you have never optimized for. More keywords equates to more search engine visibility, traffic and sales. We are the only provider on the Internet offering Unlimited Keywords and Unlimited Top-20 Keyword Rankings across the Top-20 major Search Engines and for the lowest price in the world.

### **16. Should we use your SEO services even though we already employ Pay-Per-Click engines, Banners, and Sponsored Ads?**

Statistically only 1% of users find websites from Ads, where 99% of websites are found from Top-20 ranked sites across the Top-20 major Search Engines. You can possibly make money from Online Ads, but it's a risky business that has a low market reach and very competitive. Online Advertising is against our belief in the power of SEO, but we are not discouraging anyone from doing Ads, unless they do it only without doing SEO. Either way, SEO yields a much higher Return-On-Investment.

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