



[SEO SERVICES FROM PAGE ONE RANKINGS]

Internet Marketing SEO Services offered by Page One Rankings include:

- ***Keyword Research***

Keywords are descriptive, highly targeted phrases about your product or service that someone would type into a search engine in order to find you. There are quite a few tools and tricks to selecting the all-important two to three keywords around which to optimize your site's pages. This is the most important step to getting your website placing well on search engines and each page of your website has the potential for unique keywords.

- ***Before and After Search Engine Optimization Report***

See what a difference working with Page One Rankings makes for your website.

- ***Competition Analysis***

In order to top your competition, you'll need to know where they're ranking and how they got there.

- ***Keyword Rich Copywriting***

The words on your website serve two purposes: Telling the viewer what you can provide them and optimizing your keywords for the search engines. Text must be chosen carefully to fulfill both purposes.

- ***Pay Per Click Advertising Campaign Assistance***

Ever notice that there are some listings at the top and to the right of Google and Yahoo! that are more noticeable? Companies bid to have their website listed there when someone searches on particular terms and they pay only when someone clicks on their website link.

Since it's not always possible to get ranked on the first page of search engines for each and every one of your chosen keywords, an alternative can be to implement a pay-per-click advertising campaign. Page One Rankings can arrange for you and manage a pay-per-click campaign which will get you listed in these prime spots for precisely the keywords of your choosing. For more information on this service, see our [PPC Management](#) page.

- ***Title Tag Generation***

The titles of your web pages need to reflect the results of the keyword research. They are often the words displayed in search engines results and therefore need to catch the attention of both the search engines and the searcher. After all, what good is getting listed third on Google if your title doesn't excite users to click on your webpage.

- ***Description Tag Generation***

Keyword rich descriptions of your webpage are created for the search engines to use in analyzing your webpage. Much like the title tags, the description can be used when displaying search engine results, so it also has to encourage users to click on your website. Thus, descriptions must be written with both search engines and users in mind.

- ***Keyword Tag Generation***

Don't concern yourself with this tag anymore. It has been so widely misused that search engines ignore it altogether. The only purpose it serves is to inform your competition of your targeted keywords.

- ***Alt Tag Generation***

Behind each image on your website is an opportunity to promote your keywords through code called Alt Tags. It is not usually visible to the viewer of your website (unless your pictures are unable to be displayed), but the search engines read these tags. Care needs to be taken, however, not to oversaturate your webpages code with your keywords, otherwise you'll lower your score with search engines.

- ***H1 and H2 Tag Generation***

Placing emphasis on the keywords within your website by making them bolder or colored helps increase your rankings. The emphasized words should be significantly placed in your text as well.

- ***Link Building Campaign***

Many (but not all) search engines place a large amount of emphasis on the number of incoming links to your website. The trick is to get QUALITY, relevant links and to make sure the search engines know about them. Caution is taken not to get junk inbound links, though, as these will decrease your rank among search engines.

Say, for instance, you sell vehicles. Quality inbound links might come from sites selling custom chrome rims, car seat covers, and bed liners. Links from computer supply stores, window treatment websites and sites selling daytimers would be considered junk links and would not help promote your website.

- ***Site Map Generation***

Search engines want to know about all of your pages. A site map is a document they can read that lists for them all the pages of your website. After all, if they can't find your pages, they can't rank them well on their results page.

- ***Local Search Engines***

A recent study by ComScore, Inc. found that local search (the practice of using online search tools to find local businesses, products, or services) grew 58% in 2008!

Page One Rankings makes sure your business is among the local listings in multiple search engines.

- ***Robots Text***

The search engines use robots to review your website and placing text behind the scenes of your website that is directed toward these robots helps you rank higher.

- ***Image Optimization***

There are do's and don'ts to using images in your website. Page One Rankings will make sure your pictures are helping the viewer understand your products or services without presenting a stumbling block for the search engines.

- ***Search Engine Submissions***

Although this is not the best way to introduce your website to the search engines (inbound links are!) your optimized website can be submitted to the search engines and directories. Some companies promise to submit your website to 50,000 or more search engines. This really isn't necessary as only a few engines feed the masses of other engines. The important three to submit to are Google, Yahoo! and Bing. Internet directories are lists of website which are compiled by humans rather than robots and one of the more important directories is DMOZ (aka The Open Directory Project).

- ***Website Traffic Analysis***

Want to know who is viewing your website, how they found your website and how long they are spending on each of your pages? Depending on your hosting company, these bits of information can be very helpful in continually analyzing your website performance. Search engines also give you tracking capabilities and these bits of datum are priceless in targeting your ideal customer.

- ***Competent Customer Service***

Throughout the optimization process, Page One Rankings will guide you, giving you advice if you are a do-it-yourselfer or providing you with a finished product based on your budget, needs and business profile. You will work one on one with Lauren Sorensen, founder of Page One Rankings, and can feel confident that all your needs will be taken care of.

- ***Ethical Methods***

There are tons of "tricks" to get yourself listed on the first page of search engines. These are typically referred to as "black hat" techniques. However, once the search engine recognizes that you've cheated them in order to get prime rankings, they'll likely ban your site from their results page. It's nearly impossible to get reindexed with a search engine once you've been banned. Thus, it's critical to avoid search engine optimization techniques that try to trick search engines. Page One Rankings uses only ethical methods (termed "white hat" practices) to get your website to appear in the first page.