WEAPONS OF SEO

**Website Development
Internet Marketing**

Weapons of SEO
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1. Introduction

Weapons of SEO is a full-service Website Development and Internet Marketing company. We offer everything necessary to establish your web presence and present you as an expert in your field.

Nobody reaches for the Yellow Pages anymore. The Internet is the medium where someone can find anything they are looking for. People can shop from virtually anywhere, as long as they have WiFi or a smart phone. Whether they are looking for a good restaurant, a new pair of shoes or a long lost relative, the World Wide Web offers the potential to find exactly what they seek.

You, as a business owner, MUST develop a strong presence on the Web. You can be sure that your competition isn't missing the boat. Internet Marketing enables you to create a bigger, faster and stronger boat and Weapons of SEO can build you a battleship.

2. Website Development

First impressions are lasting impressions. You don't get a second chance to make a first impression. Your website presents your first impression, so it must provide the potential customer the answer to whatever it is they are looking for. Users come to your website to have a question answered; "Do you have what I'm looking for?", "Can you fix what I need fixed?" If you can't answer their question within about 3 seconds of their landing on your website, they will hit the back button and go somewhere else. You just lost a customer.

Your website MUST be built to give the user a pleasant, comfortable experience, while providing whatever they are looking for. Your pages must be optimized so that people finding you through search, whether organic or Pay Per Click, are the right people, the people that are your potential customers. You don't need people spending time on your site if they are not potential conversions.

Today, the whole world really is in your hand. Websites can no longer only look good on a desktop. Your site must be able to be seen and used on a mobile device like a smart phone or a tablet. In recent years, this has presented a whole new can of programming worms. Websites that are not responsive to the users platform, have virtually no chance to be utilized on a mobile device. That means, you are losing potential customers, losing money.

Before the first bit of HTML is coded, your website must be planned in detail. We must determine the purpose of the site, what it is you want to say, to provide; always keeping the user in mind. A website needs to have 1 basic theme running through the entire site. While the user experience is at the forefront of development, we always keep our SEO plan in mind.

Weapons of SEO uses all cutting edge technologies to create the perfect vehicle to present your service or product to the user. To the user the site will appear aesthetically pleasing and easy to navigate, while all the real work will be going on "under the hood".

3. Internet Marketing

Like it or not, we live in a "Google world". Google accounts for 65% of all search. MSN, Yahoo and all the others search engines split the rest. Google makes the rules of search. If we don't play by those rules, we don't get customers. If we don't get customers, we don't make money. SEO is the way we can play by those rules. The one caveat... those rules literally change day. Google search is based on over 200 factors in their algorithm. The weight of each of those factors changes every 16 hours, so we are constantly shooting at a moving target.

There is no longer a "first page of Google". Google's semantic search takes many factors into account when compiling search results. And those factors are based on the person performing the query. Factors include: intent, past search activity, location and even their social media footprint, among others. So, that means that any 2 people sitting next to each other and querying the same thing, will get 2 totally different results pages.

Developing a strong Internet Presence is a multifaceted project. Internet Marketing is not a "set it and forget" process. It needs to be built, monitored, analyzed and tweaked constantly. Without a fully optimized website, and a strong continuous marketing campaign, you have little chance of having a successful, growing business. Weapons of SEO can provide you with all the development and marketing tools for long-term business success.

3.1 Search Engine Marketing
SEM consists of many different practices, including Search Engine Optimization, Pay Par Click, Social Media Marketing and more. Each of these requires expertise and constant supervision, if they are going to send you the traffic and customer conversions you need for your business to succeed.

3.2 Search Engine Optimization
SEO is the technique that configures your web pages so that they are easily accessible for Google to spyder, and ultimately index in the Google database. It entails dealing with all the code on a web page, some of which the user sees, and some that only Googlebot sees. SEO deals with organic search, not paid search. SEO is a long term commitment. Results come over time, not over night.

3.3 Pay Per Click
PPC, called Google adWords is a system that Google offers for website owners to bid on keywords. When you view a SERP, adWords ads are listed on the right side of the page, as well as a few at the top, above the organic search. Every time a user clicks on one of those links/ads Google makes money. If your PPC campaign is set up incorrectly, you can throw away a lot of money, very quickly. PPC, if done correctly, can bring faster results, but it still requires a growing period to get all your ducks in a row.

3.4 Social Media Marketing

Today people don't want to be talked "at", they want to be talked "to". FaceBook, Google+, LinkedIn, Yelp, Angies List and millions of blogs allow everyone to do just that. With the Internet anyone who wants one, has a forum to vent... be it good or bad. You need it to be good. Conventional advertising, while not dead, is certainly only a piece of what we need to contend with, to create a successful advertising campaign. Your brand must get out for people to learn what you are selling. You must have a presence on all facets of Internet Marketing.

3.5 Web Analytics

Google Analytics, in combination with Webmaster Tools, gives us all the information we need to see what's working with our optimization, and what's not. Whatever is not working we can then change/tweak to get it working for us. It tells us what pages your potential customers are landing on, how long they're staying, where they are going from there and a myriad of other statistics.

Without a solid foundation for your website and Search Engine Optimization, coupled with Web Analytics, you have absolutely no chance of ever ranking for your top, most representative keywords.

SEO is a war, not a battle, which can only be won over the long term.

4. Project & Services Menu

4.1 Fully Optimized Website w/Mobile	
Develop the design, structure and functionality of website. Up to 9 pages. Potential pages: Home, About, Services, Products, Contact, Inquiry Form, Estimate Form, Blog	Call
Additional Pages	Call
- Build Website on WordPress Platform - Enable Mobile Functionality - iPhone, iPad, Android, etc. - Keyword Research to Establish Theme - Create Content - Hand-In-Hand w/Client - Optimize Website - Meta Tags, Page Code, Image, Link Optimization - Set Up Google Analytics & Webmaster Tools - Set Up Google Local (if applicable) - Google, Yahoo!, MSN Verification - W3C Verification - FREE Hosting For 12 Months	
4.2 Website w/Mobile - Basic Optimization	
Develop the design, structure and functionality of website. Up to 9 pages. Potential pages: Home, About, Services, Products, Contact, Inquiry Form, Estimate Form, Blog	Call
Additional Pages	Call
- Build Website on WordPress Platform - Enable Mobile Functionality - iPhone, iPad, Android, etc	

- Use Clients Keywords - Use Client's Content - Optimize Website - Meta Tags, Page Code, Image, Link Optimization, SiteMap, sitemap.xml, robots.txt, more. - Set Up Google Analytics - Set Up Google Local (if applicable) - Google, Yahoo!, MSN Verification - W3C Verification - FREE Hosting For 12 Months	
4.3 Optimize Existing Website	
Up to 9 pages.	Call
Additional Pages	Call
- Analyze Website - Keyword Research to Establish Theme - Add Pages (if necessary) - Create Content - Hand-In-Hand w/Client - Optimize Website - Meta Tags, Page Code, Image, Link Optimization, SiteMap, sitemap.xml, robots.txt, more. - Set Up Google Analytics & Webmaster Tools - Set Up Google Local (if applicable) - Google, Yahoo!, MSN Verification - W3C Verification	
4.4 Convert Existing Website to Responsive for Mobile	
Project depends on existing website	TBD
4.5 Search Engine Optimization - Monthly *12 Month Contract Required*	
Websites Weapons of SEO Developed - No Audit Necessary	Starting At $399.00
- Initial Website Audit to Establish "Ground Zero" - Monitor Website Daily - Page Analyzation - Keyword Analyzation - Update Relevant Pages - Benchmark Report Supplied to Client - Consulting	
4.6 Pay Per Click - Google adWords - Monthly *12 Month Contract Required*	
Initial Setup	Call
Keyword Group Each - Monthly	Call
- Research Keywords - Develop adWords Campaign - Each Keyword Group Consists of 2-3 KWs, 3 Ads, 3 Landing Pages - Monitor Daily	

• Make Changes As Necessary • Benchmark Reports		
4.7 Website Audit	*See Section 5	$1,200.00
4.8 Photography Services		TBD
4.9 Videography Services		TBD

5. Website Audit

Weapons of SEO will do a complete analyzation of your Website page by page to determine what is not working for you. We will provide you with a detailed report so you can see exactly what falls under W3C and Google Best Practices, and what doesn't. We will also tell you what needs to be done to get your website functioning to it's greatest potential.

On-page Analysis (First 20 Pages)
• Page description, title, and keyword analysis
• Keyword density, header tag, and keyword strength analysis
• Website meta tag analysis
• Internal link analysis
• Anchor text analysis
• Image alt text analysis
• Site load time
• Body and content analysis

Website Structure Analysis
• Website hierarchy analysis
• Broken internal link check
• Domain and Crawl Statistics
• Robot.txt analysis
• Missing or empty meta description tags
• Check for duplicate page content
• Incoming link analysis
• HTTP status check

Link Analysis
• We will look at your inbound links and offer suggestions on how and where to build more
• Audit your current links and make sure that they are not coming from bad internet neighborhoods.
• Grade the power from your inbound links and offer suggestions
• Overall external link evaluation

6. Glossary of Terms

Algorithm – Algorithms are the computer processes and formulas that take your questions and turn them into answers. Google has over 200 factors in theirs.

Black Hat SEO – Aggressive SEO strategies, techniques and tactics that focuses on what it thinks the search engines are looking for, rather than the human experience. Referred as spam, they do not follow SEO Best Practices.

Client – The owner of the web site

CSS - Cascading Style Sheets is a style sheet language used for describing the look and formatting of a document written in a markup language.

Developer – Weapons of SEO

Googlebot – search bot software used by Google, which collects documents from the web to build a searchable index for the Google search engine.

HTML – HyperText Markup Language is the standard markup language used to create web pages.
Google – An American multinational corporation specializing in Internet-related services and products. Google search is what we are concerned with here. Google controls over 65% of all search on the Internet.

Optimization – See SEO

Responsive Themes - A flexible foundation with fluid grid system that adapts your website to mobile devices and the desktop or any other viewing environment.

Scalable – The ability to be enlarged to accommodate change or growth.

Spyder – What Googlebot does to a website.

Scratch-coded – Coding web documents from the ground up either by hand or by using an editor.

SEO – Search Engine Optimization. A technique that enables search engines to find and rank your website higher in organic search listings.

USER - Person that accesses a web site. Potential customer.

W3C – The World Wide Web Consortium (W3C) is an international community that develops open standards to ensure the long-term growth of the Web.

Web site – A set of related web pages served from a single web domain. A website is hosted on at least one web server, accessible via a network such as the Internet through an Internet address known as a URL (Uniform Resource Locator All publicly accessible websites collectively constitute the World

White Hat SEO – SEO strategies, techniques and tactics that focus on providing a positive experience for the user, rather than what it thinks the search engines are looking for. Always follows SEO Best Practices.

WordPress – A content management system (CMS) and blogging tool based on PHP and MySQL. Features include a plugin architecture and a template system. **WordPress** was used by more than 22.0% of the top 10 million websites as of August 2013.

WWW – World Wide Web