Search Engine Optimization Program

startasecuritycompany.com

What is SEO?

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

The acronym "SEO" can also refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term "search engine friendly" may be used to describe web site designs, menus, content management systems and shopping carts that are easy to optimize.

Our Industry Advantage:

When you sign up for SEO with our firm, you are taking advantage of our hundreds of security related websites that we build and maintain, that are all networked and full of relevant content. Our process is all "white hat" SEO practices. That means that your website will not be penalized or banned from search engines for unscrupulous methods. Our SEO experts have thousands of hours of experience in designing websites that are search engine friendly, creating search engine friendly meta tags and keeping the sites in the desired ranking positions.
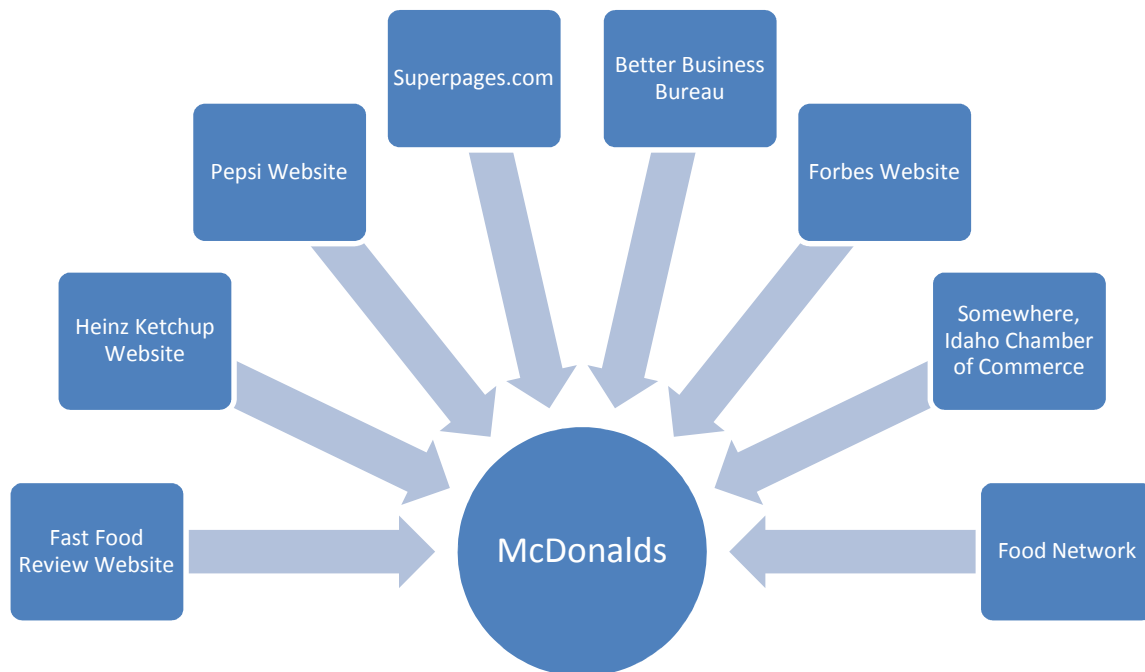
What to Expect:

Results are not typically realized for a few months... and here's why: Search engines have billions of websites to index every year. This is an automated process. Web Designers build websites, and then the site is submitted to the search engines for indexing. The wait time to index a website can be weeks and even months and worse, the site may never be indexed. The reasons for wait times and exclusion from indexing vary. Here are some of the main reasons for exclusion or long wait times to be indexed in search engines:

1. The URL is new. New Websites are not always indexed by the major search engines for the belief by the administration at Google (for example) that a new website is not as important to end users as a website that has been in the search engines for some time, that has many in-coming links of relevant content (page rank or link popularity). A simple example would be if I opened a new company named "Jimmy's Burger Stand". When the searcher enters a search term such as "fast food restaurants in Somewhere, Idaho",

McDonalds is always going to be listed as more relevant…. McDonald's website may have over 100 pages, all optimized, and over a million in-coming links. Jimmy's Burger Stand is a 10 page site; well optimized... but Google considers it an "Island". In other words, nobody else (no other websites) consider it relevant or they would all be linked to Jimmy's Website.

This is what search engines see when determining how important our website is. The outer websites are all pointed to the McDonalds website, indicating to search engines that McDonalds is important and therefore ranking it higher and as most relevant in the food industry.

Superpages.com

Better Business Bureau

Pepsi Website

Forbes Website

Heinz Ketchup Website

Somewhere, Idaho Chamber of Commerce

Fast Food Review Website

McDonalds

Food Network

Now look at Jimmy's Burger Stand website in the eyes of a search engine:

Jimmy's Burger Stand

Jimmy's site has no incoming links from relevant sources… search engines consider it an island. **startasecuritycompany.com** enjoys the same type of incoming relevant links (like McDonalds) from thousands of security related websites and our page ranking is eventually passed on to our SEO clients by our networking process, by which we point all of our websites (related to security

and investigation) to one another; thereby eliminating the "island theory". With our SEO program, your site is viewed similar to the illustration below:

Below is a depiction of your website in the eyes of a search engine in our SEO Program:
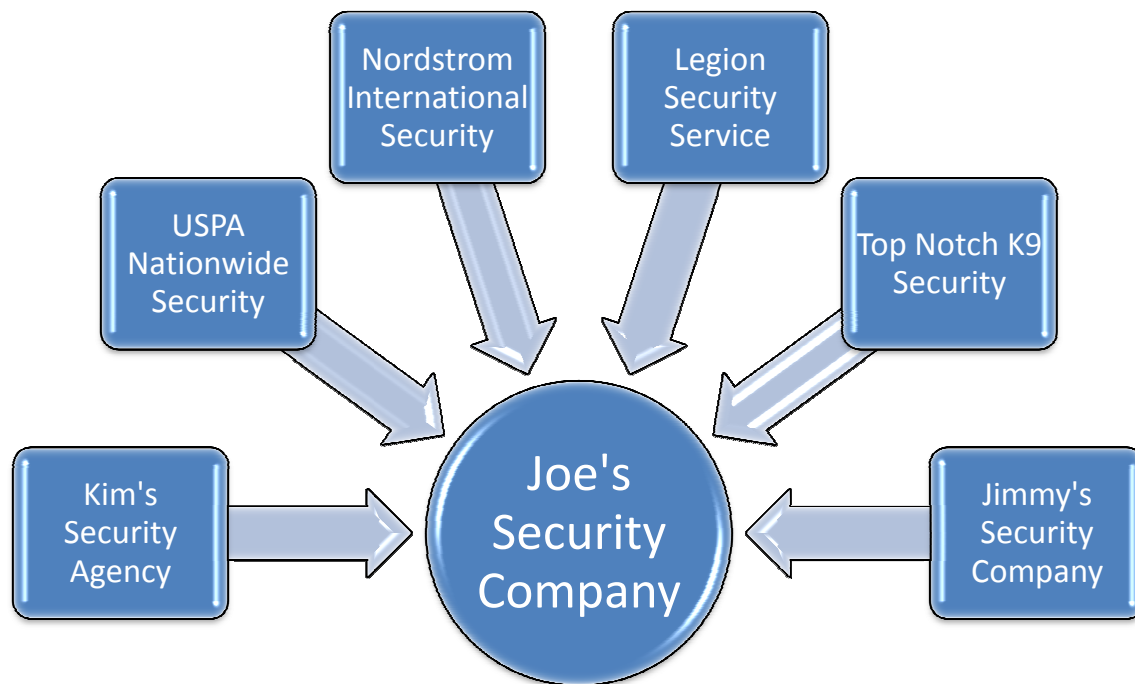
As you can see, the search engine s will not see this website as an island; therefore you are going to get indexed. The major search engines pay a lot of attention to this part of the SEO process when ranking a website.

Conclusion:

An SEO subscription with **startasecuritycompany.com** is not only meta tags and relevant page content. Yes, we have mastered the art of meta tag generation and all of the robot tags etc…However, our SEO program is geared 100% toward our network of clients, whose websites are all chock full of relevant content and links, all pointing to each other, therefore increasing your website ranking and chances of quick indexing.

To learn more about our SEO program, please call +1 888.431.4702 and ask for Nick Di Santi.