Search Engine Optimization Forms

An overview of the optimization and registration process

Thank you for choosing OnYourMark, LLC for your search engine marketing needs! This overview will give you insight into our search engine optimization and registration process. If you have questions on search engine optimization at any time, please contact our office at 262.437.0450 (or 800.747.3399 outside greater Milwaukee).

The first step in search engine optimization is to devise descriptions and keywords for your website. The following forms will assist you with this process.

Contents:
- **FAQ**– Answers to frequently asked questions about search engine registration
- **Description and Keywords Guidelines**– important tips for making your lists
- **Questionnaire**– for general company and category information
- **Description and Keywords Worksheet**– use this worksheet to create your description and keywords list

Once we receive your description and keywords, we perform *search engine optimization* on your website to get these important terms and phrases on your site. Next, we use our own search engine registration service, DIY Submit (www.DIYSubmit.com), to register your website with general, regional and industry-specific search engines and directories.

After registration, you will receive a report via email that lists all the search engines your website was submitted to. We usually start to see results in 6-8 weeks. Your search engines registration also includes an hour for us to follow up a month after submission to see where your site is ranking in the search engines. We also resubmit where needed at this time.

Let's get started! Please complete the "Questionnaire" and "Description and Keywords Worksheet" and return them to us. You may email digital copies of your description and keywords to websupport@onyourmark.com if you would prefer.

If you need assistance or have questions, please contact us! Thanks again for choosing OnYourMark, LLC!

Please Note: Although we make every effort to ensure optimal placement of the sites we register within the search engines, we cannot guarantee placement in any search engine or directory. Every search engine indexes websites under different criteria, and has its own schedule for how frequently sites are added to its index. We will put forth every effort within our control and in the time allotted to achieve rankings for your website.

Search Engine Optimization FAQ

Frequently asked questions about search engine optimization

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Following are frequently asked questions that we get about search engine optimization. If your question is not answered here, please contact us. We are happy to assist you!

Q: *Why do I need search engine optimization and registration?*
A: Search engine optimization is the most important part of search engine marketing. We will use the description and keywords you give us to optimize your site's pages. Registration creates incoming links to your site. The more <u>relevant</u> incoming links your site has, the better.

Q: *How do I create a list of keywords?*
A: Keywords are only effective if they appear within the text on your pages. Look for words that are repeated often. While most major search engines no longer use keywords in their ranking criteria, they are still used by us to place your website in appropriate categories within directories. You may view a competitor's keywords as a guide, but remember, <u>if the terms do not appear on your pages, it is unlikely you will be ranking for those terms</u>.

Q: *Why am I limited to 255 characters for the description and 30 keywords?*
A: The search engines that use descriptions and keywords in their ranking criteria allow a limited number of characters for descriptions and keywords. For all of the search engines that we submit your website to, 250 characters is the maximum that most allow. Limiting keywords to 30 prevents "spamming" the search engines by using keywords excessively.

Q: *Which search engines will my site be submitted to?*
A: After registration is complete, we will send you an email listing all of the search engines your website was submitted to. Your site will be submitted to the major search engines (Google, Yahoo), regional directories (such as theBubbler.com for Wisconsin clients) and industry-specific directories. We only submit to search engines that are general (accept all sites) or specific to your industry.

Q: *Some search engines require payment for submission, how is this handled?*
A: Some search engines offer pay-per-click marketing programs, such as Google's AdWords and Overture. We recommend waiting until your site is indexed after your search engine registration before pursuing pay-for-placement and pay-per-click programs. If you wish to proceed with more aggressive marketing, we can customize a pay-per-click program for you.

Q: *How long does it take to see results?*
A: It takes most search engines a minimum of 6-8 weeks to begin indexing your website. At this time, we take an hour of time from your search engine registration to check rankings and resubmit where needed.

Q: *How can I keep good search engine rankings once my site is listed?*
A: Once a site has been accepted into a search engine, it will continue to return to the site to index changes. We highly recommend adding monthly *Search Engine Maintenance* to your website's services. *Search Engine Maintenance* allows us to monitor your positions and tweak your site's text to maintain rankings. Please contact us for more information on this service.

Description and Keywords Guidelines

Important instructions for creating a description and keywords

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Please read thoroughly before creating your description and keywords. The information submitted to us will be placed in the title and Meta Tags on your website for the search engines to use in indexing the pages.

Descriptions (Maximum limit 250 characters)

When you search for a website in a search engines, a list of web page titles will appear with descriptions following them. The description gives searchers an idea of what your page is about. Having keywords in your description is critical; some search engines will only use a site's title and description in it's ranking criteria. Sites will be ranked higher if the keywords appear in the description.

- Form a brief sentence using as many keywords as possible. For example:
  "Manufacturer of keyword, keyword, keyword….."
  "Specializing in keyword, keyword, keyword……"
- **DO NOT** use your company name, phone number or founding date in the description.
- Avoid using slogans, catch phrases and persuasive adjectives.
- Character counts include spaces and punctuation. Keep the description under 255 characters.
- To keep track of character counts, try typing descriptions in Microsoft Word. Use the navigation at the top to go to Tools > Word Count. "Characters (with spaces)" is the accurate count.

Keywords (Maximum limit 30 keywords per page)

Keywords tell search engines about the content of your page. Search engines will look at the keywords listed in your Meta Tags and compare them to the text found on the page. If a keyword is not found in the text of your page, it is unlikely you will be found for that keyword. While most major search engines no longer use keywords in their ranking criteria, they are still used by us to place your website in appropriate categories within directories.

- Look at the text on your web pages. Good keywords appear in the text of a site. Start with the words your site contains when you develop your keyword list.
- Keywords can be "key phrases" as well. If using a phrase as a keyword (like "internet marketing"), 3 or less words per phrase is preferred.
- **DO NOT** repeat a word more than **8** times! For example, a company that sells 20 types of "oils" can list the keywords as "oils, motor, lubricating, marine……." A search engine can then combine the words "marine" and "oils" to make the phrase "marine oils".
- Do not include competitor's names and products in your list. General terms are acceptable (soda), but avoid registered product names (Pepsi) unless your company is authorized to use such terms. Proper names may be included, though capitalization is not necessary.
- List the keywords in order of importance. Many search engines only read through a limited number of words on your pages.
- Search engines do treat singular and plural forms of a word as separate instances. You may list both forms, but remember to not repeat a word more than 8 times!
- You may list commonly misspelled product or company names in your keywords list. For example, "Klein" can be misspelled as "Klien" or "Kline"

Search Engine Optimization Questionnaire

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Basic data needed for search engine optimization

Worksheet submitted by: _____ Title: _____

Email: _____ Date: _____

URL of page being registered: http://_____

Legal business name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____-_____ Fax: (_____) _____-_____

Does your company have a physical location in any other state or country? Please list:

_____ _____ _____

Please list any trade publications that your company subscribes to, or industry-related websites that you visit frequently:

_____ _____

_____ _____

List any organizations such as Chamber of Commerce etc. that your company belongs to:

_____ _____

Does your business service specific areas only (ex: southeastern Wisconsin)? Please list any geographic restrictions here:

_____

_____

_____

Which search engines do you use the most?

_____ _____ _____

Which three keywords or phrases are most important to you for high rankings in the search engines?

_____ _____ _____

Additional Note:

Description and Keywords Worksheet

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Form to submit description and keyword information

Use the form below to submit a description and keywords for your website. You may type your descriptions and keywords and submit via email to websupport@onyourmark.com.

The sample below, using the description and keywords from the www.onyourmark.com homepage, shows how a description and keywords should be written.

Sample Description (limit 250 characters) for: www.onyourmark.com homepage

Full service Internet marketing company specializing in website design, production, programming, hosting and online marketing. Industries served include manufacturing, real estate, healthcare and retail. Serving Milwaukee, Madison and Green Bay Wisconsin.

Sample Keywords (limit 30 keywords)

internet marketing	web hosting	industrial marketing	e-commerce websites	keith klein & associates
website design	email hosting	healthcare marketing	wisconsin	klein internet
website production	multimedia production	real estate websites	milwaukee	digital designs plus
programming	colocation	streaming audio	madison	kleininternet
hosting	search engine registration	streaming video	green bay	klien
online marketing	open source programming	digital photography	waukesha	kline

Please record your description and keywords below.
Return this page and page 4 (Questionnaire) to us.

Description (limit 250 characters) for: _____

Keywords (limit 30 keywords)