

EXECUTIVE SUMMARY

Search Engines today drive more than 85% of Internet traffic. Thus, if your website is not listed well on search engines for the right keywords, your competitors are making money.

It is very important for a website to have an effective search engine optimization (SEO) plan in order to position the website well. We propose utilizing website page optimization, relevant inbound link building, and press releases to increase your website search engine visibility and rankings.

SEO from BizAtomic can help you reach a highly motivated target audience (proactive audience) through natural search engine rankings. A proactive audience increases website conversion rate resulting in a positive ROI.

Benefits of BizAtomic SEO

- Inexpensive source of regular, relevant traffic
- Results in a higher click through rate as compared to any other program
- Gives highest ROI in the long run as compared to any other online marketing vehicles
- Generates brand awareness and recognition
- Higher natural rankings builds trust among searchers

SEO Package Includes:

- Comprehensive **Keyword Research** to determine optimal keywords to target
- Website **Page Optimizations**
- Relevant **Inbound Linking Campaign** of 20 to 30 links each month
- **Monthly Press Releases** for 4 months to jump start your SEO
- Initial website ranking benchmark report and monthly **Ranking Reports**

SEARCH ENGINE OPTIMIZATION (SEO) Program Overview

The BizAtomic Website SEO Program is designed to address search engine algorithms of all main search engines. The SEO program utilizes multiple strategies to increase your website rankings.

Search engine rankings are dependent on two major factors. These are:

1. On-Page (website content and meta tags)
2. Off-Page (link popularity)

Although both on-page and off-page factors are responsible for search engine rankings; the weight of these two factors has been during the last few years. Currently according to our analysis, **on-page constitutes 25-30%** of the search engine algorithm and **off-page constitutes 70-75%**.

Our SEO Program has been designed to address both on-page and off-page factors. Our website page optimization service enhances the relevancy of your web pages for certain keywords while our relevant inbound link building and press releases enhances your website link popularity.

Keyword Research

Keyword strategy is the most important part any SEO effort. Most websites unknowingly target the wrong search terms, ignoring important opportunities or taking the visitor to the wrong page. In order to optimize a website, we must first know the correct keywords.

BizAtomic Keyword Research Includes:

- Understanding your target audience
- Studying your competition
- Short-listing keywords based on keyword relevancy scores
- Identifying ranking competition for each of these keywords
- Calculating approximate link building support required per keyword
- Recommending keywords for final selection based on ROI calculation

As this is such an import component of the SEO process, you will be actively involved in the selection of the keywords. Based on your answers to a questionnaire, we research keywords your target audience is using to search. We then ask you to assign a relevancy figure to each. We then gauge the "competitiveness" of each keyword and make our recommendations.

You have the final say regarding which keywords your website will be optimized for.

Relevant Inbound Link Building

Creating quality inbound links to your website is vitally important to increasing your link popularity and page rank. Our SEO Program includes 10 months of relevant one way link building.

The value Search Engines give to inbound links is determined by relevance. "Reciprocal Links" for example, can be ignored and may even decrease your link popularity. To ensure you receive only relevant inbound (one way) links, we have set certain quality standards which we adhere to. All links established follow these quality guidelines:

Links will NOT:

- Be purchased.
- Have a 'rel=nofollow' attribute.
- Be image/flash based links.
- Have no-archive, no-follow, no-index tags.
- Be from Link farms, FFA networks etc.
- Be from sites containing offensive content.
- Be from web pages that are not accessible to search engines (excluded through robots.txt, using frames, etc).

Links will be:

- Created on industry relevant web pages.
- 50% of the links will be PR2 or greater
- From manually selected websites.
- Established with keyword optimized link anchor text and link description.
- Spread over a period of time - to avoid search engine negative ranking
- Created while adhering to the CAN-SPAM Act of 2003.
- Established only from those websites which are open to linking (no mass emailing or spamming of sites).

Press Releases

BizAtomic creates and optimizes your Press Releases to maximize your visibility in the news search engines. This service includes internet distribution and search engine optimization of your press releases. Your press releases are carefully analyzed and optimized for you keywords to increase your website visibility on search engines.

The SEO process is divided into the following 4 Stages:

1. Stage I → Evaluation & Planning
2. Stage II → Execution
3. Stage III → SEO Implementation
4. Stage IV → Monitoring & Monthly Link Building

STAGE I → Evaluation & Planning Phase: 30 Days

Process

Current site stats and search engine rank recording

Pre-optimization submissions to search engines

Search Engine friendliness analysis

Keyword Research (draft)

Keyword selection (based on your feedback)

Keyword finalization (based on your selection)

Selection of web pages for optimization

Note:

- Keyword research will be carried out on the basis of data gathered from WordTracker.

STAGE II → Execution Phase: 15 Days

Process

Link Building begins for 20-30 Inbound links per month (from relevant websites)

Search engine optimized data creation

Existing content optimization (revising exiting content)

Creation of Google Sitemap

Note:

- The Optimization data creation includes Title Tag, Meta Tags, Content optimization, Image Alt-Text, Title Attributes etc.

STAGE III → SEO Implementation Phase: 15 Days

Process

Page optimization of up to 15 pages (utilizes optimization data and content from stage II)

Quality Check (QC)

Note:

- If website being optimized is powered by third party system (not BizAtomic), the implementation of web pages will be per the flexibility offered by the application.

STAGE IV → Monitoring & Monthly Link Building: *

Process

Rank monitoring

Traffic report analysis

4 Press Releases - 1 per month for 4 months

20-30 Relevant inbound links per month

* For duration of 6 month link building program.

SEO Investment

Optimization: \$3995 one time fee

Link Building: \$425 per month

Payment plan:

S No.	Event	Payment	Remarks
1.	On Contract	\$1998	Deposit to be received prior to the commencement of the project.
2.	Execution Phase	\$1997	Due upon completion of Evaluation and Planning phase, before commencement of Execution Phase.
3.	Link Building	\$425/month	6 month term to continue on month-to-month basis after 6 months.

When can you see Rankings?

Organic or Natural Search Engine rankings are achieved due to a combination of both On-Page optimization (SEO) and Off-Page Optimization (Link Building). Realistically, you can expect to see results for some keywords starting two to four months after the final submission. Rankings usually stabilize after about four months. The duration is calculated from the date of receipt of the SEO Questionnaire. However, your traffic should rise continuously as search engines index more optimized pages of your website.

Guarantees

- Website will be submitted to the major free search engines and directories, including a few industry-specific free directories.
- We will include all keywords given by the client in the optimization.
- Unethical SEO techniques will not be used in our SEO.
- We will disclose our SEO techniques to you.
- We will not carry out any changes on your website without prior approval.
- We will provide all services in the proposal to the best of our ability
- We do not give false ranking guarantees.

It is not possible for any one to guarantee you a particular ranking on any search engine. Google and most other search engines clearly state this on their website.

See - <http://www.google.com/webmasters/seo.html>

Contact Information

For any questions of clarifications, please feel free to contact us.

Email: sales@bizatomic.com

Phone: 1-800-942-9475

Website: www.BizAtomic.com

Promissory Note and Credit Card Authorization Form BizAtomic Search Engine Optimization (SEO) Services

I,

Client Name

Agree to pay BizAtomic a one time consulting fee of \$3995 payable in (2) installments and \$425 per month for a minimum of 6 months for inbound link building service. Link Building service will continue month-to-month after the initial term has expired. BizAtomic requires notification 30 days prior to Link Building cancellation (cannot be cancelled during 6 month minimum term).

Description of Services:

Website SEO (see attached proposal)

Sign Here

Client Signature

Date

/ /

BizAtomic's Mailing Address:
23 Sanchez Ave., St Augustine, FL 32084

BizAtomic's Fax Number:
Fax: 1-800-504-7133

Please send or fax the following to BizAtomic (address above):

1. A copy of this entire document, signed in all relevant places
2. A check for the amount listed above, or complete the "BizAtomic Visa / MasterCard Authorization Form and Promissory Note:" below or send a bank wire

Bank Wire Instructions:

ABA Routing #: 061000104 Account #: 1000011650107
Account information: Cyber Strategies, Inc. DBA, BizAtomic
Bank: SunTrust - 1850 US HWY US1 South, St. Augustine, FL 32084
PH: 904.842.3267

BizAtomic Visa / MasterCard Authorization Form and Promissory Note:

I hereby authorize BizAtomic to charge my credit card (information below) in the amount of \$995

<i>Cardholder Name</i>	<i>Cardholder Signature</i>	
<i>Credit Card Number</i>	<i>Expiration Date</i>	<i>CVV2 Code*</i>
• • •	/ /	
<i>Billing Address, City, State, ZIP</i>		
<input checked="" type="checkbox"/> I authorize BizAtomic to charge my credit card for the " Payment Amount" as outlined above.		

*The right-most 3-digit number (after your card number) on your signature strip (on the back side of the card).