

SEARCH ENGINE OPTIMIZATION (SEO)

Dr. Jean Drogus, PhD.

An organized and well executed internet marketing strategy of Search Engine Optimization and Search Engine Marketing (**SEO / SEM**) can give your business the thrust it needs to gain market dominance and attract new online customers. Setting your organization apart from the rest of the competition is our mission. We will align ourselves with your business goals and objectives, and together we will create a plan to ensure expectations are met as we target your niche market online.

Benefits of Online Marketing:

More and more businesses are turning to online marketing to help them get increased visibility and market their services. We at DROGUS & company aim to assist in those efforts including elevating your website's presence in the search engines.

Objectives and Goals

Our mission is to see that your business succeeds in its online marketing efforts, and we possess the knowledge and the team to help you do it. Managing an online campaign requires careful nurturing, and we have state-of-the-art proprietary software that will allow us to give your business the attention it deserves. To back up our commitment, we offer accessible reporting so you can view First Hand the value of your investment. Based on our experience, we have determined the following goals and objectives for Search Engine Optimization (**SEO**):

- Elevating ranking in organic search results
- Boosting online presence
- Building volume of visitors/clicks
- Correlating marketing efforts to online conversions/sales

DROGUS & company's Client Commitment

DROGUS & company's team is comprised of highly skilled engineers and analysts that have dedicated their careers to obtaining and then maintaining an edge in the constantly evolving online marketing environment. Simply put, we're passionately dedicated to what we do and strive to give your firm the lift it needs to beat the competition. We'll see you succeed because we're committed to forging a strong working relationship. We understand the hard work and high expectations you set for YOUR Company.

What we offer:

SEO

- **Detailed analysis** The first order of business in launching your online campaign is for the team to initially perform a complete end to end analysis. This will determine all of the Search Engine Optimization (**SEO**) opportunities and challenges specific to your unique marketplace. We'll be looking at each and every opportunity to set conditions that will insure your website outranks the competition.
- **SEO game plan** An important part of managing an online campaign is the SEO roadmap. After we finish a detailed analysis, our next step is to document the strategies we will implement over a six month period. This roadmap is tailored to YOUR specific marketing needs.
- **NO Black hat SEO** We don't operate out of a cave under cloaked IPs in a lawless country devoid of regulations. We are committed to providing a valuable service that is accepted by the major search engines such as Google, Yahoo and Bing. We recognize the power that online search tools provide web users, and our goals are achieved by utilizing natural practices and procedures that deliver long lasting, extremely high quality results that last. We will do everything possible to earn your trust in our procedures from the start and keep it by continuing to produce the results that YOU require.
- **Comprehensive Suite of Solutions** We're experts at what we do and have been in the Search Engine Optimization (**SEO**) business since before it even had a title. We track all of the industry trends and pay close attention to what works. Our mission is to boost your website's ranking in search results, and we employ a host of solutions to get you where you need to be. Our proprietary software enables us to do just that. It makes recommendations regarding your business's important keywords and zeros in on targets associated with those terms from respected locations across the web such as

blogs, directories, social media, news websites, and , Q&A enabling our development group to take appropriate action. We also use our software to create the most effective titles and meta tags for your business in order to help increase the publics' awareness of your website. Our concerted efforts will drive your site towards the coveted prize of top of the search results list.

- **Measured results** Without regular reporting, how will you ever know the effectiveness of the campaign? DROGUS & company has developed a custom set of user-friendly tools to track your website's activity and progress. Access your account online 24/7 and view your site's status. We'll make sure to do our part to insure the keywords and strategies we have developed are always working to your benefit.
- **Visible Results** It is necessary that YOU our valued client, understand the nature of Search Engine Optimization (**SEO**) marketing. The results of our efforts will not show up immediately. Realistically, the first results will take four to six weeks with full benefit reached after three to four months. Unfortunately, it is necessary to continue Search Engine Optimization (**SEO**) practices even after maximum benefit has been achieved. This is required in order to hold the position achieved. The search engines are constantly updating the parameters they utilize to determine ranking, and failure to keep up with the new algorithms will result in a meteoric plunge in your rankings. Careful and ongoing attention to detail is the key to obtaining high rankings, and due to the increased traffic to your website, the subsequent growth of YOUR bottom line.
- **Search Engine Marketing (SEM)** We will discuss Search Engine Marketing (**SEM**) in a future article.

April 2, 2010
<http://drogco.com>