

Expanding Your Web Presence

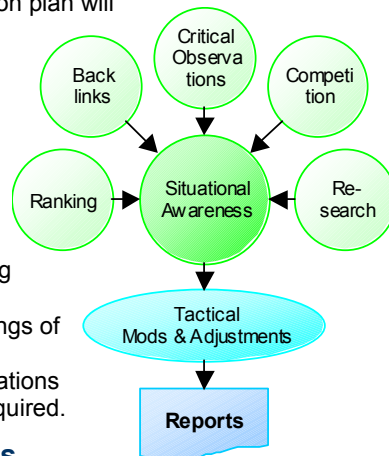
Overview

In the search engine optimization world, nothing is static. Search engines have regular updates to their ranking algorithms and filters. And the competitive landscape is constantly evolving. Without regular attention, a well-designed and implemented optimization plan will lose ranking.

Campaign maintenance activities fall into two basic groups:

- Situational Awareness
- Tactical Modifications and Adjustments

Situational Awareness encompasses data gathering and comparison to previous periods. Based on the findings of the Situational Awareness activities, campaign modifications and adjustments may be required.



Situational Awareness

Considerable time may be spent gathering data relevant to the health of an Organic Optimization campaign. These activities include:

- Ranking Movement Visibility
- Backlink Tracking & Verification
- Critical Observations
- Competitive Landscape
- Research

Ranking Movement Visibility:

Tracking daily rankings across the major search engines for all keywords is a significant task. Daily rankings reveal important trends. These trends are important indicators that cannot be seen with monthly or even weekly reports. Better insight to search engine activity is achieved when ranking movements are compared relative to rankings for other websites.

Position Research maintains custom-built search engine ranking modules. These modules operate daily across several servers to gather ranking conditions for all keywords and the major search engines. Historic ranking positions from 1-200 are available online for our clients, 24/7.

Backlink Tracking & Verification:

Most Organic Optimization campaigns include link-building efforts to boost link reputation. One-Way links secured on behalf of a client's website die over time. To maintain link reputation integrity, new links must be added to replace those that have died.

Position Research operates a link verification system that surveys the quality of one-way backlinks. This activity is performed monthly to detect backlinks that have either died or fallen below quality standards.

Critical Observations:

The general health of an Organic Optimization campaign requires monthly checks. Threats can come from other websites such as Near-Duplicate Content or Hijacking. Position Research runs monthly reports to detect these threats.

Routine changes to a website can disrupt the ability for a search engine to properly crawl. And core backlinks can vary over time and influence Google PageRank. Checking a Google Webmaster Account will reveal these and other negative conditions.

Competitive Landscape:

Position Research typically conducts competitive analysis with SEANALYST.com on a quarterly basis or as required. These reports provide an in-depth analysis of competitive conditions.

Research:

Position Research conducts private research and participates in various industry forums and trade shows. Our private research gives us unique insight to specific optimization tactics and how search engines react. Participation in industry forums helps maintain a breadth of knowledge and search engine understanding.

Tactical Modifications and Adjustments

The Situational Awareness activities provide the guidance necessary to make critical modifications and adjustments.

Considerations include:

- On-page keyword optimization adjustments
- Backlink Maintenance
- Search Engine Account management
- Consulting

As necessary, Position Research will make Title, Meta tag and body enhancements to improve rankings.

As the number of one-way backlinks falls below managed levels, Position Research will replace them.

If threats that may have a negative impact on rankings are observed, Position Research will conduct further study and consult with our clients.

And if the competitive landscape warrants, specific recommendations will be made to counter adverse conditions.

Reporting

Monthly reports are compiled and emailed to clients. Reports cover a summary of Situational Awareness observations and Tactical Adjustments. In addition, reports may contain specific recommendations that may fall outside the scope of an engagement.

Position Research clients routinely call to review monthly reports or ask general questions related to their website marketing efforts. Whenever reasonable we will accommodate client requests to make small website modifications that otherwise may be handled by a Webmaster.