

## Expanding Your Web Presence

### Overview

Having a well optimized website with superior value-added content is important for each and every website. However, this in and of itself, is not enough to attain top search engine rankings. In addition to having value-added content, a site must also have a sufficient number of quality inbound links.

One of the fundamental and underlying principles of Google's ranking algorithm is the measure of quality links from other websites, which are referred to as backlinks. The backlinks Google wants to count are those that are offered by other web managers as an expression of value. Google's theory is that websites with higher quality links have greater public value. Therefore, these are the sites Google wants at the top of their search results.

Acquiring new links used to be much easier. Links were typically acquired through a standard reciprocal link building campaign, which helped satisfy the initial link requirement. These reciprocal links were cost effective and relatively easy to attain (see *Backlink Comparison table pg. 2*).

Unfortunately, search engines have evolved, and this is no longer the case. In today's Organic Optimization (SEO) world, search engines have changed their backlink standards as well as the way each link is valued. These new tightened standards have made today's link building campaigns much more difficult and time consuming. As a result, quality backlinks have become more expensive.

### New Strategies

The following 2 quotes are from Matt Cutts who is currently the head of Google's Webspam team. These quotes define what he considers to be a quality link.

*"The best links are not paid, or exchanged after out-of-the-blue emails—the best links are earned and given by choice."* – Cutts, Matt "SEO Mistakes: link exchange emails" August 19, 2005 - <http://www.mattcutts.com/blog/seo-mistakes-link-exchange-emails>

*"The approach I'd recommend in that case is to use solid white-hat SEO to get high-quality links (e.g. editorially given by other sites on the basis of merit)."* – Cutts, Matt "Infrastructure status, January 2007" January 10, 2007 - <http://www.mattcutts.com/blog/infrastructure-status-january-2007>

While traditional Organic Optimization continues to remain critical in achieving strong rankings, these new standards have

established a need for additional means to complement Organic Optimization effort. We firmly believe that a website not only needs to be optimized well; it also needs to continually attract natural links in order to build the quality backlinks and PageRank necessary to keep up with competition.

Websites that remain in the forefront of their respective market space are more likely to experience stronger

natural link growth. You may think that your website deserves the highest recognition. But if it does not continually offer value-added resources or publicize innovations in which the company is engaged; there is nothing to differentiate your website from competitors'. The end result is a stagnant growth rate of natural links.

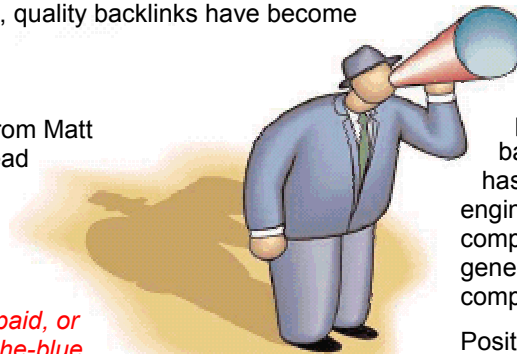
### New Tactics

Position Research has developed a solution to address this increasing demand. Aggressive Website Public Relations (WPR), which goes beyond the practices of traditional Organic Optimization, influences natural backlinks.

The concept of Public Relations is not new. It is widely used to promote a company's products and services. What is new is its use to promote a company's website which positively influences the number of natural backlinks. And, an increase in natural backlinks has a direct and positive influence on search engine rankings. Over time, WPR will improve a company's reputation as an industry authority, generate more traffic to the website and enhance the company's brand recognition.

Position Research has created a series of plans that focus on WPR. These plans include a distribution schedule for article syndication and press releases. Article syndication provides the public with value-added resources in the form of unbiased and informative articles, while associating this content with the company website. Press releases keep the public informed on innovative changes occurring within the company. Although the effect and success of WPR cannot be measured directly, there is a strong correlation to increased backlinks and improved website rankings. More importantly, WPR is a necessary compliment to Organic Optimization effort and for keeping pace with aggressive competitors.

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## Web-Centric Public Relations Program (continued)

Different Backlink types have varied search engine value, costs and potential reach. The table below summarizes these different types and their respective attributes. The light blue background area highlights Website Public Relations Program backlinks.

### External Backlink Comparison

Link Types		Cost	Relevancy	Potential Reach	Procuring Influence	PageRank Contribution	SEO Value
Reciprocal <sup>1</sup>		Low	Mid	<150	Direct	Low-Mid	Very Low
One-Way <sup>2</sup>			Low			Mid	
Free Directories	FREE	Mid	>1000	Very Low		Low	
Premium Directories	~ \$30-\$50 per link		<25	Low-Mid		Mid	
Paid Text Links	~ \$25-\$500+ per link per month	Variable	>1000	NONE if detected by Google <sup>3</sup> , otherwise, <b>High</b>			
Advertisement				NONE			
<b>Public Relations</b>	Article Syndication	FREE - \$10 + article creation expense	Mid-High	10 directories + >1000 pickup <sup>4</sup>	Direct for Directories In-Direct for pickup	Low-High	Mid-High
	Press Release	High + creation expense	Mid-High	>1000 pickup	In-Direct		
Editorial (most desired by Google)		NONE	High	Influenced by Website Public Relations Program <sup>4</sup>			

Notes:

1. Google has the ability to detect reciprocal links and devalues them.
2. One-way can also be triangular links so long as each is from a different class C-IP
3. Google is getting better at detecting text links that are paid for. When detected, they have no SEO value
4. Depends on quality and market size

## Web-Centric Public Relations Program (continued)

The following tables describes Position Research's Website Public Relations Program services

PRESS RELEASE SERVICES			
	Price		Description
<b>PR CREATION</b>	\$140.00 per press release		<ul style="list-style-type: none"> <li>• 20 minute phone interview from which a press release may be drafted (Additional interview time: \$60 per hour billed in ½ hour increments)</li> <li>• 400 words max press release (Additional words: \$30 per 100 additional words billed in 50 word increments)</li> <li>• 1 re-write (edits)</li> </ul>
	Price	Source	Description
<b>BASIC DISTRIBUTION</b>	\$350.00 per press release	PRWeb & eMediawire Distribution	<ul style="list-style-type: none"> <li>• Next Day Distribution *</li> <li>• Guaranteed "Page One " Placement on PRWEB.COM</li> <li>• Google News®, Yahoo!® News &amp; MSN News Inclusion</li> <li>• PRWeb® and eMediawire™ Distribution</li> <li>• RSS/XML/OPLM/NewsML Inclusion</li> <li>• Up to 10 Industry Targets</li> <li>• Images and Multimedia File Attachments</li> <li>• Paid Search Engine Inclusion</li> <li>• Statistics</li> </ul>
<b>ADVANCED DISTRIBUTIONS</b>	\$520.00 per press release	Same as BASIC DISTRIBUTION Plus:	
		PRLeap	<ul style="list-style-type: none"> <li>• Search Friendly Formatting</li> <li>• RSS/XML Feed</li> <li>• Statistics</li> <li>• PR Leap Search</li> <li>• (New) News Groups</li> <li>• Next Day Distribution</li> <li>• Text Links - Add anchor text to the links for your news release.</li> <li>• Improve Placement - Improves the exposure for your news announcement.</li> </ul>
		TheOpenPress	<ul style="list-style-type: none"> <li>• Submitted with a "5 Star" Press Release rating.</li> <li>• Appears in Pro PRs section with its own RSS feed</li> <li>• HTML formatting</li> <li>• High placement on the website</li> </ul>

ARTICLE WRITING SERVICES			
	Price	Source	Description
<b>ARTICLE CREATION</b>	\$150.00 per article	Position Research Editor	<ul style="list-style-type: none"> <li>• 20 minute phone interview or technical documentation (white paper) from which an article may be drafted (supplied by client) (Additional interview time: \$60 per hour billed in ½ hour increments)</li> <li>• 600 words max article (Additional words: \$30 per 100 additional words billed in 50 word increments)</li> <li>• 1 re-write (edits)</li> </ul>
<b>ARTICLE SYNDICATION</b>	\$150.00 per article	Various Article Directories	<ul style="list-style-type: none"> <li>• Optimize anchor text to maximize link reputation.</li> <li>• Submit article to 10 article directories, which include the following: <ul style="list-style-type: none"> <li>○ <a href="http://www.ezinearticles.com">http://www.ezinearticles.com</a></li> <li>○ <a href="http://www.articledashboard.com">http://www.articledashboard.com</a></li> <li>○ <a href="http://www.ideamarketers.com">http://www.ideamarketers.com</a></li> <li>○ Plus 7 additional article directories</li> </ul> </li> </ul>

<b>DISTRIBUTION PLANS</b> (number of PR pieces to be distributed)							
Plan		<b>PLAN A</b>		<b>PLAN B</b>		<b>PLAN C</b>	
Campaign Length		12 Months					
Press Release Distribution		4		6		12	
Article Syndication		6		12		12	
Press Release type		Basic	Advanced	Basic	Advanced	Basic	Advanced
Total Cost	Press Release only: Creation & Distribution	\$ 1,960	\$ 2,880	\$ 2,940	\$ 4,320	\$ 5,880	\$ 8,640
	Add Article Syndication	\$ 900		\$ 1,800			
	Add Article Creation	\$ 900		\$ 1,800			

**Notes:**

Prices include all fees paid to Submission Sources  
 4 = once every 3 months (average)  
 6 = once every other month (average)  
 12 = monthly (average)

**Why 12 month campaigns?** A common question that arises is “why 12 months – wont 2 or 3 PR pieces do the trick?” Not according to recent studies. The objective is to give a compelling reason why other web managers should link to your website. And studies show that some where around 12 touch-points are necessary to maximize the desired action. That is why Public Relation campaigns are not quick “silver bullets”. Providing constant and periodic reminder of compelling reasons is necessary.

**How to Order:** Please call Position Research and ask for your Account Manager. They will be able to answer any questions you might have about this service and describe the ordering process.

**The Tactical Process:** After your order is received, Position Research will start the tactical planning phase. You will receive Position Research worksheets and work closely with your account manager to develop a comprehensive tactical implementation program. If Position Research is engaged in an active Organic Optimization campaign with Client and has adequate website access, Articles and Press Releases shall be posted to Client’s website (No crawl tags included to avoid potential near-duplicate content issues). Postings shall be conducted during routine monthly maintenance work.

**Relevancy:** Press Releases are intended to inform the public of news worthy events about your website. Such events may include: new article postings; new section additions; changes in navigation to improve visitor experience; new product information; etc. Where as it is Client’s responsibility to produce such events, Position Research will assist in the “brain storming” process.

**Payment Terms:** Minimum payment is 50% of the stated value representing the first 6 months of the 12 month contract. Position Research shall invoice the balance due at the completion of the first 6 months. A 5% discount applies to 12-month plans paid in full at time of order.

Client supplied Press Releases and Articles supplied may require keyword optimization to maximize their effectiveness (optional \$150.00 per piece).

**Terms and Conditions**

1. For the purposes of this document, Position Research refers to seller; Client refers to buyer, and Submission Source refers to 3<sup>rd</sup> party suppliers of submission services elsewhere mentioned.
2. Position Research uses various submission sources. Each has their own specific Terms and Conditions, which apply to this service. Where as Position Research shall render assistance, recourse for breach of service is the responsibility of Client directly with the Submission Source.
3. Although Position Research guarantees that it will exercise best practices in the preparation and execution of press release and article submissions, we cannot guarantee that submissions to stated sources shall result in increased search engine rankings.
4. Client may cancel orders placed for Website Public Relations Program services at any time. Cancellation notices must be received in writing (email notification is acceptable). Position Research shall refund the unused portions as of the date written notice is received less a 20% cancellation charge. Refund payments shall be processed within 45 days.
5. Your satisfaction is guaranteed. Position Research works with professional editors and copywriters who have years of experience creating Articles and Press Releases for the web for both technical and consumer markets. If, for any reason, you do not like our editor’s work, Position Research will credit your account for the creation charges and give you the opportunity to provide your own press release / article copy. All adjustments must be made prior to your approval of editor’s work.