

## GET YOUR WEBSITE NOTICED

### WEBSITE OPTIMIZATION

At Creative Business Solutions we make sure your website is streamlined for the search engines. Optimization and structure plays a vital roll in the development of your website. Our process will make sure the content and linking are relevant to the page in terms of file and code structuring, navigation naming, content and keyword usage. This process will make sure those powerful key words are targeted within the websites meta tags as well as in your website content.

**1. Initial Research & Analysis** - This includes researching and a studying your competition against your products and keyword phrases provided. This information will be utilized to optimize your current web page content. A "Ranking Position" and "Search Popularity" report will be provided in order to establish a base line for improvement.

#### 2. Website Modifications & Optimization

**Code Review** - this will include review of the existing code and determine any modifications required. Any scripts or styles will be consolidated and integrated via a style sheet or script files where appropriate.

**Scrub Code** - this will include reformatting the way code is written, removal of unnecessary code in order to make the individual pages more spider friendly.

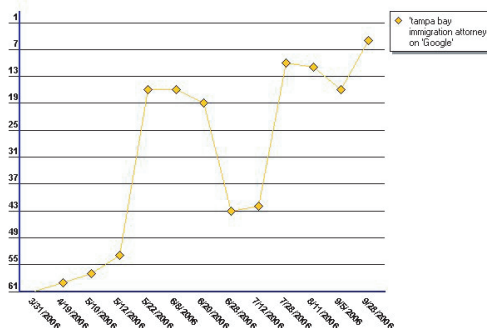
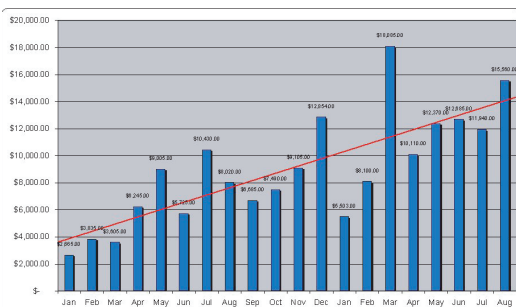
**Page Content** - modify and fine tune current content, meta tags, and page titles for your proposed keywords to achieve better ranking, remove any coding methodology that may negatively impact search engines ranking, incorporate key phrases for image alt tags and new images if necessary.

#### 3. Search Engine Submission

In order to take advantage of the many search engines used by visitors to find related information. Creative Business Solutions provides a one time submission to the major search engines with every website we develop.



**4. Analysis & Reporting** - We monitor and analyze the site search engine ranking to ensure maximum optimization for keywords and content. Adjustment to the site will be made from time to time, if necessary in order to increase ranking and visibility. A report will be compiled and provided with recommendations for ongoing marketing and optimization to further enhance ranking and search engine positioning.



Authorize.Net

website **development**  
internet **marketing**  
reliable **hosting**

www.cbsinet.com

**Corporate Office:**  
1611 Main Street  
Dunedin, Florida 34698  
Phone: **727.738.1737**  
Fax: **727.736.9342**  
eMail: info@cbsinet.com

**North East Region:**  
11 Bainbridge St  
Leominster, MA 01453  
Phone: **978.534.1700**  
Fax: **866.728.5949**  
eMail: zac@cbsinet.com