



Frequently Asked Questions

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# Corporate SEO Proposal

## UNDERSTANDING WHAT SEARCH ENGINE OPTIMIZATION IS AND WHAT WE PROVIDE

### INTRO

Once your website is set up and ready, the next step is to ensure your targeted market can find it. After all, with millions of website available on the web, yours can get lost easily in the pile. We can assist you in optimizing your website so that it is search engine friendly. We use the latest SEO tools and techniques in the market to ensure your website places on the top rankings in popular search engines such as Google, Yahoo, Bing and MSN.

We believe that every website is different and that the same marketing technique does not apply to everyone. Thus, we pride ourselves on building customized, concrete and effective search engine optimization techniques to provide your website the highest indexing on all search engines.

What we do:

- Website Distribution service
- Social Bookmarking
- Article Marketing
- Link Popularity Building
- Wheel Backlink Building
- Blog Commenting
- AdWords , Facebook Ads Management (optional)
- On/off-page Optimization
- Longtail Keywords Optimization
- Content Optimization Service
- Landing page Optimization
- Etc.

This proposal & FAQ will give you details how through our search engine optimization and social media optimization higher search engine rankings, more traffic and qualified ready to converts prospects can be brought to you!

Our approach is aiming a long term relationship with your company in order to provide you with professional and satisfactory service.

### 1. What is SEO?

SEO (Search Engine Optimization) is a process of improving the visibility of a website in search engines. It is also a technique to help search engines find and rank your site much better than millions other sites when a search query is entered. This is one of the most efficient ways to increase your website traffic which you can turn into any benefits or profits.

### 2. How does it work?

Today, the easiest way to find some information or goods is of course from Internet. And search engines even make it simpler. Search engine will provide you with reference to website according to your queries. SEO will increase website's visibility on that search results, so that you will gain more users.

### 3. Why do I need SEO?

SEO is one of the most efficient ways to boost your website traffic and generate it into many benefits or profits. SEO helps you to get potential visitors that are highly interested in what you are offering on your website.

### 4. What benefits can SEO give me?

Firstly, the visibility of your website on the search result will increase. It means that there will be more relevant visitors will come to your website. More people visiting your site also means that more people will click on your CPC advertisement, or will buy your product which of course will lead to more product sales.

### 5. What happen if I stop the promotion?

Basically, continuous maintenance of your website is the key for successful SEO. We can't guarantee you that your site will keep the rankings if you stop the promotion and generally, according to our experience, organic search traffic goes down to 30-60% after 2-3 months of stopping the promotion activity. However, your business market's behavior and your competitors will also affect your rankings. If your competitors also use SEO, your site will decline faster.

### 6. Which one is better, organic SEO or paid service?

When both methods applied correctly, the effect will be similar. Paid service is the right answer when you want instant short-term effect. The disadvantage of this method is, your website will only be on top when you use the service. That's why some users trust more to organic SEO results rather than paid results.

For organic SEO, you will need more time (usually 2-6 months depending on your market) until you see the real effect, but after you stop doing SEO, you will be still visible for some periods before your rankings drop.

### 7. What search engines will be affected?

Basically, all search engines have the same principle. The difference is only on some algorithmic condition. If your ranking on Google increased, the results on any other search engines will also increase.

## Technical questions

### 8. What is Page Rank and is it important?

Page Rank is a number of links to a page. In other words, it is a Google estimation of a page. Usually, the point is between 1 and 10. Sometimes, non-specialist doesn't really care about ranking. However, this factor is still one of the most important things in search engine.

### 9. Do I need backlinks to improve my website's rank?

Yes, backlink building is one of the most important activities in SEO. It is very individual and depends on concrete keywords and niche. More complex the thematic is, the more backlinks you need. You can see the links to your site as your website's voters for search engine. In summary, if a page has many quality links, the page looks good for search engine, vice versa.

### 10. What is an XML sitemap and robots.txt?

XML sitemap is the list of your web pages which are accessible to search engine crawlers or users. It helps the visitors and search engine bots to find the pages on the site. The robots from most search engines understand xml language. So if a sitemap use other methods (such as inside page linking), it allows the search engine for faster indexing.

Robots.txt file is a special service file, which most of the search engines robots request while visiting a site. This file will help you stop indexing separate pages and the whole website. You can also put the links to XML sitemaps for search engine robots. It helps robots to index the site correctly.

### 11. What the meaning of Meta tags?

Meta tags are special html tag. It describes what kind of page it is. The most important thing for SEO are the meta tags title for your page ranking in a given query and description for the display data in a snippet.

### 12. What is Images SEO optimization?

Image SEO optimization can be done by filling the "alt" attribute of meta tag "img" with some keywords. That "alt" attributes to your image works similar with the title for your website. The search engine robots will find it easier by detecting the words.

### 13. What is on-page and off-page optimization?

On-page optimization is, for example, filling a meta tag "title" with keywords, including the keywords to a text on the page. You should verify the correctness of the redirect on a page and if the robots.txt file is correct. Off-page optimization is working on links building, getting some to a site with right anchors, based on the selected keywords.

## About our Service

### 14. Can you sign a contract?

Yes we can, there are many options of contract, such as NDAs, Service Agreements or any other legal documents required for collaboration.

### 15. Can you guarantee to make my site on the top of Google list for 3 queries or more?

To be in truth, no we can't guarantee. For your information, actually no one will be able to do it. Google's algorithm is too complex and it is constantly changing. Nobody knows exact how it works. That's why we believe that giving guarantees is the same thing with lying to the customers. But if you want the fact, 95% of our projects are listed on Google #1 Page, and for at least 75% of the keywords we work on are listed on Google #1 position. But still, we still prefer not to give guarantees. For some examples you can check our previous projects in this link bellow.

<http://iactive.com/services/seo-marketing-research/previous-seo-projects.html>

### 16. When I only need traffic and sales, can you help me?

Of course we can. Our work will focus more on relevant traffic increase and conversion improvement. We use that approach for most of our customers because we know it's all about sales anyway, not just about positions or even traffic.

### 17. What is your payment method?

You can pay us monthly with 100% prepayment. However, we are open for negotiation about mixed model or bulk orders. We might also charge some fixed amount in advance when we get additional bonus for achieving some pre-agreed result.

### 18. How much traffic increase will I get?

As a part of our commercial proposal, we will give you some rough traffic estimates based on your competitors' performance and search engine keyword statistics.

### 19. When I will see first results?

Generally from our previous customers, the first results are already visible within first 2-3 months of our work on condition. That happens if all our SEO recommendations are implemented in time. However, it is also depends on the initial state of your website and the competition on the market. Usually, you will see some impressive results after 6 months of our work.

### 20. What kind of optimization do you apply?

We will provide you with complex services, combining on-page and off-page techniques.

### 21. What kind of link building you use? Won't sponsored links harm my site?

We have various methods to implement depending on your business competition. Don't worry about sponsored links as it won't harm your website if they are placed by professionals with some time-proven rules for that.

**22. Will the link building included on your service?**

Yes Definitely. Generally, we offer you complex, sales oriented, and online marketing services, including SEO, SMO, On/Off-page optimization, web analytics, usability analysis, etc.

Link building will be also included on our service because our experience said that the most efficient way to do it is to combine all activities above.

**23. I need some articles. Can you work on it?**

Generally, we won't include copywriting on our service if it has not been agreed in advance. We usually leave the text content for our client's prerogative as no one knows your business better than you. It also prevents the condition when the information you want to be brought to your customers lost. So it will be better if you provide your own text.

**24. Can you help me to change my site when I don't have a programmer?**

Programming service is usually not included into our SEO service. Thankfully, we also provide web development service, so our team will be glad to help all your needs to redesign and programming on your website. Please contact us for more information.

**25. Can you do SEO audit?**

Yes, we do. But it will be better if you involve some SEO specialist when developing a website. In this case, your website will be fully compatible with all search engines to avoid later reworks.

But if you already have a website, we can help you for one-time SEO audit. It's is include on our SEO product, Super Explosive on On/Off-page optimization.

**26. What is the contain of your monthly report?**

Our monthly reports are including the progress of your website's positions, traffic, the scope of work done within the period and plans for the next period. You can also include additional information. All you have to do is mention it.

**27. I only have small business and your prices were out of my range. Can you still help me?**

Yes, we have the Super Explosive SEO packages for you. Premium and Ultimate.

For the details see the next question.

**28. What's the difference between Premium and Ultimate SEO package?**

Premium are mostly the packages for small business promotion. They are designed to make the search engine familiar with your website to further give some initial kick to the site.

But when you need impressive results it may not be enough, especially when your business is rich of competition. In such cases you will need our regular work within several months as it is described in our Ultimate package. It is include Social Media Optimization, and highly recommended Articles Marketing Techniques, Press Release Submission, and Web Pyramids Building. So you can choose the service based on your budget.

**29 What If I can't implement some of your recommendation?**

This is a common situation for us and there's nothing to worry about. Our recommendations are actually containing the most efficient way for your promotion. Nevertheless if it is impossible to implement some things, we always find alternative ways which might be less effective, but will still give your site some advantages for the search engine.

**30. I see the link review and found some dingy links for me. Can you give me more qualitative link for a slightly higher price?**

When building the links, we try our best to choose the best one within the given budget. Different links serve for different purposes. For example, indexation will speed-up ranking by groups of queries or by a single query, working on improving of naturalness of inbound link mass, working on resource's trust qualities, and more.

**31. Are the links permanent or monthly? If it is not permanent, will it be removed?**

For your information, the majority of webmasters and site owners want their site to give them fixed income. However, there is some unbalance with the monthly payment on the market. But we are continually working to gain mixed link mass to provide more stable site position in the search results.

**32. Is there any other thing can be done to improve the ranking? How can we help you?**

First of all, the most important thing is to cover maximum number of thematic queries including the long tail. If you have someone to develop your project's content such as your co-workers to keep a blog or write one article per day, or three per week, please let us know it and we will offer you the most efficient strategy in composition of optimized texts to improve your popularity and competitiveness of queries entered by your potential customers.

**33. Why the position on your reports different with what I see on search result?**

The results from search engine are generally dependent on country, city or even the city district you lives. Google will automatically look on your geographical location with the same technologies used in Google AdWords context advertising (The IP address will be the fundamental factor). Moreover, the search results will also be different according to the version of Google (google.com, google.co.uk, google.ca, etc). The shown data very according to your Google language settings. The results will be corrected for you when you are logged into the system (i.e. you entered your Gmail mailbox) etc. Usually, the differences in positions within the same country are insignificantly depending on if there is something Google think it is more important for specific region (i.e. local news or important local websites).

#### 34. My site ranks different on other country. Why?

The ranking system in regional Google versions is dependent on a lot of factors, the most important are the domain zone (sites in .co.uk will have privileges in Google.co.uk ranking) and links from domains of current domain zone. However, we will always analyze the traffic from different regions for the projects of intercontinentally-oriented business and always trying to maintain high positions in all regions. But when you think your site is being ranked not well enough in a specific region, please tell us and we will try to improve it soon.

#### 35. How could my site's position for a query decreased?

First of all, you have to understand that search engines result pages are not a static thing but a dynamically change thing according to the search engine algorithms and your competitors behavior. Therefore you need to think not only about the site position (as you won't always make money only by the fact that your site is on the top list), but to target queries traffic and their further conversion into a useful action for your business (subscription, registration, goods purchase etc.).

#### 36. My traffic increased significantly, but not with the sales. Why?

There are two main causes for this condition:

- The keywords that you choose to promote the project don't exactly match the business model;
- The whole site or its separate pages have declining usability and information.

If you think you deserve more than what you got, don't hesitate to tell us and we will help you to improve the situation.

#### 37. Can I suspend my SEO work for a month due to dead sales. Will it affect my SEO?

Yes. With us, you can suspend your SEO work anytime. But after the suspension, we will stop promoting your website, and practically the project's position will start to decrease in search results pages gradually for 1-2 months and it is pretty difficult to return it back to the top.

You have to know that SEO is not a sprint but a marathon, so you have to continually work for your site.

#### 38. When I make essential change on my site, how will it affect SEO?

When you make essential changes on the site structure, of course it affects the SEO. From our experience, you might have sudden traffic increases if your redesign performed with SEO consultation taken into account, and traffic decrease when you neglect the SEO requirements during redesigning. In conclusion, you better consult us as the SEO specialists who work on your project about the possible consequences when you are planning to make essential change.

### 39. How Social Media Marketing will affect popularity of my website?

Effective SMM (Social Media Marketing) involves a strategic planning and clear understanding of your industry. In order to implement this strategy we recommend access to all aspects of the social media.

Before SMM can be started. You will need to optimize the related accounts, with improving amount of friends, followers, connection, updated news/blog, etc. That what we called Social Media Optimization (SMO).

After Social Media Optimization has been done, during a 30 days period we will work closely to develop a strategy and implement changes that will deliver immediate or instant results.

However, this is our set-up we recommend from 3 to 6 months campaign.

### 40. What are included in Social Media Marketing?

Social Media Marketing is designed to create their brand, to drive targeted traffic and to market their products and services.

Our SMM will include:

- Micro-blogging (Twitter) - Utilize Twitter to build brand recognition and more traffic you your website. This will include, launch a new presence on Twitter and outsource all content creation and customer interaction or restructure an existing Twitter presence to improve your efforts.
- Social Networking (Linked-in, Facebook profile, Facebook pages and Google +)  
Launch a Facebook Fans Page/Profile and Linked-in Profile from the ground-up, outsourcing all content creation and customer interactions – or Restructure your exciting social networking to improve your existing efforts.
- Social News (Digg, Reddit, )
- Video Broadcasting (Youtube) \*if applicable for your company
- Photosharing (Flickr, Picassa and PhotoBucket) - \*if applicable for your company
- Community Q&A (Yahoo Answers, WikiAnswers, Amazon and Google Answers)

### 41. Are you experienced in this business?

We have worked on this business since 2008. There are hundreds of successful projects and satisfied clients until now. Our main specialization is SEO and SEM, also our another service which is Web Development and Multimedia will be able to move your offline business to online and develop it into profitable venture.

### 42. Why should I choose your company?

We are 24/7 available for you, fast support on IM or email. And we will provide you an extraordinary service that you won't find by others. We work actively to increase customer satisfaction and quality in our service delivery.

### 43. I decided to cooperate with your company. What should I do next?

Please contact us at [seo@iactive.com](mailto:seo@iactive.com) and we will contact you back with further instruction, or chat with our support team on Skype : [iactive.dev](https://www.skype.com/partner/iactive)

Check our SEO packages at

<http://iactive.com/services/seo-marketing-research/super-explosive-seo.html>