

## 4D WebMasters Search Engine Optimization (SEO) Process

According to a Georgia Tech/GVU Users Survey more than 80% of all Internet users find new websites through search engines. That's 650 million people! Search Engine Optimization techniques will get your business to show up on or near the top of the search results.

High rankings in major search engines are the result of four critical tasks:

1. Find the most advantageous **keywords** for your business.
2. **Optimize** your site to use the right words on the right pages.
3. **Register** your site with all the important search engines and internet directories.
4. Increase your **Link Popularity** by establishing links to you from other websites using your keywords.

Using state-of-the-art tools and techniques, 4D WebMasters assists you in all aspects of improving your search engine rankings!

**Keywords** are the terms that people enter in search engines, such as Google, to find websites. For example: "hair salon new jersey". 4D WebMasters uses specialized software to find keywords used by your most successful competitors, new keywords being searched for by potential customers and those used on "pay per click" advertisements, such as Google's AdWords.

**Optimizing** your site involves placing your keywords in the right places with the right frequency. Using a proven search engine optimization method we analyze the web pages that currently have a high ranking for your important keyword and compare them to your site. Then we update your site with the customizations that will improve your ranking by the search engines. The customizations include cleaning up the underlying web page code, employment of the most useful html tags, crafting important "meta" tags and updating the page content.

Now that your site has the right keywords and is fully optimized, we **register** it with the major search engines. Contrary to popular belief, there are only four major search engines: Google, Yahoo, MSN Search and Ask.com. They are responsible for the vast majority of the search engine traffic because they are "under the covers" of other search engines. For example the search engine on AOL.com displays Google results.

**Link Popularity**, the final step in the process, is very important yet often overlooked. The more other websites link to your website, the higher your search engine rankings. The number of links alone is not enough. The other websites must be related to your website and include your important keywords in the link. 4D WebMasters finds the appropriate site from which your business should be linked. This includes sites that already link to your competitors, any or all of the other 60+ US based search engines and internet directories, as well as any international site. Business and Social Networking sites such as Linked-In, Facebook and MySpace are increasingly important.

We provide **Ongoing Support**. Of course, this is not a "once and done" activity. Site rankings, keywords and competitors are not stagnant. 4D WebMasters monitors these activities and can provide monthly reports and site maintenance.