Website SEO Development Process

The following outline lists the steps we follow to create a website enriched for optimum search engine placement with your targeted search terms. This procedure defines our "best practices" for constructing a website that will ultimately end up on "page one" of search results for the targeted terms.

1. Identify target market (location, line of business, personality characteristics our product/service targeted at them)
2. List key product/service appeals that we will use to build interest ("benefits")
3. Settle on 3 – 6 key words or phrases this target market will use in a search engine "search" to find "us"
4. Research and purchase a domain name that will support the SEO project (establish all content and DNS info)
5. Determine specific "calls to action" (by the visitor) that we will be promoting
6. List the pages that will comprise the site (the "Site Map")
7. Determine what "level" each page will reside at (1st level down, 2nd level down, etc.)
8. Decide upon navigation flow
9. Flowchart any special processes that must occur if "services" are being delivered through the site
10. Develop copy for each page in the website (most labor intensive)

    a) primary content on visible page must be balanced for human readability by visitor as well as enriched indexing by search engine robots
    b) navigation bar terminology, description, link and alternate text
    c) footers and banners to go with site theme, look and feel
    d) title tags, develop content for each title (one size does not necessarily "fit all")
    e) all meta tags, identify and develop content for each meta tag
    f) alt tags, develop content for each link that will synchronize with primary content of visible pages
    g) comment tags, insure that copy "fits" the target market offering

11. Plan the overall "look and feel" of the site
12. Decide upon color and graphic (including images) scheme that will be used throughout the site
13. Create and process any graphics and images that will be used within the site (typically minimal for SEO project)
14. Test and review each page for technical accuracy and search terminology optimization
15. Assemble site and publish to staging web server
16. Order web server for new website that will appear in the browser under the new domain name
17. Set up any mail accounts as necessary
18. Review content of new staged site with client
19. Adjust content as necessary to accommodate technical inaccuracies (do not allow client to modify SEO content and structure)
20. Signoff
21. Publish site
22. Check out site via the "www" for bugs and accuracy
23. Move to the next (second) phase of website promotion, registration and linking relationships (separate document – additional fees will apply).

The rule of thumb for establishing budget on this type of (SEO) project is to plan on approximately $225 - $450 per page. There is a $70.00 fee for registering the domain name (2 years) and maintaining a file – unless you already own one. Monthly website hosting fees are typically $25 - $45 per month.

As a general rule, "search optimized" (Gateway) sites should not be less than 8 pages nor more than 25… though it can be as many pages as the service offering allows. The larger sites tend to have a better response because there is a heavier concentration of enriched content for the search engine indexing robots to digest.

If a "registration form" is desired that allows the visitor to "fill in the blanks" and then automatically e-mail the results to you upon clicking the "submit" button, this will typically cost $600 - $1,200. This subsystem also prints a piece of collateral sales material, disguised as a "confirmation page", for your visitor to carry around. Optionally, the data can be captured in a server database for periodic download– so the information can be imported to your desktop for use in generating follow-up e-mail and newsletters to those who have "opted in" to whatever "follow-up" offerings you provide.