PROPOSAL FOR SEARCH ENGINE OPTIMIZATION
Of

[https://dentr.co/]

On Page Optimization Responsibilities   **Off Page Optimization** Responsibilities

On Page Optimization:
- URL Structure
- Manage Meta Tags(Title, Keywords, Description)
- Meta Tags (Title, Keywords, Description) Optimization
- Manage Header tag & Optimization
- Manage Alt image tag & Optimization
- Sitemap Creation
- Robots.txt Creation
- Htaccess file Creation
- Keywords density checking
- W3C(World Wide Web Consortium Validation)
- Sitemap Validation
- Website Load time checking
- Spell Checking
- Content Optimization
- Hyperlink Optimization
- SEO Canonicalization
- Link Validation
- Checking Broken links
- Check duplicate content issue
- Internal Link Structuring
- Keyword URL Mapping

Off Page Optimization:
- Directory Submission
- Comment on blogs
- Ranking
- Social Bookmaking
- Search engine Submission
- Blog submission
- Business Listings
- Deep linking
- Regional Submission

1 Executive Summary

Increase Your Traffic with SEO Proven Methods:

Creating an effective, yet comprehensive online marketing plan requires a careful balance and mastery of the different Search Engine techniques available for achieving your online marketing goal. To help you meet your business objectives, PBS provides a full range of services in Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Web Site Conversion (UI) - Landing Page Optimization.

Every month, over 450 million Internet users worldwide perform around 11 billion searches. If even a small fraction of these searches pertain to your business, you could potentially be losing thousands of dollars in monthly revenue if your website isn't optimized correctly. That is why search marketing and optimization is so important for your business. PBS has the experts to get your website to the top and keep it there.

Optimizing a website for the major search engines will help ensure your website ranks for the most relevant key words when consumers search.
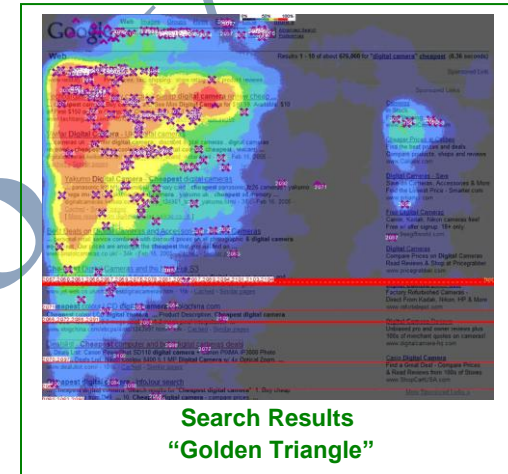
The most important aspect of any successful search marketing campaign is metrics. Planning, implementing, and measuring correct ROI on the site is crucial to ensuring the success of any client campaign – and PBS ensures that your campaign is managed optimally by making the right decisions, based on correct and timely reporting.

This proposal covers all the available options, and a detailed description of how each option should be applied to achieve your desired goals.

Why Search Engine Optimization?

1.1.1　The Search Results Golden Triangle

As you can see from the chart, the top three results in the Natural search results get significantly more attention and click-through from Search Engine users. It is a proven fact that 74% of people doing searches use the natural listings more then the paid sponsored ones. In addition depending on the Engine, users can trust that result more, which leads to a higher conversion rate.[1]



**Search Results
"Golden Triangle"**

1.1.2　Your Search Engine Equity (SEE)

Building Search Engine Equity in your website is one of the most important aspects of having a successful web presence. The SEE will help drive traffic by utilizing Search Engine natural algorithms. This is the most cost-efficient way of driving traffic to the website and increasing your leads.

More importantly, your competitors are leveraging paid search and they are continually increasing their search marketing or advertising budgets. With time, the costs for paid search campaigns will increase, and without having built a good SEE you will be spending a lot more to catch up. SEE can be the most cost-effective and easy to implement online marketing effort available to advertisers.
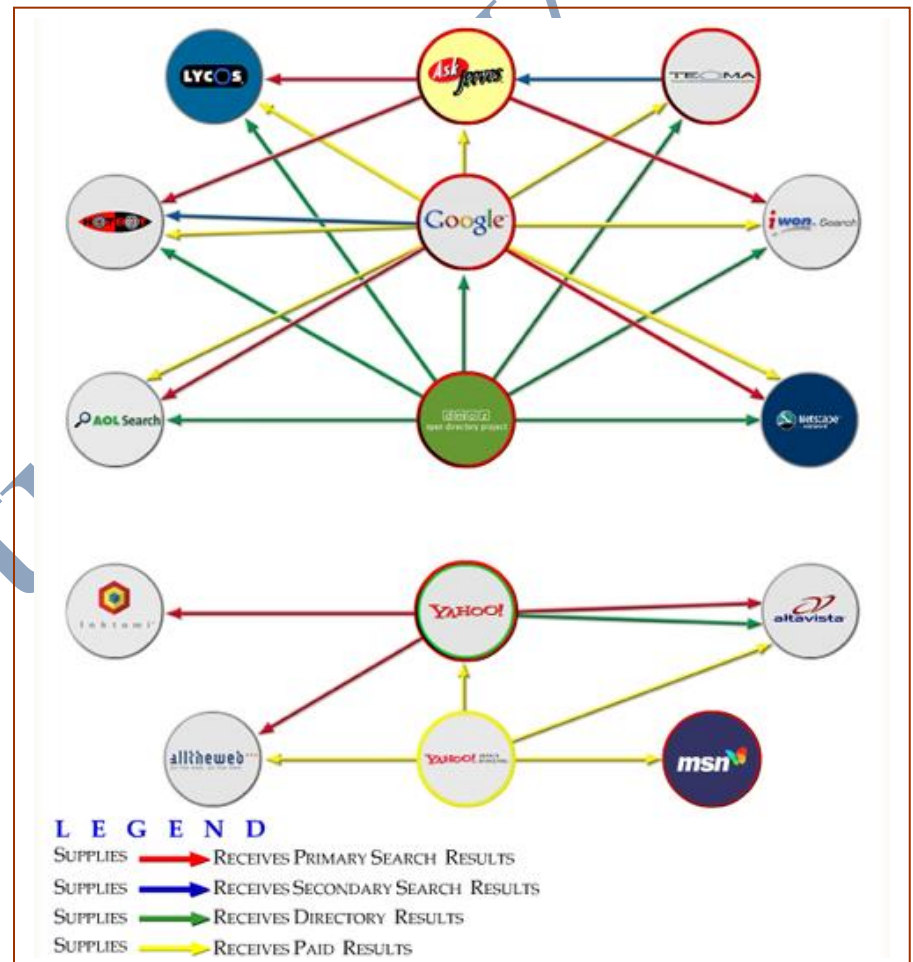
Sample ROI Analysis to indicate the value of building Search Engine Equity:
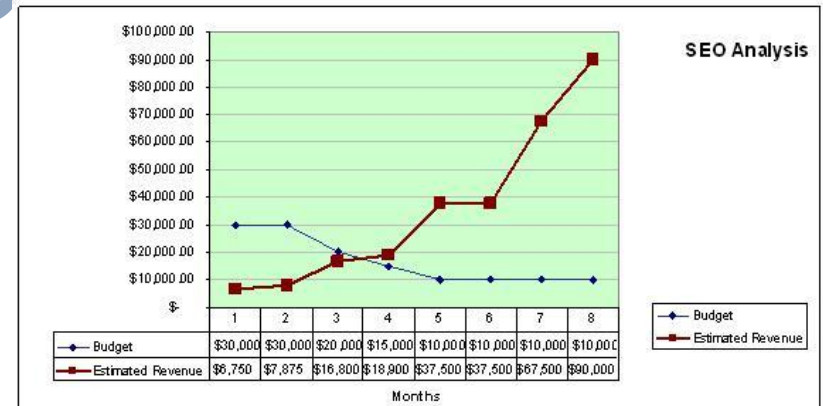
1.1.3   Search Engine Relationship Chart

This Search Engine Relationship chart provides an overview of how the search engines interact with one another.

Focusing efforts on specific "provider" ensures higher visibility across multiple "consuming search engines". However, this has to be carefully balanced by utilizing other search engines, which will in turn, provide a lower cost of advertising.

LEGEND

SUPPLIES	→	RECEIVES PRIMARY SEARCH RESULTS
SUPPLIES	→	RECEIVES SECONDARY SEARCH RESULTS
SUPPLIES	→	RECEIVES DIRECTORY RESULTS
SUPPLIES	→	RECEIVES PAID RESULTS

2 Organic Search Engine Optimization

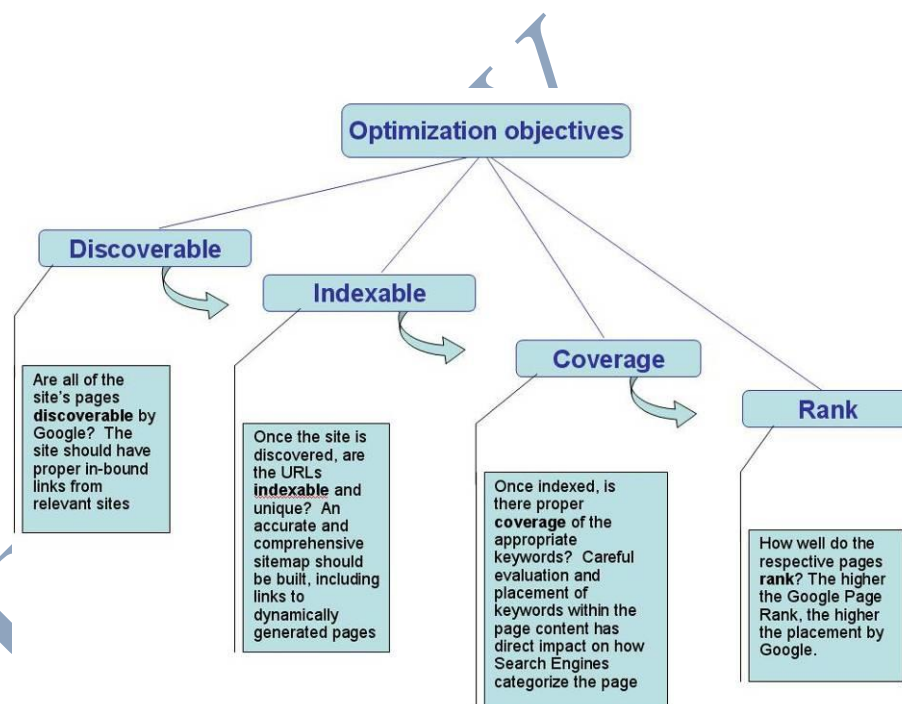## Optimization Campaign Overview:

To increase the ranking of your site(s), we identify the most popular and relevant keywords that drive traffic to https://dentr.co/ as well as those that drive visitors to competitor sites.

Our proven optimization process allows you to target the relevant pages and specific keyword terms for those pages, reducing the guesswork and increasing visits and sales dramatically.

After we establish all of your major keywords we won't stop there, always researching for emerging trends, and constantly expanding the KW sets to increase category coverage.

Once the websites are optimized, they will obtain increased top algorithmic/organic search placements on search engine results pages (SERP's), thus helping to increase the amount of targeted visitors to https://dentr.co/

Optimization objectives

Discoverable

Indexable

Coverage

Rank

Are all of the site's pages **discoverable** by Google? The site should have proper in-bound links from relevant sites

Once the site is discovered, are the URLs **indexable** and unique? An accurate and comprehensive sitemap should be built, including links to dynamically generated pages

Once indexed, is there proper **coverage** of the appropriate keywords? Careful evaluation and placement of keywords within the page content has direct impact on how Search Engines categorize the page

How well do the respective pages **rank**? The higher the Google Page Rank, the higher the placement by Google.

Phase 1: Pre-optimization activities

2.1.1 Site Indexation

The most important aspect of SEO work is site indexation by the major search engines. To reach your potential audience via search engines, the website and any additional pages not directly accessible need to be added to the search engine databases. Without this happening correctly a site cannot gain any organic site traffic from search engines.

Search engines use applications called "spiders" or "bots" to crawl through the site and add pages to their index. The process of indexing a website by search engines averages from 2 weeks to 4 weeks. Over 75% of all sites aren't being indexed properly due to poor design and site structure.

Search Engine	# Pages Indexed
Google	14
Bing	1

Site is not indexed properly by Google and Bing. Possible reasons:

- Proper Titles are placed but not properly on all the pages and requires refinement. Titles play significant role in the identification of a web page. Unique and proper titles are strongly recommended.

2.1.2 Current Link Popularity Analysis

Link popularity is measurement based upon the number and weight of inbound links to the page.

Link popularity has a great influence to page visibility in search engines and they calculate link popularity based upon proprietary algorithms. To increase link popularity, a webpage must have a sound number of inbound links from high quality sites. These links can be both from brand websites, as well as external or 3rd party referrals.

Site	Google Page Rank	Backlinks	
		Google	Bing
https://dentr.co/	0	0	0

2.1.3 Keywords analysis

Keyword analysis is an important phase needed for site optimization phase and consists of the following:

Site Goal Identification:
Identify the website's core business objectives and desired visitor actions (conversions).

Keyword Research / Master Keyword List Deliverable:
Perform keyword research, analysis, and create a Master Keyword List consisting of all potential https://dentr.co and other included sites keyword phrases based on relevancy and popularity.

6

Phase 2: Site On-Page Optimization

A significant component of making a website visible to search engines is the development of a search engine friendly website structure and careful density of these pages with selected keywords. In evaluating the current https://dentr.co websites, several changes will need to be made to the site structure in order to achieve high search engine rankings.

2.1.4   W3C Compatible HTML Coding Structure

The World Wide Web Consortium (W3C) develops interoperable technologies (specifications, guidelines, software, and tools) to lead the Web to its full potential. (That's their motto!) https://dentr.co current website is not W3C compatible. W3C compatibility improves the site website accessibility for different browsers, spiders and users. Since the website is not yet W3C compatible, one of our initial items to address is making all pages if possible W3C compatible.

Head Section

<HEAD> section is most important from search engine optimization prospects it covers most important information for search engines to determine the page theme, instructions to indexing the pages. The ideal <HEAD> section should content the various tags in following manner

1 – Title
2 – Description
3 – Keywords
4 – Important instruction for spiders like

<meta name="robots" content="all" />
<meta name="revisit-after" content="10 days">

The website doesn't represent the Tags in a proper manner. The Tags are not present on the pages currently.

2.1.5   Optimized Titles and Meta <Keywords> and <Description> Tags

Title and Descriptions are also very important areas of optimization. Title and Descriptions should be unique for all the pages using targeted keyword phrases.
It's always recommended to have unique Title and Description for each by discovering the popular keywords based on page theme.
Once the targeted keywords are defined it is recommended to change the *title, keyword and description Meta tags* to use appropriate key phrases.

7

2.1.6 ALT Tags

Search engine spiders cannot understand any type of written forms of Images and/or graphics. Alt tags are used to describe the images on your website. They should support "accessibility" as outlined in the Americans with Disabilities Act.

Not all images are supplied with appropriate alt tags in the current site structure. We recommend creating alt tags to improve presentations separation, user experience and site visibility in search engines.

2.1.7 Heading Tag

Another very important tag to give "weight" to key phrases you want to target are Heading tags. The Heading tag tells the search engines what a particular page or paragraphs are about. **Try to use main keywords in Heading Tags.**

This, combined with the title tag, is a very effective strategy in targeting certain key phrases.
Currently website is not making proper use of headings. When targeted keywords are determined placing various headings using target keywords could significantly improve site's ranking.

2.1.8 Traffic Analyzing/Monitoring

We recommend that to add any tracking tool like free Google Analytics for your site analysis.

Phase 3: Site Off-Page Optimization

2.1.9 Broken Links/Dead Links

Dead links refers to pages that no longer exist, but currently are linked to from various pages on the website. These 'dead' links result in 404 Page Not Found Error. A 404 error message is served when a requested URL cannot be found. This most often occurs when a Web page has been moved to a new URL, or a page has been removed from the website completely.
It's always advisable to get rid of such links either by placing custom error page or 301 redirects. If the page no longer exists, then the links to it should be removed. If the page was moved to new location then it's recommended to redirect all the requests to the new location.

2.1.10 Text Links/Anchor Text

Using key phrases in the internal links and external links (those pointing to the site) can dramatically help SEO rankings. More text links might be considered in the bottom page copy and in the footer that contain targeted key phrases.

We recommend utilizing keyword as anchor text to link various pages for the purpose of better anchor text optimization and inter linking of the pages through the contents.

2.1.11   XML Site Map

The xml site map provides a guide for the search engines to find, crawl and index pages easily. Having an xml site map acts as an alternative way to index the website and improve its ranking. But your site given the message 404 means sitemap is not up on site.

Search Engine Submission and Directory Inclusion

In addition to optimizing a website for search engines or paid search campaigns, many search engines offer a submission service (often referred to as Paid Inclusion) whereby a website can be submitted to a search engine for evaluation and inclusion. Submission to search engines is a manual process and, in many instances, a fee is charged by the search engines for reviewing the submitted website.

Submissions – Free Engines:

Google Site Map Submission

What are Google Sitemaps?

"Google Sitemaps is an easy way for you to submit all your URLs to the Google index and get detailed reports about the visibility of your pages on Google. With Google Sitemaps you can automatically keep us informed of all your web pages, and when you make changes to these pages to help improve your coverage in the Google crawl."

How will https://dentr.co site benefit?

- Better crawl coverage and fresher search results to help people find more of your web pages.
- A smarter crawl because you can tell us when a page was last modified or how frequently a page changes.
- Detailed reports to learn more about how Google directs traffic to your site and how the Googlebot sees your pages.
- Sitemap Protocol is now supported by all major search engines (Google, Yahoo, and MSN) as well as a number of other search engines.

Press Releases Creation and Submission to Appropriate Websites

How will https://dentr.co site benefit?

- Press releases add the potential for increased traffic to your site from clients searching for your product and business
- Press releases provide improved rankings in News search engines and overall
- Press releases increase your chances of additional press.
- Press releases increase your brand awareness.
- Press releases may enhance links back to your site

Blog Writing and Submission

Blog Submission is similar to directory submission except that we will be submitting the details of blog instead of websites into Blog directories. The Blog directories are different from web directories. They accept only blogs; however there are Hybrid directories which accept both blogs and websites.

How will https://dentr.co site benefit?

- Blog add the potential for increased traffic to your site from clients searching for your product and business
- Good Blog posting increases chances of additional related blogs to repost the blog.
- Blog enhance links back to your site

Regional Submission

Regional are the best way to promote your services. A best written article will send you load of potential traffic while improving your link popularity. We will submit your article to the best article directories on the net manually according to the submission guidelines.
There are many top regional directories like ezinearticles.com where we will submit the article and drive more visitors to the site.

How will https://dentr.co site benefit?

- Regional add the potential for increased traffic to your site from clients searching for your product and business
- Regional provide improved keywords rankings in Search Engines.
- Regional enhance links back to your site

Deep Linking

Link building is a powerful way to get your website higher up the search engines. Link popularity is the main factor major search engines use to rank web sites. This makes link building an integral part of any effective search engine optimization strategy. Our link building services are designed to establish and improve your website's link popularity. Linking directly to individual pages, on a Web site instead of the home page, is known as "Deep Linking".

2.1.12   Inbound Link Building

The science behind this is simple: the more relevant and valid links you have to your site, the higher the rank on the search engine. We focus heavily on getting your site linked from other relevant sites.

Blogs Comments

Free blog comments can be a great way to promote your online business. Following these simple steps will help to increase your website traffic at no cost.

Step 1
Headlines: Your headlines should be attention grabbing when using free blog comments. These types of ads are scanned very quickly and you have only seconds to reach your target audience.

Step 2
Ad Body: Use very descriptive ads, listing the benefits of visiting your site. Whether it's a free offer or just great information, tell the readers exactly why they should visit you site now!

Step 3
Links: Use direct links to the page that offers the specific information used in your ad, or to the freebie advertised.
Step 4
Relist/Update: Many free classified sites will only allow you to display your ad for a limited time, and those don't limit your ad time will simply push your ad to the back each time another ad is placed. To get the best results, should update/relist classified ads weekly, every two weeks at most. This will allow for good positioning on the site.
.

How will https://dentr.co site benefit?

- blog comments will help to tap new markets and give their visitors a reason to keep coming back
- blog comments will help to have additional opportunities to earn business.
- blog comments enhance links back to your site

11

Local Listing

Millions of consumers search online daily to find local business in their area. In fact, according to one of online research 35% of the 300 million searches conducted daily have local intent, in other words, a consumer trying to find a business in their area. Out of those 35% of searches, 50% end in a purchase.

Businesses can claim their local territory online through a wide range of free online listings — including local search engines, Internet Yellow Pages, city guides, local social networks, and more. Geographical local visibility is where your business needs to utilize their marketing funds. In which case, Localize It will manually submit your business and website into Search Local Listing making you more visible to other buyers and searchers in your **geographical location**. Currently, Google,MSN are looking at geographical businesses for page 1 result.

How will https://dentr.co site benefit?

- Reach more qualified customers. After all, they're searching for your type of business.
- Provide more relevant information. When you let www.smilesplusplan.com post your Google local listings, now customers have your location by address and phone number. They now know how to get a hold of you and more than likely will.
- Google Local is the most cost-effective online marketing solution. Instead of paying per click or impression, you pay a flat fee for us to go in and optimize your listings on a monthly basis. No matter how many clicks or views you get, you still pay the same monthly fee. Example of Google Local Listing

Comments on Blogs

Through blog comments you can build quality, one-way links back to your site. Over time, this will help to increase your search engine rankings and traffic.

1. Your back link will be added in with the comment only the blog allow to do so. Else the post will be marked as spam.
2. We do not spam blogs. Instead, we read each blog post and in turn leave a quality comment that is beneficial to both you and the blogger.

How will https://dentr.co site benefit?

- Enhance links back to your site

Social Bookmarking

Social Bookmarking is another proven method which drives traffic to site. Whilst increasing your link popularity through direct links and exposure, we are also providing a solution where by additional links will cost less through the economies of scale that we are able to attain. We will either create a dedicated account for you in 75 top public social book marking sites like DIGG, Delicious etc, and bookmark your URL or we can bookmark your URL on our account for a far lesser price.

How will https://dentr.co site benefit?

- Increase your link ability
- Make tagging and bookmarking easy
- Reward inbound links
- Help your content travel
- Get communities connected

Social Media Optimization

Social media optimization (SMO) is a set of methods for generating publicity through social media, online communities and community websites. Methods of SMO include adding RSS feeds, online social networking sites like Facebook, MySpace etc.

How will https://dentr.co site benefit?

- Increase your link ability
- Make tagging and bookmarking easy

- Reward inbound links
- Help your content travel
- Get communities connected

Regional Directories Submission

Search Engines have become smart enough to display search result based on Geographical based searches. Through submissions to regional directories we allow search engines to give weight-age to the given site based on the site location.

How will https://dentr.co site benefit?

- Help to target local business
- Help in improved keywords rankings in Search Engines geographically.
- Enhance links back to your site
- Estimated Costs & Work Agreement

THANK YOU