

Ranked High on the Search Engines?:

eweb.net – 321-724-0850

We can get your web site ranked high on the search engines!

We have over 5 years experience with the search engines and have achieved great success for our clients. As an enhanced service, we can not only submit your web site to the top search engines, but also report your site's ranking to you on a regular basis and resubmit your site when appropriate.

Site Design for the Search Engines:

We can design or redesign your site for the search engines. Your site may look great and yet search engines may not find it! Your site must be designed specifically with appropriate keywords imbedded in many different ways and places, such as in "meta tags", "link words", "alt tags", etc. Only after this is done will we submit your site to the search engines. Cost starts at \$60/page.

Search Engine Ranking Report:

If you can't tell where you are ranked on the search engines, you don't know how you are doing. You need a Search Engine Ranking Report on a regular basis. For Search Engines on which you are not ranked high, we may need to redesign some of the pages and resubmit your site. Cost starts at \$200/month

Web Design: \$60/page and \$30/graphic **If you are not concerned about search engines, we can still design and host it!**

Web Hosting: \$240/year for 25 Meg of space & 1.5 Gbit transfer/month

Services & Technology: Web Design & Hosting ? HTML ? CGI ? Forms ? Graphics & Animation ? Email ? PGP POP3 ? SMTP ? FTP ? Telnet & SSH ? Shopping Carts ? e-commerce ? SSL ? Credit Cards ? Perl ? ASP JavaScript ? ColdFusion ? SQL ? Dbase ? Access ? Java ? C++ ? Visual Basic ? Mail Marketing ? More!

Search Engine Service & Costs:

In most cases the Search Engine Subscription Costs includes Web Hosting and we do not offer this service unless we are going to host your web site. We make this a requirement as other web providers may not offer the same server options that we need and we can't spend time learning different configurations.

Our Search Engine service is available in 3 different time intervals.

<u>Time Interval</u>	<u>Subscription Costs*</u>	<u>1 year Contract Cost</u>
Every month (12 times a year)	\$200 each time	\$2,400
Every 2 months (6 times a year)	\$250 each time	\$1,500
Every 3 months (4 times a year)	\$300 each time	\$1,200 (Best Value!)

This service is only available after we have designed or redesigned the site for the search engines.

On each time interval, we will generate a search engine ranking report for 3 different key phrases. When appropriate, we will redesign and submit your site or page(s) for higher search engine ranking.

Measuring & Guaranteeing Search Engine Success:

(Note: Placed for reference. We will explain options/costs in detail)

Scoring Algorithm: For each "Key Phrase" that the web site is

Ranked on the 1 st page	+1.0 to Score
Ranked on the 2 nd page	+0.5 to Score
Ranked on the 3 rd page	+0.2 to Score
Score < 3; cost is	50% of "Subscription Cost"
Score >=3 & Score <5; cost is	75% of "Subscription Cost"
Score >=5; cost is	100% of "Subscription Cost"

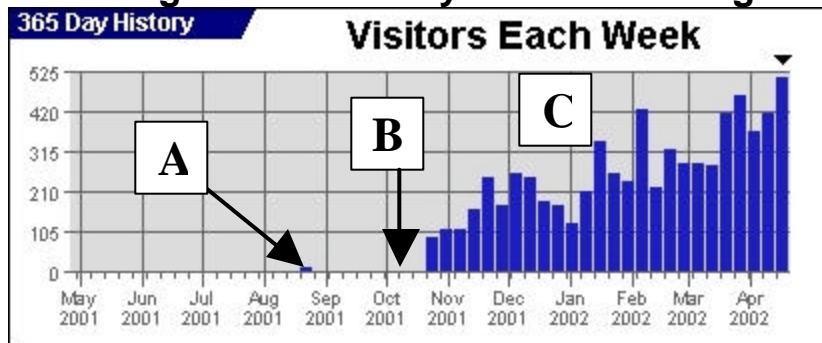
Optional Reporting/Costs/Scoring: If you wish to have more than 3 "Key Phrases" reported in the search engine reports, the following additional costs apply for each report/time interval: (Cost is accumulative)

If Score >= 7 add \$40	5 Keywords or more	If Score >=13 add \$25	11 keywords or more
If Score >= 9 add \$35	7 Keywords or more	If Score >=15 add \$20	13 keywords or more
If Score >=11 add \$30	9 Keywords or more	If Score >=X+2 add \$20	Y+2 keywords or more ... and so on!

If your Internet Marketing Requirements are more than the above provides, we can custom tailor an Internet Marketing Champion just for you!

If you are serious about obtaining new clients from the web, you should use our enhanced search engine service. If you are interested, please call Kelley at 321-724-0850 or email- kelley@eweb.net.

Search Engine Case Study for FloridaDrugScreening.com



Are you receiving new customers from the web?

Is your Web Site Designed for High Search Engine Rankings?

Get your **FREE** evaluation!

Call 321-724-0850 or

email us at info@eweb.net

- A. **eweb.net** takes over web hosting from another web hosting company.
- B. **eweb.net** redesigns web site improving how it Looks, Navigates, Content and Search Engine Effectiveness.
 - a. Note how no one is visiting the site. The site has been active for over 2 years and it is not ranked high (if at all) on the search engines.
 - b. In late September I finished the site and started submitting it to the search engines.
- C. New and improved site is beginning to be picked up by the search engines and the number of visitors and new customers continues to grow.
 - a. Notice how the number of visitor continuously grows.
 - b. From **Feb 15st to April 15th** Florida Drug Screening received **36 inquires and 10 new customers** that found Florida Drug Screening web site on the search engines.
 - c. Because the site looks and navigates better for each new visitor, who finds the site, Florida Drug Screening is more likely to convert that visitor to a new paying customer, whether that visitor learned of them from a search engine or traditional marketing means!

Most active referring Search Engines during Week of April 14th to to 20th, 2002

Source	Referrals/Visitors	Source	Referrals/Visitors
google.com	53	overture.com	4
msn.com	24	google.ca	3
yahoo.com	19	excite.com	3
dogpile.com	5	dmoz.org	2
directhit.com	5	netscape.com	2

Why ~400 visitors for the week but visitors from the search engines totals only 120?

1. Not all sources of visitors are shown above.
2. Visitors from search engine may revisit site later. Example: Visitor may bookmark site because it interests them and come back the next day so they are counted as another visitor.
3. Visitors going directly to site. These visitors may have learned of FloridaDrugScreening.com by an Ad, Business card, Brochure or directly from a representative of Florida Drug Screening by phone or in person.

Search Engine Rankings for the Key Phrases:

"Drug Screening"		"Florida Drug Screening"		"Alcohol Testing FL"	
Google.com	#3	AOL.com	#1	Google.com	#1
Lycos	#3	msn.com	#1		

The above is just a sample of how well FloridaDrugScreening.com is ranked on the Top Search Engines. Without knowing the ranking in the search engines for various search phrases one does not know how well one is doing and if something needs to be redesigned. We have a tool to report rankings on the top search engines for various key phrases. As time progresses and periodically tweaking the web site design (Design for the Search Engines) the search engines ranking will rise and therefore so will the visitors and therefore more customers!!!!

Also, as more people link to the site some search engines may rank the site higher. There are many aspects to achieving high search engine rankings and the above just scratches the surface. **Note: Most Web Designers think they know how to design a site for the search engines, most do not!**

For a Drug Free Work Place Call **Florida Drug Screening @ 321-728-2941.**

For proven Web Design, Hosting and **Search Engine Success call eweb.net @ 321-724-0850.**