

TOP SHELF DESIGN

Search Engine Optimization (SEO) services

Optimization Package:

- Edit your website to include invisible navigation paths for search engines.
- Create an .XML site-map and submit it to Google and Yahoo! to improve navigation by search engine “robots” through your site
- Registration of your business with Yahoo! Local and Google Maps to ensure that local search results include your business

Price: **\$250.00**

Frequently Asked Questions:

How can I get my site ranked #1 on the search engines?

There is absolutely no magic formula for a #1 ranking. We have seen other companies advertise SEO solutions that range in price from \$10 to \$20,000. Through our research and experience in internet advertising for our clients and our own website, we have yet to find a single company or program that can guarantee a specific ranking. Rather, we have used a set of techniques that are recommended by the search engines themselves.

What factors contribute to a site's ranking?

The search engines use computer programs called “robots” to visit every web page on the Internet. Because of the immense size of the net (the best data we have indicates there are 19.2 billion web pages), this process takes about three weeks, and is continuously in progress. When a user searches for a word or string of words, the search engines don't simply find the sites where these words appear most, but display the pages that are most “relevant” to the web. “Relevance” is a poorly defined criterion, but the search engine companies tell us that the amount of original content, and the number of other sites which link to your site are the most important factors.

Does the Top Shelf Design SEO package work?

Yes, but we do not guarantee a specific ranking. These services make your website compliant with the guidelines suggested by Google and Yahoo! Your site will be indexed in its entirety by the search engines. Further, your business will be included in local search results by location.

What else can I do to improve my ranking?

The key is to improve the content of your site and to increase the number of other web sites which link to your site. You can accomplish this by including your web address in anything that is published on the web about your company. In addition, you may consider using the paid advertising services offered by Google and Yahoo!