

# Sell More, Earn More

An Extraordinary Book to Enhance Your Business Success

List Your Website at Top in  
Google, Yahoo, MSN & Other Search Engines

Technology Training Series By

## CGS Infotech

Your New Success Story !

---

501 Silverside Road, Suite 105, Wilmington, DE 19809,  
Tel. 302-351-2434, Fax: 302-351-6292  
Website: [www.cgsinfotech.com](http://www.cgsinfotech.com)  
Email : [info@cgsinfotech.com](mailto:info@cgsinfotech.com)

# Online Marketing Proposal

---

## Contents

1. What is Online Marketing?
2. What is search engine optimization?
3. What is dynamic optimization?
4. What is link popularity?
5. Why should you consider internet marketing?
6. How do search engines work?
7. Additional Suggestions & Ideas
8. Introduction to CGS Infotech Ltd.
9. CGS SEO Packages
10. Project Deliverables and Timescales

## 1. What is online marketing?

Online marketing, also referred to as Internet Marketing or Emarketing, is the marketing of products or services over the Internet. The interactive nature of Internet marketing, both in terms of instant response, and in eliciting response, are unique qualities of the medium.

Google alone has over 3 billion websites and making sure that visitors find your site is a tough challenge. Competition is fierce for the top listings, yet without regular visitors your site might as well not exist. Finding the right Internet Marketing partner is essential for the success of your website, and for this having an effective online marketing strategy is essential for every business.

If you need answers to the following questions, you need **CGS** ...

- **Why do some websites rank more highly than others?**
- **Why isn't my website ranking on the search engines?**
- **Which search engines should I target?**
- **What key-words/phrases are my potential customers searching for?**
- **How do I avoid banned techniques that could get my site blacklisted?**
- **Should I be using Search Engine Optimization, Pay-per-Click advertising, or both?**

## 2. What is Search Engine Optimization?

Search Engine Optimization (SEO) is a strategic combination of techniques designed to raise a website's ranking in the search engines' **natural listings**. In other words SEO is the process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria.

To ensure your site ranks as highly as possible, CGS will perform a combination of the following SEO procedures:

### **Website Audit**

The site will go through a thorough SEO review. Here, skilled SEO experts will analyze the website, identify areas which could be improved in order to increase traffic and make recommendations for changes to content, code and any other issues that may affect the site's performance.

### **Competitor Analysis**

This offering includes study of the on page and off page optimization factors of the competitor's website to help in knowing how the competitor is faring on the search engines. (If specified by the client) It also helps in identifying the phrases which the competitor's are targeting. This will help you finalize your preference of key phrases and reach the target set for Search Engine Marketing purposes.

### **Key Phrase Identification**

Key Phrase is combination of keywords. One key phrase may contain up to five key words. Using our powerful research tools CGS analyses your suggested key phrases to identify the levels of traffic and competitiveness. Based on this research you can then decide on a set of key phrases that will bring your site more awareness. CGS will thoroughly research key phrases for relevancy and competitiveness in order to settle on a target set that will bring in *relevant* traffic to the site.

### **Making the site search engine friendly**

Search Engines live and die by their ability to produce relevant results for their users. By employing specific guidelines they crawl through their huge databases of sites to identify the websites that are most relevant to the searcher's key phrases. A combination of the following procedures are undertaken to optimize your website:

#### **1. Content optimization**

Content optimization is the modification and reorganization of site content in a way that makes it more accessible and better represented to the World Wide Web, search engines and users. Skilled SEO content writers at CGS optimize your website's content to enhance the keyword density on the pages that need it.

#### **2. Site-map update / creation**

Site maps act as the roadmap of your website for search engine crawlers. The more of your website a search engine can see the better chance you have of ranking

higher in a search result for a certain topic. A full text based site map is crucial in making the site search engine friendly.

### **3. Tagging**

CGS creates the Title, Keyword and Description tags for individual page of your site based on the package you have opted for. This means we can target different key phrases for different pages and increase the levels of traffic from a greater range of key phrases. (Higher the package you go for better is the ranking.)

### **4. Additional Navigation Bar**

Ideally, we should give the spider as many ways of reaching a page as possible – a couple of navigation bars, links from images, links from content, etc. This increases the chances of a page being reviewed and indexed. The easier and more convenient it is for search engines to get in and scan your website, the more traffic they are going to deliver to your website. The pages that are to be promoted need to offer more entry points to spiders to ensure that these pages get indexed.

The target pages should link to all the pages of your site. This can be achieved simply by implementation of a textual navigation bar (at the bottom of each page).

### **5. HTML Coding Validation & Correction**

Search engine crawlers prefer W3C standards with respect to HTML coding standards. If a website has been made on the basis of the W3C standard, it positively influences the search engine rankings especially in MSN.

### **6. Robots.txt**

Search engines will look in your root domain for a special file named "robots.txt" (<http://www.abc.com/robots.txt>). The file tells the robot (spider) which files it may spider (download). This system is called, The Robots Exclusion Standard.

### **7. Image Optimization**

All websites should comply with W3C standards (<http://www.w3.org>) and regulations for making sites accessible for people with hearing, motor or visual disabilities. In order for websites to be accessible, every image on the page should have an ALT tag that describes the image exactly, and also repeats any text that is in that image.

### **8. Inbound Links**

Ideally, we should give the spider as many ways of reaching a page as possible. One of the ways this can be done is by giving links from content.

### **9. Google Site map**

Google Sitemaps is to inform and direct Google search crawlers to the website pages. Webmasters can place a Sitemap-formatted file on their Web server which enables Google crawlers to find out what pages are present and which have recently changed, and to crawl your site accordingly.

### **Website Statistics**

Website Statistics is a unique feature in our services, which entails the use of statistics to identify and highlight the trends in the Internet traffic with reference to your site. This encompasses details of the number of users, the frequency of the web pages visited and sessions, browser details and the likes.

Users can define and track conversions, or goals. Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. There are currently over 80 distinct reports, each customizable to some degree. It also offers three dashboard views of data Executive, Marketer, and Webmaster. It also provides some more advanced features, including visitor segmentation and custom fields.

Primarily, the system lays stress on illustrative graphical representations for all sections to enhance comprehensibility of the statistics.

### **Manual submissions**

The most commonly used search engine is Google, however it is important not to ignore other search engines such as Yahoo, AOL, MSN and Ask Jeeves. By manually submitting your web pages to all the major search engines we make sure that the pages are properly indexed and stand the best possible chance of reaching the top of the rankings.

### **Link popularity**

Most of the top search engines use link popularity in their ranking algorithms. Google uses it as one of its most important factors in ranking sites. Increasing the amount of quality inbound links to your site makes your site appear more important and more relevant to the search engines, resulting in a higher Page Rank and higher positions. CGS helps increase the link popularity of your website. CGS has its own popular portals and trade-directories. Other option is by approaching webmasters of other high ranking popular sites, and trading links with them.

CGS offers ONE WAY LINKING for the website. Under ONE WAY LINKING, the website is submitted in relevant category and directory having good PageRank. ONE WAY LINKING covers the following:

- Directory Submission
- Creation of Blogs and submitting in relevant blog websites

### **Maintenance**

Ongoing improvements to existing key phrases in response to changes in search engine technologies, new techniques and increased competition for listings.

## How Search Engines Operate

=====

Search engines have a short list of critical operations that allows them to provide relevant web results when searchers use their system to find information.

### 1. Crawling the Web

Search engines run automated programs, called "bots" or "spiders" that use the hyperlink structure of the web to "crawl" the pages and documents that make up the World Wide Web. Estimates are that of the approximately 20 billion existing pages, search engines have crawled between 8 and 10 billion.

### 2. Indexing Documents

Once a page has been crawled, it's contents can be "indexed" - stored in a giant database of documents that makes up a search engine's "index". This index needs to be tightly managed, so that requests which must search and sort billions of documents can be completed in fractions of a second.

### 3. Processing Queries

When a request for information comes into the search engine (hundreds of millions do each day), the engine retrieves from its index all the document that match the query. A match is determined if the terms or phrase is found on the page in the manner specified by the user. For example, a search for car and driver magazine at Google returns 8.25 million results, but a search for the same phrase in quotes ("car and driver magazine") returns only 166 thousand results. In the first system, commonly called "Findall" mode, Google returned all documents which had the terms "car" "driver" and "magazine" (they ignore the term "and" because it's not useful to narrowing the results), while in the second search, only those pages with the exact phrase "car and driver magazine" were returned. Other advanced operators (Google has a list of 11) can change which results a search engine will consider a match for a given query.

### 4. Ranking Results

Once the search engine has determined which results are a match for the query, the engine's algorithm (a mathematical equation commonly used for sorting) runs calculations on each of the results to determine which is most relevant to the given query. They sort these on the results pages in order from most relevant to least so that users can make a choice about which to select.

### **3. What is dynamic optimization?**

The obvious goal of any e-commerce or dynamic database driven site is to make sales as well as get properly listed on the search engines also. The technical oxymoron, however, is that as soon as an ecommerce element or a dynamic database driven module, or shopping cart is added, a Website ceases to be search engine friendly, putting an end to all hopes of search engine listings, ranks, traffic and, therefore, sales! CGS offers a never-before solution to this vicious circle. We have engineered a technology so that database-driven Websites become search engine friendly and soar up the ranking ladder!

#### **What is Dynamic Content?**

Dynamic content is information that is delivered to the Web browser in a different form from that which exists on the server. It is usually pulled from a database and created on a single template, on the fly at the server level through CGI programming, ASP, PHP, JSP etc or by any customized content management system.

#### **Solutions Offered by CGS**

The solution we offer for optimization of Dynamic Content is unique in the sense that it does not require any changes to your site's functioning and yet, ensures you leverage against the SEO advantages of Static websites. Your site will continue to function internally with database-driven content while the URLs begin to look like a search engine friendly URL.

## 4. What is link popularity?

Link Popularity is basically a measure of the number and quality of inbound links to your website. It refers to the total number of links or "votes" that a search engine has found for your website. It is one of the best ways to measure a website's online awareness and overall visibility.

Coming on top of search engine is like a winning a democratic election in USA or UK. There are many parties, candidates trying to be on top. But, the party or candidate that gets the maximum votes wins the election. Similarly the web page that gets maximum VOTES or Links wins the Internet Game and gets listed at top.

That's the straightforward explanation - it's actually a little more complicated than that. Search engines will also look at the quality and ranking of the sites that link to yours... in addition to other factors. (In some instances, they'll even look at the words being used to provide the link.) Some Search engines use this assessment when determining rank and positioning. One very important search engine that has placed a great deal of emphasis upon link popularity is Google.

This excellent search engine uses what it calls PageRank as an indicator of a page's value. PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Without a good Google PageRank, you are unlikely to appear high in Google search results. And, since Google is such an important search engine, it's essential that you strive for a site with good link popularity if you're looking to attract visitors. Some of the other leading search engines which use link popularity criteria are AltaVista, Excite and HotBot.

CGS offers ONE WAY LINKING for the website. Under ONE WAY LINKING, the website is submitted in relevant category and directory having good PageRank. ONE WAY LINKING covers the following:

- Directory Submission
- Creation of Blogs and submitting in relevant blog websites

## 5. Why should you consider internet marketing?

**Marketing online is more effective than traditional marketing and costs less!**

### **Consider these facts:**

- 1. Over 60% of all first time visits to a Web site occur as the result of a search!** Search engine marketing, getting your Web site at or close to the top of search engine returns, is therefore the single most effective marketing that a company can do.
- 2. These visitors are pre-qualified leads to your business!** Even more important than the amount of traffic received is the quality of traffic - the visitors that arrive as the result of a search are pre-qualified. They are already looking for the products and services your company offers.
- 3. Contextual Internet advertising costs pennies and returns dollars.** That's why "pay-per click" advertising, advertising that presents itself as a search result, is now bigger than banner ads!

### **Search Engine Marketing has a higher ROI than Traditional Marketing**

A report indicates that the most popular websites deliver audiences that are larger than the audiences delivered by the average episode of the most popular prime time TV shows and are often comparable in size to the most popular consumer magazines audiences.

SEM is something even better than traditional advertising because most advertising is interruption advertising. While the interruption model is widely used and does work offline, online users want the info without the ads. Search engine marketing is very effective as a non-interruption information source. Research shows that Internet users expect the Web to be the provider of answers to simple queries, and they do not want to sift through advertising to get what they want.

SEM is more commonly viewed akin to traditional public relations because the "advertising" is the content that the audience came for. A search engine listing is more like a referral because the end user is asking a trusted source for an answer. The answer is the search result.

Another clear advantage is that SEM evens out the playing field for savvy marketers to compete with established brands and household names. This is because SE position is not based on the size of your company or annual revenues. It's based on the depth of your content. You don't have to match your bigger competitors advertising \$ for \$ because SEM is proven to have the lowest cost of acquisition of any advertising vehicle. It provides a very high return on investment (ROI) because of its high conversion ratio of visitors to buyers and its relatively low cost per lead. This chart proves that you can get just as much advertising mileage out of SE for a fraction of the price of direct mail or even banners.

## 6. How do search engines work?

A search engine is a giant database of internet sites and pages. A search for the keyword '*Monopoly*' on Google will search their entire database and return a list of websites that mention '*Monopoly*' in order of relevance.

A search engine such as Google will judge a site's relevance according to a wide combination of criteria. CGS uses extensive and detailed knowledge of these criteria to optimize your website to become as relevant as possible.

The majority of internet search engines (Google included) use automated software 'spiders' to collect sites for their listings. Search engine 'spiders' crawl the internet looking for websites that meet their criteria for inclusion in their databases. The Yahoo! Directory differs from the majority of search engines in that a member of the Yahoo submissions team checks all websites that are submitted before they can be included.

## **7. Additional Suggestions & Ideas**

### **Pay Per Click Advertising**

Pay-per-click advertising is a form of online marketing where you (the advertiser) pay a fee every time your online ad is clicked on by a browser. You can bid on keywords/phrases that are relevant to your business, and when the browser searches for your keyword, your advert is displayed. Your pay-per click account is only charged when the visitor clicks on your advert, and the amount paid for each click is set by you, and can be changed at any point.

## 8. Introduction - About CGS Infotech Limited

### **Company Background:**

CGS Infotech Ltd. is a global information technology & media company serving customers in 40 countries since 1995. CGS Infotech is an ISO 9001:2000 company with precisely documented processes to deliver consistent quality of service. CGS Infotech's mission is to "Create a New Level of Success" for its clients and partners worldwide. CGS Infotech is a debt-free, profit-making public limited company with a goal to achieve revenue of US \$ 10 million in next 5 years.

### **Infrastructure:**

CGS Infotech operates out of spacious software development center & call center with capacity of 100 people in Mumbai, India. CGS Infotech has multiple redundant Internet connectivity and dedicated leased line. CGS call center are buzzing with activities 24 hours a day, 365 days a year. All centers of CGS Infotech are equipped with high-speed computers, routers, switches, high-performance software and productivity tools. CGS Infotech owns and manages high-end Windows and Linux servers in most reliable data-centers in Tampa, Florida and Mumbai, India.

### **People:**

CGS Infotech staff members are energetic technocrats with vast experience in software, internet and web technologies. Each of the CGS staff members go through rigorous training on customer service, communication, leadership and producing effective results along with the latest technical training on range of technologies. CGS Infotech has 53 senior full-time staff members, project leaders and customer service representative.

CGS Infotech staff members are committed to create a new level of success for its clients.

### **Services:**

CGS Infotech offers outstanding Software Development, Business Process Outsourcing, Website Design and Internet Marketing services. The company's vast array of services are designed the enable clients to reduce cost, increase profits, protect their business and build the brands.

B2b Directories and Portals:

CGS Infotech owns popular high-traffic Internet Yellow-pages, B2b directories and portals such as Mumbaipage, TradeIsha and Indiafashion.

### **Clients:**

CGS Infotech serves thousands of clients in industries as diverse as healthcare, telecom, travel, industrial, manufacturing, trading, legal services and technical services. CGS InfoTech's current customers include - TATA, HP, Singapore Airlines, Super8, Reliance, VSNL, Satyam (Sify), Videocon, Bajaj, Bank Of Baroda, HDFC Group, World Bank, Laxmi Vilas Bank, Star Internet (UK ISP), Cyquator, B4U TV Channel, Penta-Media, SKumars, L & T Cement, Mid-day, ISkcon, Poonam Dhillon, M.P.Birla, KRaheja, ITC, JustDial services, Mobilink, Tata Tele, KT Resorts, Madura Coats, Taufiqureshi, Beats16, Aftab Pictures, Rajshree Films, National Films



your new success story |

Division, Hindustan Lever, Henkel India, The Resort Mumbai, The Leela, Hotel Gautam Aditya Birla, Maharashtra Tourism, Kerala Tourism, Rajasthan Govt., Indira Gandhi National Open University, Sahara Group and many other small and medium sized enterprises.

**Global Partnership:**

CGS Infotech is having partnership with Network Solutions, Inc and NTT Verio. Susan Baron (Manager - VeriSign - Now Network Solutions) has expressed following sentiments to describe their relationship with CGS:

"Cyberweb Global Services (CGS) is our Premier Partner since 1996. We are certain that you will be as pleased with the performance of CGS Infotech as we are."

## 9. CGS SEO Packages

<b>SEO Solution Plus Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 12 free one way links From Google High-PR Page.</li> <li>- 12 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 5 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>US \$ 1475 p.a.</b>
<b>Initial Payment</b>	<b>US \$ 737.50 p.a.</b>

<b>SEO Solution PRO Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 15 free one way links From Google High-PR Page.</li> <li>- 16 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 7 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>US \$ 2249 p.a.</b>
<b>Initial Payment</b>	<b>US \$ 1125 p.a.</b>

<b>SEO Solution Premium Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 25 free one way links From Google High-PR Page.</li> <li>- 20 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 9 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>US \$ 4550 p.a.</b>
<b>Initial Payment</b>	<b>US \$ 2275 p.a.</b>

<b>SEO Solution Gold Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 50 free one way links From Google High-PR Page.</li> <li>- 30 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 14 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>US \$ 8950 p.a.</b>
<b>Initial Payment</b>	<b>US \$ 4475 p.a.</b>

<b>SEO Solution Platinum Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 150 free one way links From Google High-PR Page.</li> <li>- 50 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 24 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>US \$ 32750 p.a.</b>
<b>Initial Payment</b>	<b>US \$ 16375 p.a.</b>

<b>SEO Sapphire Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 800 free one way links From Google High-PR Page.</li> <li>- 400 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 199 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>US \$ 154998 p.a.</b>
<b>Initial Payment</b>	<b>US \$ 7749 p.a.</b>

<b>Extra Per Link / Per Keyword</b>	<b>US \$ 34.99</b>
	<b>US \$ 89.75</b>

## 10. Project Deliverables and Timescales

- Technical Audit and Competitor Analysis
- On Page and Off page optimization for the targeted pages of the website
- Ongoing manual, regional, automated and industry specific submissions to the search engines for the optimized pages of the site
- Web Statistics
- Initial search engine optimization report.
- Customized keyword analysis to define the best suited key phrases for your business.
- Title tag and Meta tag optimization.
- On page optimization.
- Image optimization.
- Creation of a search engine friendly site map for better crawling of your site.
- Hand submissions to the top search engines & directories using our unmatched experience for individual engines and directories.
- Search engine submission confirmation reports as well as email and Chat assistance if you need it.
- Link Popularity Development - manual link requests to related websites.
- Quarterly reports showing ranking progress. To demonstrate the effectiveness of your SEO project, CGS generates quarterly ranking reports. These comprehensive reports show how well you rank on all of your targeted key phrases on Google; MSN, Yahoo! and search engines.
- Account Manager
- Google & Yahoo Sitemap
- Search engine optimization is a long term marketing strategy, and in order to continually achieve the highest rankings it is essential to make adjustments and improvements in order to remain competitive. Ongoing maintenance and research should be carried out on a quarterly basis in order to ensure long-term results.