

# Search Engine Optimization (SEO) and Marketing Services

## Introduction to EcomBuffet.com

### Topics Covered:

- Intro
- **SEO Statistics**
- EcomBuffet services, background and results
- Questions to Ask An SEO Firm Before You Hire Them

Thank you for considering EcomBuffet.com for your SEO and Marketing needs. We look forward to the opportunity to earn your business.

In the next few pages you will find some information on our services, our pricing and also some helpful information on picking an SEO Firm.

Please don't hesitate to contact us to discuss your business needs.

To Your Success,

Jennifer Horowitz  
Director of Marketing  
562-592-5347  
[Jennifer@ecombuffet.com](mailto:Jennifer@ecombuffet.com)

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## SEO Statistics:

- More than 8 out of 10 Internet users look on search engines to find information and the products or services they want to buy.
- Pay-per-click (PPC) costs are rising (over 37% higher from last year to this year Q1).
- Up to 85% of searchers ignore paid listings
- 63% of the top natural (organic) listings get click throughs.
- Natural (organic) search results convert 30% higher than PPC.
- 11.8% of Google traffic click on a site in the second page of results.

## Our feature rich SEO package is aggressive and successful in achieving rankings.

### Our Packages Include:

- Guaranteed 10/20/40 top 20 placements for 6 months.
- Unique meta tags on each page
- Keyword research resulting in competitive search terms relating to your industry (you get final approval on your keyword list, we do not force you to accept any keywords)
- Creation and addition of static Sitemap
- Creation and addition of robots.txt file
- Full on-page optimization
- Creation and submission of Google Sitemap
- 5/10/20 PowerPages (see description on next page)

#### Starter Package:

**Only \$10 per day!**

**10** Top-20's + **5** keyword rich content pages

6 payments of \$300/month OR 1 payment \$1700 **(Save \$100)**

#### Standard Plan:

**Only \$16.27 per day!**

**20** Top-20's + **10** keyword rich content pages

6 payments of \$495/month OR 1 payment \$2,850 **(Save \$120)**

#### Premier:

**Only \$26.14 per day!**

**40** Top-20's + **20** keyword rich content pages

6 payments of \$795/month OR \$4,575 **(Save \$195)**

The Premier package offers 40 top-20 rankings (versus 20 with the Standard plan).

It offers you more potential traffic (and value) for your marketing dollar.

Double the exposure for **less** than double the price!

**Would you open a store and then block the entrance? No?**

Creating a website without opening it up to search engine traffic is the exact same thing!  
If prospects cannot find you in the engines, your door may as well be closed.

**Please contact: Jennifer Horowitz at [jennifer@ecombuffet.com](mailto:jennifer@ecombuffet.com) or 562-592-5347  
to determine how search engine optimization can benefit your website.**

# Full Service Menu

## Search Engine Optimization (SEO)

Get top rankings in the search engines Guaranteed.

### **Copywriting.**

Gain a competitive edge with professional keyword rich copy for increased quantity and speed of results.

### **Article Syndication**

Drive traffic, establish yourself as an expert, and boost inbound links.

### **Lead Generation**

Need more leads? Turn your website into a lead generation machine and extract greater profits from your site visitors.

### **Web Design**

Search engine friendly, user friendly and designed to sell.

### **Press Release**

Optimized Press Releases enhance your SEO campaign, and get the attention your site deserves.

### **Directory Submission**

Get your site listed in the top search directories.

### **Blogs**

Harness the power of Blogs for your business

### **RSS Feed**

Spread the word - your site has something to say.

### **WebSite Surgery**

Boost your conversion rates and maximize your return on every advertising dollar.

### SEO Downloadable Book

Powerful, no-fail techniques for handling your own SEO.

### **Sitemap Submission**

Simple Submission of XML Sitemap to Google.

### **Consulting**

Cutting edge strategies to grow your business exponentially.

### SEO Audit

Discover whether the foundation of your site is a problem for the search engines.

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## **POWERPAGES: The number one thing search engines look for is keyword rich content.**

Our "PowerPages" are professionally written content pages - designed to meet the search engines' criteria.

All PowerPages are FULLY SEO friendly, meeting all criteria that engines look for in the formatting of your pages. Research shows that meeting all of the engines criteria can cause rankings to appear up to **85% faster!**

Results from clients have shown that with our PowerPage technology, you can expect a greater number of rankings (up to 800% times the number we guarantee), and higher rankings in a faster amount of time (up to 85% faster), compared to your competitors that are not using this new technology.

### **Actual results from PowerPages**

Docdreyfus.com

Top 20 Rankings with Standard Service: 16

Top 20 Rankings after PowerPages: 135 - a 744% increase

Our PowerPages are **not** doorway pages, gateway pages or spam. They are content pages, written from a marketing standpoint, visible on your site to

all visitors, with the correct keyword ratio, so there is no stuffing or spamming?

### **PowerPages are written with 3 goals in mind:**

- Effectively deliver the benefits of your products or services to your visitors
- Encourage them to take your desired action, such as navigate your site, opt-in to your list, or make a purchase
- Feed the search engines the properly-balanced keyword-rich text they need to rank your site at the top of the search results

### **Don't Believe Us....Check Out Some SEO Advice Shared on A Message Board:**

To successfully rank highly in the search engines, the words on your Web pages should never be an after-thought but a major investment in your search engine optimization campaign.

After your keyword research, writing search-engine-friendly copy should be the very next step in your optimization campaign. For non-competitive keyword phrases, the writing on the page alone can often bring in high rankings without any other special coding and Meta tagging. Once you've become familiar with the ins and outs of SEO writing, you'll be ready to focus on your Title tags, Meta tags and all the other SEO goodies available to you.

## EcomBuffet.com Experience & Background:

- An industry leader since 1999 with over 150 clients in over 100 industries
- We have received referrals from top online marketing gurus like; Jonathan Mizel, Mark Joyner, Kirt Christensen, Scott Hallman, Perry Marshall, Heather Lloyd-Martin and more...
- Top internet marketing "gurus" have asked us to handle their SEO. Out of respect for their privacy, we can not list their names here - however many are very recognizable to the online marketing world.
- Our articles have been published in WebPro News, SitePro News, on WordTracker and various other newsletters and websites in the industry.
- EcomBuffet has trained and consulted with various experts - making relationships and learning various strategies, and evaluating different approaches to SEO and online marketing.

Many SEO companies are run by the same folks who are doing the SEO work. They may be great at what they do, but they lack a strong foundation of business and marketing know-how. We're different. The success we help achieve with our clients is attributed to a strong background in direct marketing. We help our clients apply the most effective marketing systems and techniques to boost ROI.

EcomBuffet.com CEO, Jesse Horowitz says,

*"Most websites break the same rules when presenting themselves on the web. In many cases, you can significantly increase your conversion rates with simple, low-cost 'adjustments' to your marketing model."*

## Getting to Know Bonnie Burns - Director of Search Engine Services

In 1995, Bonnie took the year to study web design, development, and search engine optimization from the Academy of Web Specialists and Arizona State University. She then opened her own successful web design company, which she later sold to another development firm.

Bonnie offers over 9 years experience in web site optimization. To ensure the highest level of service and results for the EcomBuffet clients, she continues to monitor and study the ever-changing requirements and procedures of the search engines. She has optimized over 400 web sites during her SEO career and has achieved top placements and increased exposure for all of them.

She is one of those rare individuals who is very technically inclined, but does not fall short when it comes to human relations. Bonnie continues to receive praise from clients on her prompt and friendly service and genuine concern for their priorities

## Getting to Know Jennifer Horowitz – Director of Marketing

Jennifer Horowitz is the Director of Marketing and co-owner of [www.EcomBuffet.com](http://www.EcomBuffet.com). Jennifer's vision and concepts are behind all in-house marketing campaigns. Additionally, over the past 8 years Jennifer's expertise in online marketing and Search Engine Optimization (SEO) has helped clients increase revenue and achieve their business goals. Jennifer has written a downloadable book on Search Engine Optimization and has been published in many SEO and marketing publications, such as AddMe.com, Search Engine Guide, SiteProNews, WebProNews and more. Jennifer has also been interviewed for marketing and SEO publications.

TheGreek.com

**Keyword:** Sports Book

**Engine:** Google

**Ranking:** # 2

**Competing Pages:** 242,000,000

## Sample Results

[www.wilsonclark.com](http://www.wilsonclark.com)

Ranking Before EcomBuffet: 5

Rankings After EcomBuffet's work: 219

**Improvement: 4280%**

[Proven-Training-Solutions.com](http://Proven-Training-Solutions.com)

**Keyword:** Handling employees

**Engine:** Google

**Ranking:** # 2

**Competing Pages:** 10,300,000

[www.nail-fungus-toenail.com](http://www.nail-fungus-toenail.com)

Ranking Before EcomBuffet: 84

Rankings After EcomBuffet's work: 561

**Improvement: 667%**

[www.DocDreyfus.com](http://www.DocDreyfus.com)

**Keyword:** relationship counselors

**Engine:** Yahoo

**Ranking:** # 2

**Competing Pages:** 1,890,000

## FOR MORE RESULTS VISIT:

<http://www.ecombuffet.com/seo-results.htm>

[www.wewant2live.com](http://www.wewant2live.com)

Ranking Before EcomBuffet: 42

Rankings After EcomBuffet's work: 176

**Improvement: 319%**

## Questions To Ask Before You Select an SEO Firm

Selecting an SEO Firm is an important decision. Here is some guidance on what to ask and what to expect in response.

### **Do you have any initial or set up fees? How much and what are they for? Are there ongoing fees and how much are they?**

They should be able to outline all fees and tell you exactly what is included.

### **Is a monthly maintenance necessary?**

Any SEO Firm that knows what they are talking about should tell you that maintenance and monitoring of rankings is required to ensure you don't start losing rankings. If they tell you that you will lose rankings as soon as you leave them, they are lying—or more accurately they are just guessing. They don't really know for sure. However experience shows us that rankings do tend to maintain until the next algorithm shift and then if no one is maintaining them for you, they may begin to drop.

### **How long is my term of service?**

Typically you should hear anywhere from 3—12 months. Anything less than 3 months isn't long enough to see any matured results. Six months seems to be the industry standard middle ground. With six months you aren't locked in too long, but it does allow time for the campaign to mature.

### **Do you offer a Guarantee?**

Contrary to popular belief, guarantees aren't all bad. You just have to make sure you aren't being promised something that no one can actually deliver. Top rankings in less than 30 days—not likely. Guaranteed amount of site visitors or conversions—with regular SEO and no other services no SEO Firm can guarantee the precise number of visitors or the conversion rates. If you are told you will get rankings on a precise keyword within a precise amount of time, that just isn't possible unless they are doing PPC or have magic fairy dust.

The kind of guarantee that is safe is the kind where the company states they don't control the engines and can't predict exact timeframes but they will not stop working until they have delivered what they promised (ex: 20 rankings within the top 20 for 6 months—so they may have to work 8 or 9 months of real time to deliver the full 6 months of “guaranteed” time.)

### **Do I own the work you do for me? Where does it reside?**

The answers should be: yes you own the work (once it is paid for in full) and it resides on your server.

### **Do you provide regular reports and how often are they provided?**

You should be provided reports once a month to show the results and your site's rankings.

### **When will I start seeing results?**

That is a question that literally varies from site to site. Your site's history and competitiveness of the industry are big factors and the SEO firm should try to answer honestly considering what they know about your site. Any blanket statement is just a guess. They could also tell you their average time for other clients.

### **What engines do you submit to?**

This could change as things in the industry change, but the main engines right now are: AltaVista, Google, HotBot, Yahoo! , MSN, Lycos, Iwon, Fast/AllTheWeb, AOL Web Sites, FindWhat, Netscape, About.com, and Ask

### **What about past results? Do you provide references and testimonials?**

The answer should be YES! They should be happy to show off past results.

### **What techniques do you use to optimize my site?**

An ethical SEO Firm will focus on content and on-page optimization as the foundation. They won't hide any text or code on your site, and they should be willing to explain every step of their process and not want to hide any information from you.

### **Do I have access to anyone on your staff, so I receive personalized service and can ask questions at anytime?**

The answer should be yes. SEO can be confusing and you need a Firm that will work FOR you and WITH you.

## [EcomBuffet.com](http://EcomBuffet.com)

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Rankings	Average Number Per Client
1 <sup>st</sup> Place Rankings	20.27
Top 5 Rankings	69.50
Top 10 Rankings	102.76
Top 20 Rankings	123.04**

\*\*We have exceeded our guarantee by 515%

## Testimonials

"I started using EcomBuffet a little over 3 months ago. I had learned enough about SEO to know that it would require a specialist to get where I wanted to get. Before I started using them, I was not even showing up in most organic search results. I specifically wanted to rank high for "barbeque recipes". In 3 months time, I am now 7th on Google, 15th on Yahoo and 2nd on MSN. Way to go EcomBuffet!"

- Bill Anderson  
Competition BBQ Secrets  
[www.bbq-book.com](http://www.bbq-book.com)

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"Over the past nine months, my site's rankings on the search engines have greatly increased. I can tell you about something I track every day: Sales, which have increased 60% in the time you have been working with my site."

William Carter  
Owner, Trailers-n-Hitches

"...We can't thank you enough for your hard work. Your prompt service and attention, as well as SEO talents, and friendliness have thrilled us. We went from 0 rankings to having literally hundreds. Thank you! We look forward to continued success together. "

Dara Cerwonka  
Executive Director  
[OperationJumpStart.org](http://OperationJumpStart.org)

**Visit:**

<http://www.ecombuffet.com/seo-testimonials.htm>  
for more testimonials from satisfied clients!

**Visit:**

<http://www.ecombuffet.com/seo-results.htm>  
for more results!

**If you are considering SEO services and still have more questions or want a personal consultation to determine if you are a good candidate for SEO services, contact us today and schedule some time with Jennifer Horowitz, Director of Marketing**

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