

Vanzan Incorporated - Search Visibility

Overview of Services

Why is SEO important for your website?

- **Ranking** – get your website ranked for keyword searches on the major search engines.
- **Increased Traffic** – increase the amount of qualified, targeted traffic to your site.
- **Economical** – “organic” or natural search traffic is free.

Service Overview

Keyword Selection

- Goal setting and market intelligence
- Competitive and keyword analysis
- Research best keyword terms and phrases
- Focus on targeted rather than generic terms

Optimize Code

- Implement keywords into your site’s code
- Generate appropriate title, meta tag and alt tags
- Technical analysis of site
- Site map/XML

Link Generation

- Dedicated link specialist assigned to your website
- Generates relevant links on a daily basis
- Target sites part of your industry or network
- One way links from articles and directories
- Reciprocal links with relevant sites
- 100 to 300 links generated per month

Content Generation

- Team of expert copywriters
- Keyword rich content

Analysis and Reporting

- Bi-monthly basis
- Scorecard of rankings for each keyword phrase
- Also offer linking reports and web statistics as required

Ongoing SEO Services

- Keep up to date on algorithms
- Monitoring rankings
- Keep eye on competition
- Add fresh content
- Add additional relevant links
- Add additional keywords as needed

Packages Available

Introductory Setup Package

\$499 setup fee

- SEO Setup
 - Keyword research
 - Full site analysis and report
 - 10-12 keyword pages (written, rewritten or repaired)
 - 10-12 meta tags
 - 20 hours coding
 - 30 top directory submissions
 - Free hosting (Silver package) for 6 months

Full Service Package*

\$499 setup fee/\$1400 per month

- SEO Setup
 - Keyword research
 - Full site analysis and report
 - 15-20 keyword pages (written, rewritten or repaired)
 - 15-20 meta tags
 - 20 hours coding
 - 30 top directory submissions
 - Free hosting (Gold package) for 6 months
- Ongoing SEO
 - Dedicated SEO manager for 40 hours per week
 - Guaranteed 100 to 300 links per month
 - 20 professionally written articles
 - Forum setup and posts weekly with SEO and full administration

Web Site Package*

\$999 setup fee/\$1600 per month ongoing SEO & website maintenance

- Website and SEO Setup
 - Keyword research
 - Full site analysis and report
 - 25 keyword pages (written, rewritten or repaired)
 - 25 meta tags
 - 20 hours coding
 - 30 top directory submissions
 - Free hosting (Platinum package) for 6 months
 - Free URL through namesreserve.com
 - Build 10 page website (additional pages \$55 each)
- Ongoing SEO and Website Maintenance
 - Dedicated SEO manager for 40 hours per week
 - Guaranteed 100 to 300 links per month
 - 20 professionally written articles
 - Forum setup and posts weekly with SEO and full administration
 - Web design and maintenance of 4 hours per month

**Six month contract required.*

Vanzan Incorporated, SEO Division

Call us Today! (800) 935-6708

email: info@vanzaninc.com, web: www.VanzanIncorporated.com

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Why Use Vanzan For SEO?

- Will make your business profitable
- We use only "White Hat" best practices
- We will generate top positions for many of your keywords
- We will increase the traffic to your site
- We are a fraction of the cost of our competitors

Introductory Setup Package

\$499 setup fee includes:

- Keyword research
- Full site analysis and report
- 10-12 keyword pages (written, rewritten or repaired)
- 10-12 meta tags
- 20 hours coding
- 30 top directory submissions
- Free hosting (Silver package) for 6 months

Search Find ability Service Overview

Research and Analysis

- Goal setting and market intelligence
- Competitive and keyword analysis
- Technical review of site
- Research best targeted keyword terms and phrases
- Baseline reports include traffic, ranking, competitive analysis and pages indexed

Optimize Code

- Implement keywords into your site's code
- Generate appropriate title, meta tag and alt tags
- Site map/XML

Content Generation

- Team of expert copywriters
- Keyword rich content – one keyword per page

Link Generation

- Submission to 30 top directories

Why Use Vanzan For SEO?

- Increase your profits through effective online marketing
- We use only best practices ('white hat') SEO techniques
- Generate top ranking positions for your keyword phrases
- Increased targeted traffic to your website
- Cost effective in comparison to many of our competitors

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Premier Full Service Package

\$499 setup fee/\$1400 per month includes:

- SEO Setup
 - Targeted keyword research
 - Analysis of site and reporting
 - 15-20 written, rewritten or repaired pages with keyword terms
 - 15-20 meta tags generated
 - 20 hours of website coding
 - Submissions to 30 top directories
 - Free hosting (Gold package) for 6 months
- Ongoing SEO
 - SEO manager for 40 hours per week
 - 100 to 300 links each month guaranteed
 - 20 articles written by professional writers
 - Setup of an online forum on your site and weekly posts (includes SEO and administration of forum)

Note: requires 6 month contract.

Service Overview:

Research and Analysis

- Review of your goals and analysis of market space
- Research on your competitors
- Technical site evaluation
- Keyword research to determine most effective terms and phrases
- Baseline Search Engine Traffic and Ranking Reports
- Competitive Analysis Report and Pages Indexed Reports

Optimize Code

- Recoding of site to generate tags
- Rewrite title tags, meta tags and alt tags
- Site map/XML

Content Generation

- Expert copywriting team will generate 15-20 keyword pages
- Professional writers will produce 20 articles
- Forum set up on your website with weekly posts, incorporating SEO

Link Generation

- Submission to 30 top directories
- Dedicated SEO manager generates 100 to 300 links per month

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Reporting

- Ranking and traffic reports
- Executive summary outlines search engine traffic trends, keyword trends, ranking trends and indexing trends

Ongoing SEO Services

- Monitor search engine rankings
- Traffic tracking
- Keyword research
- Researching new keywords
- Competitive analysis
- Adding fresh content
- Web copy analysis
- Boost link popularity

Why Vanzan SEO?

- **We help to increase business profitability through effective marketing**
- **Utilize only industry best practices**
- **We will achieve top positions for your keywords**
- **Targeted traffic to your site will increase**
- **Very cost-effective versus other SEO services**

Website Design and Planning Package

\$999 setup fee/\$1600 per month includes:

- Website and SEO Setup
 - Keyword term research and analysis
 - Technical evaluation, analysis and reporting on site
 - 25 web pages will be written, rewritten or repaired – one keyword per page
 - Generation of 25 meta tags
 - Site coding of 20 hours
 - Submission to 30 (top ranking) directories
 - Free hosting (Platinum package) for 6 months
 - Free URL through namesreserve.com
 - Build 10 page website (additional pages \$55 each)
- Ongoing SEO and Website Maintenance
 - SEO manager dedicated to your site for 40 hours per week
 - SEO Team to produce 100 to 300 links per month
 - 20 articles written by team of professional writers
 - Setup of forum on your site (includes posts weekly with SEO and full administration)
 - Web design and maintenance of 4 hours per month

Note: requires 6 month contract.

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Service Overview

Research and Analysis

- Goal setting and market review
- Competitor research
- Full site review and evaluation
- Keyword research to determine target keywords and phrases
- Baseline Ranking and Traffic Reports
- Reporting of competitive analysis and indexing of pages

Optimize Code

- Coding to generate effective tags
- Rewrite title, meta and alt tags
- Site map

Content Generation

- Team of copywriters will generate 25 pages with keyword rich content
- 20 articles produced by team of professional writers
- Setup of forum on your website with weekly posts of keyword rich content

Link Generation

- We will submit your site to 30 top-ranked directories
- Your dedicated SEO manager will generate 100 to 300 links to your site per month

Reporting

- Ranking and traffic reports
- Executive summary includes review of trends in search engine traffic, keywords, rankings and indexing

Ongoing SEO Services

- Competitive analysis
- Web copy analysis
- Traffic tracking
- Adding fresh content
- Monitor search engine rankings
- Keyword research
- Add new keywords
- Continually generate new links

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