



Welcome

deeho
search engine optimization

Deeho Limited – Search Engine Optimization Welcome Book

We would like to take this opportunity to welcome you as a client of Deeho Optimization. We pride ourselves on providing the very best Search Engine Management services available.

Based In Bedfordshire in the South East, we are ideally sited to cover the whole of the UK. Our Managing Director, Dave Holland has created a systemized optimization process to ensure that each client that we work with receives the same excellent level of personal care and attention to detail.

The Search Engine industry is fast moving, as each search engine constantly refines its complex algorithm in order to give its searchers the best quality results that it can. Keeping up with these changes is vital for website owners as each change can potentially see their place in the listings move without warning.

At Deeho we strive to keep our place at the head of the Search Engine Optimization industry by investing in constant research and analysis. This information makes us better able to adapt to the changing nature of the internet and search results.

In order to achieve the goals that you have planned for your website, many events need to occur. This welcome book has been created in order to best explain the process's that will happen so that your site will appear at the top of Google, Yahoo and MSN.

Here at Deeho we are very protective over our system's and processes and as such some of the more industry sensitive detail has not been included, but we will explain to you what will happen, why it will happen and what changes you will see as time passes.

Search Engine Optimization is often shrouded in mystery and treated as one of the dark arts. In truth it is nothing of the sort. In the simplest terms, Google looks at each website it knows of and uses a scoring system to measure each of hundreds of different pieces of data such as the page title, a heading or an image name. This will give Google a good idea of what your page is all about.

Once Google knows what your page is all about, and hence what searches it will be included within, Google needs to decide how popular your site is and it does that by staging what is basically a popularity contest. Google will look around the world at all the sites it has knowledge of and see how many links back to your site it can find. Each of these links has a value attached to it depending on where it is, how it is written etc. Those links are all added up and the site with the most, high value links is the winner and will be ranked first.

Best Wishes

Dave Holland
Managing Director, Deeho Ltd
www.deeho.co.uk



A hand is pointing at a computer monitor screen. The background is a warm orange color. The monitor is lit up with a blue glow. The hand is in the foreground, pointing towards the screen.

Our Services

We offer:

- **Search Engine Optimization Services**
- **Optimization Consultancy**
- **Web Design Services**
- **E Commerce Solutions**
- **Newsletter Management Services**
- **Email Management Campaigns**
- **Web Hosting Services**
- **Internet Marketing Consultancy**
- **Social Networking Services**
- **Reputation Management Services**
- **Link Management and Directory Submission Services**
- **Blog Marketing Services**



Search Engine Optimization Explained

Google along with the other major search engines, is no more than a constantly changing page of adverts. It uses a complex algorithm in order to decide the order it is going to show the results of a search.

The first thing that Google will do when it finds your website, is to decide, based upon how your pages are laid out, which search term results it is going to show your site in. To do this, the Google "Spider" will look at over 100 different "Key Indicators" for your site from the title of the page, through page headings, all text behind images, and content all the way to the footer.

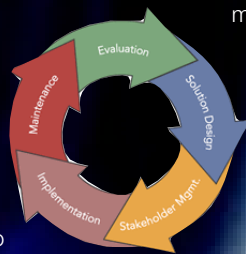
Once Google knows what your site is about, it will know what you want to be ranked for. The next problem for Google is that it already has 1,000,000 sites all about Widgets, just like you. How will it decide where to put your site in the order?

To determine the order that the listings are in, Google operates what is in effect a massive popularity contest. Google looks at every site that it knows of for any backlinks to your site, these links are added up and the site with the most links is the winner. It is slightly more complex than that, as not all links are equal. A link from the home page of a PR6 site is worth far more than a link from a PR1 link directory sub page. Reciprocal links are worth far less than one way links (a link from a site that you do not link back to).

Google Page Rank (PR) is often considered to be far more important than it is. In itself it will not make any difference to your place in the listings, however it is useful for the sites that you link to. So if your site is a PR 5 site, it is easier to get high PR sites to link to you than if you are a PR 1 or 2. High PR links are important to optimization so in the long run we do what we can to improve your PR score.

Sites tend to congregate in groups in the Google rankings, so for your main search term, you might rank between 100th and 140th during the month. This is because your site will stay within a group containing approximately the same volume of links. On the day your site is spidered you jump to the front of your particular group, and as every similar site is spidered you will slowly drop to the back of your group. After several months of repeating this process, your site will have gained enough links to jump into the next group in front, in our example above, say 45th to 99th. This is why you will see little movement for a while followed by big improvements.

It is just how search engines work, patience while link building is difficult but important, time, persistence and determination will deliver the rankings that you are looking for.



On-Page Optimization

On-page optimization involves everything that we actually do to your website.

When a search engine looks at your page it has limited information it can use in order to ascertain what your page is about. Starting with the page title (which when you look at a page appears in the blue bar at the very top left of your computer screen), Google works its way down your page looking for all the relevant information it can find.

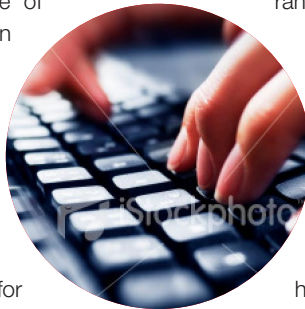
The page title is the first piece of information that Google will see on your page and so it is important that it is optimized to include your main search terms and phrases.

We proceed down the page making sure that each and every “Key Indicator” is set correctly for the terms that you want to rank for.

Many of these key indicators are coding issues behind the page, but some involve your actual page content. In order to optimize your page efficiently it is sometimes necessary to amend the page content to include your keywords and phrases in the appropriate places. This is done in collaboration with you so that your original design is left as original as possible. Often this just involves the addition of headings on the page, or keywords being added to relevant text.

In total there are over 100 key indicators that will each either help or hinder your search engine ranking. We ensure that each of these is set to maximise your sites search engine ranking without detracting from your visitors experience of your website.

Google likes to see pages that are dedicated to one topic, so for a site with several search terms we will optimize different pages for each search term. This allows us to be more focused on each page which in turn gives better rankings.



All of the required changes to your site pages are carried out as part of the set up process, in addition we also create a link directory within your site.

This directory is accessed via a small link within the footer of your home page and will not interfere with your visitors' experience. It is primarily used as somewhere we can locate links to other sites so that they can be found and seen by Google. Because we get one way links to your site rather than reciprocal ones, the process gets quite involved and complex, but the link directory pages are managed by us in order to ensure your site achieves your targets in the quickest time scale possible.

Off-Page Optimization

Once all of the on page optimization has been carried out, Google and the other major search engines will easily be able to tell what keywords you want to be ranked for.

Google runs what is in essence a huge popularity contest in order to decide which sites are the most popular. Google looks around the world at all of the sites that it knows of and adds up not only all of the links to your site that it can find, but also whether the link is reciprocated, the value of the site and the page that it is on, how it is built etc. All of these factors combine to give each link found a perceived score. The scores of all of your links are added together and the sites with a similar theme are then listed in descending order, highest links to lowest.

Google works by using a complex algorithm which studies each site for many different factors, not only the on-page factors, but many off-page too. Google will check to see how many links have appeared since it last spidered your site and if you have added too many you will be penalised. For this reason we have to drip feed links to your site over a period of months. Google wants to see “Organic” growth to link volumes, where

someone found your site and was so impressed that they decided to add a link onto their site to recommend you to their visitors. If we were to add hundreds or thousands of links overnight then your site would be “Sandboxed” which is a Google quarantine process whereby Google drops your site from the rankings until it is confident that you are behaving according to it’s best practice. This “Sandbox” process can last for 12 months or more and should be avoided at all costs.

We have never had a clients site “Sandboxed”, but have carried out experiments in order to establish the level of links allowed by using sites of our own as guinea pigs. What we discovered is that once in the “sandbox”, it is difficult, expensive and time consuming to get back into the rankings again.

We concentrate on creating high quality one way links to your site on a monthly basis. This provides a constant stream of new links each and every month to push your site up the listings.

Not all links are equal, by concentrating on how we create our links we are able to equal and then surpass your competitors in the shortest time scale possible.



Additional Set Up Procedures

- Keyword analysis is carried out in order to be sure that we will be targeting the keywords with the most traffic. Once we have found significant existing traffic we position your website in front of that existing traffic.
- Competitor Analysis is carried out in order to ascertain what SEO work has been carried out to their sites. We look at a selection of sites in the top ten for a specific keyword in order to get an overview of the keyword requirements. Some sites will rank higher for a specific keyword if it is in their URL, so we need to allow for this when studying their site.
- We can see an approximate back-link count for each of your competitors and we can analyse the most powerful 1000 links for quality. Together with their on-page work, this gives us a good idea of the time it will take for your site to equal and then overtake these sites.
- The creation of an accurate xml sitemap is very important as it allows us to tell each search engine which pages we would like them to visit and how important we consider it to be. We will create a sitemap for you and submit it to Google, Yahoo and MSN.
- We continue to monitor your keyword traffic so that we can respond to any significant changes as quickly as possible.



Service Level Agreement

Our Promise

- Here at Deeho optimization we aim to deliver the very best seo service possible.

- We are selective about the clients we work with, choosing only sites that we feel we can excel with, and clients who are, like us, proactive and driven.

- We carry out all work on your website within Google's terms and conditions to ensure that your site will never be penalised for any infringement of our doing.

- We provide only the highest quality one way links to your website, created by our highly trained UK based staff who build your links using the most efficient techniques in order that your website ranks well in the shortest time frame possible.

- Links to your website are requested from other websites in a block system on a monthly basis, and due to the nature of link creation it can take anything from 4-5 weeks up to 5 -6 months for link requests to become actual live links that your site is then rewarded for. For this reason, we would ask for you to remain patient during the link building process.

- As market leaders within the SEO field, we deliver the very best service at affordable prices, in return we expect a 50% Set Up fee deposit before work commences and all invoices to be settled by standing order or direct debit within 14 days of receipt.

- Google runs a huge popularity contest, in very simple terms, the man with the most links is the winner.

See you at the top.



What We Expect From Our Clients

Once we commit to working with you, we need to know that we are all reading off the same hymn sheet. As stated elsewhere within this book, SEO is not an instant process. It takes time, effort and a lot of patience in order to achieve top ten rankings.

There will be times when it seems like nothing is happening and results will never come, that is quite normal during the link building process. We need to accumulate sufficient links to support top rankings and these are built over months and years, not days and weeks.

The time schedule stated within your quotation is based upon the current link volumes of your main target competitor sites that are currently in the top rankings. We estimate the time we require to improve upon what they have achieved, knowing that when we have done so we will overtake them and you will receive the traffic volumes you are seeking.

In the short term this can be frustrating, but there are no legal shortcuts and Googles' penalty process for sites it dislikes are too harsh to consider using any dubious methods or systems.

We work to achieve your targets in the shortest time possible, in exchange we would ask you to honour your half of the deal and pay us within

14 days as per our terms and conditions. This can be via standing order or direct debit, cheque or cash. Please ask if you would like us to send you a new standing order form?

Referrals

We are quite selective about the clients that we choose to help and work with. It is important to us to have a good working relationship with each and every one of our clients and we hope also that you chose us because you believe in our abilities and like the way we work.

We would like more clients like you and so have in place a referral system whereby you can reduce your own optimization charges by recommending your valued associates to us. As I have already said, we are quite selective so only wish to be introduced to your very best customers, colleagues and associates, but for each one that goes on to become a customer we will pay you a monthly fee for each and every month that they are with us.

As you can imagine, this can quickly become a significant income stream for you.

For more details please email sales@deeho.co.uk or call 08456 432 123.

Frequently Asked Questions?

1. Why doesn't my site move up the rankings in a steady progressive manner?

The very nature of Google means that websites tend to bunch up together in large groups within the rankings. For example, your site may have 400 backlinks, and be ranking 100th for the term "Widget". During the course of the month your site will move in the rankings, from 100th on the day after Google "Spiders" your site, dropping down to perhaps 140th on the day before your site is "re-spidered" by Google. This is because you are in amongst 40 other sites that have a similar quantity of links to you. If the sites from 60th to 99th all have about 800 backlinks each then you will remain in the 100 – 140 group for several months whilst links are progressively added to your site. When your site hits the 800 link mark, it will jump up into the 60-99 group and float about in this group until you have accumulated sufficient links to jump into the next group. Eventually you will accumulate enough links to hit the top ten, then the top spot itself which once you exceed the link volume of your competitors will become yours permanently.

2. Do you get themed backlinks to my site?

Where possible we do, as they do help a little. The problem with themed links is actually one of practicality. The best places to get you a link would be on the home page of a competitor website. This is because they would be highly themed links. As you can imagine though, your competitors are highly unlikely to place your link

on their site, in much the same way as you wouldn't link to them, so we have to seek relevance elsewhere.

Google will apply relevance where it sees similar keywords, page titles, headings or other similar links, so if we can place your link on a link directory page that is close to your topic, or contains links to similar industry links then Google will apply relevance and your link will be worth more.

3. What sort of links do we add for you?

We are market leaders because we like to do things better than our competitors. We specialise in high quality one way links from Google friendly websites. A one way link is worth far more than an industry standard "Reciprocal" link and as a result you don't need so many so you can achieve your goals in less time. Reciprocal links are gradually being downgraded by search engines as they are viewed as arrangements by likeminded websites. One way links are links from websites that you do not link back to and as such are seen by the search engines as clean "votes" for your site.

4. How many links will you add for me and how will I know you have added them?

Adding links back to your site is a gradual ongoing process. We aim to add between 1200 – 1800 in year one, approximately 100-150 per month. To achieve this we ask for more than



that, knowing that some will inevitably not be processed. You can check your approximate backlinks volume by visiting; **<http://siteexplorer.search.yahoo.com>**

This isn't always spot on accurate, but will provide the best indication over time. Google will not release your backlinks information to anyone except the site webmaster. This is widely believed to be in order to protect their algorithm from their competitors. This also makes it harder for us to see how many backlinks to your competitors sites Google considers valuable.

We can however compare basic link volumes of different sites using the Yahoo tool above.

This is a general tool, and just because you have 1000 links, it isn't straight forward to say that you will automatically rank above every site with 900 links. If the competitor has a more search friendly URL, or links on sites with a higher PR score (Google Page Rank score) then you might need for example 1500 links to overtake them. It is important to remember that all links are not equal.

5. Why can't I add lots of links straight away?

Google will penalise any site that it considers to be forcing it's ranking in the organic search results. Google looks to see natural growth,

whereby visitors to your site might like it enough to add a link to you onto their site. In the real world this is a gradual process so if you jump from 19 links in month one to 12,000 in month two then you will be removed from the listings.

6. What else can we do to help with the optimization process?

You can create original content for us to use in articles for your website. You know far more about your business than we do, so by writing 600 word articles about topical, interesting or newsworthy subjects we can submit these to article directories who in turn syndicate them to many more directories. We add a resource box at the bottom of each article which links back to your website.

The great thing about these links is that they are one way links, are on sites that are visited by Google frequently, and due to the syndication you can add quite a few without risking being penalised by Google as they know that article duplication is out of your hands.

It is important to point out that articles must be unbiased and not mention your website until the footer. If you require more guidance please contact us.



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