



Social Media Optimization Services



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Cost effective SMO services to help increase web traffic and build brand awareness, as part of an overall inbound marketing and SEO strategy.

Marine Creative Designations & Partners



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Directory Submissions – \$299

Services:

1. We take a close look at your site and the information you submit to us. We make sure the information you provide us is optimized to maximize traffic from the directories and search engines.
2. We ensure that the information (titles, descriptions, keywords, etc...) that you provide best match your site's content and are within the guidelines of most directories. You have the opportunity to place 5 different titles and 5 different descriptions.
3. We target a large list of proven directories that best suit your site and that promote your business. Our individualized service enables your site to receive targeted visitors based on your site's content.
4. We manually submit your site and information to each directory separately.

This customized approach saves you time and effort while simultaneously maximizing your site's approval rate in the directories.

5. We use your email for each submission. Most directories will notify you about each submission.
6. Once we complete your order, we will email you a receipt of all directories to which we submitted your site and the category for each submission.

Please note we cannot guarantee that each submission will be approved. This is dependent on your site and business. Each directory has a human editor and it is up to their discretion to accept your site or not. We **guarantee** only that you will receive 200 receipts of submission.

Service Highlights:

- 200 guaranteed manual submissions by an experienced editor.
- Up to 5 different titles and 5 descriptions.
- We submit one URL per directory.
- All web directories are high traffic, SEO friendly, high rate of success, known and proven.
- Receipt of submission: We email you a copy of all directories and the location (category) of each submission.

Note: it is cost-prohibitive for us to assess whether you have already submitted to any given directory in our list. If you have already engaged in significant directory submission, there may be redundant efforts.

Article Submissions -- \$149

Article submission is one of the vital parts of SEO and traffic building.

Article submission is a free way to get one-way back-links to your site, as well as to increase your position in the SERPs (search engine results page scores). Article marketing is also a way to drive substantial traffic to your site.

Annually submitting your unique articles to various article directories is one of the best ways to create one-way links and increase site popularity. These days, search engines index text links faster because a text link can be analyzed for certain keywords. They can also check for relevancy of the keyword within the article submitted. Furthermore, text links are in HTML format, which is easier for search engines crawlers to index.

Through building back-links to your site with targeted anchor text, you can increase your site's rankings for the keywords and key phrases that your potential buyers would use to find your products or services.

Benefits of Article Submission

- Increase in number of back-links to your site
- Targeting of different keywords and key phrases
- Back-links from content relevant sites
- Authoritative back-links
- Direct traffic generation
- Higher site SERPs
- Increased Google Page Rank

Service Highlights:

- 20 guaranteed manual submissions by an experienced editor.
- Up to 10 different articles can be utilized.
- All article directories are high traffic, SEO friendly, high rate of success, known and proven.
- Receipt of submission: We will email you a copy of all article directories and the location (category) of each submission upon completion of the work.

NOTE: This package does not include providing article content. The writing of original articles or press releases is priced separately on request.

Blog Submissions - \$199

As more people are coming to the Internet, and as sites, news services, and other online resources continue to grow in number and variety, it becomes vital for blog owners to maintain high visibility by leveraging the major distribution media.

If your site doesn't already have one, consider adding a blog. Blogs generate traffic, visibility, and prestige for your site and boost your site's PR (page rank). Blogs also help you to stay in touch with your customers. Contact your webmaster to add a blog to your site.

Blog directory submission is similar to site directory submission. In web directory submission, we submit your sites manually to general and niche web directories. In blog directory submission, we submit your blogs to specific niche blog directories that increase blog popularity.

These blog directories are established directories that increase your blog's page rank as well as your blog SERPs (search engine results page scores). Some blog directories also allow visitors and members to vote for your blog, helping to create branding of your blog on the Net and increase its popularity.

Blog directories submission helps you by:

- Increasing your blog's page rank
- Increasing your blog's Alexa rank
- Increasing the number of free one-way links to your blog
- Building search engine trust
- Increasing blog popularity
- Boosting your search engine ranking position.

This service is beneficial to all individual site owners and small businesses that have a blog. Anyone who runs or plans to have a blog can take advantage of our directory submission services. We manually submit your blogs and choose the best category option for each.

Service highlights

- Manual 50 submissions by an experienced editor.
- Up to 10 different blog content pieces are handled.
- All blog directories are PR1 to PR6.
- Receipt of submission: we will email you a copy of all blog directories and the location (category) of each submission. 50 receipts of submission guaranteed.

NOTE: This package does not include providing blog development (writing) services, which are sold separately. Request pricing.

Deep Link Submissions - \$299

Deep link submissions create links to interior pages on your site (pages other than the homepage). This process makes your link submissions seem more natural to the major search engines. In addition, deep linking allows your site more exposure since it can be listed in areas beyond what is possible using only your home page. The results: improved search engine rankings.

Your deep link submissions will include all of the features of regular site submissions.

Process

1. We examine your site and the information you submit to us. We make sure the information you provide us is optimized to maximize traffic from the directories and the search engines.
2. We will insure all information (titles, descriptions, keywords, etc.) that you provide us best matches your site's content and are within the guidelines of most directories. You have the opportunity to place 5 different titles and 5 different descriptions.
3. We target a large list of proven directories that best suit your site and promote your business. Our individualized service enables your site to receive targeted visitors based on your site's content.
4. We will manually submit your site and information to each directory separately. This customized approach saves you the time and effort while simultaneously maximizing your site's approval rate in the directories.
5. We use your email for each submission. Most directories will notify you about each submission.

Please note we cannot guarantee that each submission will be approved. This is dependant on your site and business. Each directory has a human editor and it is up to their discretion to accept your site or not.

Service highlights:

- 200 guaranteed manual submissions by an experienced editor.
- You can supply two different URLs (one URL per 100 Submissions.)
- All web directories are hand-picked for high traffic.
- All web directories are PR1 to PR6.
- Receipt of submission: We will email you a copy of all web directories and the location (category) of each submission.
- Slow "natural" submissions available on request at no extra cost. Includes receipt for all submissions.

NOTE: Service includes guarantee of submissions only. We cannot guarantee that the directories involved will approve and post the submitted URL.

MySpace Promotion - \$199

Promote your MySpace web page NOW!

- Increase your MySpace page traffic and visitors.
- Get your MySpace web page indexed in all search engines.
- Increase your MySpace web page visibility and exposure.
- Increase your MySpace web page subscriptions and video views.
- Increase interaction.
- Increase the number of links to your MySpace page.

NOTE: This package does not include providing a MySpace page. MySpace page development or content writing can be purchased separately.

Service highlights

- 100 guaranteed manual submissions by an experienced editor.
- Up to 5 different titles and 5 descriptions.
- All web directories are PR1 to PR6.
- All web directories are high traffic, SEO friendly, high rate of success, known and proven.
- Receipt of submission: we will email you a copy of all web directories and the location (category) of each submission.
- One-month report regarding "listing approval status" available. (This refers to feedback from directories on whether a listing has been accepted.)

NOTE: Service includes guarantee of submissions only. We cannot guarantee that the directories involved will approve and post the submitted URL.

YouTube Page Promotion - \$299

Promote your YouTube web page.

- Increase your YouTube page traffic and visitors.
- Get your YouTube web page indexed in all search engines.
- Increase your YouTube web page visibility and exposure.
- Increase your YouTube web page subscriptions and video views.
- Create more interaction with visitors
- Acquire more links to your YouTube page

NOTE: This package does not include providing a YouTube page. Development of a YouTube page is priced separately.

We also offer professional video creation—priced separately on request.

Service highlights

- Title optimization for 5 videos
- Rewriting the description for 5 videos focusing on a specific set of keywords along with a marketing statement
- Comment posting in a YouTube channel for 5 videos
- Joining an existing YouTube group
- Guaranteed manual submissions by an experienced editor
- 10 mixed PR links for your YouTube channel
- 10 mixed PR links for five YouTube videos (links to your video page)
- 10 bookmark submissions for each of the five YouTube videos
- 10 directory submissions for each of the five YouTube videos
- Receipt of submission: We will email you a copy of all web directories and the location (category) of each submission.

eBay Promotion - \$299

Promote your eBay web page.

- Increase your eBay page traffic and visitors.
- Get your eBay web page indexed in all search engines.
- Increase your eBay web page visibility and exposure.
- Increase your eBay web page subscriptions and video views.
- Create more interaction with visitors.
- Create more links to your eBay page.

Note: This package does not include creating your eBay page. eBay page development is priced separately.

Service highlights

- 200 guaranteed manual submissions by an experienced editor
- Up to 10 different titles and 10 descriptions.
- All web directories are PR1 to PR6.
- All web directories are high traffic, SEO friendly, high rate of success, known and proven.
- Receipt of submission: we will email you a copy of all web directories and the location (category) of each submission.

Note: we guarantee 200 receipts of submission, but cannot guarantee approval for all submissions by the directories involved.

Social Bookmarking - \$149

We know that a site needs to be properly optimized to allow search engines to find it and list it in their search results. But the next step in traffic generation is social media marketing or “social bookmarking.” This process allows you to significantly increase the number of visitors to your site.

Social bookmarking is a new advance in generating qualified web traffic. The word “qualified” is the key to getting customers and sales for your products. It means visitors who are interested in what you are selling. This is exactly what social media optimization offers.

“Social media” as a category refers to the numerous communal sites on the web. They are a way for people to share information and ideas. Forums and sites such as YouTube, Digg, Technorati, Delicious.com, and Stumbleupon are just a few examples. These sites are hugely popular and gain substantial recognition as well as traffic.

Social media sites are also a perfect vehicle for your own ideas. For example, if your site is concerned with selling on eBay—how to do it, what to sell, how to reach “power sellers” in record time and so on, you would look for appropriate social media sites that target these interests. Posting a signature with a link to your site will drive traffic to your site as a result.

What Social Book Marking Can Bring to Search

Yahoo’s user-reviewed restaurant searches or the ranking of videos in Google search are current examples of social media’s measurable variables of reviews, ratings, comments and/or video plays being a critical part of these searches, but social media goes far beyond restaurants and videos.

Monitoring social bookmarking services like [Del.icio.us](#), [StumbleUpon](#) and [Ma.gnolia](#) can help search engines in multiple ways by:

- *Indexing Sites Faster:* Humans bookmark sites launched by their friends or colleagues before a search engine robot can find them.
- *Deeper Indexing:* Many pages bookmarked are deep into sites and sometimes not as easily linked to by others, found via bad or nonexistent site navigation or linked to from external pages.
- *Defining Quality:* If someone takes the time to bookmark a site, it usually has some quality to it.
- *Measuring Quality:* Essentially, if more users bookmark a page, the more quality and relevance that site has. A site with multiple bookmarks across multiple bookmarking services by multiple users is much more of an authority than a site with only several bookmarks by the same user.
- *External Meta Data:* Users who bookmark sites tag them with keywords and descriptions which add an honest and unbiased definition which is created by the public and not the owner of the site.
- *Co Citation:* Social bookmarking sites tend to categorize sites and pages based upon the tags used by humans to describe the site; therefore search algorithms can classify these sites with their peers.

(Cont.)

In addition, by indexing the social measurement variables such as commenting and votes at [Digg](#), [Reddit](#), [Netscape](#) and various niche oriented (all of those Pligg powered hubs), search engine algorithms can also benefit from social news sharing sites by:

- *Number of Votes*: Similar to the number of bookmarks, the more votes a page receives on Digg or Reddit, the more useful that information usually is. If the same page receives multiple votes across multiple social news voting sites, the higher quality the site.
- *Categorization*: Like Co Citation, categorization can help define the subject of a site, therefore better helping the engine address searcher intent.
- *Commenting*: The number of comments can be compared to the number of votes, the higher the comment to voting ratio, the more relevant the news story or site was to the user; therefore, more relevant to the searcher.
- *Relevant Sites*: Techmeme and Netscape (and hopefully soon Digg) suggest relevant pages and sites to the stories which make their 'popular' categorical pages via intra-linking or blog index monitoring. Engines can learn from these projects to help users find alternative or relevant selections in their search results.

Service Highlights

- 50 manual submissions by an experienced editor.
- Guaranteed inclusion.
- Use of top social networking sites.
- All target sites are PR1 to PR8.
- You get a receipt for all submissions.

Video Upload & Marketing - \$199

Promote your videos. Get both views and ratings, and new traffic to your commercial site.

We will:

- Expand your video exposure and ratings.
- Increase your traffic and video popularity.
- Save you time and effort.

NOTE: This package does not include creating original video content. We offer professional video development that is priced separately.

Service highlights

We will:

- Create your video site accounts.
- Manually upload your video to 20 video directories
- Work with up to 5 different videos
- Manually ensure that your video is accepted in each site.
- Work with top video sites such as Google, YouTube, AOL, MSN, and so on.

Online Profile Promotion and Marketing - \$249

Online profiles **such as** Facebook, LinkedIn, Naymz, MySpace, Twitter are excellent sources for traffic, visitors, and any the specific kind of networking and interaction that supports today's businesses.

Service highlights

- Manual profile setup on 5 social profiling web sites by an experienced SMO expert.
- We recommend 5 sites based on your business needs and profile.
- Submissions of each profile URL to 20 directories (5 profiles times 20 directories)
- Acquiring 10 mixed page rank links for each profile (5 profiles times 10 links)
- All web directories are high traffic, SEO friendly, high rate of success, known and proven.
- Guaranteed receipt of submission. We will email you a copy of all web directories and the location (category) of each submission

PR Promotion - \$199

Press Release submission is one of the vital parts of SEO and traffic building. It's a free way to get one-way back-links to your site, as well as to increase your position in the SERPs (search engine results page scores). And it's an excellent way to drive substantial traffic to your site directly.

Annually submitting your unique PR to various PR directories is one of the best ways to create one-way links and to increase site popularity. Search engines index text links faster because a text link can be analyzed for certain keywords.

Also, it can check for relevancy of the keyword within the press release submitted. Furthermore, text links are in HTML format, which is easier for search engines crawlers to crawl and index them.

Through building back-links to your site with targeted anchor text, you increase your site's rankings in the SERPs for keywords and key phrases that refer to your products or services.

Benefits of PR Submission

- More traffic to your site
- Publicity at a very low cost
- Building up of your brand.
- Back-links from the posted content that boost your search engine positions.
- Increased Google page rank

Services:

- 20 guaranteed manual submissions by an experienced editor to sites that are PR1 to PR8
- Use of up to 10 different releases.
- You obtain a receipt for all submissions.

NOTE: This package does not include writing press release content. Original content can be developed at a number of levels and is priced separately. We can also offer a price to have a professional editor review your current copy for suitability as a press release.