

## The Metamend Approach



### ***Website Promotion***

Metamend will promote your site to ensure coverage within 90% of the Internet's search traffic. This increased visibility will boost your website's presence, making it easier for searchers to locate your online business. More importantly, this enhanced visibility is coupled with relevant results, which means amplified targeted traffic. More targeted traffic to your website improves your chance of additional sales.

### ***Greater Market Visibility and Penetration***

Statistics show that sites appearing in the top 20 results garner the lion's share of online revenue. Metamend will help you attain a higher position within the engines.

### ***Strong Online Brand Relationships***

Search results are the 'brand' of the Internet, and a website without a strong presence in search results has a brand that is practically 'worthless.' Your solid search engine presence increases your brand recognition to customers.

### ***Precise Customer Targeting***

Precise customer targeting and profiling is one of the many strengths of the Internet. Metamend focuses on your website's relevance, so it can be accurately positioned within the search engines. Accuracy equates to a higher degree of quality traffic and less 'bulk' traffic. Using a highly targeted group, the sales results yield a far better return than from traditional media campaigns.

### ***Quantifiable Results***

An online approach gives you a significantly improved measurable result, meaning greater 'return on investment' (ROI) potential. Statistics reports are provided for your analysis.

## Metamend Service FAQ

### ***Once I engage with Metamend, will traffic increase overnight, or over time? What kind of timeline can I expect?***

Relevant traffic will increase significantly, but there is a minimum three month window before you will see noticeable results. This is a normal process with the search engines that cannot be expedited. However, once your traffic and ranking increases, we make certain your site remains in a competitive position through ongoing optimization.

### ***Will Metamend guarantee me a top 10 position?***

We cannot guarantee you a top 10 position within the engines—no one can. To do so is morally and ethically wrong. Google states, “Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google...”<sup>1</sup>

We will, however, optimize your website to its full potential, which will give it an important visibility boost within the engines. Once your site is optimized by Metamend it will perform very well against the competition, significantly increasing your prospective ROI.

<sup>1</sup> Google, “*Google Information for Webmasters*,” <http://www.google.com/webmasters/seo.html>, 20 Dec, 2005.

### ***What sort of traffic increases can I expect to see?***

Typically, websites see a 900% increase in traffic when they appear in the top 30 listings for a particular phrase. A top 10 position usually equates to a 150 % further increase upon that number.

### ***Do I need to redesign my site before working with Metamend?***

No, Metamend will work with your current website. If there are outstanding site design concerns that we discover, we will make the appropriate recommendations to fix these issues. Our complete SEO service includes a detailed written analysis of your site, identifying any of over 30 *key areas* that may be impeding the search engines from reading your website correctly. Once all barriers have been identified, we will suggest and provide solutions to fix them all.

### ***If I need assistance redesigning my website, can Metamend help?***

Yes! Metamend will communicate with your web designer, offering suggestions and solutions to fix problems. We can also make referrals to reputable website design companies if needed.

***Does Metamend have experience in my particular vertical or domain?***

Metamend has experience with thousands of different businesses in over 60 countries worldwide.

***Is this optimization process done once a year, once a quarter, once a month, once a week? What is the frequency of optimization?***

We continuously monitor the search engines for changes in algorithms. Ideally, the optimization process is performed once a month, but can happen more frequently depending on changes within the engines.

***Will Metamend furnish me with 'before & after' traffic reports, so I can judge for myself, just how effective the service is when it comes time to renew next year?***

Yes, Metamend will provide you with complete web analytics reports.

***How frequently will Metamend be in touch with me?***

Communication is important. We will contact you as needed, and our SEO experts are available to discuss any issues or concerns you have during our business hours.

***Does Metamend provide web hosting?***

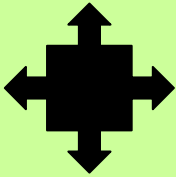
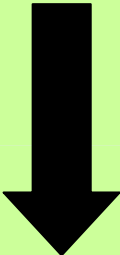
We do not provide web hosting, but we can offer reputable recommendations.



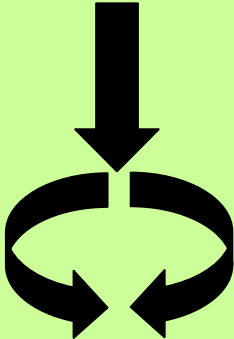
***Does Metamend license metrics software (e.g. Webtrends, WebSideStory, etc.)?***

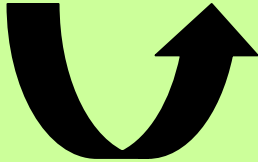
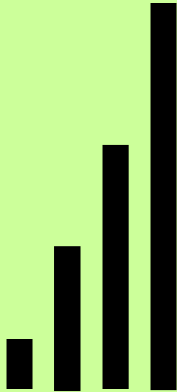
Metamend provides in-depth analytics reports every month, so there is no need to license metrics software. And, we will soon have our own analytics tools available so you can view and analyze the metrics of your site at any point in time. This powerful software is built with our own patent pending technology.

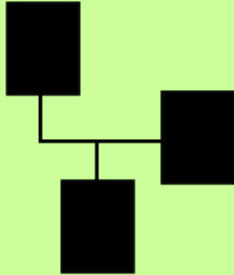

***As search engine algorithms change, how do I know that the optimization implemented six months ago is still effective?***


Metamend keeps a close eye on all algorithm updates that occur within the search engines. We will make certain your website is always on top and up-to-date to accommodate these changes.

| <b>Features</b>   | <b>Benefits</b>   |
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| <p data-bbox="297 411 529 443"><i>Phrase Discovery</i></p>           | <p data-bbox="701 411 1352 478">The best keywords and phrases are identified for your website.</p> <p data-bbox="701 520 1352 699">You provide the initial list of key messages that we review and compare against actual usage patterns within the search engines. The best ROI terms and alternatives are identified and a final list is agreed upon and prepared.</p>  |
| <p data-bbox="297 737 621 768"><i>Website Analysis Report</i></p>  | <p data-bbox="701 737 1352 804">The efficiency of your search engine optimization campaign is increased.</p> <p data-bbox="701 846 1352 1245">Our SEO Technicians will provide you with a complete written analysis of your site, identifying <i>all key areas</i> that may be impeding the search engines from reading and indexing your website correctly. Once all barriers are identified, we prepare suggestions to fix these issues. Finally, a report is presented to you and we discuss the findings <i>together</i>. Once we've agreed on the best course of action, our website specialists and SEO professionals go to work on your site and implement all the necessary changes.</p> <p data-bbox="701 1287 1328 1318">Some of the issues covered in the report include:</p> <ul data-bbox="751 1360 1352 1728" style="list-style-type: none"> <li>▪ Title Tags, Description Tags and improperly formatted Meta Tags</li> <li>▪ Insufficient or irrelevant textual content</li> <li>▪ Missing or irrelevant ALT text</li> <li>▪ Coding and syntax errors</li> <li>▪ Phrase popularity, alternative term suggestions</li> <li>▪ Barriers to the search engines</li> <li>▪ Link analysis</li> <li>▪ Site navigation and deal link issues</li> </ul> <p data-bbox="701 1770 1352 1875">Once all the suggestions in your Website Analysis Report are addressed, we analyze your site once again as a quality control measure.</p> |

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| <p><b><i>Analysis Review</i></b></p>             | <p>A thorough in-depth review is performed for quality assurance.</p> <p>An Account Manager will send you your report, schedule a call to review the findings, and discuss implementation. You approve, make changes, or request alternatives.</p>   |
| <p><b><i>Implementation Phase</i></b></p>        | <p>Our SEO Technicians prepare the changes described in the ‘Analysis Review,’ and either work with your Web Developer, or perform all work on the Web Developer’s behalf. Suggested changes to content are sent to you for approval, as per your request, and then uploaded to the site.</p> <p>Structural and navigation element corrections / updates are then made. Upon completion, all changes are reviewed — your entire site is re-reviewed internally, to ensure nothing was overlooked in the original review.</p> |
| <p><b><i>Search Engine Submission</i></b></p>  | <p>It’s useless having a website if no one can find it. We make certain your website gets found by your customers!</p> <p>Metamend has agreements and relationships with several search engines that value our optimization process. They will expedite submissions from us because of the high standards of our work. No other SEO firm in the world can offer you this level of service.</p> <p>All corporate press releases are reviewed for search engine messaging, and added to distribution channels.</p>             |

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| <p><b><i>Ongoing Monthly Updates</i></b></p>      | <p>Our professional SEO Technicians perform all the work to optimize your website's content and correct errors for you — throughout the year.</p> <p>Metamend believes in <i>one-on-one, personalized customer service</i> — an absolute necessity in today's rapidly growing tech sector. We understand that the subject of Search Engine Optimization (SEO) and Website Optimization is a new territory for many. We approach it as an optional educational process, <i>at your discretion</i>.</p> <p>Our SEO Technicians are extremely well versed in identifying any SEO barriers that exist on your website, <i>and</i> we will remove these barriers for you, so you can concentrate on running your business.</p> <p>There's nothing for you to manage — just set it and forget it!</p> <p><i>Your website will be fully optimized</i> and ready for submission to the search engines when the process is complete.</p> <p>Once optimized, your website is submitted by Metamend to the world's top search engines, directories, and data suppliers, including Google, MSN and Yahoo!</p> |
| <p><b><i>Website Traffic Reporting</i></b></p>  | <p>Metamend uses a combination of statistical analysis reporting tools with customized graphical reporting interfaces to provide web analytics and report client traffic results to the end user or Website Operator.</p> <p>Once your website is optimized and submitted to the search engines, it's time to monitor the site's progress. This information is found in Monthly Stats, or Statistical Analysis Reports, also known as Website Analytics Reports. These reports are loaded with useful information, including the total number of visitors each month, total pages viewed, and a report indicating where the traffic is coming from. They also include valuable</p>  |

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|  | <p>information such as the time of day the site was visited, which specific pages were viewed, etc. These reports allow you to objectively review the performance of your website each month, and identify weak areas as well as areas of strength.</p> <p>Metamend also provides you with monthly reports outlining how well your website is performing for the key messages identified by you.</p>   |
| <p><b><i>Site Map Builder</i></b></p>  | <p>Ensure all your web pages are found by the search engines!</p> <p>Part of your monthly optimization schedule includes creating and uploading a site map to your website. This site map page provides two very important functions. First, it ensures visiting search engine robots and spiders find a complete set of your site's links to follow. Second, the engines have a much easier time indexing your entire website, not just your home page, extending your chances of being found by a greater variety of keywords and phrases.</p>   |
| <p><b><i>Google Sitemaps</i></b></p>  | <p>You also get Google Sitemaps, an easy way to improve your coverage in the Google index.</p> <p>Google Sitemaps is an XML feed. It is a collaborative crawling system that enables you to communicate directly with Google to keep Google informed about all of your web pages, and when you make changes to these pages. With Google Sitemaps you get:</p> <ul style="list-style-type: none"> <li>▪ Better crawl coverage to help people find more of your web pages</li> <li>▪ Fresher search results</li> <li>▪ A smarter crawl because you can provide specific information about all your web pages, such as when a page was last modified, or how frequently a page changes</li> </ul> |

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| <p><b>404 Reports</b></p>  | <p>Eliminate dead links and non-existent pages!</p> <p>404 reports let the Website Operator know about website navigation failures. We will make certain there are no 404's in any targeted web pages, and we will ensure you are advised of any we find outside of the target pages.</p> |
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### **About Metamend**

Metamend Software & Design Ltd. is a search engine optimization firm, founded in January, 2000. Metamend has worked with websites in almost every major industry, and in a multitude of languages, with more than 2,500 successful clients in over 60 countries. Our service is recognized as the world leader in search engine optimization technology, by Microsoft and Sun.