

Search Engine Optimization.



- ▶ DESIGN AND DEVELOPMENT FRAMEWORK
- ▶ CONTENT REWRITING
- ▶ LINK POPULARITY CAMPAIGNS



Introduction

To us a website means much more than just a page with some information. It's an identity for your business in cyberspace – one that faces competition just like businesses do in the ordinary world. What most website designers and developers overlook is the fact that a site actually talks to two different audiences. The first is a human audience consisting of visitors logging on to the site. The second consists of computer programs called "search engines" that scan the site looking for information to produce the right matches to search queries.

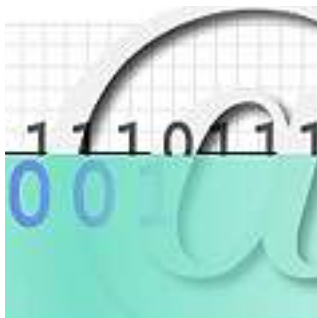
Our goal is to help every company build and maintain the most search optimized website possible.

We do much more than just search engine submission and random insertion of key words. CBP offers a complete solution that encompasses all the key elements to building a popular website. We can help achieve the best possible website listings on any search engine. Money invested in CBP's Search Engine Optimization (SEO) services is money well spent.

What is Search Engine Optimization and what can it do for my website?

▶ Search Engine Optimization (SEO) is the process of carefully studying and modifying the attributes of a website in order to improve its position on one or more search engines, allowing you to tap a much wider audience.

Looking at it from another perspective, SEO allows your target audience to find your website using search keywords that are most relevant to your product or service.



Why invest in an SEO program?

▶ Consider the following statistics:

- Search is the second most popular online activity, second only to email
- The #1 way through which people find new websites is through Search Engines
- 4 out of every 5 Internet users use a Search Engine daily
- 80% of all search engine users stop looking for a website after the first 30 results
- 55% of all e-commerce transactions originate from a search listing
- 80-90% of Internet users rely on search engines to find websites

SEARCH ENGINE OPTIMIZATION. ▶▶▶

Why choose CBP to search optimize your site?

- ▶ We help answer the following questions for you:
 - How do I get more exposure for my website?
 - How do I make sure that visitors find my site when they search for the product/service that we offer?
 - How can I boost the overall popularity of my website without investing large amounts into advertising?



Why not advertise on the web instead?

- ▶ • In the long term, SEO is more cost effective than other website marketing methods – i.e., the cost of SEO reduces with time. With Pay Per Click Campaigns and other link popularity campaigns, costs increase over time.
- SEO provides an incredible Return on Investment. SEO in the long run brings a steady flow of traffic to your site, at a very nominal cost.
- SEO lasts for years. Traffic as a result of your SEO campaign maintains a steady flow even if you don't continue optimizing your site. Paid advertising on the other hand is good for short term popularity campaigns, as they guarantee traffic only as long as you continue to advertise.
- SEO has a better chance of delivering return customers. SEO is more about what the customer is looking for, as it involves voluntary keyword searches on their behalf. Paid advertisements are more about what the company thinks the market wants.

- ▶ C B P provides guaranteed results for every SEO program undertaken. We work in a transparent fashion, and follow a result-oriented model. CBP offers a full



guarantee for achieving top ranking positions (within the top 10) for at least 90% of the master keywords and search engines mutually agreed upon. Choose CBP with confidence to help your website

SEO & Website Traffic Building services offered

- ▶ Our end-to-end services include the following:
 - Analyzing and implementing an SEO friendly design and development framework
 - Content rewriting to increase keyword density
 - Meta Tags insertion
 - Keyword insertion
 - Link popularity campaigns
 - Site structure Changes
 - Sitemap creation

*To learn more
about our SEO services,
please contact
a representative TODAY.*



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