

*At The Beach*®

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Internet Advertising & Marketing

**- ATB - INTERNET GROUP**

www.ATBInternetGroup.com

Web Site Design, Hosting & E Commerce

**At The Beach Enterprises Inc – ATB Internet Group**      **Oct 2008**  
[www.AtBeach.com](http://www.AtBeach.com)      -      [www.ATBInternetGroup.com](http://www.ATBInternetGroup.com)

## SEARCH ENGINE SUBMISSION AND WEB SITE OPTIMIZATION GUIDE



There are **THREE VERY IMPORTANT ELEMENTS** to improving **YOUR WEB SITE'S** findability on the internet. Your web site has a purpose of increasing your existing customer base and retaining existing customers. This BRIEF CHECK LIST is meant to be a simplified approach to assist you in reviewing and taking action to improve your web site's findability on the internet when consumers search via the major search engines primarily [www.google.com](http://www.google.com) , [www.yahoo.com](http://www.yahoo.com) , [www.msn.com](http://www.msn.com)

There is no magic to SEO (SEARCH ENGINE OPTIMIZATION)

HOWEVER ~ It does take some effort, patience and understanding of what elements are important. We hope you will benefit from this composite of simplified tips.

### 1. SEARCH ENGINE OPTIMIZATION FOR YOUR WEB SITE:

- o Is your web site search engine friendly?
- o Does your web site have sufficient "keywords" in it's meta tags and on the body of web pages.

THE ANSWERS can be found at: Google for Webmasters

<http://www.google.com/support/webmasters/>

We realize you may not understand all of the SEO terminology, but encourage you to at a minimum read the key elements found here:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

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TOLL FREE: 800-519-3404 / LOCAL: 410-250-6000 / FAX: 410-250-8695

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## 2. SEARCH ENGINE SUBMISSION FOR YOUR WEB SITE:

There are basically only 3 or 4 major sites you need to submit to. The links directly below are directly to the FREE submission offers of major engines.

Google - <http://www.google.com/addurl/?continue=/addurl>

Yahoo - <http://search.yahoo.com/info/submit.html>

MSN - <http://search.msn.com/docs/submit.aspx>

And some optional submissions – (recommended)

Google Base – submit services, products, housing, etc..

<http://base.google.com/base> Ideal for products you retail or services you provide.

Google Maps <http://www.google.com/services/>

(Ensure your business location is identified on google business maps)

3. We **STRONGLY suggest** the google webmaster tool to create a sitemap. Basically, 4 files are generated and uploaded to the root folder of your web domain. Then, another file is generated and uploaded, and then verified by google.com that it sees your web site and is able to index it. Details are found at:

<https://www.google.com/webmasters/tools/docs/en/about.html>

We can accomplish this for our domain hosting clients in about 5 plus hours time, which INCLUDES all the search engine submissions noted above as well.

Our fee \$250 for an average web site. (larger web sites – may (will) take more time, therefore about \$400 for larger web sites. **CLICK HERE TO GET THE ENROLLMENT FORM TO GET STARTED WITH THIS PROGRAM ASAP!** -- Or just Email [Dan@AtBeach.com](mailto:Dan@AtBeach.com) or call us.

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## LOCAL WEB PORTAL ADVERTISING LINKS:

(Inbound links from other relevant sites can enhance your relevance with search engines such as google.com)

Local Chambers of Commerce

Join your local chamber(s) ... for example:

[www.OceanCity.org](http://www.OceanCity.org) (Ocean City Chamber of Commerce)

[www.Berlinmdcc.org](http://www.Berlinmdcc.org) (Berlin MD Chamber of Commerce)

[www.bethany-fenwick.org](http://www.bethany-fenwick.org) (Bethany Fenwick DE Chamber)

[www.oceanpineschamber.org](http://www.oceanpineschamber.org) (Ocean Pines MD Chamber)

[www.beach-fun.com](http://www.beach-fun.com) (Rehoboth – Dewey DE Chamber)

[www.salisburyarea.com](http://www.salisburyarea.com) (Salisbury MD Chamber of Commerce)

Also, in your particular industry, you may belong to associations, such as the Coastal Association of REALTORS: <http://coastalassociationofrealtors.com/> Or other local, state, and national associations to which you are a member and entitled to web site linkage from their web sites. Check to be sure you are listed and their web sites have proper links to your web site.



**Of course there are also local HIGH TRAFFIC web portals:**

[WWW.AtBeach.com](http://WWW.AtBeach.com) (ours) is one of the most visited web sites on the Atlantic Coast. It features many advertising options and benefits for reasonable advertising fees. To review possible advertising options – [www.AtBeach.com/advertising](http://www.AtBeach.com/advertising) - on this web page, you will find a **link to INTERNET ADVERTISING statistics** - which will provide you authoritative data and reasons why YOU SHOULD at a minimum move advertising \$ from traditional media such as newspapers, TV, Radio to the internet. The major corporations are already moving to the internet with major advertising \$ marketing plans, as they realize the consumer is on the internet searching for business products, services and information.

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**INBOUND LINKS:** Quality inbound links from other high traffic web sites to YOUR WEB SITE also will increase your own web sites ranking with major search engines, in particular the [www.google.com](http://www.google.com) search engine portal notes that this is a factor in obtaining higher search engine relevancy.

We include search engine optimization when we complete web site renovations or original creations of web sites. It is included in the basic cost of our custom web sites. It is also a suggested annual maintenance to ensure your web site is re-evaluated and again optimized annually.



**IMPORTANT:** If you desire just to have an evaluation of your existing web site and are not a domain hosting client, you can call for a consultation appointment. A 2 to 3 hour session is suggested and our fee is \$50 per hour. \$100 to \$150 for a 2 or 3 hour informal session may pay you many times that in benefits from the knowledge gained and instructions provided to you on what you need to do to BOOST your web site Search Engine Rankings. This would include evaluating your existing web site and providing you with basic information to improve it's keyword ranking and

web site design. Without keyword relevancy or proper web site design, submission to search engines is of little or no value.

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We are located in North Ocean City Md and can manage appointments here most weekdays during normal business hours. Call 410-250-6000 / 800-519-3404 or Email [Support@AtBeach.com](mailto:Support@AtBeach.com) for an appointment today!

Get started now to make 2009 the year that you "transcend from" traditional media advertising methods and consider truly restructuring your marketing plan and advertising programs to be SURE you are FISHING WHERE THE FISH ARE!

Sincerely,

Dan Smith

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**Bringing the world to YOUR BEACH!**

Creating custom web design and domain web hosting

And all other associated technologies for small and mid size businesses, organizations and community governments.

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