



## Five Sparrows LLC

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# Search Engine Optimization

## A Detailed Approach to Search Engine Optimization

Five Sparrows provides a comprehensive approach to Search Engine Optimization (SEO) and optimizes your site for the search engines with keyword research, individual page optimizations, keyword densities, html meta tags (keywords, titles, descriptions, etc.), search engine spider simulation reports, and more. Our detailed approach to Search Engine Optimization ensures that your site is accurate, SEO-compliant, and search engine-friendly.

### Keywords Matter

Websites often compete for the same keywords, so you have to be smart about selecting the right keywords for your website. Our keyword research determines the most effective search terms for your site by analyzing (in real-time) how often a term has been used in a search, similar search terms that may give you better results, and ultimately which terms you should target to help your website get better search engine rankings.

### Optimization is More Than Just Keywords

Once the right keywords have been selected, they must be used throughout the site both in the html code and in the content of your web page. Our optimization techniques ensure that each page of your website is fully optimized “behind-the-scenes” and also on the page, and is professionally written so the keywords and other optimization elements flow smoothly and are transparent to visitors.

### Individual Page Optimization

Each page of your website is different, so the optimization for each page should also be page-specific. Keywords and other optimization elements must be used frequently enough to be helpful to the search engines, but not over-used which can result in keyword “spamming.” By optimizing specifically for each web page, we can make the most of your web content and improve your search engine positions.

### Tracking Your Results

Once your website has been indexed by the search engines, you need to track the changes and monitor not only your search engine ranking and positions, but also your search engine saturation across the web. Our monthly reports include a keyword performance report, a page summary report, a top pages report, and a trending report that tracks your progress over time.

## Search Engine Optimization

The process of optimizing your website takes much research and careful writing so the search engines will index your site and keep their “spiders” coming back to visit. Our SEO services include:

### 1. Keyword Research

Our keyword analysis tools enable us to determine in real-time how selected keywords perform in web searches, so you can target the right keywords and phrases. We also provide you with keyword variations to help identify the terms that will improve your results.

### 2. Page Optimization and Meta Data Insertion

We optimize each individual page of your website to include custom HTML code, page-specific elements, on-page text optimization, and the most critical meta data tags used today by the top search engines. This includes:

**Meta Title** - We use a well-crafted sentence to describe the title of your web page and/or business.

**Meta Description** - We create a description of your company or web page that is powerful, provides the right marketing message, and stays within the size limits that search engines impose.

**Meta Keywords** - Using the keywords and phrases determined from the keyword research in Step 1, we optimize each page of your site to correctly use search terms both on the page and behind-the-scenes in the html code.

**Meta Geo Tags** - We include customized geographical information (GPS-based longitude/latitude) to help your site be indexed for local searches.

### 3. Validation Testing

After your site has been optimized, we test each page for keyword density, spider simulation, and search engine listing simulation, and make any necessary adjustments.

### 4. Site Maps & Robots.txt Files

We build two customized site maps for your site (XML and HTML) to ensure that the search engines can find and index your web pages accurately. We also create a custom Robots.txt file that directs search engine spiders appropriately through each page of your website.

### 5. Written SEO Summary Report

When the SEO work has been completed on your site, you will receive a written report with details about the specific work that was performed on your site, including the meta data used on each page, geo-targeted coordinates for local search, and validation testing for each individual page.

### 6. Monthly SEO Monitoring

SEO services include six months of SEO monitoring to track your website’s progress in the search engines and elsewhere on the web.