

Web Search Specialists.com

Search Engine Optimization & Positioning - Get Qualified Leads from your Web Site!

**Is your web site listed with the major search engines like Google & Yahoo?
Are you being "found" by clients who are searching for your Products & Services?**

The bottom line is this ...

- No matter how "good" your web site looks,
- No matter how "great" your products or services are,
- No matter how "experienced" your webmaster is,
- No matter how "high tech" your web site functions,

**... if your web site is not listed on pages 1 or 2 of the search engines,
YOU ARE LOSING PROFITABLE BUSINESS EVERY DAY!**

*"Our catering business has really grown ever since we started using Kevin's services.
We ask each new client, "How did you find us?" ... and now the reply is often ...
"On the web".* Kate Sullivan, UtahFoodServices.com

Why is Search Positioning so important? What happens when a client does a web search?

- 70% of the clicks are on web sites they see in positions 1 thru 10 (page one of results)
- 25% of the clicks come from positions 11 to 30 (pages 2-3 of results)
- 95% of the total clicks therefore, come from positions 1 to 30

If you are not listed on pages 1, 2 or 3 - you are simply "out of luck".

If they cannot find you, there is ABSOLUTELY NO OPPORTUNITY to sell.

*Be on all the major search engines, including Google and Yahoo,
for only \$295.00 per month*! What is each new client worth to you?*

***New Customer Starter Special
Sign up by the end of this month and the first month is FREE! *
\$295 to \$325 Savings!***

Full Service Starter Plan 100: \$299.00 one time only set up & \$295.00 per month*. This includes everything for complete 100% online presence on all the major search engines for ad campaigns for up to **100 total keywords**.

Full Service Plan 350: \$695.00 one time set up & \$295.00 per month*. This includes everything for complete 100% online presence on all the major search engines, plus time budgeted in for the additional work for ad campaigns for up to **350 keywords**.

Full Service Plan 500: \$895.00 one time set up & \$325.00 per month*. This includes everything for complete 100% online presence on all the major search engines, plus time budgeted in for the additional work for ad campaigns for up to **500 keywords**.

(*NB: The click charges are not included as these are paid directly to Yahoo and Google. Read below.)
Other plans available. See www.CateringWebHelp.com for more details.



**All major credit
cards accepted**

**Call Kevin today (508) 286-9061
E-mail kevin@WebSearchSpecialists.com
Learn more at www.WebSearchSpecialists.com**

Frequently Asked Questions

Do I only pay if someone clicks on my web site link in the search engine?

Yes, you actually "Pay Per Click". So that if a person clicks on your web site link, only then you will be charged a set amount for that click. **This is great because you only pay for results.** If they do not click on your link, there is no cost to you. And if they do, then you have generated a qualified lead or a sale! Remember, we want clients to click, that is the whole idea of using the search engines. (NB: No need to worry about being charged for multiple or "fake" clicks because the software recognizes anyone trying to click "extra" on your link - so you are not charged).

What's a sample "Pay Per Click" cost?

E.g. As of 3/1/2006, the keyword "caterer Boston" on Yahoo cost 55¢ to be on page #1, position #1. (and the cost for page #1, position #7 was only 10¢. A very cost effective method to generate a qualified lead!

Can I stop paying you at any time, for any reason?

Absolutely. Our fees are monthly. We are confident that the search campaign will generate positive results for your business with more qualified sales, sales leads, and inquiry telephone calls. But you can quit at any time.

How will I know what I am spending each month on clicks?

We simply set up a monthly budget so you know exactly what you will spend each month on click charges. Let's say you want to spend \$25 a month on clicks. Your web link will show for the month, up until you have enough click charges to reach \$25. Then our system will stop your web site link from showing until the following month. Budgets can be increased or decreased at any time. And if you did not spend the full \$25 in a month, then the remaining balance is simply carried over to the next month. You do not forfeit any money not used, it carries over.

How do you know what search keywords are important for my business?

We do all the work to select the best keywords. When we begin work on your project, we will thoroughly analyze your business from your customers perspective in relation to the search engines. We will also analyze the web sites of your competitors. And we take input from you, since no one knows your business better than you do. Based on our analysis, we will arrive at an initial list of keywords. Once we have established an initial list, we will identify the most popular keywords. Based on the popularity of the qualified keywords, we will arrive at the final list of keywords which we will use.

Do you have references I can contact?

Absolutely. Call Kevin at (508) 286-9061 or send an e-mail to kevin@catererswebhelp.com and ask us for some references. Within 24 hours, we will send you references.

I already have a web master, do you need to do anything to my web site?

No. All our work is done "behind the scenes" using just your web site URL (address) and the search engines. We do nothing to your web site (unless you want us to). We are search engine specialists who work with web masters. It is a different job that we do.

How do I get started?

We start with a deposit. There is one time set up charge and the first month payment is required to start. You will then be billed quarterly (for 3 months at a time) after the first month. You can cancel at any time and refunds are prorated to the end of the month that you cancel. We accept all major credit cards.

All Search Engine Work is 100% GUARANTEED
What is each new client worth to you?



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