

## SEO Jump-Start Program

The SEO Jump-Start Program is a 90-day search engine optimization (SEO) program designed specifically for small businesses. The Jump-Start Program created by Bruce Clay, Inc., a recognized, experienced and trusted provider of SEO services, enables SEO's and small businesses to quickly learn and apply SEO techniques to their web sites.

This program includes a unique combination of consulting, training, SEO tools, and information to explain what you need to do to get your site well-ranked in the major search engines. During the entire course of the project, we will commit and adhere to the SEO Code of Ethics and SEO Code of Conduct.

## Here is a summary of what you will receive:

### 1: Discovery Interview

The program begins with a Discovery Interview - a scheduled conference call between you and your designated Bruce Clay, Inc. SEO Analyst. This call helps us document the short-term and long-term goals and objectives of your site.

### 2: SEO Site Assessment

Following the Discovery Interview, your SEO Analyst will review and evaluate your site from an organic search engine optimization perspective. The review and evaluation will include topics such as Site Architecture, Page Construction, Content, Web Server Configuration and Link Popularity.

### 3: Assessment Brief

Data from the Interview and Assessment will be compiled into an Assessment Brief. The Assessment Brief is a document (1-3 pages) that produces a prioritized list of Action Items for achieving the ranking goals. Your SEO Analyst delivers the Assessment Brief via email and hosts a conference call to discuss the findings. The process from the Discovery Interview to discussion of the Assessment Brief is typically 10 business days.

### 4: Domain Ranking Report - Baseline Rankings

The Assessment Brief will also contain a Domain Ranking Report - a baseline report where the site is ranked at the time the report was generated before implementing the Assessment Action Items, thereby aiding the measurement of your ranking progress over time.

### 5: Edit of 8 Web Pages

As you will learn in SEOToolSet™ Training, optimization is an ongoing and iterative process of editing web pages. To help you learn "how to" edit a web page, we will perform a one-time edit of up to 8 web pages on your site.

*(Cont.)*

## This program includes:

Discovery Interview, Site Assessment and Assessment Brief Compilation.

Post Assessment Consulting from a Bruce Clay, Inc. SEO Analyst.

Eight (8) page edits to get you started and that you can learn from.

Formal 2-day SEOToolSet™ Training and 12-month SEOToolSet™ subscription.

12-month subscription to LinkMaps™ a proprietary technology to improve Link Popularity.

Toll-free Technical Support Monday-Friday during normal business hours Pacific Time.

Information on how to properly submit your site pages to the search engines for free.

20% discount to Search Engine Strategies Conference.

Subscription to SEOToolSet™ Newsletter.

## Perfect For SEO's and Small Businesses

Tap the knowledge and experience of Bruce Clay, Inc. staff today at a fraction of the cost of a fully-outsourced SEO program and learn how to improve your web site rankings in the major search engines.

**Call 866-517-1900**  
For more information and to determine if this is the right program for you!

## SEO Jump-Start Program: (Cont.)

### 6: SEOToolSet™ Training and Subscription

We believe formal training is crucial to the success of this program. Therefore, within the first 30-60 days of the project, you will be provided an opportunity to attend our 2-day training course explaining our SEO methodology and showing you how to use the SEOToolSet™. In addition, each student will receive a 12-month subscription to the SEOToolSet™. This is NOT a programming course but you should be familiar with basic HTML.



### 7: LinkMaps™ Technology Subscription

LinkMaps™ is a Bruce Clay, Inc. proprietary technology that compiles a master list of inbound links and then informs the search engines of these other sites that link to your site to obtain full Link Popularity credit.



### 8: Toll-free Technical Support for 12 Months

During normal business hours, we provide telephone and email support to answer questions you may have about using the tools and ranking reports in the SEOToolSet™.

### 9: Follow-up Consultative Services<sup>1</sup>

Following delivery of the Assessment Brief, your SEO Analyst will provide up to 2 hours of post assessment consulting services.

### 10: How to Submit Your Site to the Search Engines

Many people believe they need to pay a fee to submit their site to Google, Yahoo and MSN. In most cases this is simply not true. If you need help, we will show you how to "hand-submit" your site to the search engines for free.



### 11: Other Program Values

We will provide a 20% Discount Coupon Code for an upcoming Search Engine Strategies Conferences<sup>2</sup> in the United States and a subscription to our SEOToolSet™ Newsletter.

<sup>1</sup> The follow-up consultative service will be delivered as an hour long conference call once a month for 2 months. At a mutually convenient date and time, we will discuss the site, answer new questions, give feedback on Action Item implementation, discuss new search engines changes, and offer recommendations for next steps.

<sup>2</sup> Search Engine Strategies Conference is an event owned by Incisive Interactive Marketing LLC. All rights reserved.

For a limited time only\*, we are discounting our service fees by \$2,000 (over 25%) and offering this program for a one-time fee of **\$4,955.00**.

*Why are we offering such a large discount for this program?*

**It is simple!** We believe you will find these services so valuable that as your business grows, you will hire us to perform other services in the future.

**Call 866-517-1900  
to sign up today!**

## One-Time Program Fee

*Here is a breakdown of our standard service fees:*

Assessment Brief:	\$4,500
Post Assessment Consulting:	\$480
2-day SEOToolSet™ Training:	\$1,495
8-Page Edits:	\$480
Standard Fees:	\$6,955
Jump-Start Discount*:	\$2,000
	<b>\$4,955</b>

\* Offer good until 02/28/2006