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www.BoundlessFlight.com

Software built on time, on budget, and in scope™

Increasing Your Sales & Profits With Search Engine Optimization

What is SEO?

Search engine optimization (SEO) is the processes of making your website appear more frequently and more prominently in unpaid (also known as *natural* or *organic*) search engine results. SEO is key element of your overall online marketing campaign, which also might include paid or sponsored programs.

The goal of SEO is simple - to increase the number of targeted visitors to your website. Having more “targeted” visitors increases your conversion rate, which is the percentage of visitors who will perform the desired action from your website, whether it’s purchasing a product, completing a survey, calling your office to talk with a live person, generating a lead, etc.

Why is SEO Important?

When a website is optimized for the search engines, it has a better chance to be ranked high in the major search engines results. (Note: Google, Yahoo and MSN search engines collectively handle over 85% of the entire search traffic). A high ranking is critical to increase traffic since most searchers only look at the results from the first page of their search.

Is SEO a one time event?

No. Search engines not only use different methods and formulas by which they locate and rank websites but also change these methods and formulas from time to time. That is why there is not a magic formula or process to ensure a high ranking. In addition, competitors also change the content of their own website, which often impacts ranking. As a result, SEO needs to be a continual process in order to be effective.

The bottom line is that just having a website up and running isn’t enough today if your goal is to increase your sales and market share via the internet. If you have spent a significant amount of money to develop the "look and feel" of your website, then it makes sense to ensure potential customers can find you when they conduct an online search.



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How is SEO done?

Boundless Flight Inc. uses established SEO best practices for key phrases and content (title, meta tags, and body text) for your particular industry that are distributed throughout your website to ensure that each web page is visible to each major search engine. We can also use a variety of link strategies to increase the number and quality of other sites in your industry that link your website. This is important since search engines use link popularity as a method of ranking their search results.

Regardless of the size of your company, SEO can be tailored for industries with many competitors as well as small "niche" markets. Further, the size of a company alone in terms of total sales or market share does not automatically guarantee a high ranking.

When will I see results?

You may see some tangible results within a week or so, but it will typically take between one to three months to see a positive return on your SEO investment.

What about paid or sponsored search engine listings?

Pay-Per Click and Paid Inclusion listings can also be an effective part of your overall search engine marketing strategy along with SEO. Keep in mind that the relative costs of Pay-Per Click and Paid Inclusion will vary widely depending upon the search engine, positioning and key words selected. Boundless Flight, Inc. is available to make specific recommendations based upon your available budget.

What Are My SEO Options with Boundless Flight, Inc.?

In order to properly track your progress with SEO, it is imperative to take a snapshot of where you are by way of an **Initial Analysis** and then monitor the progress after the SEO recommendations are implemented using our Monthly Reports.

Standard SEO Services - Initial Analysis & Reports

1. **Top 10 Ranking Report** - Google, MSN and Yahoo.
 - This will identify the Top 10 websites for high priority keywords.
2. **Ranking Report by Key Word**
 - This will tell where your website ranks on major search engines for particular key words.
 - The goal is for each month to be higher than the month before.
3. **Link Report**
 - This will indicate which sites currently link to your website as well as which sites you link to.



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Standard SEO Services - Initial Analysis & Reports (continued)

4. Competitors Link Report

- This will indicate which sites link to the Top 10 sites for the high priority key words.

5. Analyzed Keyword List Report

- This may or may not change over time depending on business focus and search engine traffic patterns.

6. Keyword Density and Prominence Report

- This is to determine how important the search engines perceive each page for a given set of keywords.
- This will be compared to the Top 10 Ranking Report.

7. Recommendations Report

- Based on the above reports Boundless Flight will make written recommendations about how to optimize your website for improved ranking and visibility.
- You can decide which recommendations to implement and whether to use Boundless Flight Inc. or your own webmaster to implement these recommendations

8. IMPORTANT NOTE:

- We cannot guarantee a particular ranking based upon SEO services and neither can any other legitimate SEO firm.
- Our commitment is to provide you with proper tools to measure the effectiveness of the services we perform. This will enable you to objectively validate the return you are receiving from your SEO investment.

Additional SEO Services

This consists of a number of additional services such as Monthly SEO Reports, Site Map Generation, Link Management Campaign, Webmaster Services and SEO Consultation. In order to use our Optional SEO Services, you must have ordered our Standard SEO Services - Initial Analysis & Reports.

Please refer to the SEO price list on page 5 for more complete information and pricing.

How much will SEO cost?

The cost of the Initial Analysis & Reports and Monthly Reports is a function of the size and scope of your website. Although the Monthly Analysis is optional and can be canceled at any time, we recommend a minimum period of three (3) months in order to properly evaluate your SEO progress. After the Initial Analysis, the monthly ongoing costs for Monthly Analysis and Link Management will range from \$200-\$900, depending on a variety of factors. See page 5 for our complete SEO price list.



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Payment Terms

Full payment is expected at the time you place your SEO order. We accept all major credit cards as well as payment by check. Checks should be made payable to “Boundless Flight Inc.” and mailed to:

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Why use Boundless Flight for SEO?

Established in November 2002, Boundless Flight, Inc. is a software development and technology consulting firm headquartered in Strongsville, Ohio that provides cost-effective solutions to its clients. SEO has been a regular part of our services offerings since our beginning. Our SEO team is lead by our technical principal who has been involved with SEO for over 15 years.

We have sales and/or resource offices in Eastern PA, Mobile, AL, New Orleans, LA, Dallas, TX, Chicago, IL, Denver, CO and Los Angeles, CA and an international offshore development team in China. Our client list includes a number of well known companies such as American Greetings, Penske Logistics, Yellow/Roadway, National City Bank, and Wellpoint.

We are a veteran-owned small business with General Services Administration certification and a presence on several state term schedules.

How do I Get Started with SEO?

There are three quick steps to get started:

- 1) Please click on this link www.BoundlessFlight.com/seo
- 2) Complete your Customer Profile
- 3) Use an online credit card or Pay Pal Account to authorize the Initial Analysis and the number of months of Monthly Reports you desire.

Your Initial Analysis Reports will be emailed to you within approximately two weeks after completion of your SEO Customer profile.

Remember, your satisfaction is important to us so you can cancel your Monthly Reports at the anytime and you will be refunded on any Reports you have paid for but not received.

Who can I call if I have any further questions or issues?

You can reach our SEO support team at (877) 777-8004 or email us at seo@boundlessflight.com



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Boundless Flight Inc. - SEO Price List

SEO Services	Website– No. of pages			
	Small -1-4 (Single Focus With Minimal Content)	Medium 5-20 (Single Focus With Moderate Content)	Large 21-100 (Multiple Focus With Moderate Content)	Extra Large 100+ (Very diverse focus & content)
Initial Analysis & Reports (Required for Optional SEO Services)	\$500	\$750	\$1,000	call for quote
Monthly Analysis & Reports (recommended for at least 3 months)	\$200	\$350	\$500	call for quote
Site Map Generation	\$100- \$500 - varies with theme, type of content & target audience. Recommended once a year assuming no major modifications to website.			
Link Management Campaign	\$400 per month - includes up to 10 hours devoted to directory submission, authority site submission, content submission or other similar activities. Recommended to be included with a Monthly Analysis because you are working with the most current data and analysis.			
Webmaster Services	\$65 per hr. - services to implement the content recommendations from the Initial Analysis if they cannot be handled by your own webmaster and not custom programming services (e.g., integration with customer's database) which would be part of SEO consultation			
SEO Consultation	\$150 per hr. - includes discussions about paid inclusion, pay per click programs, other traffic generating techniques and any other technical consulting services			

NOTE: The Monthly Analysis & Reports & Link Management Campaign can be canceled at any time for any future monthly services, provided we receive written notice no later than the 1st day of the month.