



SOCIAL SOLUTIONS

- Combines the Power of Social Media and Search Engine Optimization
- Gain ranking in Google with Google Social Search
- Utilize Facebook, Twitter, Articles and Blogs to Build Your Business
- Reach the 78% of consumers that trust peer recommendations over traditional advertising

Welcome to Social Solutions and congratulations! You have reached the right place to discover the secret of generating massive buzz, backlinks and ranking in the search engines! After All:

High Rankings on Google = More Visitors = More Sales = More Money!

BusinessWeek says

“ For companies, resistance to social media is futile. Millions of people are creating content for the social Web. Your competitors are already there. Your customers have been there for a long time. If your business isn't putting itself out there, it ought to be. ”



Search Engine Optimization + Social Media Optimization = FORMULA FOR SUCCESS

Social Solutions is our most comprehensive Search Marketing package available. Social Solutions combines the powerful of Social Media with the proven SEO techniques of Organics Solutions. Below we break down the two vital components of this successful formula.

Social Media

Social Media continues to grow in importance as the search engines take these sites into consideration for their rankings. Social media has now become an integral part of successful SEO for brands and business.

Up until recently, when people used search engines, the engines respond by showing a list of websites and some news stories, articles, etc in their results. Now that Social Media has become a major part of the internet, engines are now combining and displaying social media results intermingled within their regular search results. Why do they value Social Media enough to list it? Read on.



Here is just one example as to why search engines are doing this: A case study done in February 2010 by Chadwick Martin Bailey showed that 33% of Facebook users have become fans of brands. That's 132 MILLION PEOPLE IN ONE MONTH making recommendations to others about products, and that's just in Facebook alone. There are more than 25 BILLION pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month in just Facebook. Seeing this, Google and the other search engines are now including social media postings in their search results. The actions of 132 MILLION people are hard to ignore. Google sees it, we see it, and now, so do you.

Google Launches Google Social Search - With the launch of Google Social Search, (a new service from Google) Social Media is now more important than ever. Google Social Search posts Social Media content such as blogs, tweets and video right on the first page of the search results. You can search for practically any keyword or phrase and you will see blogs, articles and video intermingled within the search results.

Google Said:

“ We think there's tremendous potential for social information to improve search, and we're just beginning to scratch the surface. ”

From the Google Article, Search Is Getting More Social. 1/27/2010



Social Media Statistics You Need To Know!

Microblogs

- A recent Nielsen Study found that the total time being spent by Facebook users increased by 700% over a twelve month period from April 2008 to April 2009.
- During the same time period the amount of time users spent on Twitter increased by a whopping 3,712%.

Blogs and Articles

- 25% of search results for the world's top 20 largest brands are links to user generated content and 34% of bloggers post opinions about products and brands.
- There are over 200,000,000 blogs
- 54% of Bloggers post content or Tweet daily

What are people saying about you? Is it Good? Is it Bad? Or is it even worse...ABSOLUTLEY NOTHING!?

Video Marketing

- YouTube is the second largest search engine in the world
- YouTube has over 100,000,000 videos
- One Third of YouTube viewers have reported a dramatic decrease in the amount of television they watch
- Business who market via webcasts on YouTube have a higher ROI than those who market on Television

Social Media Is No Longer A Choice - It's a Must Have.

We all agree that it's a fact that Social Media has a very powerful influence on people's purchase decisions.

78% trust peer recommendations on products and services. Only 14% trust advertisements from businesses.

Now, couple that with the additional fact that search engines are now including Social Media postings intermingled with their search results plus, are making positioning decisions based upon the Social Media content they see and find, really runs home the need to have your company represented in this new area of Internet Marketing.

Social Media is not a fad. Social media is changing the way people access information, products and services. Social Media is revolutionizing marketing and providing a direct relationship with potential clients! Knowing these statistics you should be wondering what people are saying about you.

“Social media offers new opportunities to activate Brand Enthusiasm.”

Stacy DeBroff, founder and CEO of Mom Central



Organic Search Engine Optimization:

Organic Solutions is the Art and Science of SEO (Search Engine Optimization). Focusing strictly on the organic or non-sponsored areas in Google & Yahoo; Organic Solutions provides increased ranking to increase visibility through specific tasks laid out by your SiteSolutions.Com SEO Advisor. Each Organic Solutions package is tailored specifically for every client. Organic Solutions works by combining key SEO operations known to increase your website's importance and validity in the major search engines. SiteSolutions.Com is comprised of highly skilled engineers who have been developing a marketing and management program specifically for Google and Yahoo since 1995.

SEO is the delicate art of balancing website programming, off site marketing, back link portfolios and many other important tactics to increase visibility in the major engines. The purpose of SEO is to increase your website's visibility within the search engines and in turn strengthen your website investment.

Here are a few statistics for you regarding Search Engines

- 56% of internet users research through search engines before deciding on a product or service
- 62% of business use SEO for branding
- 60-70% of all clicks come from the organic (non-sponsored or non-pay per click) search results

The market of search engines is constantly changing. Algorithms and preferred strategies used by Google and Yahoo to determine your position in the search results can change on a daily basis. Since 1995 SiteSolutions.Com has built rock solid relationships with search engine giants such as Google.

By combining both strategies of Social Media and SEO, SiteSolutions.Com has created a power house in the online marketing field. It is clear that with the growing impact of Social Media on the search engines and the proven ability of achieving page one placement through Organic SEO that Social Solutions has revolutionized the way our clients approach their website marketing. The Internet and how the world uses it is changing. You need to implement these new techniques and marketing strategies to stay ahead of your competitors. The choice is yours, join the revolution or move aside as your competitors take over your marketshare

“ ...resistance to social media is futile... ”
- Business Week

Call now to order 1-877-855-2003



Product Details:

For more in depth descriptions see pages 9-12.

Social Media Research: Our team of experts in Social Media will begin researching your products, services, and industry and where these stand in current social market.

Baseline Reporting: Baseline reporting is the process of creating a baseline or starting place for your SEO Formula for Success. This stage is a compilation of several different reports that will help you select keywords, take note of necessary programming changes, check your current keywords for SEO strength and clue you in on what your competitors are during.

Included Reports:

- Website Audit
- Website Analysis
- Meta Tag Research
- Reviewing your current content for SEO strength
- Researching Keywords for your campaign
- Providing you with an analysis of your competitors

On-Site Search Engine Optimization: Our Search Engine Optimization Engineers will be analyzing your website from a Search Engine perspective with an emphasis being your sites viability and positioning potential within Google. Through our comprehensive website analysis, SiteSolutions.Com will provide you with what elements are currently helping your visibility in the search engines and what components are hindering your goals at SEO success.

SiteSolutions.com will provide recommendations for your title tag, keyword meta tag, description meta tag. SiteSolutions.com will also create and include an XML sitemap. SiteSolutions.com will provide you with what elements are currently helping or hindering your visibility and ranking." These sitemaps help Google and Yahoo spider (read through) your web page more efficiently and in turn help your placement.

“We look at the Web as being our basic power plant, kind of like electricity, so the Web and communicating in this fashion is second nature to us now. It’s not like we go brochure, television, mail. It’s Web, and then everything else. It’s social media first, and everything else.”

Ted Leonsis, owner of the Washington Capitals



Off-Site Search Engine Optimization: Currently search engines consider back-linking to be one of the most influential portions of SEO success. Your back link portfolio is the entire scope of websites that are currently linking to your site directly. This does not include link exchanges.

Monthly Search Engine Submissions: As part of the back bone of Organic Solutions you will receive Monthly submissions to over 8,000 different Search Engines and Directories. In addition to supporting your back linking, monthly submissions also help maintain your inclusion in the major search engines.

Social Site Creation and Management: SiteSolutions.Com will set up and manage up to 100 different social sites including blog sites, microblog sites and article sites. All of our Social Sites are some of the top ranked social networks in the world.

Online Video Marketing: Online videos in the search engines are one of the fastest growing forms of media on the internet. The online video developed for Search Engines is vastly different from the standard videos. The standard video files are not optimized for search engines. However the search optimized videos can be found by users typing keywords and phrases relevant to your business on the search engines; these videos are then listed right in the SERP (search engine results pages).

Blog and Article Posts: A blog (also known as a weblog) is essentially an interactive online journal that is updated regularly with unique content that elevates your value and ranking with the search engines. Some of the key benefits of being written about in a blog include the following:

- Higher Ranking – Posting a Blog pings the search engines every time new content is posted. This results in frequent search engine spider visits and much higher optimization and ranking.
- Networking in the community - Blogs help in securing quality links from other relevant Blogs by track backs, comments, etc. Blogs help gain link popularity and drive relevant traffic.
- Blogs help in establishing credibility and trust – Blogs establish a credible platform for online customer interaction. Reaching that 78% of consumers who trust their peers over you!

Monthly Reporting: Each month you will receive 4 separate reports.

- Monthly Submission Confirmation
- Traffic Analytics
- Backlink Report
- Ranking Report

“Combining the power of Social Media with proper Search Engine Optimization is creating the most powerful website marketing tool I’ve seen since creating SiteSolutions 15 years ago. Businesses who properly implement this powerful pairing of Internet marketing techniques are going to stomp on their competitors who don’t use it... and I mean stomp HARD.”

**Stephen Lochmiller, Search Engine & Internet Marketing Expert,
Chairman/Founder SiteSolutions.Com**



Why SiteSolutions.Com?

SiteSolutions.Com is comprised of highly skilled engineers who have been developing a marketing and management program specifically for Google and Yahoo since 1995. SiteSolutions.Com was one of the leading pioneers in the field of SEO and continues to be a driving force in the industry today. We pride ourselves on customer service. As a SiteSolutions.Com client you will have a one on one consultant available to you via phone, e-mail and online chat M-F 8-5 PST.

SiteSolutions.Com has a proven success rate. Over 90% of our clients achieve page one placement for many of their keywords and topics. You can view a list of over 1,300 different examples at SiteSolutions.com/pageoneproof.aspx. Just listen to what people are saying about SiteSolutions.com.

TESTIMONIALS

"I highly recommend SiteSolutions.Com. After using their internet services for over 3 yrs, I'm still amazed at the quality of service that SiteSolutions.Com and Steve Lochmiller provide for my company. Whenever I've had to call or email SiteSolutions.Com for changes to my criteria, etc, I've had immediate attention to the matter. Hits on our website continually increase, thanks to the monthly submissions to the search engines. Wish every company I deal with was as professional and efficient." **Ed Hoey - Director, Information Systems**

Working with SiteSolutions yielded positive results in just a few weeks. Datatrac has already advanced to the first page of Google search results, thereby achieving the first milestone in our SEO efforts. I'm looking forward to continuing our progress and improving our positioning."
John Tucker - Vice President, Marketing Datatrac® Corporation

"When I agreed to handle the internet reservations site for a resort down in the Yucatan SliceofParadise.com, I knew that it would be important for people to find my site. I purchased a \$400 (software) program that promised to enable me to submit to search engines myself. After about 90 days I realized I was only getting junk e-mail - not people interested in renting a beach front cabana. I was so frustrated! A friend told me about a website evaluation at SiteSolutions.Com. After running the free evaluation, I was stunned at how bad my site really was at letting people find me. I sent up an SOS and SiteSolutions.Com walked me through the minor changes I needed to make. I was so impressed that I signed up for their service. Now the leads are rolling in, the calendar is full of bookings and the owners of the resort think I am a genius!" **Tirey B. Counts - Slice of Paradise Cabanas**



HURRY for this limited time offer!
FREE Custom 2 Minute Website Video
An \$899.95 Value, Yours FREE today.*

Our professional actors & production team will create a custom 2 minute online webcast video for your website; showcasing your products & services. We can even put it on Youtube for you. We take care of everything.

*Requires purchase of our Platinum Package.

You have Options!

At SiteSolutions.Com we know one size doesn't fit all and we want to be the best fit for you and your search marketing needs. Our experts have designed 4 different packages to help you achieve SEO success and stay within your company's budget. Below is a comparison chart of the features included in each package. When going over your options, it's important that you know that 90% of our clients who purchased the Social Solutions Platinum package achieved page one in Google within 6 months.

	Silver	Gold	Platinum	Platinum Plus
Reporting				
Optimization Report	●	●	●	●
Advanced Website Analysis				●
Keyword History Report				●
Keyword Suggestion Report	●	●	●	●
Competitor Analysis				●
Management & Measurement	●	●	●	●
Social Media Optimization				
Social Media Articles/Month	30	40	86	220
Social Sites Created	20	35	65	100
Articles Submitted	Bi-Weekly	Bi-Weekly	Bi-Weekly	Weekly
Facebook			●	●
Twitter		●	●	●
Myspace			●	●
Live Journal			●	●
Wordpress			●	●
RSS Feeds	1	2	4	6
Social Bookmarking	●	●	●	●
Webcast – Valued At \$899.95			One Free Webcast	One Webcast Each Quarter
Webcast Submitted			Free Webcast Submission	Free Webcast Submission
Offsite Optimization				
Monthly Submissions with A.R.T (Auto Replacement Technology)	●	●	●	●
Backlink Creation	●	●	●	●
Onsite Optimization				
Meta Tag Research and Creation				●
Meta Tag Code Installation				●
Homepage Text Optimization				●
Monthly Modifications to Content and Meta Tags				1/quarter
Analytics Code Installation				●
SiteMap				●
Corporate Blog				●
Support				
E-Mail Support	●	●	●	●
Telephone Support	●	●	●	●
Monthly Team Meeting				●
Setup	\$599.95	\$799.95	\$999.95	\$2499.95
Monthly Management	\$199.95	\$299.95	\$399.95	\$799.95

Prices subject to change without notice. All contents and programs subject to posted terms and conditions at sitesolutions.com/ss/terms.aspx



Baseline Reporting: Baseline reporting is the process of creating a baseline or starting place for your SEO Formula for Success. This stage is a compilation of several different reports that will help you select keywords, take note of necessary programming changes, check your current keywords for SEO strength and clue you in on what your competitors are doing.

Included Reports:

- Website Audits
- Meta Tag Research
- Reviewing your current content for SEO strength
- Researching Keywords for your campaign
- Providing you with an analysis of your competitors

Website Analysis -

An extensive Analysis of your current website will be performed by your SEO Advisor. During the Analysis your SEO Advisor will be reviewing your website's programming, page content, Meta tags and download time. All necessary changes will be noted and depending on your package selection, these changes can be made by our professionals here at SiteSolutions.Com or forwarded to your programmer for implementation.

Website Audit -

Your Website Audit is a complete and comprehensive review and audit of your entire web site from an SEO perspective. This extensive report will include the findings and recommendations of our advanced SEO team and engineering staff. Your marketing personnel and programming staff will be able to take this report and make adjustments as necessary to increase your overall search engine effectiveness.

Competitor Analysis -

It is important to know where you stand with your competitors. Remember we are talking about your website's visibility. So, though ABC Inc may be your competitor in town XYZ Inc is your competitor online. Your SEO team will provide you with an analysis of your competitors as well as a comparison report. What are they doing that you're not? What's working for them and what isn't?

Keyword History Report -

SiteSolutions.Com works directly with Google to provide Keyword research and activity. This in-depth report, which can range from 14-45 pages, will help us to determine which keywords are going to increase your visibility within the Organic Listings. Knowing the language of your target audience and how they search can be a vital part of your keyword selection. Don't feel overwhelmed your Personal SEO team will help you sift and sort through your report, collaborating with you to make the right choice in keywords.



Keyword Suggestion Report -

Your Keyword Suggestion report provides you with recommendations as to potential keywords for your web site. These are gathered using your the products and services as well as industry specific keywords. Through our team at Google we provide you with the information you need to expand your keyword list and your chances of page one success.

On-Site Search Engine Optimization:

Through our comprehensive website Analysis, SiteSolutions.Com will provide you with what elements are currently helping your visibility in the search engines and what components are hindering your goals at SEO success.

SiteSolutions.Com will provide recommendations for your title tag , keyword meta tag, description meta tag, SEO rich content, Alt tags, Header tags and other impacting variables. SiteSolutions.Com will also create and include an XML sitemap. These sitemaps help Google and Yahoo spider (read through) your web page more efficiently and in turn help your placement.

Analytics -

Part of your On-Site Optimization will include the creation of Analytics programming. Analytics allows you to review statistical and demographic information on each visitor to your site. You will be provided with over 50 different areas of information, including: geographic location, keyword used, time at site, entrance and exit page. This will help us track, fine tune and measure your success.

Offsite Optimization

Currently search engines consider back-linking to be one of the most influential portions of SEO success. Your back link portfolio is the entire scope of websites that are currently linking to your site directly. This does not include link exchanges.

What is a back-link? -

Backlinks are incoming links to a website or web page. In the search engine optimization (SEO) world, the number of backlinks is one indication of the popularity or importance of that website or page.



The importance of quality back links -

If your site's back link portfolio is filled with sites that are spam ridden, loaded with questionable or irrelevant content, then don't expect this to help with your rankings. Search Engines are looking for quality back links from relevant websites. At Sitesolutions.Com we strive to create the most natural looking back link portfolios focusing on relevant sites with relevant content. These sites include: Social Web Pages, Directories, Blogs, YouTube (Optional), and finally, purchased one-way links.

In addition to the above back linking, you also receive Local Search Submissions to your back linking portfolio. This will target your audience geographically with local phone numbers, and map directions.
Monthly Search Engine Submissions:

As part of the back bone of Organic Solutions you will receive Monthly submissions to over 8,000 different Search Engines and Directories. In addition to supporting your back linking, monthly submissions also help maintain your inclusion in the major search engines.

Strong Foundations:

The base of our proven Page One Google success is consistency. It has never been enough to just build a website and sit and hope the search engines find you. You can't afford that type of "wait-and-see" attitude. In today's market, you must be pro-active.

Just look at what Google says about websites falling out of search engines!

"While we're always working to include more content in Google, sites can occasionally fall out of our search results. Our spiders regularly crawl the web to rebuild our index, but keeping tabs on billions of pages is tough work, and we may miss a few."

That is why SiteSolutions.Com goes straight to the source at Google and Yahoo providing these search giants your information to be listed on a monthly basis. Organic Solutions submits to Google, Yahoo and MSN while also including 8,000 other search engines and directories.

How does 8,000 Search Engines Really Help My Ranking:

Did you know that the more quality links to your website the more of an authority on your topic you are and because of this Google will rank you higher than those with little or no links? It's true! SiteSolutions.Com provides you with 8,000 different back links from directories and other Search Engines and maintains those links monthly, causing a direct benefit in your Google ranking. Also, with Organic Solutions you also receive the benefit of A.R.T.™ (Auto Replacement Technology) This technology checks the search engines and directories every day, if you are not listed for any reason, A.R.T.™ automatically resubmits your data.



Social Site Creation:

