



- Search Engine Marketing - SEM
- Search Engine Optimization - SEO
- Social Media Optimization - SMO
- Pay per Click Campaign Management
- Affiliate Marketing Solutions



Profile of the Company

•Doug Dvorak, President and CEO

•Doug Dvorak is the President and CEO of SEO Solutions Inc., a worldwide organization that assists clients with strategic internet marketing and search engine optimization (SEO), as well as other aspects of sales and marketing management. Mr. Dvorak's clients are characterized as Fortune 1000 companies, small to medium businesses, civic organizations and service businesses. Mr. Dvorak has earned an international reputation for his powerful internet marketing and search engine optimization methods, techniques and strategies.

•Doug Dvorak, an internet entrepreneur, has been developing and growing successful online businesses for more than 12 years. He has extensive knowledge and experience in all online marketing matters, including search engine optimization, pay per click marketing, social media optimization, and affiliate marketing. He holds a Bachelor of Arts degree in Business Administration and a Master of Business Administration in Marketing Management. Doug is responsible for the development of partnerships and clients, as well as overseeing all search engine optimization projects. Together with his staff, located in Chicago, Illinois, it is Doug's responsibility to create cost-effective strategies that get web sites to the top of major search engines.





Client Feedback

"SEO Solutions has allowed us to get to the next level in terms of customer sales and client reach. We have experienced tremendous results with search engine optimization. We have seen a 90% increase in internet traffic."

Chad Olsen
Timbercrest

"We highly recommend the Search Engine Optimization (SEO) and Internet Marketing services of Doug Dvorak and SEO Solutions. They have great technical expertise, impeccable project management, and ability to understand our business."

Keith Jones
Sayre & Jones Auctioneers

"We have had exceptional success using SEO Solutions for SEO. They have helped us achieve FIRST PAGE FIRST POSITION rankings on Google, Yahoo and MSN. We have received, to date, a 219% return in five months on our initial investment.."

John Goemans
The Mountain Mortgage Centers



Client Feedback

"Doug Dvorak and SEO Solutions has provided us with superior Search Engine Optimization (SEO) and Strategic Internet Marketing services and results for our firm. They possess a keen and deep understanding of the latest techniques and strategies to get more traffic to our site."

Brent Kahmann
Southfork Design

"Doug and his team were able to quickly understand our key business drivers and issues and translate that in to a workable and affordable Internet Strategy."

Wes Hardin
Everest Custom Builders

"I hired SEO Solutions to help me better promote my web site and help establish my brand on the Internet and with the search engines. My web site traffic has increased by over 63% and the analytical tools and reports I receive help me to make better informed marketing and sales decisions."

Cheryl Haas
Haas Communications

	PPC	SEO
Pros :	Instant Traffic.	Free Traffic! You don't pay per click
	Only pay for performance.	High Volumes of traffic
	No fear of Search engine updates	Highest ROI
	Can easily test multiple visitors	No bidding wars
	Search engines treat you as partners, not infiltrators	
Cons :	Expensive for long term	Ranking can Fluctuate
	Traffic Limited to monthly budget.	Require Time
	If not monitored properly it can lead to negative ROI	Can not use Flash Website
	Click Fraud remains to be main concern.	First page results for Competitive Keywords are not guaranteed

Our Suggestion is do both – SEO and PPC.

What is Online Marketing

With over 28 billion pages on Google alone, making sure that visitors find your website is a tough challenge.

Competition is fierce for the top listings, yet without regular visitors your site might as well not exist. Finding the right Internet Marketing partner is integral to the success of your site, and in a market notoriously fraught with cowboys and conmen, you need a partner you can trust.





Why Should You Consider Internet Marketing

Marketing online is more effective than traditional marketing and costs less!

Over 60% of all first time visits to a Web site occur as the result of a search! Search engine marketing, getting your Website at or close to the top of search engine result, is therefore the single most effective marketing that a company can do.



These visitors are pre-qualified leads to your business! Even more important than the amount of traffic received is the quality of traffic - the visitors that arrive as the result of a search are pre-qualified. They are already looking for the products and services your company offers.



Contextual Internet advertising costs pennies and returns dollars. That's why "Pay-Per-Click" advertising, advertising that presents itself as a search result, is now bigger than banner ads!





Why Search Marketing Is Better Than Traditional Advertising

Search engines like Google deliver audiences that are larger than the audiences delivered by the average episode of the most popular prime time TV shows and are often comparable in size the most popular consumer magazines audiences.

Most advertising is interruption advertising. While the interruption model is widely used and does work offline, online users want information without the ads. Search engine marketing is very effective as a non-interruption information source.

Search engine marketing is more commonly viewed akin to traditional public relations because the "advertising" is the content that the audience came for.

A search engine listing is more like a referral because the end user is asking a trusted source for an answer. The answer is the search result.

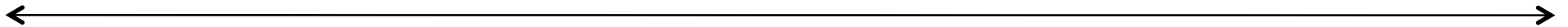
Search engine marketing evens out the playing field for savvy marketers to compete with established brands and household names. This is because search engine position is not based on the size of your company or annual revenues. It's based on the depth of your content

Search Marketing is proven to have the lowest cost of acquisition of any advertising vehicle. It provides a very high return on investment (ROI) because of its high conversion ratio of visitors to buyers and its relatively low cost per lead



What is Search Engine Optimization

Search Engine Optimization : This is an art and science of constructing your website code and copy in such a way that search engines like them and as a result rank your pages highly for relative search terms. If all goes well your website will be listed on the first page of the search engine's free listings also called "natural" or "organic" listings.

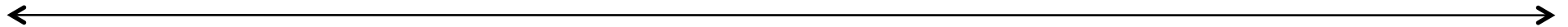


Search Engine Marketing/ Pay per click : These are the paid or sponsored text listings you typically see on the right hand side of search results. You can control the ad copy and also hotlink it to a URL within your website.

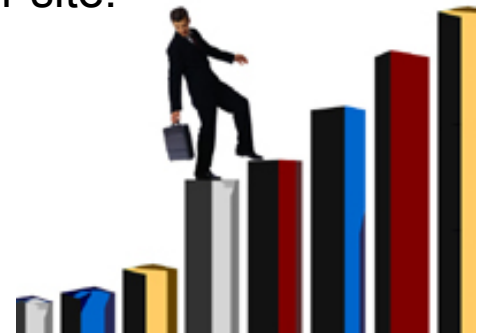


What is Social Media Optimization - SMO

Social Media Optimization - SMO: Social Media Optimization (SMO). The concept behind SMO is simple: implement changes to optimize a site so that it can be more easily linked to other web sites, press releases, ezine articles, You Tube video posts, blogs, podcasts, vlogs and search engines. The more visibility a site has on relevant social media sites the better.



To optimize a site for social media, we need to increase the linkability of the content to help it travel - Unlike much of SEO, SMO is not just about making changes to a site. When you have content that can be portable (such as PDFs, video files and audio files), submitting them to relevant sites will help your content travel further, and ultimately drive links back to your site.



How Do Search Engines Work?

Your customers see your **Advertisement** or **Listing** when they **Search**

[Sign in](#)

A screenshot of a Google search results page for the query 'Credit card processing'. The page shows the Google logo, navigation links (Web, Images, Video, News, Maps, more), and a search bar with the query. Below the search bar, it indicates 'Results 1 - 10 of about 88,600,000 for credit card processing. (0.09 seconds)'. The results are divided into two columns. The left column contains 'Natural listings' (organic search results) and the right column contains 'Sponsored Links' (paid advertisements).

Web Results 1 - 10 of about 88,600,000 for **credit card processing**. (0.09 seconds)

Web **Credit card processing** [Advanced Search](#)
[Images](#) [Video](#) ^{New!} [News](#) [Maps](#) [more »](#) [Preferences](#)

Credit card processing Sponsored Links

www.worldpay.com WorldPay - Secure multi-currency Internet transaction
processing

www.i2cinc.com Prepaid point of sale activation. ATM, POS, **Card Processing**

Transaction Processing

Discount merchant accounts & credit card processing
Provides merchant accounts and **credit card processing** services for any type of business. A registered ISO/MSP for Bank of America.
www.merchantexpress.com/ - 13k - [Cached](#) - [Similar pages](#)

CCAvenue™ - Set Up Fee US \$ 45 only, for online Credit Card Processing
Read about the Payment Gateway, **Credit Card** Transaction and Online Payment **Processing** Services offered by CCAvenue.
www.ccavenue.com/content/credit_card_processing.jsp - 26k - [Cached](#) - [Similar pages](#)

Process Credit Cards
Setup Fee \$ 45 (INR 2000)
USD & INR **processing** & settlement.
www.CCAvenue.com

VeriSign SSL Security
Secure your web site with the strongest SSL encryption available.
www.VeriSign.com

Credit Card Processing
Get your merchant ID instantly with all our hosting accounts.
www.Edikon.com

Natural listings

Google technology places your
Advertisement



How to Hire a SEO/SEM Vendor

There are a few benchmarks which will help you decide how good or bad an SEO company is.

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- 1) Prefer companies over individuals as **one man shows can be temperamental**.
 - 2) Ask the company **how long they have been doing** Search Engine Optimization / Marketing.
 - 3) Ask for a **few testimonials**. Go through these testimonials to check if the vendor was actually able to help client. Focus on increase in traffic and conversions.
 - 4) Ask for a **few references**. Talk with them to understand their experience working with the vendor

These days there are lots of Search Marketing vendors and in order to generate sales they do sales **gimmick like “money back guarantees”**. In most cases, these guarantees are highly conditional which allows the vendor to get out of the agreement without actually returning money. Or in some extreme cases, the SEO vendor can **use unethical SEO tactics to get short term results. This can get your website banned in search engines**. Once a site is banned, it can take many years to come back in search engines. So be careful when your vendor is giving you a money back guarantee.



Why SEO Solutions?

Experience : Over 15 years experience providing customized value-based Internet, SEO, SEM & SMO solutions to clients in North America.

Knowledge: Continuous study of SEO/SEM/SMO “Best Practices” and “Domain Expertise” through professional association memberships.

Team Strength : Personalized project management with every client services’ engagement provided by SEO/SEM/SMO subject matter experts.

Execution : Detailed project plan provided for every client services’ engagement. We manage the project milestones and deliver the project on-time and on-budget.



We look forward to the
opportunity of working with you.

Thank you