

WHY SEARCH ENGINE BOOSTER?

People are increasingly using Internet search engines to find the products and services they're looking for. Google alone reaches over 80% of Internet users (source: comScore Media). Simply put, if your site doesn't have a strong, reliable presence in major search engine results, you're losing customers.

At Aplus.Net, we provide honest work and charge reasonable rates. The work is done by certified, highly skilled engineers and web analysts rather than off-the-shelf automated software tools. We do everything that is described in official search engine manuals released by reputable companies or by the search engines themselves

When optimizing your site for search engine presence, most companies simply use an automated SEO tool that returns pre-made results. This can be quick and inexpensive, but it's also ineffective. Such tools can't incorporate all the changes that search engine methodology undergoes on a weekly basis, nor can they really cover all the range of human possibility. Search engines are very sophisticated and they can generally distinguish between a site created by a robot versus one created by a human, and will give priority to sites created with a noticeable human touch.

Other companies can claim to be the ultimate experts in SEO and thus are worth the money. According to them, they do everything that Aplus.Net does plus more. However, the "more" can sometimes imply the use of tricks that are against regulations, such as using hidden text or creating search only pages that repeat keywords over and over. These tricks can actually hurt your site ranking or even get your site banned from search engines.

► How does Search Engine Booster work?

- First, we analyze your site and prepare a detailed report of everything that needs changing for your site to appear high on search engine search result lists.
- Next, you can either make any recommended corrections to your site on your own or for an additional fee, we can implement the changes for you.
- You'll receive monthly status reports showing how it your site is ranking on search engines with regard to certain search terms.

► What do I get for my money?

Included with your setup fee:

- A complete report on everything that needs to be changed on your site in order for it to appear higher on the search result lists.
- We will submit your site to Yahoo, Google, MSN, Ask Jeeves and 30 other smaller search engines.
- We will create (or optimize, if you have them) the meta-tags for your 3 most visited pages.
- We will create (or optimize, if you have them) alt tags on the images on your site (3 images per page).

Included with your monthly fee:

- Monthly reports on the progress you are making with respect to your site's search engine rankings.
- We'll analyze any additional pages added to your site (up to the limit indicated in your plan).



For an additional fee:

- For an additional fee, we will implement the improvements suggested in our report.

► **After I get the report, what do I do?**

You have two options:

- Make the proposed changes yourself.
- Contact your Aplus.Net Project Manager, and he/she will provide you with an estimate of the number of hours it will take to implement the change and a customized quote.

Are there guarantees?

- We guarantee your site will appear on two out of the four major search engines (google, yahoo, msn.com, ask.com) within three months, or we will continue to deliver the service free of charge until that goal is accomplished. Due to the nature of search engines we cannot guarantee your site will be at any specified position — and nobody can honestly do so since search engine optimization relies on a constantly changing set of rules.