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Suggested Retail Cost	
Search Engine Optimization:	
SERVICE ITEM	NOTES
<p>Business Package</p> <ul style="list-style-type: none"> - Research and identify demographic audience - Research and identify targeted search terms - Optimization of main Homepage - MetaTag development- Title tag, description tag, keyword tag and other code for optimization in homepage and 2 main interior pages. - MetaTag web page insertion- inserting MetaTag code into homepage and 2 main interior pages of web site and other code for optimization. - Search engine and directory submission: by hand- Domain name and 2 main interior pages of website submitted to top free search engines and directories twice in first month - Paid Inktomi submission – Main website domain and 2 interior pages submitted. Feeds into over 300 other smaller portals run by ISP's plus MSN, Look Smart, About, Hotbot, Overture, CNET, and ICQ. This is the quickest way to get visibility in 48 hours. While they do update Inktomi database in 48 hours, their partners (as mentioned above) may not update for as much as 4-6 weeks. - Paid Lycos submission -- Main website domain and 2 interior pages submitted. Guaranteed inclusion in the Lycos web index within 48 hours of submission, reaching millions of monthly users for a full year. Full refresh of your site content every 48 hours. 	<p><i>Note: may take up to 2-3 months to climb in the Search Engines rankings</i></p>

- Price is \$300 for one-year service.
- Year long online marketing
- The sooner you get into the search engines, the better your chances are in the results. So if business slows down, your online marketing efforts are already hard at work for you
- Just get one customer from the search engines, and you will pay for your subscription many times over
- No guaranteed placement, only increase in odds of a higher results ranking.