



Search Engine Optimization and Positioning (SEO / SEOP)

PROPOSAL FOR

Paha Que Wilderness, Inc

Date: 08/03/2007

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INTRODUCTION

Between 85% to 90% of all web site traffic comes from search engines and directories. Use of those handy dandy submission services that submit your site to 980 search engines for a mere \$19.95, won't take care of this traffic. Being listed in search engines, won't mean that your customers can find your products and information. Search Engine Optimization and Positioning (SEO/SEOP) strategies are designed to attract the engines with exactly what they need to find your site, products, and information. SEOP causes your site to stand out amongst your competitors and other sites related to your category.

SEO/SEOP is challenging at best. It's not a simple matter of adding a few tags that contain your important keywords. SEO/SEOP is an --art and science-- applying these creative techniques to an in-depth study of the search engines and directories.

Wittmann Web Weaving is committed to meeting the SEO/SEOP needs of your web site and proposes a campaign plan. Our goal will be to meet your SEO/SEOP outsourcing needs thoroughly and professionally.

Included within this proposal is a detailed Scope of Work outlining specific proposed activities and fees for your review. The Scope of Work will include: site optimization, allied web promotion, development activities, search engine friendly content writing, and submission and tracking to all major and support search engines and directories.

Upon project completion, your web site will be more accessible on the Internet, in terms of Top rankings for specific keywords across the major search engines.

WEB SITE ANALYSIS AND RECOMMENDATIONS

Analysis:

The current website contains very little keyword rich or friendly content on the site, which decreases the optimization of the pages. There were no meta key words or descriptions found. Very limited titles were implemented on the page.

Difficult to find information about the company on the main page.

Recommendations:

The web page can offer far more search engine optimized content specifically related to its category. Spider-Food (Search Engine Friendly content writing), extensive keyword rich content, will need to be added to individual pages to improve rankings. Search engine friendly, keyword rich content in line with Meta tags and title tags need to be implemented, as appropriate, on the site to achieve high traffic and rankings. Text has to be added on the home page, as well as, inner pages.

KEYWORDS ANALYSIS

Analysis:

Currently there are no keywords being utilized on the site within the title or meta tags. The company name and product names are the only words in the titles.

Recommendations:

Our recommendation is to use two or three word phrases, instead of single words. Pair general keywords with more specific ones. Use a combination of keywords that are distantly related, commonly misspelled related terms, service region specific keywords, and long variations of keywords.

SITE META TAGS

Analysis:

Currently there is no implementation of meta tags on the store pages that were evaluated.

Recommendations:

Create content related Meta tags and re-write descriptive content to incorporate these - while maintaining the "marketing appeal" of the body text.

WEB SITE URL IS NOT STATIC

Analysis:

Main site utilizes auto redirect to the store with a non-server side solution.

Recommendations:

The main page should be at www.pahaque.com and NOT redirected to a different directory. If it must redirect, it should be at the server level via a 301 redirect. Be sure that the redirect doesn't show up in the lynx browser. (You can view pages through a [Lynx viewer here](#)). Generally, it's safer to avoid refreshes and redirects all together. Redirects can also impact your directory listings, because directory editors may want to use the redirected URL, as opposed to your root domain. If you do this, it can affect the link popularity of your main page. Redirection to a different directory on the site; e.g.

www.pahaque.com redirected to www.pahaque.com/Merchant2/merchant.mvc accomplished through a Meta refresh that looks like this:

```
<meta http-equiv="refresh" content="0; url=Merchant2/merchant.mvc" />
```

This is just the kind of thing that search engines might consider to be spam, due to the abuse of Meta refreshes by porn sites and the like. (They serve up one page to the engines and then redirect it to another page.)

WEB SITE USES JAVASCRIPT CODE

Analysis:

Pahaque.com uses a small amount of inline javascript.

Recommendations:

We recommend placing the All JavaScript code like mouse-overs, etc., in a separate .js file in order to create less code for the search engine spiders to wade through to get to the "meat." Place all your JavaScript into a plain text file. Name the file whatever you want, and use the .js file extension.

You will NOT use the tags `<script language="JavaScript" type="text/javascript"></script>` with your external JavaScript file, though Only use the JavaScript.

Link to the JavaScript from your web page like this: `<script language="JavaScript" src="filename.js" type="text/javascript"></script>` With filename.js being the name of your JavaScript file. Like any other link, make sure you use the correct directory path. The above, is if it's in the same directory as the web page.

Note: be sure to include `<noscript></noscript>` tags for alternate content for people who have javascript turned off or not available to them.

WEB SITE DIRECTORY STRUCTURE

Analysis:

At this time, we don't have access to Pahaque.com for a directory structure evaluation, but we will provide you with our recommendations for structure.

Recommendations:

All web site pages should be as close to the root directory as possible. Pages closer to the root directory are often given more weight with the engines; e.g., www.pahaque.com/page1.htm, as opposed to www.pahaque.com/directory/page1.htm. Pages closer to the root, also seem to have higher PageRanks in Google. (This probably happens due to the internal linking structure to those pages; it's something to consider.)

WEB SITE SERVES DYNAMICALLY GENERATED PAGES

Analysis:

Currently, Pahaque.com is created around the miva merchant account utilizing a lot of dynamic URLs.

Recommendations:

Ideally, dynamic pages should not have equal signs, question marks, or other query strings in them. Query string pages are starting to get indexed by most of the search engines, however we still recommend against their usage.

Perform mod re-writes to fix this issue, for example a URL structured like this

http://www.pahaque.com/Merchant2/merchant.mvc?Screen=CTGY&Store_Code=PQWO&Category_Code=SASS5

should be written like this.

<http://www.pahaque.com/Merchant2/screen-rooms/>

Some merchant accounts have the ability to add SEO friendly URLs.

WEB SITE USES SPLASH PAGE

Analysis:

Pahaque.com utilizes a splash image on the main page, which is not only distracting to the eye, but the image contains vital information about the company. (See referenced links.) As we tried to read the 1st selection, we noticed the content switches to the next displayed image.

Referenced links

(About Paha Que', Testimonials, Photo Journal, Paha Que' Name)

Recommendations:

We recommend against the use of splash page/image. A site needs to be content rich, with carefully placed keyword phrases, especially on the main page.

Since splash pages and flash intros, DHTML Image rotation may have very little (or no) HTML text. They do not attract the search engines and could potentially inhibit indexing. If your main page has little or no text, there's very little content that the search engine crawler will index. Which means, your site won't rank highly when people do searches.

There are also search engines that only index your main page. So if it happens to be a splash page with very little text, your site has a little to no chance of popping up in any search results. META tags can help for search engines that recognize them, but without rich content the odds of getting listed at all, much less achieving top rankings, are tremendously reduced.

WEB SITE USES JAVASCRIPT, IMAGE MAPS, FLASH AND OTHER MULTIMEDIA TECHNIQUES

Analysis:

No real multimedia links other than video setup instructions.

Recommendations:

Provide text-only alternatives for your content that can be read by search engines (such as JavaScript, image maps, Flash and other multimedia). Include text for image ALT tags and TITLE tags.

Since goal is to target almost 100% of the market, we recommend the use of flash video for the instructional videos to achieve that goal.

Other recommendations:

All images to be in a folder called images. Pages to be named after the top keyword, which is being targeted for that page. Targeted keyword should occur 2-3 times in the body, in alt/title anchor, one image to be renamed

after that keyword, with same keyword in alt tag. Which will keep the header clean, so that keywords can be found as early as possible in the body. Use unique title tag (3-5 words), Meta description (less than 200 characters), Meta keywords (make sure you do include spaces between each keyword) for each page.

The only META tags that you MUST have are the "description" and "keyword" tags. Using a sitemap is important and should be linked from each page of the site. Use robots.txt file. Remember that each search engine has a different ranking algorithm. This means that one may consider a particular factor to be important, whereas another search engine may consider the same factor of no importance whatsoever. Thereby, we have listed more general analysis and recommendations above, that work on wide varieties of search engines. We cannot provide search engine specific information for your site at the proposal state other than what is available via the internet.

WEBSITE HOMEPAGE PAGE RANK – 4/10

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. Google looks at more than the sheer volume of votes or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important," weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

SHOPPING CART

Analysis:

The current shopping solution for Pahaque.com is Miva Merchant. Miva doesn't seem to offer or create the well-rounded solution Pahaque.com is looking for. There is no real control over the customization nor the code Miva out puts.

Recommendations:

Pahaque.com, should invest in a cart which would provide them the most flexible solution, one that could take processing of any sort. Paypal & Google checkout are highly recommended solutions to attain this.

The cart should also offer an elaborate amount of keyword rich, SEO friendly content about the products. The cart should also have the ability to Title and Meta the product individually.

WEBPAGE DESIGN

Analysis:

Pahaque.com website is written in HTML. It does not have a valid document declaration or validate to the basic W3C guidelines.

See Link: http://validator.w3.org/check?uri=http%3A%2F%2Fwww.pahaque.com%2FMerchant%2Fmerchant.mvc%3FScreen%3DSFNT%26Store_Code%3DPQWO&charset=%28detect+automatically%29&doctype=Inline&group=0

After copying the URL "with out" any alterations, I was able to upload it and validate if via my URL.

See Link: <http://validator.w3.org/check?uri=http%3A%2F%2Fwww.wittmannwebweaving.com%2Fpahaque%2Fpahaque.html&charset=%28detect+automatically%29&doctype=Inline&group=0>

Some of these errors are URL encoding that can be corrected, via a mod rewrite. Other errors are misplacement or incorrect use of html tags.

Why is validation important? Validation is what punctuation & grammar are to a document, in HTML, it tells the internet community you know how to write HTML and you know what you are doing.

Recommendations:

Complete overhaul of current website. PahaQue's current home page which displays minimal information about the company, other than a basic list of products (scrolling images of products) is 243 lines of code. Comparing to another client we have worked on dotflowers.com, which has a lot of product detail relevant content, SEO friendly URLs with the code coming in at 230 lines of code.

Wittmann Web Weaving is recommending the removal of tables for website layout and only use them were it is necessary and what they were meant to be used for, Tabulated Data. We like to call this the separation of content and presentation. We are also recommending the use of XHTML & CSS to do this.

BLOG**Analysis:**

Pahaque.com currently does not have a corporate blog.

Recommendations:

Pahaque.com should create a blog. This will establish some great cross linking to the site and allow Paha Que to create a social media network, were employees can write about Paha Que's products and the community can comment on, write reviews or send feedback. This will also enable an rss feed that Paha Que can syndicate out their information to other sites.

DOORWAY PAGES / INFORMATION PAGES

The doorway page technique is highly popular, not only for its effectiveness, but because it allows to optimize a page for an important keyword. Without having to work within the design constraints of an existing web page. Sometimes, it is simply easier to build a set of doorway pages, than it is to redesign what you already have.

Like many other effective SEO/SEOP techniques, doorway pages have been abused. Spammers have used them to create hundreds of entry pages to their site and the search engines have retaliated by implementing tactics to stop the spammers.

The result of spammer's abuse is doorway pages now have a bad reputation. In a sense, many are almost afraid to use them for the fear of getting on the wrong side of the search engines.

However, if the guidelines are followed as outlined by the search engines, you will avoid getting in trouble with them. You can achieve a huge amount of success with the use of doorway pages, if used correctly. Keeping in mind, that abuse or overuse of doorway pages can create a risk of causing trouble with the search engines and possibly even banned from them.

We take a step further by calling our doorway pages, information pages. We create content-rich information pages leading in to your site (hosted on your site as a important part of your site) that will boost web site traffic, greatly benefit your site rankings, and doing nothing that could possibly get you in trouble with the search engines.

TOP 10 HOME PAGE RANKING

Three month plan for your home page that uses key phrases and assures Top 10 Rankings in the Google.

The foundation for any successful Internet marketing campaign is high Search Engine Ranking. Over 90% of all Search Engine traffic comes from the major engines. Our SEOP service gives your site a better chance to be found when people are searching.

This service enables a client to meet a respectable level of placement within the first four months.

MAINTENANCE AND FOLLOW-UP

We will create a series of descriptions and titles based off the clients key phrase list that will ensure solid placement within these locations once established. After submission to search engine, we will engage in a process of inclusion verification and follow-up submissions where needed (not to exceed 3 total submits for any search engine or directory).

PERFORMANCE REPORTS

We will provide an Excel document which summarizes the following items:

DATE SUBMITTED

3-month follow-up date

Final follow-up date

URL of verified link (when attainable)

MONTHLY RANKING REPORTS

We will provide an Excel document which summarizes the following items:

The site URL

Rank achieved

Page Number on which rank is achieved

To better understand the attention to detail provided in the promotional strategy, it is helpful for you to understand the process. During the course of the promotional campaign, we update you weekly with an email on the progress of your campaign.

Will also include the following tasks:

Utilizing the best methods of "Net Copy-writing" so that your site description persuades web users to visit your site and, more importantly, appeals to the computer logic employed by the engines which influences the sort order of the site's placement in a query list.

Modifying, editing, eliminating, and augmenting your suggested keywords, taking advantage of the best use of keywords to direct searches to your website.

Writing different site descriptions, complete with character and word counts, to allow us to submit the maximum entry that an engine allows.

Writing descriptive site titles of varying length, one of the most important elements of effective promotion, to maximize the space allotted in these fields.

Modification of the site pages HTML to include Meta Tags, revised Site Title and Alt Statements with site images where applicable.

SEARCH ENGINE OPTIMIZATION TASKS

Benchmark current traffic and search engine positioning. Analyze current traffic trends through log analysis software. If not feasible, the web site will have to install any industry standard server log analyzing software.

Create Baseline Search engine visibility index. Analyze search engine positioning before submission. Objective here is to carry out a thorough study on current search engine positions and current effective keywords/ key phrases where the web site has achieved consistent, respectable rankings across submitted-to search engines.

Collection of new Keywords & Analysis

Analyze popular keywords in category across major search engines. Study top 20 position holders in major search engines.

Create versions of Meta tags and keywords for different search engines

Create site-wide Meta tags according to requirement and specifications of different search engines and directories.

Optimize the pages for search engines (Site Re-engineering)

Site re-engineering to optimize the entire site with site content/navigation with appropriate keyword weight age.

Implement new content and meta tags

New keyword rich content and Tags have to be implemented.

Submission Cycle

Methodical hand submission to google adhering to their submission cycles.

Reports

Monthly reports in excel sheets.

Link popularity building campaign

To achieve high Page Rank (link popularity)

LINK BUILDING

Link Building is an integral part of any effective search engine optimizing strategy. Our link building services are designed to establish and improve your websites link popularity.

Wittmann Web Weaving will handle every aspect of your link building campaign, from start to finish.

Each month, Wittmann Web Weaving will build 25 to 30 one-way links using syndicated articles, syndicated press releases, directory listings, and other link building methods. All links will be placed on relevant pages, and will help your web site achieve high rankings for competitive keyword phrases. At the end of the month, Wittmann Web Weaving will provide you a report of all of the links that have been built in the past month.

Analysis:

Currently PahaQue.com has 17 back links to its site via Google. Yahoo! has PahaQue.com as having 411 back links

Google: <http://www.google.com/search?hl=en&q=link%3Ahttp%3A%2F%2Fwww.pahaque.com&btnG=Google+Search>

Yahoo!: <http://siteexplorer.search.yahoo.com/search?p=http%3A//www.pahaque.com&bwm=i&bwms=p&bwmf=u&fr=yfp-t-501&fr2=seo-rd-se>

Recommendations:

There is nothing greater than a back link, the more back links a site has the better the site will rank. Back linking to your site will be accomplished with relative content via web release, press releases or site directories. We recommend utilization of this technique as much as possible, this will help your web site out rank your competitors.

ACHIEVING TOP TEN RANKINGS

Optimization Techniques / Methods to Improve Rankings

Changing Meta tags - 61%
Changing page titles - 44%
Reciprocal linking - 32%
Purchasing multiple domains - 28%
Multiple home pages - 21%
Hiding keywords in background - 18%
Pay-per-click - 13%
Listing Methods Used
Manual submission - 71%
Automated submission - 52%
Paid for faster submission - 20%
Paid for directory listing - 20%
None of the above - 16%

We use the following techniques to achieving top ten rankings – tweaking meta tags, page titles, page content, manual submission, select paid submissions and paid directory listings, reciprocal linking and Pay-per-click campaign.

We have a content focus approach to SEO/SEOP, which involves search engine friendly content writing to match with Meta tags and page titles to maximize web site rankings.

Because [Google](#) bases site popularity on the number of in-bound links, reciprocal linking is gaining in significance. Not as strongly as Google, but other spider-based search engines use link popularity as an important aspect to in their algorithm to rank websites. To ensure that the site achieves top ten ranking, we recommend a link Promotion campaign.

Major directory like [Yahoo](#), [LookSmart](#) and [ODP](#) uses title, description and category to which the site belongs to rank web sites. We focus on title, description, and research web site categories to achieve top rankings.

RATES & TERMS

SERVICE AGREEMENT FOR SEARCH ENGINE OPTIMIZATION SERVICES

This Service Agreement is made on _____, between [Paha Que Wilderness, Inc](#) , herein referred to as "Client", and [Wittmann Web Weaving](#) , herein referred to as "Contractor", functioning in the capacity of an Independent Contractor, for Consulting Services to be rendered by Contractor on behalf of Client for the web site located at [www.pahaque.com](#) for the purpose of achieving satisfactory Search Engine Rankings.

The purpose of this Service Agreement is to precede a possible longer term, continuing working arrangement for performance of search engine optimization services which may be rendered by Contractor on behalf of Client.

1. SERVICES TO BE PERFORMED.

Contractor agrees to provide the following consulting services for Client for the purpose of achieving satisfactory search engine rankings:

- (1.1). Keyword research and analysis for keywords or phrases.
- (1.2). Competitive analysis for main keywords/key-phrases.
- (1.3). Analysis of site architecture and linking structure.
- (1.4). Analysis of HTML and page design structure.
- (1.5). Recommendations for 1.1 through 1.4, above, as well as, for necessary modifications to essential page text elements for achieving satisfactory search engine placement.
- (1.6). Recommendations for improvement of page titles and meta tags for (n) site pages.
- (1.7). Hand submission of web site to major search engines.
- (1.8). Analysis and recommendations for external links to site.
- (1.9). Custom Shopping Cart or Shopping Cart of clients choice to be implemented.
- (1.10). Design Changes to current site including mark-up (XHTML/CSS) & Graphic Design
(including custom artwork), Stock Paha Que artwork is Clients responsibility to provide to Contractor.

These consulting services will include a maximum of (20) hours of billable time, based upon the mutually agreed upon hourly rate of (\$250.00), including email and phone consultations, client education and tutoring, and research, preparation and transmission of materials, documentation and information for implementation by the Client or by the Web Developer of Client's choice.

All items delineated in items 1.1 through 1.10, as listed above, are included, and are based upon the site as-is at the time services are begun. Modifications independently made to pages by Client which can substantially affect and alter optimization of and rankings for the site pages, without timely notification to Contractor, may result in duplication of work by Contractor. Such altered pages will, therefore, no longer be considered part of the original agreement, and may be billed separately in order for work to continue on the altered pages.

2. PAYMENT.

In consideration and for compensation of Contractor's performance of these services, Client agrees to pay The Contractor the mutually agreed upon price of \$60,000.00, to be performed on behalf of Client for www.pahaque.com. Of that amount, \$15,000.00 is to be paid upfront and prior to commencement of services, no later than _____, either by U.S.P.S. mail, FEDEX, UPS, or through PayPal.

The Amount of \$5,000.00 will continue to be paid every Month or until the said total of \$60,000.00 is reached.

Time to be invested above and beyond the mutually agreed upon above delineated maximum of (20) hours per month of billable time will be billed at the pre-arranged, mutually acceptable hourly rate of \$250.00 per hour, and adequate notice will be given when the maximum time allotment is being approached. Payment will be made within 7 days of written notification/billing of payment being due for additional hours in order for work to continue.

3. TIME CONSIDERATIONS.

The term of this agreement is for a period of 1 Year, with work commencing after receipt by Contractor of the agreed upon payment, to be received no later than _____.

Client understands that he may not hold Contractor responsible for failure of either himself or the Web Developer of his choice to provide necessary materials, text and information, or to execute and/or implement recommended modifications, or to implement in a timely fashion.

In the event that there is delay on the part of the Client or the Client's Web Developer in implementing modifications, this period of service will be extended to an agreed upon date & time. Additional fees may be incurred.

4. CLIENT RESPONSIBILITY AND COPYRIGHT CONSIDERATIONS.

Client will supply Contractor with all text, documents and other necessary materials, if applicable to the project, including but not limited to records pertaining to web site traffic, for performance of agreed upon services. Client affirms that he is the full copyright owner of such materials, or that he has obtained proper permission from the copyright owner(s) for use of such materials. Client will indemnify Contractor and hold Contractor harmless against any claims of libel, copyright, or trademark infringement brought against Contractor with respect to use of those materials.

5. TERMINATION PROVISIONS.

Either Client or Contractor may, either individually or by mutual agreement, terminate their working relationship by giving written notice to the other party.

Client and Contractor are in agreement that circumstances or conditions sometimes arise that warrant or necessitate termination of the Client-Contractor working relationship. In view of this possibility, both Client and Contractor agree that should the relationship terminate, it will be done so in an amicable fashion, maintaining an attitude of cooperation and professional demeanor, with respect for the reputation and dignity of the other party.

If notice of termination is given by either Client or Contractor, no new work shall be initiated, but any work previously authorized by Client up to the point of receipt by Contractor or Client of termination notice shall be completed, and Client agrees to be responsible for prompt payment for such services to Contractor based upon the mutually agreed upon hourly fee. These same terms will apply in the event that either Client or Contractor should initiate termination.

6. LEGAL VENUE.

Any disputes arising from this Agreement will be litigated or arbitrated in San Diego, CA.

7. CONFIDENTIALITY.

Client recognizes that Contractor has and will have the following information:

Prices and Technical information

And other proprietary information, which are valuable and need to be protected from improper disclosure. In consideration for the disclosure of the Information, Contractor agrees that Contractor will not at any time or in any manner, either directly or indirectly, use any Information for Contractor's own benefit, or divulge, disclose, or communicate in any manner any Information to any third party without the prior written consent of Client. Company will protect the Information and treat it as strictly confidential. A violation of this paragraph shall be a material violation of this Agreement.

8. CONFIDENTIALITY AFTER TERMINATION.

The confidentiality provisions of this Agreement shall remain in full force and effect after the termination of this Agreement.

9. NOTICES.

All notices required or permitted under this Agreement shall be in writing and shall be deemed delivered when delivered in person, by electronic mail (e-mail) with confirmation email or deposited in the United States mail, postage prepaid, addressed as follows:

CLIENT:

E-mail: jbasford@pahaque.com
Paha Que Wilderness, Inc
12320 Stowe Drive Suite F
Poway, CA 92064

CONTRACTOR:

E-mail: russ@wittmannwebweaving.com
Wittmann Web Weaving
12741 Laurel St. Suite 87
Lakeside, California 92040

Such address may be changed from time to time by either party by providing written notice to the other in the manner set forth above.

10. ENTIRE AGREEMENT.

This Agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supersedes any prior written or oral agreements between the parties.

11. AMENDMENT.

This Agreement may be modified or amended if the amendment is made in writing and is signed by both parties.

12. APPLICABLE LAW.

This Agreement shall be governed in accordance with the laws of the State of California, USA.

Party receiving services:
Paha Que Wilderness, Inc.

By: _____ Date: _____
Client's Signature of Agreement to Contract

Party providing services:
Wittmann Web Weaving

By: _____ Date: _____
Contractors Signature of Agreement to Contract