



**C O'Malley & Associates LLC  
SEO & Advertising Worksheet**

Return to: [cindy@c-omalley.com](mailto:cindy@c-omalley.com) or mail to 2705 Fisher Rd., Howell, MI 48855 or Fax to 517-548-3437

**Advertising Your Web Site**

After completion, approval and any final payments, I will submit your site to basic search engines for advertising. It is STRONGLY recommended you do more if you expect good rankings. SEO (Search Engine Optimizing) and Submissions are additional services we offer, along with evaluation of your new or existing site. All SEO work and submissions require payment in advance. SEO packages start at \$1,500 and are based on hours used.

**SEO Evaluation**

I am interested in (check all that apply):

- Evaluating the current status of your website.
- Keyword research & analysis of the degree of competitiveness and make recommendations.
- In-person/on-site meetings to discuss strategy/planning

**Statistics**

**For information about number of visitors to your web site** and some statistics we use 3rd party providers (this is not included in basic web services). For premium detailed information there is a monthly/yearly charge that is negotiated directly with the statistics provider and paid for separately. Are you interested in this service?

- Yes  No

If you would like additional submissions or higher rankings in the search results consider paying for our premium submission or maintenance packages. Would you like to know more about this?

- Yes  No

I am interested in receiving Ranking Reports (Reports of rankings in specific search engines and directories)

- Monthly  Quarterly  Yearly

Create positioning reports for main site and any associated pages showing rankings in the major search engines and under which keywords.

**SEO Page & Site Restructuring**

I am interested in (check all that apply):

Choose keywords and phrases to select appropriate, relevant search terms. Number of keywords to be optimized will be

Use the following keywords or key phrases:

Edit html tags, meta tags, headings, titles, or page text as necessary prior to submissions.

Create as required, additional web pages for the purpose of "catching" keyword/phrase searches.

Hand-submit your pages to the following directories (provide URLs):

- Site structure analysis, recommendations and adjustments. Fixing the site for users and search engines.
- Paid inclusions to directories and search engines, trusted feeds.
- Link building
- Consulting and training staff

Search Engine Friendly Links

Text Optimizing -  of pages to be done

Optimized Search engine Specific alternate homepages  of pages to be created

Copywriting

File restructuring

Content re-writing (you must provide basic articles that will be optimized)

XML Site Maps

PPC campaign management

Banner management & listings

Linking strategies

Site theme restructuring

SEO – Search engine optimizing – creating content for your site that is search engine friendly with appropriate keyword density

Meta Tags (create tags that assist search engines to find important information on your site or keep them out of protected areas)

Robot exclusion files (create tags that assist search engines to find important information on your site or keep them out of protected areas)

### Search Engine Submissions

Search engine submissions must be done at optimal times and as often as necessary to insure good rankings. This is an ongoing process that cannot be done once and forgotten. SEO requires constant attention and submissions based on careful analysis of rankings in a particular search engine (if a site is submitted too often or improperly your site can be banned from that and related search engines forever.) Also, it's important to use proper keywords and techniques when submitting so as not to "spam" the search engines. A maintenance plan is the best way to keep up maintenance of your native search rankings. However, we will submit your site as requested OR once, twice or as often as needed with a SEO maintenance plan.

Submissions to the following search engines\*: AOL, Alta Vista, About, Google, All The Web, Excite, Hot Bot, Looksmart, MSN, Lycos, Yahoo (web pages only), Netscape. \* Top Major SE and SE names may change without notice.

I am interested in on-going search engine analysis and submissions.

### Advertising & Income Generating Links

Advertising your Web Site to PPC (Pay per click) search engines that index the Web

Finding industry-wide linking pages and including reciprocal links to and from their webpages.

Google adwords (pay per click advertising to get high rankings in search engines)

Google Adsense (income generating links for your site)

Banner exchanges/ Banner advertising (exchange advertising with compatible sites in your industry)

Affiliate Advertising Links/Banners (another income generating type of advertising that sells products you can make a commission from another company's sales)

E-mail Newsletter or Direct mail campaigns (email marketing)

Auto-responders to submitted forms

Industry Specific Directory Submissions and Webrings

### Copyright

Do you have copyright or license to your current site?  Copyright  License  Don't know  Neither

### Maintenance

Website creation does not include future updates. If you are interested in a maintenance package, let us know. We have several inexpensive packages (as well as pay-as-you-go updating) available that can keep your website fresh, interesting and up to date. Many clients will occasionally add a page now and then as their business grows so that their web presence keeps pace with their brick-and-mortar business. Will you be interested in maintenance services? (we give a price break for signing up for 1 year of maintenance services – standard pay-as-you go services are at our regular rate).

I think I would like a maintenance package and would like to talk to you about what is available?

Yes  No

I am interested in adding a BLOG to my website for SEO reasons  Yes  No

Include basic maintenance with SEO (ie: minor text changes/additions, image replacement, simple format changes) as requested in writing. Client understands that including maintenance services may impact how much SEO work can be done and may require additional monthly billing if the time for changes exceeds the monthly time allotment.

**Your Contact information:**

Name

Business/Org:  Phone

Address:

Email

When will you be ready to get started?  Expect completion?

This quote is an estimate, and may be somewhat higher or lower once we establish the full scope of your needs  
Please fill out as much as of this form as possible so that I can give you an accurate amount.

This form outlines our company's plans for our website. On behalf of \_\_\_\_\_ I have authority to approve the above plan I authorize C O'Malley & Associates Web Design LLC to use this information as the basis of the project in accordance with the Web Site Development Agreement

Signature \_\_\_\_\_ Date \_\_\_\_\_

The content described within is confidential and the form shall not be used, disclosed or reproduced, in part or in whole for any reason other than for us to estimate or create your web development needs Estimates are based on information provided in this document and are subject to change if the scope of the project changes