

Cornerstone Quick-Fix Service Action
SEARCH ENGINE OPTIMIZATION

| ACTION | WHAT WE WILL DO | WHY THIS IS IMPORTANT | WHAT WE WILL DELIVER |
|---------------------------|--|--|---|
| Keywords | For each section of your web site that we optimize we will provide you with the top keywords which should appear on the pages in a text format. | One of the ways search engines try to determine the meaning of a web site is by reading the content. Content that is related and keyword rich helps to establish the significance of a page. | We do detailed research on the most important keywords relevant to your product or service. We then provide a document detailing the keywords that should be prominent on specific pages of your web site. We also will provide a Copywriting Document outlining best practices for writing search engine (and user-friendly) copy. |
| Title Tags | We will identify and provide specific copy for the title tags that need to be added to specific web pages on your site we are optimizing. | Title tags are one of the areas that search engine algorithms read to ascertain content. | We will provide a spreadsheet that details the URL and the corresponding Title tag that should be on that page. |
| Meta Tags | We will provide meta tag descriptions and meta keywords tags that need to be added to specific web pages on your site. | Meta tags are not as important as they once were. However, they represent your company in Search Engine Results Pages (SERP), and can affect your click through rate and ranking. | We will provide a spreadsheet that details the URL and the corresponding meta descriptions and meta keywords. |
| Technical Analysis | We will analyze your web site to ensure that search engines are not blocked from viewing key information because of technical design. | Often a web site will be designed with certain programs and development techniques that are not search engine friendly. | We will provide a document that outlines best practices as well as specific issues we have identified on the pages we are optimizing. |
| Building Links | We will identify the key directories where you need to list your web site in order to improve your backlinks. | The quality and quantity of the sites that link to you is one of the major factors that determine increased rankings. There are several directories that are considered authoritative sources that search engines review when determining backlink rankings. | We will provide you with a Linking Document that details the directories we recommend as well as linking Best Practices that you can follow. |
| Baseline Report | We will provide you with a report that identifies where you currently rank with the most important keywords that will help lead targeted traffic to your site. | To track your progress over time. | A report that shows where you are ranked for selected keywords. You can use this report to monitor your performance over time. |

[For more information, please contact Cornerstone Search Marketing.](#)