



HOT, FRESH AND SEASONED TO TASTE...  
NO ONE CUP SUITS ALL!

My... I LIKE THAT!



# ESPRESSO!

SEO

**ESPRESSO SEO PACKAGE:** Helps you get the page ranking that is critical for successful search engine results. Its not enough to have a great site if no one is going there. WMOADV has a great package for aggressive local campaigning. Read the details!



Your website has two types of optimization  
**OUR PACKAGE INCLUDES BOTH**

<h2 style="font-size: 4em; margin: 0;">1</h2> <h3 style="margin: 0;">OFF LINE</h3> <p style="margin: 0;">Search Engine Optimization</p> <ul style="list-style-type: none"> <li>• Physical structure</li> <li>• Page Construction</li> <li>• Coding optimization</li> <li>• Keyword Research</li> <li>• Design Optimization</li> <li>• XML Site Map</li> </ul> <div style="border: 1px solid #ccc; padding: 5px; font-family: monospace; font-size: 0.8em;"> <pre>&lt;!-- ... --&gt; &lt;html&gt; &lt;head&gt; &lt;title&gt;Espresso Searchengine - Search Engine Search Engine Ranking, and Placement &lt;/title&gt; &lt;meta name="Description" content="Search training and services company. Free marketing programs."&gt;</pre> </div>	<h2 style="font-size: 4em; margin: 0;">2</h2> <h3 style="margin: 0;">ON LINE</h3> <p style="margin: 0;">Search Engine Optimization</p> <ul style="list-style-type: none"> <li>• Web Directory Submissions</li> <li>• Content Creation</li> <li>• Article Submission &amp; Marketing</li> <li>• Promotional Blog Posts</li> <li>• Text Links</li> <li>• Social Media</li> </ul> <div style="border: 1px solid #ccc; padding: 5px; font-family: monospace; font-size: 0.8em;"> <pre>Get... Peng... www.Peng... Custom We make a... Kansas City Website Design and Development Wmoadv.com is Kansas City's top website design, design and optimize your website today. Kansas City www.wmoadv.com - Contact Web Site Design Kansas City   Web Development Website design, web development and fast website</pre> </div>
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# 3 YOUR SITE

**JOIN THE SOCIAL NETWORK REVOLUTION TODAY.**



## PACKAGE OVERVIEW

### ESSPRESSO SEO WEBSITE MARKETING PACKAGE:

**PRICING: \$2,200 set up/+ \$250 PER MONTH (3 months)**

(this package requires a 3 month contract)

This package is design to get a website on the front page of Google for 6-12 keywords with a "in search" competition of around one million sites.

#### 1 - On-Site Optimization & Design:

- ESSPRESSO SEO Package includes On-Site Optimization, Keyword Research and Design Optimization.
- Competitive **Analysis**
- **Keyword Research** and Suggestion
- **Keyword Density** Optimization
- Creation and Submission to Google and Yahoo of xml sitemap. (sitemap.xml)
- Creation and uploading of a robots.txt (robots.txt)
- Installation of **Google Analytics**
- Creation of unique SEO friendly **meta tags**. Uniquely designed for your site and target market.
- Optimization of **H1, H2, H3** tags - Optimization of **alt image** tags - Optimization of navigation.

#### 2 - Web Directory Submission:

We get your site listed in the relevant business/web directories first. This includes both Free and Paid Business directories. Directories are regarded as authoritative hubs of the internet, because they are crawled by all the major search engines. Directory submissions are a critical component of any Natural Search program. Listings on directories help to provide relevancy for your site and inbound links which are necessary to facilitate the crawling of your site by search engines.



#### 3 - Content Creation:

We would create the supporting content that would include up to 20 articles, 20 promotional blog posts and 20 website descriptions. All articles and blog posts would be SEO optimized for your top 10 competing keywords with a 3-6% keyword density.

#### 4 - Article Submission & Marketing:

Google rewards links that are within content and surround by relevant content. We have the ability to get our articles distributed to 1000s of article directories. We have 4 Platinum Authors accounts on ezinearticles.com and are expert authors on more than 50 article directories. One article alone can create 1000+ backlinks in a 3 month period. By doing article marketing correctly we can create a bed of 1000's of relevant backlinks.



**CONT.:**

(this package requires a 3 month contract)

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**5 - Promotional Blog Posts:**

We have the expertise to get promotional blog posts about your site posted on high Page Ranking, high Trafficked, popular blogs. This is the best way to boost your "serps - search engine results" and secondly direct traffic from the post it's self. We have a network of 100s of high ranking blogs that we use (PR4, PR5, PR6).

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**6 - Text Links:**

Although Google has recently downgraded the power of sidebar and blogroll text links, building relevant text links still works to solidify your site in it's niche within it's competing sites. We have 100s of text link partners that we can use to extended your reach into your niche and improving your site visibility.

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**7 - Social Media Promotion:**

Social booking works! It generates buzz and traffic to your site. We have 500+ social booking and social media accounts that we can use to promote your site.

Digg.com Propeller.com Stumbleupon.com

Reddit.com Netvouz.com Mixx.com

Del.icio.us Newsvine.com Technorati.com

Slashdot.org Furl.net Faves.com Also, as part of social media promotion, we will create promotional mini sites (includes content and promotion) on websites like squidoo, gather and hubpages which increases your sites visibility socially and funnels traffic back to your site.



Digg.com



Reddit.com



Del.icio.us



Slashdot.org



twitter



Propeller.com



Netvouz.com



Newsvine.com



Furl.net



Stumbleupon.com



Mixx.com



Technorati.com



Faves.com

**8 - Press Release Submission:**

Our press releases are specially optimized to rank high in search engines and distributed to the following outlets: Google News, United Press International, the Associated Press, Forbes Search, Digg.com, Redtram and more!

"Increase your sites visibility to search engines and drive more targeted traffic to your site using our unique SEO and traffic Solution Packages."





T H A N K   Y O U

**The Objective** of search engine optimization (SEO) is to increase a Web site's traffic counts, and ultimately conversions, by ranking very high in the results of searches for the keywords in the search query. It is the mission of SEO to make the sites content worthy of higher search engine ranking by being more relevant and competent than the competitions.

**JOIN THE SOCIAL NETWORK REVOLUTION TODAY!**

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**ESSPRESSO SEO WEBSITE MARKETING PACKAGE:**

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Telephone: (816) 448-3262

Mid West

East Cost

Mid Atlantic

Pacific

International

Fill out our online form and one of representatives will call you. Or call (816) 448-3262 to discuss your project in detail.

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