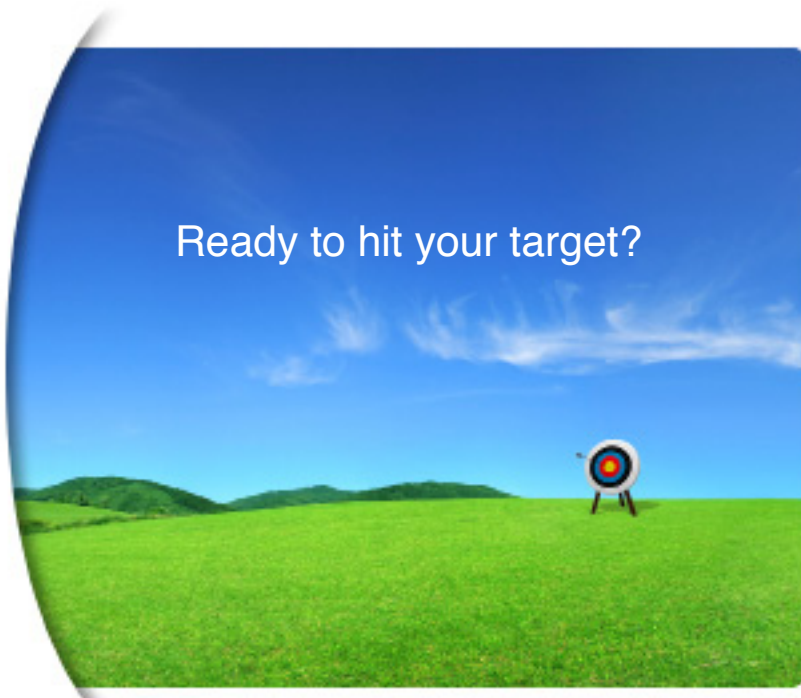




Ready to hit your target?



Search Engine Optimization Overview

ArcherSEM.com, targets your search engine optimization campaigns to leverage on page features like meta tags, Htags, no-follow & internal link architecture, siloing, link building including many other strict usages of SEO best practices to generate you sales and online income. Our program helps increase visibility, traffic and sales through industry standard traditional and holistic SEO methods. Our active R&D department to continuously test and monitor the search engines for updates, new patents & algorithm shifts helps us keep a cutting edge advantage over your internet marketing campaigns.

ArcherSEM.com
Internet Marketing on Target
1-888-726-5631

What set's us apart?

Our Proven Process

We leverage Search Engine Optimization best practices and are the creators of the "Laws of SEO". By using this mind set we set expectations with our clients accurately, develop, design then deploy our SEO efforts in a strategic process using industry standard procedures and best practices.

We dedicate an industry expert to your account unlike our competition where your accounts are handled by sales staff. We align quarterly marketing reviews to keep us inline with our strategic planning and most importantly test and quantify all of the services and products we have rendered so you know where every dollar you spend is impacting your business. Finally, you have a marketing department that is out for your best interest and shows you results!

Why do you need this?

Search engine optimization is the method of optimizing your Website pages on and off page qualities. These qualities are evaluated by Google, Yahoo! and MSN. Your website is then processes, indexed and then ranked within these search engines databases. Many people put time, money and effort into building a website but without proper optimization have found themselves not reaping the rewards from their initial investment.

Through search engine optimization, we manipulate your sites meta tags, alt tags, htags, content, intern and external links as well has hundreds of other factors to ensure your pages are fully optimized and themed for the keywords your business needs to be targeting. In our search engine optimization services we also complete off page seo better known as link building.

The process of link building is one of the most important aspects to ranking within the search engines. Without other websites linking to your's, your website will never gain the popularity it needs to propel its self to a better ranking. We take a 12 step approach at evaluating these link acquisition and provide a high level overview and quality assurance in order to bring you the most effective and results driven SEO campaign on the market today by showing you measurable results - Results that show you how your money is being spent and what impact it is having on your business.

What can you expect?

From the very begining of our seo campaign you will see us developing a long term strategic path aligned with quartlery marketing reviews to make sure we are in line with our strategy. Our intake form that we send you within our formal proposal will have a “new client intake form”. One peice of client home work we ask to help us better understand exactly what your needs are and helps us develop a long term strategy out of your strenths, weaknesses, opportunities and strengths. What you will get out of a SEO package with ArcherSEM.com is guaranteed results and improved search engine rankings that drive targeted visitors to your site.

US Online Advertising Spending, by Format, 2006-2011 (millions)

	2006	2007	2008	2009	2010	2011
Search	\$6,799	\$8,624	\$11,000	\$12,935	\$14,906	\$16,590
Display ads	\$3,685	\$4,687	\$5,913	\$6,663	\$7,500	\$8,190
Classified	\$3,059	\$3,638	\$4,675	\$5,493	\$6,281	\$6,930
Rich media/video	\$1,192	\$1,755	\$2,613	\$3,575	\$4,463	\$5,481
Lead generation*	\$1,310	\$1,733	\$2,269	\$2,795	\$3,281	\$3,675
E-Mail	\$338	\$428	\$481	\$553	\$600	\$630
Sponsorships	\$496	\$535	\$550	\$488	\$469	\$504
Total	\$16,879	\$21,400	\$27,500	\$32,500	\$37,500	\$42,000

The graph above shows the activity of marketing distribution of website owners much like yourself. This list shows that the #1 item listed is Search. Since more organic listings are trusted, long term investments to rank for keyword terms using our proven SEO methods become key!

Product Information Results North American Search Engine Users Click on First, by Type of Listings, 2004 (as a % of respondents)

Organic listings, consumer research sites (unbiased reviews)	47.6%
Organic listings, generic buying sites	18.7%
Sponsored listings, generic buying sites	12.0%
Organic listings, trusted brand or vendor sites	9.8%
Sponsored listings, consumer research sites (unbiased reviews)	8.9%
Sponsored listings, trusted brand or vendor sites	2.2%
Organic listings, general information sites	0.9%

More internet users trust organic listings instead of paid listings. To acquire these organic listings you will need an SEO campaign through ArcherSEM.com

Project Highlights

- Industry expert dedicated to your account
- Guaranteed ranking improvement
- Hedge risk by long tail keyword quantification
- Editorial level content developed
- Quality backlinks created using a 12 point evaluation process
- Results driven campaigns
- Constantly test the search engines using our R&D department