

## ...SEO – White Hat (Good) Techniques...

- High rankings
- Keyword focused pages – theme-based relevancy
- Plenty of text (not overly graphical)
- Clean, fast, standards-based pages (CSS lists, headers)
- Offers metrics to validate and track conversions / ROI
- SEO changes and optimization are documented
- Extensive PR campaigns – RSS, newsletters, releases
- Linking campaigns – check for backlinks (prsearch.net)
- Filled with compelling, useful content, updated regularly
- Realistic guarantee of tasks or results

## Shift from Offline to Online Marketing

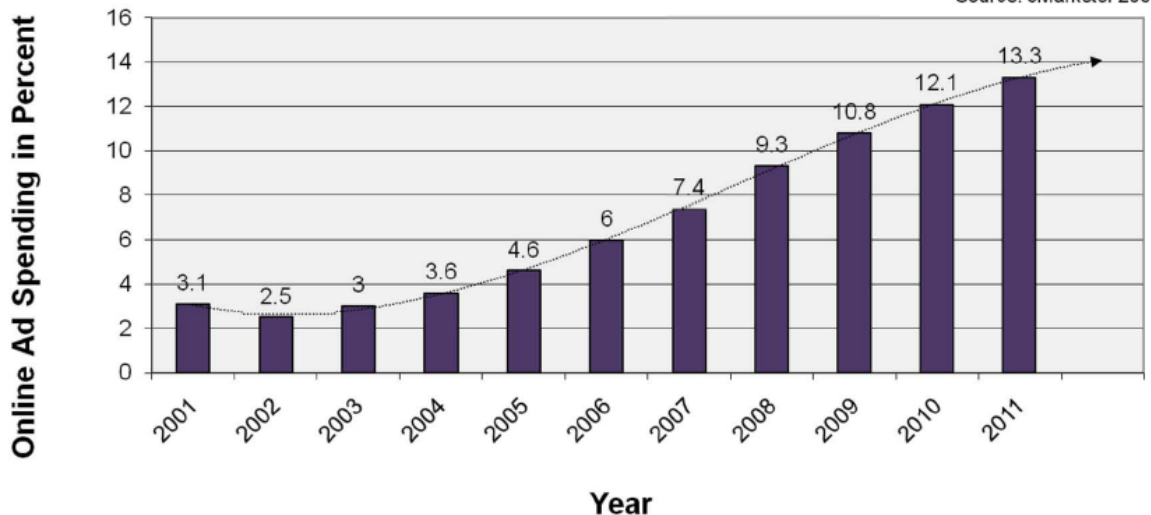
Times have changed. Business has changed and consumers have changed. The way you market your business needs to change if you want to remain successful. In short, your business needs to have an optimized web presence. Your business can have the most innovative products and services ranking best in class but if potential clients cannot find your site your companies true potential will not be realized. Search Engine Optimization (SEO) is the process of making your web site as easy to find as possible for your clients. Your web site needs to contain the keywords and phrases most likely to be used when a customer enters a search request into a search engine. While there is no silver bullet, there are key web site development practices that need to be adhered to. Forest Solutions & Designs has the industry experience necessary to maximize your web site for optimal performance.

### SEO Process:

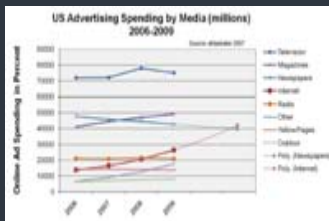
- Confirm and Prioritize Business objectives
- Conduct initial keyword analysis
- Identify the keyword/landing page combinations
- Interim Client Approval for Keyword/Landing Pages
- Baseline Ranking & Traffic reports
- On-site & Off-site optimization
- Detailed Recommendation documents
- Implementation
- Monitoring and Optimizing

### US Online Advertising Spending As a Percent of Total Media Advertising Spending 2001-2011

Source: eMarketer 2007



Online Ad Spending in Percent



Forest Solutions & Designs, LLC  
 Corporate Headquarters  
 16 Forest Lane  
 Branchburg, NJ 08853