



Monday, April 21, 2008

Search Engine Optimization

TEST THE WATERS

with Transmutation Sciences

Being found on the search engines isn't for everyone. It is important to find out how people might search for you and how often they do it. In order to do this, we suggest you conduct a **KEY WORD ANALYSIS**.

A **KEY WORD ANALYSIS** begins with a thorough brainstorming session, during which we generate every possible key word combination for your business. Now that we have the list, we need to find out how often people search for them. Wouldn't that be a great thing to know?

The problem here is that there are no free databases left with reliable information about how often people search for terms. That's where we can help.

The Transmutation Sciences **KEY WORD ANALYSIS** uses the world's largest and most popular search engine, **Google**®, to reveal exact search popularity numbers for each of your key word combinations.



How do we do it? We use **Google's** advertising system, **Adwords**®, to create an account that tests your key word combinations. Part of your payment for this service goes directly to **Google**® to pay for your ads. Since your ads only appear when someone searches for your key word combinations, we can tell how popular the combinations are by analyzing the results of your campaign on **Google**®. The cool thing is that **Google**® will only charge your account when someone actually clicks on your ad and comes to your website. That means that part of the money you are spending to **STUDY** your key word combinations is actually bringing potential new clients to your site.

After the campaign has run for seven to ten days, we produce a detailed report that tells you which key word combinations are most popular. We infuse the report with our experience in search engine marketing to give you a clear prediction as to what results you can expect from a well-designed search engine optimization plan. You may choose to apply \$140 of the fee for the key word analysis to our complete Internet and Search Engine Marketing services. Or, you can hold onto the report and contact us later.

How much does it cost? Our services include working with you to generate the most complete set of key word combinations possible for your business. We use the vast array of websites on the internet to help us generate terms and then work with you to make sure they are relevant and useful. We then set up the **Adwords**® account for you and monitor the campaign to make sure it is running at maximum efficiency. When it is done, we produce the thorough report that gives you a clear direction regarding search engine marketing. The price for our services is \$140.

You will pay **Google** \$110 for the **Adwords**® campaign. Your account will only accrue charges when a visitor clicks on an ad and comes to your site. When the campaign is over, you can continue by adding more funds to your account with **Google**® or you may pause it and decide later. If you decide to continue the **Google**® **Adwords**® campaign, you may be interested in hiring Transmutation Sciences to manage the campaign for a low monthly fee.

The full cost of this service is \$250, of which \$140 may be applied to continued services with Transmutation Sciences.

Contact us at 503-718-7742 for more information!