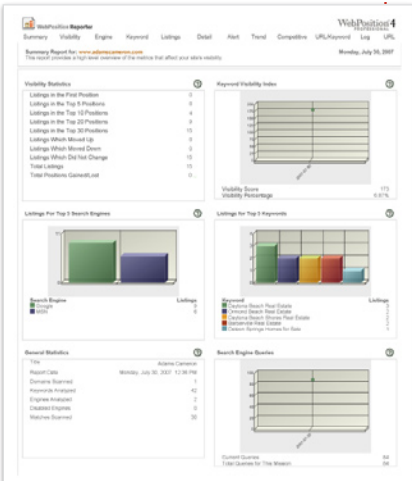


# SEO (Search Engine Optimization) Plan



Google Search Results



WebPosition Statistics

## Top Search Engine Rankings

A successful online marketing strategy requires more than just an outstanding website; it also needs an aggressive SEO (Search Engine Optimization) plan. Active Website specializes in SEO and analysis in-house. Different from our competitors who out-source for SEO, our method maximizes efficiency and unifies our web designing capabilities.

## What is SEO?

SEO is a term that umbrellas several vital strategies that increase the probability of a company's website reaching the top rankings in Search Engine Results. Our team performs an initial Keyword analysis on our client's brokerage as well as on their major competitors. Next, we determine with the client which Keywords are essential for defining and promoting their brokerage site.

Keywords Categories fit into the following:

- Local Keywords
- Regional Keywords
- Global Keywords

Once Keywords are identified, they are strategically placed within the Site Content and Source Code. If the content is not SEO-friendly, our team will perform the technical rewrites that are required. We also work to optimize Linkage – other sites linking back to our client site – thereby expanding the total web coverage. Ongoing assessments focus on Linking and Content distribution.



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## Maintaining our Client's SEO is not a One-Time Occurrence

The SEO plan is an ongoing monthly process. Once the primary stages of increasing SEO are completed, we perform several reoccurring tasks to ensure that our clients stay at the top of Search Engine Results. Each month we generate a report to determine which Keywords are struggling and which are excelling. The site's content is then restructured according to the most recent SEO trends. Each night our system automatically syndicates to the major search engines our clients' New Listings, Sold Homes and other time-sensitive searchable content.

We upload this information to Search Engines that include the following:

- Trulia
- Google Base
- YouTube
- Leading Real Estate Companies of the World
- Vast
- Yahoo!
- Propbot
- City Cribs
- Propmart

Lastly, searchable content is entered into the most frequently searched directory listings, such as DMOZ, Yahoo! and major region-specific directories.

SEO is an extremely time-sensitive component of our services. We don't hesitate.