



Newsletter Vol. 40 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on Search Engine Optimization (SEO) and our Partner: Sticky Web Media

StickyWebMedia.com Offers Cost Effective Strategies for Search Engine Optimization

In the midst of an economic downturn, established businesses and bold entrepreneurs need a **Search Engine Optimization** service that increases company awareness across the search engines. "During the recession, there has been more focus on natural search and e-mail marketing because these channels are often regarded as more cost-effective," said Econsultancy research director Linus Gregoriadis.

Flooding a Web Site with Traffic

SEO marketing enhances a Web site's visibility in connecting prospects to possible customers. Forbes magazine recently reported the best way to get users to view a respective Web site is through **search engine optimization service**. The report read that out of the marketers polled, 48 percent believe SEO to be best method, and 53 percent of the marketers with budgets over \$1 million prefer SEO as foundation of Web success. So everyone seems to know the destination, still few are clear to the path. The road is paved with content, recognizing a Web site's key audience and thinking like them. In building their successful service, StickyWebMedia.com employs apt researchers/writers who have thoroughly investigated their clients – and their competitors – in order to construct relevant, fresh, and replenished content throughout the Web site. A Web site lives and dies according to its content. Constructing a website which is well optimized and content-rich requires a lot of planning. This calls for an integration of web design, development, and online marketing strategies.

Flying High with the Spider

Experienced journalists have been taught and continue to follow a simple credo: K.I.S.S. – keep it simple stupid. While not doubting the intelligence of a prospective client, the "K.I.S.S." philosophy applies to SEOs and spiders, an element of a Web crawler computer program housed in search engines that reads site content from Web sites. The spider will go through the site until it records everything it can possibly find there. Therefore, as not to slow the spider down, it's important to not duplicate content throughout a client Web site. Unnecessary repetition of keywords stands of a chance of being considered as a spam – or junk e-mail – by search engines. Ask any **search engine optimization service** and they will most definitely agree.

It's the job of StickyWebMedia.com and its writers to provide the strongest keyword targets early in the copy, paving a clear path for the spider to follow from the beginning to the end on a client Web site. The quicker the spider is able to

copy Web content the sooner it will be able to copy links to other Web pages – and send other bots to make copies of content on those linked Web pages.

The more a client Web site links to other Web sites, the chances grow of a client Web site improving the volume of user traffic to their Web site. So, in essence, the earlier a site appears in the search results lists, the more users it will receive from a search engine. A key is providing as many links to other prominent and relevant Web sites. The key is realizing the importance of link building. **Search Engine Optimization and SEO Services** form an important part of the process.

Other Parallel Paths

Offline business networking has morphed, online, into link building – once StickyWebMedia.com has provided relevant content. StickyWebMedia.com supports the same advice Google offers: "The way to get other sites to create relevant links to yours is to create unique relevant content that can quickly gain popularity in the Internet community."

Not Just Any Ole Link Will Do

Still, experience has taught StickyWebMedia.com to set about building link exchanges smartly. They only need to solicit links to sites that relate to clients' products.

Life Outside the Online

Because StickyWebMedia.com employs experienced journalists, these writers also know the importance of drafting news releases that can be an excellent source in securing links from trusted media such as Business Wire, PR Newswire and City News Service.

Pay Per Click

Pay per click might seem simple but it is more complex than most would tend to expect. Pay per click campaign must consider traffic for sponsored results from Search Engines such as Google, Yahoo, and MSN. The StickyWebMedia.com team sees PPC as the most effective way of driving sponsored advertising to one's website landing pages.

Social Media Marketing

Social media Marketing is to help you promote your website through channels that normally would have only been preferred by people. These days, social media marketing is starting to replace marketing that is being outdated. Marketing firms are recognizing the shift in today's trends to market websites and gain Internet traffic. Social media marketing is proven to give you an edge in your marketing campaigns. Social media enables website owners to gain a good understanding of their product or services carries any weight and will help them shape a good value towards the website. While social media sites like Facebook, Twitter, YouTube, LinkedIn and Blogger still represent a huge amount of individual exposure, it is now clear that social media Business Marketing is here and will continue to grow.

Organic SEO Packages

StickyWebMedia.com SEO packages have been developed over the course of a few years and are based on highly detailed services. StickyWebMedia.com has cost effective packages that are affordable and scalable for larger companies who want more presence in their industry. The SEO Optimization encompasses research of keyword phrases that have the highest possible volume with the least amount of competition. StickyWebMedia.com SEO packages and services enable clients to achieve high ROI within a cost effective manner and reach the highest potential in organic search.

Get a FREE Quote from **StickyWebMedia.com** and learn how to make your company benefit from **Search Engine Optimization**. For more information about SEO and Internet Marketing tailored to your specific needs, please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com.

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