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Visibility on the Net



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CERTIFIED**



**ISO/IEC 27001:2005
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**YAHOO! SEARCH
MARKETING**

AMBASSADOR

Our company is a certified
Yahoo Search Marketing
Ambassador and can help
your ad get solid results on
Yahoo's Sponsored Search

**ADWORDS®
QUALIFIED
COMPANY**
Google

Our company is a Google
Adwords Qualified
Professional which means
we can help you achieve
reliable results on Google's
Advertising Programs.

S Successful business growth is generally a result of a powerful marketing campaign. Today Internet Marketing is critical to a comprehensive marketing campaign. Netsmartz understands the significance of Internet Marketing and all that is required to make it successful. Internet has leveraged us with diverse options to market our offerings to a global audience and implementing a powerful e-marketing campaign that is no more an option, but a necessity.

Our e-marketing services are a perfect fit for marketing your products or services online. We analyze your e-marketing approach with the top brands and integrate the features that are lacking in your approach to augment your results.



Make your mark globally

Quantitative and Qualitative Marketing Results

Based on your goals, a thorough research of your competitors and potential business market space is carried out. This helps us to formulate an e-marketing campaign that is exclusively designed for you. This enables you to fully understand and predict your web presence. This typically involves Initial Website Analysis, determination of web users, optimization of the entire website to make it search engine friendly, submitting the website to 300+ search engines, promoting the website at relevant Online Forums, keeping track of web traffic improvements etc.

Customized Internet Marketing Solutions

From Medium to Large business with multiple Products and Services, our E-marketing Specialists create a customized solution that involves creating and implementing a comprehensive plan.

The Netsmartz Internet Marketing Plan is arrived at after:

- Understanding of products and services and current market position
- Identifying the potential customers and their search criteria
- Detailed Analysis of the website and its effectiveness
- Search Engine positioning and keyword analysis
- Competition analysis and benchmarking

A distinctive Netsmartz Internet Marketing Plan includes a combination of:

- Site Optimization
- Paid listings on search engines for highly searched keywords
- Managing discussion boards and industry vertical specific forums
- Banner Advertising
- Link Popularity establishment
- Site design suggestions that provide information to users quickly and easily
- Affiliations and managing affiliate networks
- E-mail campaign set-up and management
- Detailed reporting on effectiveness
- Ongoing management to significantly continued success
- Guaranteed increased traffic and website presence.



T Targeting search engines efficiently

Why it makes sense to have your website optimized for search engines.

Very often a creative and resourceful website goes unnoticed because it has not availed professional search engine optimization services. Optimization is the key to online success in a scenario where competition is rising. Over 80% of all traffic on the Internet is generated through search engine results. Optimization is making changes to the hidden portion of your website and strategically marketing it to the search engines.

We can make success possible for you by providing the most effective Search Engine Optimization services that will pull quality traffic to your website. It can be done only if your potential buyers and clients find you on the first page of Top Search Engines.

At Netsmartz , we know what works best for your business.

We provide you total Search Engine Optimization solutions. We analyze and study the products and services your company can offer and your business needs and then, we market and promote you in the most impressive way to make your presence noticeable on the Major Search Engines.

Your needs are strategically addressed through in-depth market research, code analysis, research of keywords, content enhancement, suitable website design, and strategic search engine submission and marketing to ensure prominent presence of your website on the Internet.



Keyword Research Analysis

Our SEO professionals work with you to select a comprehensive set of keywords and phrases that are best suited to your business. We select the keywords and phrases only after analyzing your business challenges, the website content, web promotion strategies, and most importantly your potential clients and keyword popularity to derive maximum targeted traffic to your website.

Competition Gap Analysis

At Netsmartz, our qualified professionals prepare a Competition and Ranking Gap Analysis Report in comparison to your competitors. This is done after careful examination of the Page Rank, link-backs, and SEO levels of your competitors. We analyze the possible reasons of the gap and recommend and implement possible solutions to make a stronger online presence for you.

NETSMARTZ SEO SERVICES

Our SEO solutions meet the varied needs of our clients. We guarantee improvement in web presence on search engines and increased traffic.

- Keyword Research Analysis
- Competition Gap Analysis
- Web Content Optimization
- Website Promotion
- Search Engine & Directory Submission
- Paid Submissions
- Pay-per-Click Advertising
- Quantitative Reports

Web Content Optimization

The content on your website has an important role to play to get your website spotted by search engines spiders. We perform a thorough evaluation of your website's content. We then modify and organize the content, if received, to make it search engine friendly through the use of keywords and key phrases used by your most targeted traffic. This involves an in-depth study of your needs, target audience, and competitors' websites.

Website Promotion

Promoting your URL is the most distinguished way to obtain high search engine ranking results.

Netsmartz URL Promotion practices include:

- Search Engine / Directory Submission
- Pay-per-Click Advertising Campaigns
- Promotion through Discussion Forums
- Message Board/E-mail Campaigning
- Link Popularity Strategies
- Determining Internal Linking Structure (ILS)
- Web Robots Compliance
- Affiliate Programs

Search Engine & Directory Submission

Submissions carried out by Netsmartz lead to wider web presence, increase in relevant web traffic, and achieving projected online growth. We provide exponential growth of web traffic for our clients by specialized Search Engine Submission services. We execute 300+ manual search engine submissions apart from paid submissions.

Paid Submissions

Apart from free manual submissions, Netsmartz SEO professionals also offer the option to supplement paid submissions. Through paid submissions, you can be sure that your website will be reviewed or indexed by search

engines in a quick way to receive effective search engine rankings faster.

Pay-per-Click Advertising

Pay-per-Click Advertising is a fast, effective way to drive targeted traffic to your website. PPC Search Engine Marketing lets advertisers send their site descriptions and titles along with their preferred keywords to the search engines, specifying the amount of money they will spend on each keyword. Whenever a user queries with a listed keyword, the ad is displayed. Should the user click through to the target website, the keyword bid money is debited from the advertiser's account. The top PPC search engines are Overture.com (now Yahoo Search Marketing) and Google Adwords Select.

What we do:

- We consider your budget, your competition and your industry to frame a PPC advertising strategy that will be right for you.
- Manage your PPC bids, define the right keywords, monitor results and make ongoing changes based on these.
- Calculate and ensure a high ROI for your PPC advertising investment.
- Ensure a high click-through and site conversion rate.



About our PPC Advertising Certifications

Netsmartz is a certified Yahoo Search Marketing Ambassador and a Google Approved Adwords Qualified Professional. These certifications indicate that we have passed the Certification tests from Yahoo Search Marketing and Google Adwords and are considered reliable and competent providers of PPC Advertising Services.



Be No.1 on the search engines!

Quantitative Reports

We provide authentic reviews and ratings based on the examination and evaluation of your search engine ranking and rating. Our optimization experts take extra care to perform exhaustive reviews and prepare the ranking reports accordingly that are sent to you from time to time to assess your website's performance on all major search engines.

We offer Ongoing Management of E-Marketing Initiatives for you. We follow the standard SEO maintenance plan:

- Regular code modifications (hidden code) depending on changes in search engine behaviors
- Regular submissions to Search Engines & Directories to maintain top positions
- Weekly Traffic Reporting to the clients
- Regular postings of website to subject related online forums, discussion boards, etc
- Regular Competitive Analysis and Reporting to the Client
- SEO related Quality Analysis of the website at regular intervals
- Updating clients with the latest in Online Marketing Methods

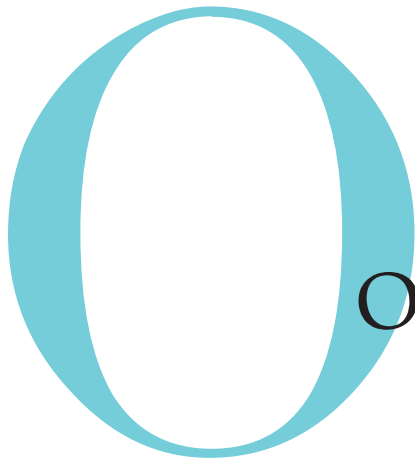
Website Design / Redesign

Sometimes even an extensive e-marketing campaign can be less effective if the user reaches the website and closes the window because of its dull design. While devising Internet Marketing plans for you, our creative eye examines the appeal and look of your website and we make suggestions accordingly. If you are ready for a redesign of your existing website or wish to have a new website designed, our team of professional designers and developers have the experience and creativity to impress the most picky individuals.

E-Commerce Enabled Consulting

There is much more to execute a business online than just listing or displaying your goods with shopping cart functionality. Netsmartz provides you a classy web store that focuses on providing you with a powerful functional solution and also focuses on aspects such as navigation, design, and content that cannot be ignored. We develop e-commerce enabled websites with shopping cart functionality, online credit card transaction processing capability, order tracking, customer information storage, and post transaction customer management modules, while keeping system security at the highest priority.





Other value added services

E-mail / Newsletter Sending Capability

Effective and convincing communication is the key to marketing. The power of words is tremendous and through e-mails and newsletter the approach becomes personal. We provide effective and wise E-mail / Newsletter campaigning that can really do a lot in terms of promoting your website, products, or services. At Netsmartz, we are the champions of E-mail / Newsletter campaigning. Our experience has taught us to devise effective mechanisms to do this. We analyze your online competition, target customers and execute thorough research before initiating the campaign.

Lead Generation

Lead generation is increasingly becoming popular with all businesses, specially because the results are productive and encouraging. Netsmartz advertises and promotes your goods or services on many popular websites and provide you with quality leads. It is wise to invest in lead generation because the leads are chosen after a careful study and analysis of your target customers. Since the leads we provide to you are just suitable for your products and services the chances of converting them into sales are almost certain. This service allows you to make sales in the most cost and time effective manner.



Hosting

In addition to our professional services, Netsmartz also offers affordable and complex hosting solutions. Whether your site is HTML based, flash based, an e-commerce site, or a powerful B-B transaction engine, we provide comprehensive hosting solutions based on your requirements.

Our web hosting provides:

- Completely Redundant Data Center
- Reliable and Secure Servers
- Fast Redundant Connectivity
- Data Storage
- Firewalls and Intrusion Detection Services
- 24 x 7 Technical Support

A About Netsmartz

Netsmartz is headquartered in Rochester, N.Y. We also have an offshore development facility in India that provides us the ability to work on projects 24X5. With a parallel development cycle in the US and India, we provide high quality, low cost solutions and enjoy a reputation for extremely fast turnarounds.

We also have multiple marketing offices in Europe and U.S.A. Our offerings include exciting multimedia content, custom software development, software outsourcing, software consultancy, e-marketing, hosting and website design.

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