



**Netsmartz Accelerator™ puts your launch on the fast track**



**How quickly will your  
online business take off?**

**Everything has a beginning.  
Your business is no exception.**

A successful online launch isn't an accident. You need to make some critical moves even before your site goes public.

## Introducing the Netsmartz Accelerator™ Program

**So much depends on those first steps as you enter the marketplace. Successful companies ask and answer:**

- What are my launch-time objectives?
- What is my competitive strategy?
- What is my “online identity”?
- What steps do I need to take now?

It takes time, tactics, and tools. Netsmartz understands. We've been launching online businesses—hundreds of them - for nearly 10 years.

We had to learn what works and what doesn't, what needs to be done now, and what should have been done yesterday. Netsmartz Accelerator™ puts all the critical stage one steps into a single package. The outcome: as you launch your new online business, we tie you to a rocket.

A common error: “we won't start marketing until the site is finished.” This seems to make sense. You wouldn't sell a product until it was built, tested, and packaged. But in the technical world of the Web, the rules are different.

**The marketing starts before you launch your site:**

- Getting a correct domain name with your primary keyword embedded. It makes a difference to the search engines. No, it's not too late - we'll show you how to use both of your domain names.



## Prepare your business for take off with the **Netsmartz Accelerator™** Program

- Getting your site established and linked even before you begin to post the content. Why? Google and the other engines put a “date stamp” on your site. (See <http://www.archive.org/web/web.php>) Google will “sandbox” or impose an “aging delay” on new sites. This means your site sits for months before the search engines pick it up. You need to get this in place before you launch or as soon as possible.
- Getting your site built correctly for the search engines. This means the right page names, image names, internal linking, and site navigation. If you wait until the site is launched, you'll need to rebuild or retrofit. That means time and money.
- Getting your site linked from key directories, announcement sites, and social media that jump-start your rise in the search engines. No, you don't need to wait until the site is finished. If you do, you're wasting precious time.

**Netsmartz Accelerator™** moves you aggressively forward. We help you make the critical moves, and we save you thousands of dollars and months of time.

### **Netsmartz Accelerator™**

**Kickstart your launch!**

**Contact us now for your competitive analysis. Call us on 1-888-661-8967 or shoot an email to [sales@netsmartz.net](mailto:sales@netsmartz.net)**

#### **The Netsmartz Accelerator™ Program: What we do**

- We talk to you. We assess your “stage one” marketing objectives. We make these clear and executable.
- We get you the right domain name (even if you already have one).
- We look at your keywords, the search phrases that will be used to find you. We offer statistics and recommendations, and we identify your top 5 “power words.”
- We identify your 3 main competitors and tell you what they are spending in online advertising. We suggest a competitive strategy.
- We communicate critical “right choices” to your web design team in respect to site design, page design, and navigation.
- We make sure your site is set up for metrics using a system tool (like Google Analytics) to measure traffic, conversion rates, and other aspects of site performance.
- We submit your site to 50 key directories and “power link partners” (sites we own or manage.)
- We make postings to 10 “social media hubs” to create buzz and quickly boost your site's rankings in key engines (like Google.)

We write you a final report to tell you where you are, and we connect you to any other resources that are needed.

You've now made the critical stage one moves. Your competitive position is established, and your online message is clear. Your site is correctly constructed and moving quickly into the search engines. The “buzz” about your site is started. Your marketing is underway.

**The best part is the price. The entire package costs only \$597.**

**Contact us right now to get started. We can have your competitive analysis to you in as little as one day.**

Email: [sales@netsmartz.net](mailto:sales@netsmartz.net)



**Call Us Toll Free  
1-888-661-8967**



## About Netsmartz, the company

### ABOUT NETSMARTZ

Netsmartz is proud of being a global, quality-driven information technology company and a Microsoft Certified Gold partner. We also have CMMI Level 3 and ISO 9001:2000 certification. As well as software development, we offer products and services in the areas of Search Engine Marketing, E-Learning Courseware, E-Marketing Solutions, and Technical Support.

Netsmartz has its headquarters in Rochester, New York and a roster of Fortune 500 companies as clients including Global Crossing, Kodak, Frontier Communications, Nellie Mae and Wegmans Food Markets. Today we number over 400 employees and have branch offices in Rochester, Boston, Toronto, and Mohali, India.

### THE NETSMARTZ EMARKETING TEAM

The Netsmartz Emarketing division is made up of experts that supervise individual teams comprised of 10-20 members each. Each team handles a specific marketing activity like PPC, link building, search engine optimization or content development.

Though they are independent, teams work in close collaboration if the project requires it. The work is complemented by a design and development team that addresses website design, ecommerce functionality, and content management systems.

As a full spectrum Internet services provider, our mission is to facilitate your Internet success in every way possible.



### NETSMARTZ CLIENTS

\*This is a partial Client List.

All trademarks are the property of their respective companies





## Netsmartz has impeccable credentials

### NETSMARTZ CERTIFICATIONS

Besides our Quality certifications, Netsmartz is a Google Adwords Qualified Professional and Yahoo Search Marketing Ambassador. This means we have been certified by both these search engines as professionals competent enough to deliver reliable results on their sponsored search programs.

ISO 9001: 2000  
CERTIFIED

**Microsoft**  
GOLD CERTIFIED  
Partner



ADWORDS  
QUALIFIED  
COMPANY  
Google

### NETSMARTZ'S PROFESSIONAL ORGANIZATIONS

Netsmartz also has proven competency in the field of search engine optimization and is a registered member of these professional organizations.

↑TOPSEOs

SEMList.com

SEMPO ::  
TOP OF SEARCH = TOP OF MIND®

### CLIENT TESTIMONIALS

Over the years, we have reliably received positive feedback from our clients.

Reactions range from surprise to clear delight that we deliver much more than we promise. A few of their comments ...

"NetSmartz was a very professional company and completed the project on time and within budget. I would certainly use them again." – Tom Grassi

**Project Value: \$43,200**

**E-mail: tomg@vegasexperts.com**

**Phone: +1 440.746.1717 (EST, US)**

"They do very good work." – Danny Wheeler

**Project Value: \$25,397**

**E-mail: dannyw@abletoaid.com**

**Phone: +1 435-313-3434 (PST, US)**



## Appreciation from loyal clients

### CLIENT TESTIMONIALS



#### Global Offices



Office at Mohali



Office at Rochester

### CALL US NOW!

Want to accelerate your web launch? Drop us an e-mail or simply pick up the phone and call. Visit us at [www.netsmartz.net](http://www.netsmartz.net) for more information.

“NetSmartz did a very good job for us. They deliver what they promise and they are always on time. We ran into a few hang-ups on the project. But they did a great job of correcting all problems to our complete satisfaction. Very professional.”

– Danny Wheeler

**Project Value: \$16,520**

**E-mail: [dannyw@abletoaid.com](mailto:dannyw@abletoaid.com)**

**Phone: +1 435-313-3434 (PST, US)**

“Great company. I'm already discussing my next project them with. Highly recommend!”

– Susan Sweet

**Project Value: \$7750**

**Email: [SuesHealthCenter@aol.com](mailto:SuesHealthCenter@aol.com)**

**Phone: +1 804.301.4747 (EST, US)**

“Netsmartz handled this project with professionalism throughout. They kept us informed every step of the way and were willing to offer good advice whenever requested. We would have no hesitation in using them again or recommending them to others.” – George Kounis

**Project Value: \$4900**

**E-mail: [gkounis@singleclicksolutions.co.uk](mailto:gkounis@singleclicksolutions.co.uk)**

**Phone: +44 208.882.6864 (UK)**



Call Us Toll Free  
1-888-661-8967

**Call or email us now to get a free competitive analysis, or just to get started.**

#### E-mail

E-mail us at [sales@netsmartz.net](mailto:sales@netsmartz.net)

#### Call Toll Free

Call Toll-Free: 1-888-661-8967

#### San Francisco - Silicon Valley

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