



## Netsmartz Keyword Power Analysis™



The right keywords  
can **transform** your  
online business

Netsmartz Keyword Power Analysis™ is not a standard “keyword analysis,” reflecting merely traffic and competitive data. It is an analytic and a consulting process crafted over years of industry experience.

Netsmartz Keyword Power Analysis™ uses traditional online sources as well as Netsmartz proprietary software and an in-depth consulting process to ascertain your online identity. It will not only show your market potential, it may change your business model.

### Here's how it works



#### **The initial interview**

We interview you. We develop a “base list” of your most important search terms and a sense of your business and its sales objectives. We work toward an initial understanding of your value and unique selling propositions and the current status of your key competitors.



#### **Expanding the base list**

Using semantic associations, web research, a scan of your site, and our own creativity, we expand the “base list.” This is the first step in our “leave no stone unturned” methodology.



#### **Extracting, sorting and selecting keywords**

Drawing detail from online databases and standard metric analysis, we expand your base list. This often involves extracting, sorting, and selecting among thousands of potential keywords. At this stage, words are chosen for both relevance and traffic potential.



## Netsmartz Power Keyword Analysis™ for high online rankings



### Shortlisting and filtering keywords

We compress the list to only those keywords with high relevance, high traffic potential, low relative “competitiveness,” and low ambiguity.



### Finalizing keywords and generating ranking reports

We subject this list to detailed analysis, removing and/or adding words based on our understanding of your business and on the metrics we've developed to this point. We run a rank report on the top words to see where you are positioned in the search engines. We begin to formulate a set of specific recommendations in respect to your project.



### Subjecting keywords to thematic analysis

Using proprietary Netsmartz technology, we now subject your list of words to a “thematic” or “meta-analysis.” This is a unique and powerful process that identifies “best keywords” based on a new set of criteria: which keywords have the most traffic potential based not just on the words themselves, but on the themes that the words represent.



### Preparing the final report

We prepare a final report on our findings, logic, and recommendations. This report details your “online identity” and becomes the keystone of your marketing plan.



### Discussing the final report

We make a final phone contact, and discuss your report and our recommendations in detail.

For nearly 10 years, Netsmartz has committed itself to the most rigorous technical standards in the field of ecommerce. Our products are unique and painstakingly designed to offer superb, results-oriented service to our clients.

## **Netsmartz Keyword Power Analysis™**

The right keywords can make all the difference!

Increase your traffic,  
and propel your site  
to online success!

Contact us now for a **FREE Sample Report**. For more information on finding and implementing your power keywords, call us on **1-888-661-8967** or shoot an email to **[sales@netsmartz.net](mailto:sales@netsmartz.net)** or **[emarketing@netsmartz.net](mailto:emarketing@netsmartz.net)**

We can usually begin your Power Analysis within one - two business days.



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

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