



Refereshingly
different SEO

Introducing the SEM Lab, our new
SEO business model that can save
you **time, effort and money**



Why a Search Engine Marketing (SEM) Lab with Netsmartz makes sense

Are you an SEM consultant or a company with SEO requirements? Would you like to have high quality SEM work done at a fourth of your usual cost? Then an SEM Lab with Netsmartz could be the answer. Our SEM Lab model is typically meant for clients with high volume of SEO work. These could be entrepreneurs with huge sites or multiple sites or it could be SEM consultants with a large number of projects on hand. At Netsmartz, our team of 300 highly competent search engine optimization specialists can easily handle your ongoing SEO needs.

How does the SEM Lab work?

An SEM Lab works as an extension of your office. We provide a dedicated SEM team and work closely with you on projects with frequent reporting built into the process.

Monitor staff through video feed

Your SEO Lab is a virtual, viewable office. Our SEM team works in modern, wired offices with CCTV cameras. This means you can watch the SEM Lab staff online from a secure website as they work on your project. And if you have a query, we are just a phone call away. All our phone numbers are US phone numbers that terminate in our offshore facility. We have a VOIP based direct local line with voicemail – for telephone / conference calling purposes which makes for easy communication.

Comprehensive Reporting on projects

While your projects are underway you will keep getting comprehensive progress reports from us. The Project Manager will also communicate with you regularly so you are always informed at all stages of your project.

High quality SEO and an enviable search engine marketing track record

We have successfully completed more than 250 outsourced SEO projects as part of our search engine marketing track record. SEO projects we have undertaken included search engine optimization, link building website promotion and other key SEO areas. Recently at least 10,000 of keywords we promoted were in the top 10 at Yahoo, Google and MSN.

Netsmartz believes in complete transparency

When you set up an SEM Lab with us, we tell you exactly what you can expect and what you will pay. There are no hidden costs or added billing.

Save over 75% on SEO production costs

SEO services at Netsmartz cost a lot less than most people expect. We can assure you that you will enjoy cost savings when you outsource SEO to us, compared to doing it in-house. Typically the cost is one fourth.

Professionally managed SEO process

Experienced search engine optimization specialists with years of experience lead our SEM Lab teams. Your SEO work proceeds in a streamlined, well documented manner with few glitches if any, culminating in great SEO results. Throughout the process, we remain in close contact with you and send you timely, comprehensive, data-intensive reports on a regular basis. Netsmartz is an ISO 9001:2000 certified company and we are also a Microsoft Gold Partner. Currently we are also undergoing training for the SEI-CMMI Level 3 certification.

Expect fast turn-around

Netsmartz is known for fast turn-around. We deliver to budget and to agreed-on timelines, which makes us extremely easy to work with.


Hesitant about getting started?

If you are an SEO consultant, you may be hesitant about contracting SEO work to us. In order to ensure complete channel integrity, we sign a comprehensive Non-Compete and Non-Solicitation agreement with you that covers all projects we jointly work on. For your clients we are an extension of you.

You are completely protected

We are a New York registered company and through our contract with you, your Intellectual Property and Confidentiality is completely protected.

Comprehensive Reports at every stage of the project

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3	Excessive Flash	RECOMMENDED	OK	 <p>3495 Winton Place, Bldg E, Suite 285, Rochester, NY 14623 Phone: (585) 340-1166 Fax: (815) 550-2295 www.netsmartz.net</p> <h3>Competition-based Website Analysis Report</h3> <table border="1"> <thead> <tr> <th>Website Parameters</th> <th>www.catprint.biz</th> <th>www.shortprinter.com</th> <th>www.PsPrint.com</th> </tr> </thead> <tbody> <tr> <td colspan="4">Trust Factor Parameters</td> </tr> <tr> <td>Security</td> <td>3/5</td> <td>4/5</td> <td>4/5</td> </tr> <tr> <td>Privacy Policy</td> <td>2/5</td> <td>3/5</td> <td>5/5</td> </tr> <tr> <td>Replacement, return and exchange policy</td> <td>3/5</td> <td>3/5</td> <td>4/5</td> </tr> <tr> <td>Testimonials and awards</td> <td>2/5</td> <td>2/5</td> <td>5/5</td> </tr> <tr> <td>After sales support</td> <td>2/5</td> <td>2/5</td> <td>5/5</td> </tr> <tr> <td>Telephone/ online support</td> <td>3/5</td> <td>3/5</td> <td>4/5</td> </tr> <tr> <td>Contact Us page</td> <td>2/5</td> <td>4/5</td> <td>4/5</td> </tr> <tr> <td>Office Street Address</td> <td>2/5</td> <td>5/5</td> <td>4/5</td> </tr> <tr> <td>Call to Action</td> <td>2/5</td> <td>4/5</td> <td>5/5</td> </tr> <tr> <td colspan="4">Information Parameters</td> </tr> <tr> <td>Direction of Information Flow(Navigation)</td> <td>3/5</td> <td>3/5</td> <td>4/5</td> </tr> <tr> <td>Density / Breadth vs. Depth</td> <td>2/5</td> <td>4/5</td> <td>5/5</td> </tr> <tr> <td>Size & Scope</td> <td>2/5</td> <td>4/5</td> <td>5/5</td> </tr> <tr> <td colspan="4">Communication Parameters</td> </tr> <tr> <td>Urgency</td> <td>2/5</td> <td>3/5</td> <td>4/5</td> </tr> <tr> <td>Dialogue</td> <td>2/5</td> <td>4/5</td> <td>5/5</td> </tr> <tr> <td>Immediate Follow-Up</td> <td>3/5</td> <td>4/5</td> <td>4/5</td> </tr> <tr> <td colspan="4">Stickiness / Engagement Parameters</td> </tr> <tr> <td>Qualification</td> <td>3/5</td> <td>4/5</td> <td>4/5</td> </tr> <tr> <td>Customized Content</td> <td>3/5</td> <td>3/5</td> <td>5/5</td> </tr> <tr> <td>Updates / Frequency</td> <td>2/5</td> <td>4/5</td> <td>4/5</td> </tr> </tbody> </table>		Website Parameters	www.catprint.biz	www.shortprinter.com	www.PsPrint.com	Trust Factor Parameters				Security	3/5	4/5	4/5	Privacy Policy	2/5	3/5	5/5	Replacement, return and exchange policy	3/5	3/5	4/5	Testimonials and awards	2/5	2/5	5/5	After sales support	2/5	2/5	5/5	Telephone/ online support	3/5	3/5	4/5	Contact Us page	2/5	4/5	4/5	Office Street Address	2/5	5/5	4/5	Call to Action	2/5	4/5	5/5	Information Parameters				Direction of Information Flow(Navigation)	3/5	3/5	4/5	Density / Breadth vs. Depth	2/5	4/5	5/5	Size & Scope	2/5	4/5	5/5	Communication Parameters				Urgency	2/5	3/5	4/5	Dialogue	2/5	4/5	5/5	Immediate Follow-Up	3/5	4/5	4/5	Stickiness / Engagement Parameters				Qualification	3/5	4/5	4/5	Customized Content	3/5	3/5	5/5	Updates / Frequency	2/5	4/5	4/5
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5	Frame-base web site	NOT RECOMMENDED	OK																																																																																														

Search Engine Friendliness Analysis Report

Competition Analysis Report

www.myparkingsign.com				
	Google	MSN	Yahoo	
new keywords moving into top 10 positions	0	0	0	0
old keywords moving out of top 10 positions	0	0	0	0
keywords sustained in top 10 positions	+	70	215	
net progress for Top 10 position	19	85	225	

www.mysecuritysign.com				
	Google	MSN	Yahoo	
new keywords moving into top 10 positions	37	11	0	0
old keywords moving out of top 10 positions	37	130	285	
keywords sustained in top 10 positions				
net progress for Top 10 position	55	139	261	

www.MyAssettag.com				
	Google	MSN	Yahoo	
new keywords moving into top 10 positions	0	0	0	0
old keywords moving out of top 10 positions	0	0	0	0
keywords sustained in top 10 positions	0	45	45	
net progress for Top 10 position	0	45	45	

Keyword Ranking Snapshot

Detailed Reports

As an SEO Lab owner you will be provided detailed reports on the status of your projects. These include:

- Baseline Ranking and Website Position Report**
 This is basically an analysis of your site's existing rankings
- Monthly Ranking and Website Position Report**
 A website ranking report that is provided every 30 days
- Project Status Reports**
 These will be timely status reports via phone or email according to a pre-defined frequency
- Site Traffic and Referral Reporting**
 Reports containing details of your site's traffic (Additional)
- Competition Monitoring**
 Reports based on tracking of competitors' traffic as per choice (Additional)

A glimpse into the SEM Lab

As you can see from the pictures below, Netsmartz has a well equipped facility with the latest infrastructure to handle even the most demanding of tasks. Work areas have CCTV surveillance and you can view your dedicated SEM Lab team working on your projects whenever you like through video feed.



Camera overlooking SEO Lab, clients can watch direct videofeed of their team at work

Close-up shot of SEO team at work in the SEO Lab



Work stations at the Development Center



What does a typical SEM Lab team look like?

Here we outline the key members that would comprise your SEO Lab team:

Sales Consultant

The Sales Consultant creates the initial proposal and consultation. He outlines the ultimate SEM goals for your project.

Lead Technician

Our lead technician is an expert SEO professional with a minimum of 5 years experience who would guide the rest of the team in implementing and taking the SEO strategy to a successful conclusion.

Project Manager

Our Project Manager is an experienced SEO professional with at least 5 years of experience who manages the team

and ensures work is produced according to timelines. He is your main point of contact.

SEO Technicians

A trained staff of 4-5 members with 2-3 years of SEO experience. The staff can be scaled up or down according to project requirements.

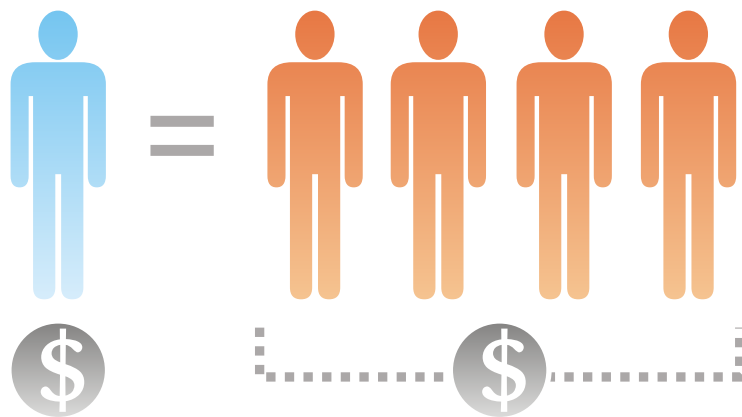
Your Role

You will always be updated at every stage in the SEO process and your approvals will be required for all key decisions. As part of the SEO team and project owner, you can be virtually present 24X7 through video conferencing, tele-conferencing, e-mail and fax.



The over 300 strong SEM team

SEM Labs: The value proposition: 4 employees for the price of one



Benefits of an SEO Lab

- Cost - effective, high quality SEO.
- Entire team dedicated to your SEO project.
- Team can be tracked through video feed.
- Direct Timesheets will be provided.
- One point contact for co-ordinating SEO requirements with the team.
- No hassles of renting space or hiring people.
- Functions as your offshore SEO office in all respects.

Having an SEM Lab as part of your SEM operations adds huge value and incremental benefits to your business.

You have more time to invest in your business

The routine tasks of SEO are being handled out of your SEM Lab which frees up your valuable time to be invested in strategic thinking and future ventures. Your key professionals can now address tasks more worthy of their time.

4 full time employees for the price of one

Netsmartz has a well trained, large SEO team that can be depended upon to produce work of high quality at an extremely low cost. Imagine for the cost of one full time employee in the U.S., You would be getting four full time employees to work on your projects. Since your costs are lowered, profit margins are appreciably higher.

Ramp up capacity when you like without any hassles

You don't face the problems of hiring space and people to ramp up capacity. You have a dedicated team right here at Netsmartz which can be easily increased when need be-you just have to say the word!

You have full control

You will always be in the picture when your projects are underway with us. You can watch the team working via video feed, access regular status and progress reports and have a Project Manager always on tap.

Payments and cost structure are transparent

All projects have timesheets showing hourly break-ups of tasks and team member's time so you know exactly what you are paying for.

Commonly asked questions about the SEM Lab Model



How do I know Netsmartz can deliver what they promise?

Netsmartz is a well-run SEO veteran and has handled over 250 SEM projects to date with outstanding results. Along with numerous certifications and memberships, we have many case studies and satisfied clients who endorse our claims.

What kind of work would you do for us?

We can handle all kinds of SEO work for you including Keyword Research and Optimization, Link Campaigns, Article Writing, Search Engine and Directory Submissions and Article Submissions. Outsourcing this work to us leaves you and your key people free to concentrate on the broad marketing strategy.

What if I need more people to work on my project at specific times (Seasonal)?

We have done this in many cases. We can easily ramp up the SEM Lab strength to include more people according to your requirements. Whether you need more content people or link building executives, we are very flexible to work with.

How are payments computed?

At Netsmartz we have 2 basic models for payment. When a

project is contracted either you can pay upfront and take advantage of some great discounts or you can pay a monthly fee based on the hours expended on your project.

How much of my time will be involved getting SEO done through the SEM Lab Model?

Initially the commitment is greater as the project goals and details need to be defined. After the initial set-up, monthly activities will be defined and you will receive bi-weekly progress reports. Once the project is underway, you would need to go through the reports and updates we send and give us your feedback. Once we establish a working relationship you will realize that delegation to this group is easy.

How do we get in touch, what is the communication protocol?

The Netsmartz office has state-of-the-art infrastructure with dedicated communication links with satellite, Internet and voice conferencing, and phone facilities. We have email, Fax, FTP terminal service access specific to each client. We have a VOIP based direct local line with voicemail – for telephone / conference calling purposes which makes for easy communication. We have Internet connectivity through a dedicated 4 MBps line and cable connectivity, to provide redundancy. Your Project Manager will be in touch with you on a regular basis during the duration of the project.

Case Study: www.myassettags.com

About www.myassettag.com

This client is a leader in the manufacture and distribution of asset tags, shipping labels, engraved signs etc. He has a clutch of sites that need to be optimized and maintained on an ongoing basis. Considering the urgency and heavy volume of SEO work, we recommended that he opt for our SEO Lab business model for website optimization.

My Asset Tag SEM Lab Team

As an SEO Lab client, My Asset Tag has a dedicated 10 person SEO team working full time headed by a dedicated Account Manager. Search engine optimization activity takes place on a continuous basis and is recorded and submitted through weekly status reports. Ranking trends are monitored carefully. We also do a fair amount of content writing for this client- writing upto 30 to 40 informative articles per month and submitting them to relevant portals.

Great rankings and still climbing

All this concentrated effort has paid off and our client has seen rankings for preferred keywords climbing every week. For instance www.myassettag.com site has been optimized for 45 keywords all of them which are in the top 10 on the SERPs including the client's preferred keywords- 'asset labels', 'asset tags' and 'asset identification labels'.



www.myassettag.com



www.xpresstags.com:



www.myparkingpermit.com



www.mynameplates.com



www.mynamebadges.com



www.shippinglabels.com

Case Study: www.myassettags.com

Case by case progress report of the client's sites

www.xpresstags.com:

Statistics clearly show that the Page Rank of the website has shot up from 1 to 3 and the site is enjoying very clean indexing on major search engines. The site also has very good ranking on Google, Yahoo and MSN. As of now, **18, 89 and 77 keywords out of a total of 115 keywords are in top 10 rankings on Google, Yahoo and MSN respectively.**

www.myparkingpermit.com:

www.myparkingpermit.com was in Google supplemental results with no ranks in Google at all. With continuous hard work, creation of landing pages and a comprehensive off-page strategy the website is now out of supplemental results with **top 10 rankings for 31 keywords out of the total of 55 keywords on Google.**

www.myassettag.com:

When we initiated work on www.myassettag.com, the site was in Google supplemental indexing. With our well strategized and consistent efforts, not only were we able to take the site out of supplemental results but the ranking of the site also improved drastically on Yahoo and MSN. However, unfortunately this site again got pushed into supplemental indexing because of which Google rankings were not achieved. To achieve rankings on Google, we are moving ahead with a new strategy and targeting it with a new approach which seems to be paying off.

www.mynameplates.com:

Although www.mynameplates.com came to us only for basic optimization, we worked diligently beyond the project scope to provide the best possible results.

www.mynamebadges.com:

Before the basic optimization the site was not even indexed in Google and MSN and now the website is not only indexed but is ranking among the top 10 for **16 keywords in Google, 50 in Yahoo and 45 in MSN.**

www.myengravedsign.com:

The basic optimization efforts gave a very good bump to the site's page rank as well as rankings. The site has acquired a page rank of 2 from 0 and is currently enjoying very good ranks on all the three major search engines.

www.shippinglabels.com:

When we initiated the optimization of www.shippinglabels.com, the site was not indexed in any of the search engines, with no link backs and 0 PR. The aging of the domain was quite helpful in gaining a PR of 2. With our continuous and consistent efforts, the website has now started appearing in top 10 rankings for 152 keywords on MSN.



"Netsmartz has done a terrific job. They have an in-depth understanding of the SEO marketplace and, together, we have been able to significantly improve our ranking results."

Blair Brewster, Owner, My Asset Tags
E-mail: blairbrewster@xpressmyself.com



My Asset Tag's SEM Lab team

Netsmartz SEM Offerings and Certifications

Search Engine Marketing

Link Building

SEM Labs

Site Promotion

Pay-Per-Click Advertising

Highlights

- Well trained, quality conscious SEM team
- Parallel working out of US and India
- Flexible business model- can be tailored to requirements
- 5 member R&D team to keep track of trends and algorithms of top search engines like Yahoo, Google and MSN
- Professional certifications and affiliations
- Dedicated SEM team on tap with SEM Lab model
- Offshore SEM means high value, low cost Search Engine Marketing

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. We also have the Search Engine College certification.



Professional Affiliations

Netsmartz is also affiliated to these professional organizations



Netsmartz: Services within core offerings



Search Engine Optimization

- Identification of suitable keywords
- Commitment to getting keywords in top 10 rankings
- Optimizing website for selected keywords including HTML code (Title tags, Meta tags etc.)
- Search Engine Submissions
- Detailed site reports including SEO Analysis, Website Analysis, and Competitor Analysis and Ranking Reports.
- SEO copywriting and editing existing content for SEO
- Search Engine and Directory Submissions
- Maintenance and monitoring of ranking
- Regular Ranking Reports

Link Building

- Link Analysis Report prior to link building
- Research of potential link partners
- Recommendations and report outlining prospective link partners
- Building connections with link partners
- Inbound links if required
- Weekly status reports on link building, detailing which and how many links were achieved.

Pay-Per-Click Advertising

- Efficient PPC Advertising Management Process
- Keyword Research and Analysis
- PPC Advertising Copywriting
- Landing Page Evaluation and Analysis of Traffic
- PPC ROI Tracking for PPC Advertising
- PPC Bid Management and Campaign Setup
- PPC Advertising Campaign Reports
- PPC Advertising Campaign Alterations

Website Promotion

- Forum participation
- Article writing and Submission
- Blog participation
- E-mail campaigning and banners
- Creation of online giveaways
- Newsletters
- RSS Feeds

Best of Breed Infrastructure

The Netsmartz Offshore Development Center (ODC) is located in the city of Chandigarh, India. Infrastructure here includes:

- State-of-the-art hardware and software housed in over 20,000 square feet of space with ample potential to expand
- Internet connectivity through a dedicated 4 MBps line and cable connectivity, providing redundancy
- Firewall Protection for the entire network ensuring complete data, information, and site security
- Latest Virus protection and intrusion detection software
- Powerful LAN Backup and Business Continuity Procedures ensure fast and effective data recovery
- UPS systems ensure that no data loss occurs due to power failures
- 24 hour security in the building
- Area sectioned out per client with its own dedicated servers, bandwidth, and restricted access
- Dedicated communication link with satellite, Internet and voice conferencing, and phone facilities. We have a VOIP based direct local line with voicemail – for telephone / conference calling purposes which makes for easy communication.
- Email, Fax, FTP, terminal service access specific to each client



About Netsmartz

A process driven quality conscious company

At Netsmartz, we are proud of being a global, quality-driven information technology company and a Microsoft Certified Gold partner. We also have the ISO 9001:2000 certification and are also undergoing training for the CMMI Level 3 certification. Besides search engine marketing, we also offer products and services in the areas of E-Business Software (including web development), E-Learning Courseware, E-Marketing Solutions and Technical Support.

Netsmartz has its headquarters in Rochester, New York and a roster of some notable Fortune 500 companies as clients. Global Crossing, Kodak, Frontier Communications, Nellie Mae and Wegmans Food Markets are just a few among this illustrious lot. Today we number over 300 employees and have offices in four locations around the world including Rochester, Boston, Toronto and Mohali.



Headquarters at Rochester, N.Y.

The Netsmartz Team

The Netsmartz SEO division is made up of SEO experts that supervise individual teams comprising of 10-20 members each. Each team handles a specific SEO related activity like PPC, Link Building, Search Engine Optimization and SEO Content Writing.

The teams though they are independent, work in close collaboration if the project requires it. The SEO work is complemented by a Design and Development team that addresses website design, development of e-commerce sites and content management systems, taking into account the special requirements of SEO clients.

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



Development Center at Mohali, India

Netsmartz SEM Clients



Contact us today!



H.S. Dhariwal
Chairman, Board of Directors



Manipal Singh
Chief Operating Officer and
Chief Technology Officer



Rajiv Kondal
Chief Manager, Operations



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Call us, we would love to hear from you

Call SEM Sales at +1-888-661-8967 or
e-mail us at sales@netsmartz.net

Like to see more of our work?

Visit us at: <http://www.netsmartz.net/portfolio/index.htm>

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