



**imc{search}** marketing services

# Discovery, Development and Synchronization ▶

## Keyphrase Discovery

- > We research and develop a keyphrase list for your industry
- > You review and edit the keyphrase list
- > When happy, you approve and sign-off on the final keyphrase list



## Content, Article and Press Release Development

- > We develop keyphrase specific sales content
- > You review and sign-off on content
- > We develop standards-compliant, action-oriented web pages that match the look & feel of your website
- > You review and approve the web pages
- > We combine approved content with the approved templates for a finished product

## Search Engine Synchronization

- > We examine your site and create a search engine compliancy plan
- > You approve a window of time to update your site
- > We execute the compliancy plan, bringing your entire site into compliancy with the major search engines
- > We upload all web pages created in the ses{content} phase



# Blogging, Syndication and Launch ▶

## Managed Business Blogging

- > We create your new business blog
- > We post all articles created in the ses{content} phase
- > We register your blog with popular blog tracking services
- > We provide you with access to your blog
- > You become a business blogger unique to your industry



## Content Syndication & Linking

- > We ready your articles for syndication by converting it into standards-complaint XML files (such as RSS)
- > We develop keyword-rich titles and descriptions of your content for linking and net syndication <sup>1</sup>
- > We push your converted content and rich summaries to directories, web/social sites and blogs highly relevant to your business
- > We create a XML Sitemap of your content and register it with Google



## Media Launch

- > We push your press release over our wire to 80,000+ international contacts points including journalists, analysts, freelance writers, bloggers, media outlets and newsrooms
- > You instantly see your press release in Google News, Yahoo! News and other top news sources

<sup>1</sup> for programs that include ses{links}

## Press Release Snapshot

A snapshot of your press release at the top of the major news search engines: Google News & Yahoo! News

## News & Content Syndication Report

The impact your press release made, measured in number of sites on which your press release appeared along with the number of one-way incoming links to your website



## Press Release Exposure Report

The exposure your press release received, in terms of the number of views, number of pickups by syndication partners within our network and other very telling statistics

## Article Syndication Report

The impact your articles made, measured in number of sites on which your articles appeared



## Search Engine Impact Report

This report details the impact the imc{search} program had on your website, showing you how you performed in the major search engines before starting our service and how your site is performing after the imc{search} program