

Make your presence known

You already have the website. We provided you with the internet domain. But how are you going to make your online presence known?

Make the search engines find you.

If you build it, they won't necessarily come. Building an online presence is more than creating HTML pages and sitemaps. You don't build a shopping mall without letting people know where it is. That is why we now offer Search Engine Optimization (SEO) for your websites.

Netpointers Technologies is Speednames' provider of SEO services. By letting this partnership handle your search engine optimization, you'll be in the hands of companies, that are experts in their fields.

The importance of search engines for your web site

The research below from online advertising company DoubleClick shows that search engines today constitute the most important motivation factors for visitors to websites.

It is of course possible to attract visitors to a website through traditional marketing and direct emails, but the effort can be partially wasted and in the worst case the competition can benefit, when the effect leads to a search for a supplier of a given service whose website isn't visible on the search engines.

You'll be in safe hands

Netpointers Technologies is today Europe's leading SEO company with more than 1,000 customers world wide.

The large customer base in Europe makes search engine algorithm calculations extremely accurate, as all customer work is measured constantly. This results in ongoing measurement of more than 30,000 SEO pages daily.

The market's largest support department

Netpointers' support functions are based around absolute know-how and SEO technology expertise. This means fast delivery of SEO technology information pages at start-up, and ongoing service that provides quicker establishment with the search engines and stable visibility in the search result listings.

74 percent of Netpointers client's keywords has received ranking - which is placed on the search engines in this order:

- 49% between place 1-5
- 16% between place 6-10
- 22% between place 11-20
- 13% between place 21-30

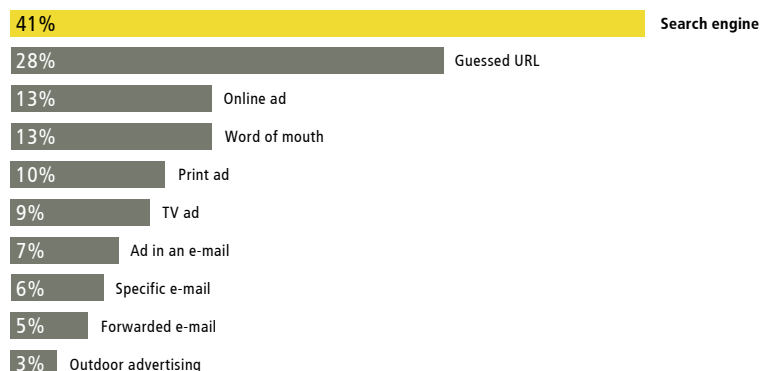
Our code of ethics

In line with the increase in the number of SEO companies throughout the last 4-5 years, the number of optimization techniques and methodologies have risen. While some of these techniques can be effective, many of them are dangerous to employ in that one risks overburdening the search engines with the result of being blacklisted in their database. Once you've been blocked by a search engine's database, it can take up to several years to restore the search engine's confidence in your company.

We have clear guidelines with regards to dealing with search engines. Netpointers' provisions make sure that your search engine optimization projects are conducted in line with good ethics.

- Relevant keywords: Clients shall be restricted to the use of keywords that are clearly relevant to their content, products or services. Non-relevant keyword choice will be disallowed.

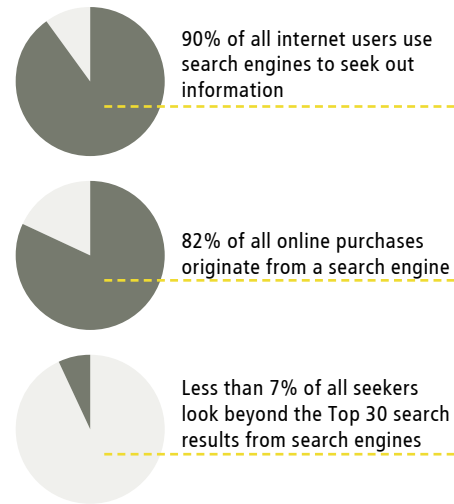
Entry points for visitors to websites



Source: DoubleClick, Greenfield Online, March 2003

- No keyword repetition: No page submitted to the search engines shall use blatant keyword repetition. Keywords must be present as an integral part of the page content (i.e. keywords may be used in sentences, paragraphs or headings).
- No invisible text: No page submitted to the search engines shall use invisible or near-invisible text in an effort to implant keywords into the HTML source code that are not visible to the reader.
- Intellectual property: No search engine service may promote or submit pages that seek to attract traffic using company names or other trademarked terms that do not belong to the client.

If your SEO projects are not conducted in line with good ethics, you'll risk damaging your brand.



Webpromotion Biz

Speednames offers a solution referred to as Webpromotion Biz. This is an of-the-shelf search engine optimization service that can be initiated within a very short time frame.

The service is packaged in a way that makes is very easy to implement towards the target groups of your choice.

Product setup

Webpromotion Biz is a 'one market, one language' solution - in other words, search engine optimization for one specific country and for one specific language. Webpromotion Biz includes 10 search words in one language of your choice. Search engine optimization is per web site.

Example: Optimization for www.company.de towards German search engines with 10 search words in German.

The Biz solution also includes optimization for the major generic search engines such as google.com and altavista.com. However, the same search words used for the specific country (e.g. Germany) will be re-used for these search engines. The language of the search words therefore remain German.

Simple yet scalable

The 'one market, one language' idea of the product makes it easy to scale. Should you need SEO for your recently created French web site, simply add another Biz solution to your existing setup.

The same goes for any additional search words you might need. Simply add another Biz solution to your setup.

This is what you get in a single Webpromotion Biz solution:

- 10 search words in one language
- Optimization targeted at one market/country
- General optimization for generic search engines
- SearchTracker (ST) online monitoring tool.
- Care-free implementation - Netpointers is responsible for all steps of the process.
- Subscription based services. Netpointers is obliged to update search words should you wish to change them.

Note: expect 6 months for a search word to achieve full effect on search engines



Search engine optimization implementation

Netpointers Technologies will drive the search engine optimization project
- with the help of your IT department.

Phase	Description	Expected time	Comments
Deal signed	Netpointers receives order from Speednames	-	The order interface includes relevant customer data and order details
Selection & approval of search words	The customer receives search word recommendations via email	Within 1 week	Netpointers selects relevant search words. Experience shows that word quality is essential for optimal Return of Investment
Analysis of customer website	Netpointers checks the customer website for weaknesses to be optimized to ensure optimal results	Within 2 weeks	Netpointers Technical Support generates an automatic report which is sent via email to the customer
Information Pages (I-pages)	Minimum 1 I-page per search word is developed	Week 3	An information page is a sub-page to the customers website. It is to be implemented on the customer server
Implementation of Metatags & I pages	Meta-tags and I-pages implemented and uploaded	Week 4	Netpointers will handle all technical implementation for free when FTP codes have been received (alternatively, the customer receives a CD)
Search Engine registrations	Information pages and the customer's website is registered with the selected search engines	Week 4	Some registrations are handled manually and by express to ensure the best possible results as quickly as possible
Online reporting results available	Netpointers online report SearchTracker is available via own login at: www.netpointers.com	Week 8	Monitor profile, status, history and ranking
Follow-up	Ongoing surveillance and optimizations are part of Netpointers routines. The customer is informed via mail.	Minimum once a month	The customer can monitor developments through the SearchTracker report and through monthly Smiley emails

