



847-298-1413

WE'VE MASTERED THE INTERNET SO YOU DON'T HAVE TO.™

Webmaster, Inc. Search Engine Optimization Packages

Because Webmaster, Inc. cannot control the pricing and service structures of third-party entities such as search engines or directories, our prices and services are effective as of April 20, 2002, and are subject to change without notice. In the case of an internal price or rate change, Webmaster, Inc. will honor existing contracts per the terms of those contracts.

Webmaster, Inc. offers a variety of Search Engine Optimization (SEO) services that clients may use individually or in conjunction with one another. We offer customized approaches to our clients, understanding that each business is unique and so are its Internet marketing needs. We also offer our clients the following packages for their convenience:

If you are purchasing an SEO Pack along with a Site Development Package, you will not require the basic SEO included with the development package. Deduct \$125 from the price of the SEO Pack you choose.

SEO Pack 0 – The Basic Pack

The Basic Pack includes the minimum requirements for a small website (up to 10 pages) to establish an Internet presence.

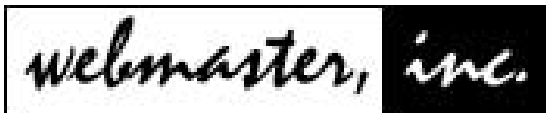
- **Position Analysis***
Using up to 2 search terms of your selection, we will check the major Search Engines and Directories to see where your site is currently ranked. Then we'll be able to focus our submission efforts where they're needed most.
- **Meta Tag Creation**
Webmaster, Inc. will use the keywords supplied by you to create focused meta tags (title, description and keywords) for the site. Meta tags are hidden in the website source code and are read by search engines in order for them to better catalog Internet content.
- **Free Search Engine/Directory Submission**
We will submit your website to the most common search engines/directories that allow free submission, which currently include (but are not guaranteed or limited to):

DMOZ - Open Directory Project (Serves AOL)
Alta Vista
Lycos
All The Web
Google (serves Yahoo!)
HotBot
- **Follow-Up Analysis**
After 90 days, our team will follow-up with the search engines and directories to which your site has been submitted and verify that your listing has been included. We will prepare a report and recommendations for your review.

If your site is a new site – that is, if it didn't exist before in any form – then you do **not require a Position Analysis. Deduct 127.50.*

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SEO Pack 0				
LIST PRICE:				\$615.00
RETAIL DISCOUNT:		15% off (no other discounts apply)		-\$95.00
RETAIL PRICE:		Paid in full up front		\$520.00

SEO Pack 1 – The Starter Pack

The Starter Pack is a must for every new website. This pack incorporates the basic items required to begin marketing effectively on the Internet.

- Initial Site Review**
Our team will thoroughly review the content of your website and create a list of text change recommendations (if any), as well as header and meta tags based on that content. Meta tags are hidden in the website source code and are read by search engines in order for them to better catalog Internet content.
- Position Analysis***
Using up to 3 search terms of your selection, we will check all the major Search Engines and Directories to see where your site is currently ranked. Then we'll be able to focus our submission efforts where they're needed most.
- Meta Tag Creation/Page Edits**
Webmaster, Inc. will use the keywords supplied by you in combination with any additional words determined during the initial analysis to create a list of keywords. We will alter page titles to be more descriptive and adjust any page content (text) as authorized.

Free Search Engine/Directory Submission

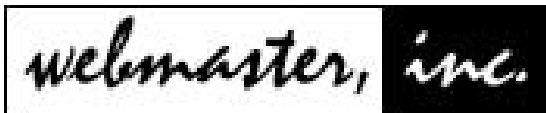
We will submit your website to the most common search engines/directories, which currently include (but are not guaranteed or limited to):

DMOZ - Open Directory Project (Serves AOL)
Alta Vista
Lycos
All The Web
Google (serves Yahoo!)
HotBot

- Follow-Up Analysis**
After 90 days, our team will follow-up with the search engines and directories to which your site has been submitted and verify that your listing has been included. We will resubmit the listing as required, and prepare a report for your review.

If your site is a new site – that is, if it didn't exist before in any form – then you do **not require a Position Analysis. Deduct \$145.00.*

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SEO Pack 1				
LIST PRICE:				\$1427.50
RETAIL DISCOUNT:		15% off (no other discounts apply)		-\$215.00
RETAIL PRICE:		Paid in full up front		\$1225.00

SEO Pack 2 – Power Pack

The Power Pack is ideal for new or established websites looking to aggressively market on the Internet. This pack emphasizes a tactical marketing approach with an emphasis on customization to the target audience.

- Competitive Analysis**
 Before any seeding work is done, Webmaster, Inc. will review (with your input) your website and your competitors' websites, analyzing their approaches to Internet marketing. We'll examine the content, meta tags, and seeding efforts of each competitor and provide a comprehensive analysis of each. Using what we've learned from our analysis, Webmaster, Inc. will provide you with recommendations for staging an effective marketing campaign.
- Position Analysis***
 Using up to 3 search terms of your selection, we will check all the major Search Engines and Directories to see where your site is currently ranked. Then we'll be able to focus our submission efforts where they're needed most.
- Meta Tag Creation/Page Edits**
 Webmaster, Inc. will use the keywords supplied by you in combination with any additional words determined during the initial analysis to create a list of keywords. We will alter page titles to be more descriptive and adjust any page content (text) as authorized.

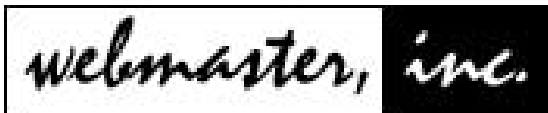
Free Search Engine/Directory Submission

We will submit your website to the most common search engines/directories, which currently include (but are not guaranteed or limited to):

DMOZ - Open Directory Project (Serves AOL)
 Alta Vista
 Lycos
 All The Web
 Google (serves Yahoo!)
 HotBot

- Follow-Up Analysis**
 After 90 days, our team will follow-up with the search engines and directories to which your site has been submitted and verify that your listing has been included. We will resubmit the listing as required, and prepare a report for your review.
- Paid Yahoo! Listing (\$299/year)**
 Webmaster, Inc. will submit the your website to Yahoo! under the category heading specified by you. The yearly fee is paid to Yahoo for consideration and does not guarantee a listing. *Since Yahoo!*

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requires an annual renewal fee, if you choose to have Webmaster, Inc. monitor your Yahoo! account after the first year, additional fees will apply.

If your site is a new site – that is, if it didn't exist before in any form – then you do **not require a Position Analysis. Deduct \$145.00.*

SEO Pack 2				
LIST PRICE:				\$2194.00
RETAIL DISCOUNT:		15% off (no other discounts apply)		-\$329.00
RETAIL PRICE:		Paid in full up front		\$1865.00

SEO Pack 3 – Power Pack Plus

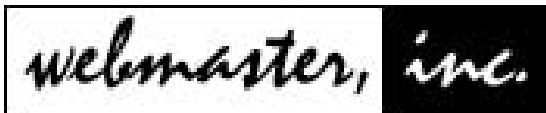
The Power Pack Plus is for websites that want to do it all and have it done right! The Power Pack Plus includes everything in the Power Pack, plus:

- **Doorway Page Creation**
Webmaster, Inc. will select and modify 5 pages within your site, which will be optimized for a specific set of keywords. These pages will increase your site's find-ability and augment your initial seeding efforts. The URL's for these specific pages are then submitted to the top search engines.
- **Site-Specific Submission**
There are a wide range of niche search engines and directories for almost every field and market conceivable. We'll spend an additional 5 hours researching and submitting your website to these directories. In cases where fees are required, we'll gather the information and make recommendations.
- **Automated Top 150+ Submissions**
Using specialized seeding software, Webmaster, Inc. will submit your site to the next 21 – 100 search engines and directories. Getting the word out in as many places as possible is the goal of this step.
- **Quarterly Follow-Ups**
Marketing your website isn't a one-shot process. For the next calendar year, Webmaster, Inc. will perform three hours of seeding updates per quarter to make sure that your site's listing stays fresh. Additionally, we'll make sure that the initial seeding efforts were successful and perform follow-ups where the listings are missing.

If your site is a new site – that is, if it didn't exist before in any form – then you do **not require a Position Analysis. Deduct \$145.00.*

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SEO Pack 3			
LIST PRICE:			\$3919.00
RETAIL DISCOUNT:		15% off (no other discounts apply)	-\$589.00
RETAIL PRICE:		Paid in full up front	\$3330.00

WINC SEO Enhancers - RETAIL					
	Pack 0	Pack 1	Pack 1	Pack 3	No Pack
Yahoo Submission for first year	\$400.00	\$400.00	\$400.00	Included	(Includes position analysis) \$560.00
Keyword creation – up to 20 pages	Included	Included	Included	Included	\$200.00
Initial Free Engine Submission	Included	Included	Included	Included	(Includes position analysis) \$400.00
Competitive Analysis	\$400.00	\$400.00	\$400.00	Included	\$550.00
Position Analysis	Included	Included	Included	Included	\$200.00
Niche Seeding	\$400.00	\$400.00	\$400.00	Included	\$550.00
Automated Submission (only)	\$300.00	\$300.00	\$300.00	Included	\$450.00

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