



# CLARITY

Better Systems. Better Sales.™



# WELCOME TO CLARITY

You're focused on moving your organization's mission forward. That means you need to engage with and compel your audience to action. You've got to *drive* them to results.

**Lots of results.**

# CLARITY ONLINE MARKETING

*Consider this. These days almost all of your customers and competitors are online. The Internet is a critical link between you and your potential business opportunities. It fundamentally changes the way organizations like yours reach and motivate potential customers to action and plays a critical role in how you find and develop long-term relationships with them. The internet is fast, effective, and allows you to reach more people than you could reach through mail, telemarketing or other traditional methods.*

To ensure your company benefits from a continuous stream of interested customers, our search engine optimization work will focus on improving you're your rankings in not just Google, but in the other significant search engines like Yahoo and Bing as well. Search engine optimization requires experience, technical ability, and creativity.

## WE DELIVER

At Clarity, we provide a suite of SEO (search engine optimization) and SEM (search engine marketing) services that help you use the Internet to power your online marketing program and deliver. And we back those services with our team of certified SEO experts who deliver on this promise by generating qualified traffic for our Client's day in and day out. With a combined total of nearly four million page views per month in traffic generation, why would you choose anyone else?

## MOVE PEOPLE

Clarity implements proven White hat (long-term) SEO practices to deliver results for our Clients. Our work begins with understanding your business model, your high margin business areas, and how your preferred visitors "think." We delve deep into understanding the competitive environment to select keywords that strike an optimal balance between high volume and low competition factors. Our SEO Certified Team then begins updating your sites' on-page elements (as listed below).

## ON PAGE ELEMENTS

Title Tags, Description Tags, Keywords, Alt Tags, File Names, URL Names, Keyword Proximity, Unique Content, Page size, Outbound Links, Internal Link Structure, Internal Link Building, Navigation and breadcrumbs, CSS and JavaScript optimization, automated sitemaps, internal link building, & more...

## ACCORDING TO THE LATEST SEARCH ENGINE RESEARCH\*

42% OF SEARCHERS  
CLICK THE TOP-  
RANKING LINK  
8% CLICK THE 2<sup>ND</sup>  
RANKING LINK

77% OF SEARCH  
USERS CHOOSE  
ORGANIC OVER  
PAID LISTINGS  
WHEN SEARCHING

40% OF SEO  
CAMPAIGNS  
AWARE OF ROI  
SEE RETURNS OF  
OVER 500%

SEARCHERS  
TYPICALLY  
DECIDE TO  
STAY/LEAVE IN  
2-3 SECONDS

## LONG TERM

Upon implementing on page factors we then focus our efforts on long-term off-page optimization to deliver quality links, fresh content, and ongoing value that bring new traffic. Our off-page optimization efforts integrate specific elements catered to your industry, your goals, and your preferred budget (as listed below).

## MOVE THE DIAL

With advanced/long-term SEO it's all about generating quality content and making sure that content is found. In order to stimulate the search engines and help them index your content as highly as possible, Clarity suggests choosing from the strategies below:

Blogs, Sub-sites, Multi-lingual portals, RSS news feeds, Articles, Glossaries, Bios, Certifications, Detailed Locations, Products & Services Listings, Directories, and more...

Anchor Text Optimization, Link Campaign, Competitor Link Audits & Analysis, Social marketing, Press Release Optimization, Related Link Building, Link Tracking and Monitoring, and more...

## ENSURE ROI

Clarity runs monthly rank tracking reports to list and show progress on keywords and variations of keywords. The reports list rankings of the SEO optimized site on Google, Yahoo, MSN and any other requested search engines. We also provide real-time analytics and click tracking with down to the second, and keyword typed reports for every page clicked by all visitors to the site. See appendices and case studies for specific examples and screen shots.

## GENERATE NEW BUSINESS

Clarity's SEO and SEM services generate new business, but it's more than just the standard marketing approach. Clarity leverages cutting edge technology to enable you to view all site visitors who visit specific pages and then alert internal sales and marketing resources about these visitors. Visitor information includes (if available): Business name, address, annual revenue, SIC information, phone number for each point of contact at the company, and all pages visited on the site and for how long. See appendices and case studies for specific examples and screen shots.





# CASE STUDIES



## NATURAL SEARCH RESULTS

#1 Google Position for:

- Dallas Injury Relief Lawyer
- Dallas Injury Relief Law Firm
- Injury Relief Lawyer Dallas
- Injury Relief Lawyers Dallas
- Personal Injury Lawyer Dallas
- Personal Injury Lawyers Dallas
- Car Accident Lawyer Dallas
- Dallas Car Accident Lawyer
- Truck Accident Lawyer Dallas
- Dallas Truck Accident Lawyer
- Truck Accident Lawyers Dallas
- Dallas Truck Accident Lawyers
- Truck Accident Attorney Dallas
- Dallas Truck Accident Attorney
- Truck Accident Attorneys Dallas
- Dallas Truck Accident Attorneys
- More...

## PURPOSE

The Client, a Prestigious Texas Law Firm, partnered with Clarity to complete corporate website refresh and SEO optimization and overhaul for the law firm's online presence. There were ultimately 4-5 websites involved, however, the primary site was InjuryRelief.com.

## RESULTS

Clarity's suite of online SEO and SEM services allowed Clarity's team of experts to deliver on the Client's expectation. Clarity completed a corporate website refresh and SEO optimization for the Client in a phased approach. The project resulted in the addition of over 300 additional keywords that InjuryRelief.com ranked in the top 10 as compared to only 15 top 10 keywords just 5-6 months before. Clarity also helped establish additional websites for the Client and held weekly review meetings to ensure the Client's continued success.

The screenshot shows the homepage of Grossman Law Offices. At the top, it features the firm's name, a navigation menu (Home, Texas Personal Injury Cases, Successes, Meet Our Attorneys, Information Center, Contact Us, FAQs), and contact information including an email icon, a 24-hour phone number (1-888-436-0288), and a 'Click to Chat' button. The main content area includes a featured client testimonial with a 'Thank You' note and a 'Read More' link, and a section for 'Recent Recoveries & Cases of Note' with a 'Read More' link. A large orange starburst graphic on the right says 'Call Us Now!'. Below the main content is a 'Practice Areas' sidebar with categories like General Personal Injury, Car Accidents, Trucking Accidents, Wrongful Death, Construction Accidents, On The Job Injury, Hydroxycut Injuries, Tire/Rollover Accidents, Medical Malpractice, and Motorcycle Accidents. The central content area has a 'Dallas Texas (TX) Personal Injury Attorney' header, a 'Welcome to Grossman Law Offices P.C.' message, and a 'FREE LEGAL ADVICE' form. The form includes fields for 'Your Full Name', 'Phone Number', 'Email Address', and 'Comments or Questions', with a 'Submit' button. Below the form are logos for 'ACCREDITED BUSINESS' and 'BBB', and a section titled 'About Our Firm' which describes the firm's history and commitment to clients. At the bottom, there is a 'Cases In The News' section with a small image of a building.

IN 5-6 MONTHS,  
INJURYRELIEF.COM TOOK #1 POSITION  
FOR HUNDREDS OF COMPETITIVE,  
HIGH TRAFFIC KEYWORDS

## TESTIMONIAL

"I was just reviewing the rank tracking reports. It is pretty exciting that we are making such good progress. I truly appreciate the work you guys are doing for us. Tell everyone in your office I said "Thank you for the hard work.""

-Cory Carlson

## NATURAL SEARCH RESULTS

#1 Google Position for:

- Self Dumping
- Self Dumping Hopper
- Self Dumping Hoppers
- Self Dump Hopper
- Self Dump Hoppers
- Self Dump
- Self-Dumping
- Self-Dumping Hopper
- Self-Dumping Hoppers
- Self-Dump Hopper
- Self-Dump Hoppers
- Self-Dump
- Hippo Hopper
- Hippo-Hopper
- Hippo-Hoppers
- Hippo Hoppers
- More...

## PURPOSE

The Client, the world's leading hopper manufacturer, was using an outdated website with a very manual sales process and partnered with Clarity to deliver a corporate website refresh, an automated e-commerce backend, and an SEO implementation and refresh.

## RESULTS

Clarity's suite of online SEO and SEM services gave Clarity an edge in ensuring the Client was able to benefit from the latest strategies and techniques to ensure top SEO results. Clarity completed a corporate website refresh, automated e-commerce and quoting engine, and a complete SEO optimization program for the Client. The project resulted in SEO results that improved the natural search based traffic to the site within 1-2 months. Clarity also gave the Client access to reporting and ROI measurement tools to ensure ongoing success.

Standard Hoppers Specialty Hoppers Custom Hoppers Contact Us Home

HEAVY DUTY HIPPO HOPPER<sup>®</sup> These hoppers have 100s of uses in all types of industries

My Account Customer Service Order Status (888) 830-3962 Search

Quote Cart ( 0 items)

Drain Plug Easy pull-down handle Laser cut "Rockin'Roller"

The Hippo Hopper Self Dumping Hopper is perfectly

IN 1-2 MONTHS,  
HIPPOHOPPER.COM TOOK #1  
POSITION FOR DOZENS OF CRITICAL,  
HIGH PAY-OFF KEYWORDS

## TESTIMONIAL

IN 2-3 MONTHS,  
HIPPOHOPPER.COM GAINED 25-30% IN  
ADDITIONAL TRAFFIC RESULTING IN  
INCREASED QUOTES/ORDERS

## NATURAL SEARCH RESULTS

#1 Google Position for:

- Playground Inspection
- Play Ground Inspection
- Playground Inspection Pros
- Play Ground Inspection Pros
- Playground Inspection Professionals
- Play Ground Inspection Professionals
- Playground Inspection New Jersey
- Play Ground Inspection New Jersey
- Playground Inspector New Jersey
- Play Ground Inspector New Jersey
- Playground Equipment Inspection
- Play Ground Equipment Inspection
- Playground Equipment Inspection Services
- Play Ground Equipment Inspection Services
- Playground Professionals New Jersey
- Play Ground Professionals New Jersey
- And more...

## PURPOSE

The Client was starting a new business and needed to present credible branding and a corporate presence that would enable the Client's expertise and capabilities to show through all the Playground Inspection Pro's marketing materials and website content. Additionally the Client needed SEO help and wanted to ensure site traffic within a short time frame.

## RESULTS

Clarity's suite of online SEO and SEM services were just what the Client needed. Clarity completed a corporate website implementation and SEO optimization for the Client on a relatively small budget. The project resulted in powerful SEO results that delivered natural search based traffic to the site within 2-3 months.



IN 2-3 MONTHS,  
PGIPROS.COM TOOK #1 POSITION  
NATIONALLY FOR CRITICAL, HIGH  
TRAFFIC KEYWORDS

## TESTIMONIAL

"Clarity's knowledge and professionalism is clearly the appropriate answer to why I should not use a canned approach from a web hosting service to address my web site needs...Thanks for everything you've done..."

-Dante DeNicola





# APPENDICES & EXAMPLES



# MASTER KEYWORD LIST

## GET THE FACTS

A master keyword list is a critical element of the standard SEO campaign. It is a list of the most effective keywords and all alternative spellings or ways to phrase the core keywords (including long-tail keywords). The master keyword list can range in length from several hundred keywords for a very small, regionally focused SEO project to tens of thousands of keywords for an international or large national SEO project.

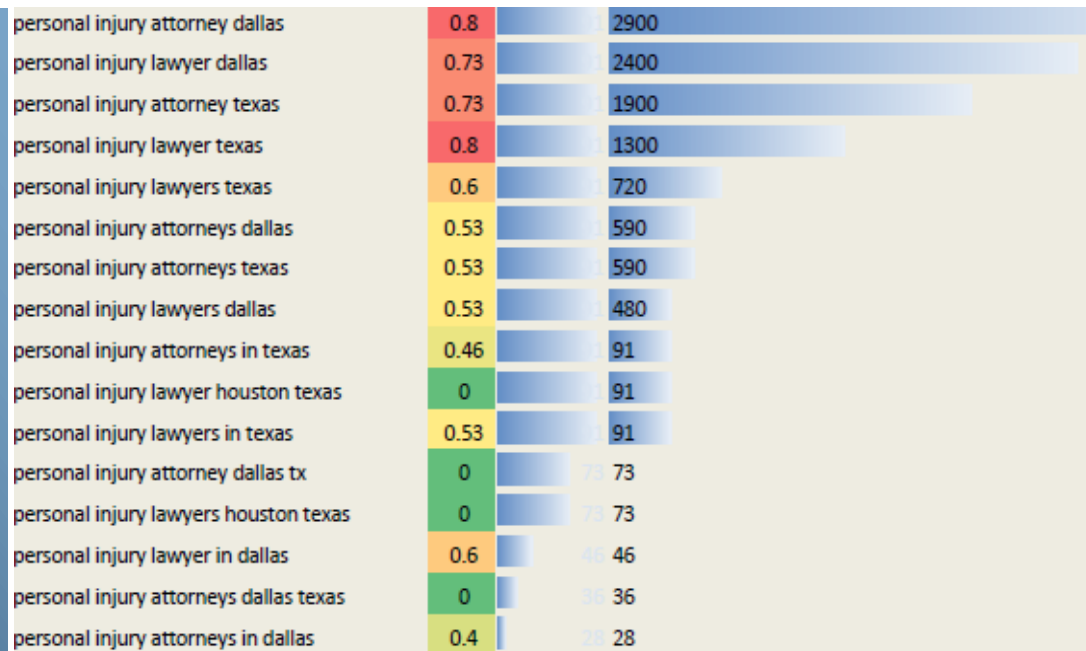
## KEYWORDS THAT GET RESULTS

With a master keyword list, Clarity's seasoned SEO experts complete a full keyword traffic and competitiveness report. The traffic portion of the report gives a specific snapshot of the average monthly search volume for a specific keyword phrase. This monthly search volume information gives transparency into the most trafficked keywords. The competitiveness portion of the report gives a specific snapshot into the resources required to reach a top ranking position within the search engines for each particular keyword. If a keyword has high traffic but also high competitiveness it may not be a good opportunity to pursue immediately.

As a long-term option, Clarity SEO experts would typically recommend using the high payoff keyword (high traffic) regardless of the competitiveness, but to incorporate it with a long-tail keyword. For example, if the high payoff keyword was, "Competitive Keyword Phrase", it would be possible to optimize for this keyword and another less competitive keyword by using an extension of the high payoff keyword like "Competitive Keyword Phrase with suffixes or prefixes." Another example would be

- ✓ "Special Widgets" (high payoff keyword)
- ✓ "Special Widgets Manufacturer in Texas" (high payoff keyword + long tail suffix)

*A master keyword list is a list of the most effective keywords and all alternative spellings or ways to phrase the core keywords (including long-tail keywords)*



# RANK TRACKING REPORT








## DEFINITION

Upon completing the master keywords list, the Clarity SEO team implements the list to complete a comprehensive “scan” of all major search engines (Google, Yahoo, Bing, etc.) in all countries of interest for each of the keywords to determine where (if at all) the website ranks for each of these keywords. This report is called a “rank tracking” report.

## FACT BASED SEO

The Clarity SEO teams can then implement this “rank tracking” report on a periodic basis (quarterly, monthly, or weekly) for the ongoing SEO review. This “rank tracking” report is a powerful tool to enable the Clarity team to expose trends in the “rank” for each keyword within the specific search engines. By watching the rank for each keyword and the overall number of keywords within the top 10 and top 3 rankings, the ongoing SEO reviews are very fact based to ensure the analytical information is available to monitor and track the SEO results from recent adjustments and updates to the site

*The “rank tracking” report is a powerful tool to enable the Clarity team to expose trends in the “rank” for each keyword within the specific search engines*

1 Dallas Car Accide	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	11/14/2008 15:57	29	Not in top 100
2 Dallas Constructi	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	11/14/2008 15:57	36	5
3 car accident lawy	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	11/14/2008 16:34	10	Not in top 100
4 car accident law f	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	11/14/2008 16:34	12	Not in top 100
5 accident law firm	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	11/14/2008 16:34	57	Not in top 100
6 trucking injury att	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	1	2
7 personal injury la	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	2	3
8 automobile accid	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	13	8
9 automobile accid	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	13	6
10 automobile accid	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	5	3
11 car accident law f	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	2	1
12 car accident law f	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	2	!
13 car accident law c	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	1	2
14 car crash law offi	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	4	!
15 car crash law offi	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	4	!
16 trucking accident	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	5
17 trucking accident	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	6
18 trucking accident	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	2	1
19 construction acci	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	30	Not in top 100
20 construction acci	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	33	9
21 construction acci	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	1	!
22 construction acci	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	1	!
23 18 wheeler accidi	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	!
24 motorcycle accidi	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	2	3
25 Dallas Car Wreck	6-Oct-09		1	1	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	11/14/2008 15:57	41	2
26 work accident lav	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	1	!
27 personal injury la	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	4	1
28 auto injury law fir	6-Oct-09		1	46	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	46	5
29 construction inju	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	25	7
30 trucking injury lav	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	!
31 trucking injury lav	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	!
32 work accident lav	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	1	!
33 automobile injur	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	6	1
34 automobile injur	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	!
35 automobile injur	6-Oct-09		1	0	<a href="http://www.injuryrelief.com/">http://www.injuryrelief.com/</a>	2/18/2009 18:55	3	!

# ON-PAGE OPTIMIZATION

## DEFINITION

After completing the master keyword list, the next, most high payoff task is typically what is referred to as “on-page” optimization. A loose definition of “on-page optimization” includes anything that can be changed on the actual website itself (i.e. not a link pointing to the site).

## AN EXPERTS OPINION

Below is a list of high payoff on-page optimization techniques from the SEOMoz.com survey of hundreds of selected SEO experts who all anonymously answered a detailed survey to show what the cumulative group thought overall:

### Complete Rankings Data

The following ranking factors were rated by our panel of 70 SEO experts. Their feedback is aggregated and averaged into the percentage scores below. For each, we've calculated the degree to which the experts felt this factor was important for achieving high rankings as well as the degree of variance in opinion, estimated using the standard deviation of the contributors' answers. Thus, factors that are high in importance and low in contention are those where experts agree the most that the factor is critical to rankings.

### On-Page (Keyword-Specific) Ranking Factors

#### 1. Keyword Use Anywhere in the Title Tag



#### 2. Keyword Use as the First Word(s) of the Title Tag



#### 3. Keyword Use in the Root Domain Name (e.g. keyword.com)



#### 4. Keyword Use Anywhere in the H1 Headline Tag



#### 5. Keyword Use in Internal Link Anchor Text on the Page



#### 6. Keyword Use in External Link Anchor Text on the Page



### Table of Contents

On-Page (keyword-specific) Ranking Factors

On-Page (non-keyword) Ranking Factors

Page-Specific Link Popularity Ranking Factors

Site-Wide Link-Based Ranking Factors

Site-Wide (non-link based) Ranking Factors

Social Media/Social Graph Based Ranking Factors

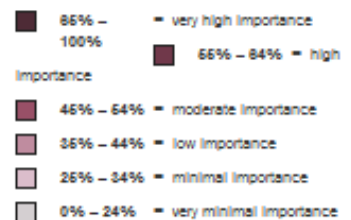
Usage Data Ranking Factors

Negative Ranking Factors

Factors Negatively Affecting the Value of External Links

Geo-Targeting Factors

### Importance Scale



A loose definition of “on-page optimization” includes anything that can be changed on the actual website itself (i.e. not a link pointing to the site)

# CALLS TO ACTION

## DEFINITION

Upon completing the on-page optimization, Clarity helps setup the appropriate calls to action and tracking for each of these different actions.

Calls to action include setting up image rotators that fade compelling messages at the head or in the sidebar of a page with a clickable link to read more or contact us. They also include flash/videos and other forms of interactivity, subtle chat boxes that pop-up, image buttons, white papers, landing pages, free / complimentary consultations, contact forms, and other ways to offer visitors something compelling or call them to engage in a next step.

## MONETIZE TRAFFIC

Clarity's SEO systems incorporate specific calls to action and the tracking mechanisms to measure and determine the return on investment for each call to action on the site. For instance, the heat-mapping tool (see image below) gives an image based view of aggregate click behavior on the website, enabling full visibility into the "attractiveness" of a call to action.

Clarity also offers "A/B testing" to allow our Clients to randomly show specific calls to action for each visitor and measure the success of each view to determine which is the most effective at driving results.

*Clarity's SEO systems incorporate specific calls to action and the tracking mechanisms to measure and determine the return on investment for each call to action on the site*



# VISITOR DATA MINING

## DEFINITION

Visitor data mining allows you and your team to access critical information about visitors from their physical location to the type of machine they are accessing the site from (monitor resolution, operating system, etc.) and the software they are using (browser, add-ons, JavaScript enabled, etc.).

Visitor data mining also gives access to visitor click paths and global data on visitor behavior. This gives our Clients visibility into important information such as what pages each and every visitor to the site clicked on and how long they stayed on each pages what pages cause the most exits, what keywords a visitor typed to get to the site, etc.

## GENERATE LEADS

Clarity's SEO systems incorporate advanced visitor data mining techniques that enable cutting edge functionality beyond simply reviewing standard analytics reporting. Our team works closely with Clients who demand exceptional results and as a byproduct we have implemented tools like campaign monitoring in real time, phone call tracking, and lead generation from IP data.

.As an example, see below for a lead generation from IP data report. This particular report uses a visitor's IP address to determine their company name and the associated contacts and phone numbers at the company (if available), the website, address, and it also gives a full click path of the visitor while they were on the site along with the keywords used to find the site. This information can be distributed to multiple sales people within your company based on region and can be carbon copied to a sales manager or executive team in a reporting format for high level status updates.

Clarity's SEO systems incorporate advanced visitor data mining techniques that enable cutting edge functionality beyond simply reviewing standard analytics reporting

The screenshot displays a software interface for visitor data mining. At the top, there are filters for 'Filter: Show Only Business Names', 'From: Jul 30 2005', and 'To: Jul 30 2010'. Below this is a table with columns for 'Company/ISP Name', 'Views', and 'Visit'. The table lists 15 companies, with 'Texas Christian University' highlighted. To the right of the table, a detailed report for Texas Christian University is shown, including 'Last Activity: 2 Days Ago', 'Date/Time: Jul 28, 2010 at 2:53pm', 'Source: Google: guidelines to build a business website', 'Location: Fort Worth, Texas (United States)', 'IP/Identity: 138.237.241.11', and 'Watchlist: This company is not currently on a Watchlist. [Add To Watchlist]'. Below this is a 'Company Information' section with fields for 'Address', 'Telephone', 'Website', 'Industry', 'Annual Revenue', and 'Employees'. A map of Fort Worth, Texas, is also visible, showing the location of Texas Christian University.

Company/ISP Name	Views	Visit
1. <a href="#">Prime Healthcare Mgmt</a>	2	Jul 30th (11:29am)
2. <a href="#">Ubiquity Server Solutions New York</a>	2	Jul 30th (9:21am)
3. <a href="#">Tedopres International Bv</a>	1	Jul 29th (9:43am)
4. <a href="#">Pinellas County Government</a>	1	Jul 29th (8:26am)
5. <a href="#">Texas Christian University</a>	1	Jul 28th (2:53pm)
6. <a href="#">Interfacing Company Of Texas</a>	6	Jul 28th (8:45am)
7. <a href="#">Qualcomm Inc (3195 Kifer)</a>	2	Jul 27th (5:16pm)
8. <a href="#">Roura Iron Wrks</a>	2	Jul 27th (12:50pm)
9. <a href="#">Sonic.net</a>	3	Jul 27th (10:29am)
10. <a href="#">New Mexico State University</a>	1	Jul 26th (7:16pm)
11. <a href="#">Ohio State University</a>	1	Jul 26th (7:09pm)
12. <a href="#">Du-west</a>	1	Jul 26th (5:59pm)
13. <a href="#">Ranch-wireless-inc</a>	3	Jul 26th (4:38pm)
14. <a href="#">New School University</a>	5	Jul 26th (3:05pm)
15. <a href="#">Smartdevil</a>	1	Jul 26th (2:54am)

**Texas Christian University** [ Flag as ISP ]

**Last Activity:** 2 Days Ago

**Date/Time:** Jul 28, 2010 at 2:53pm

**Source:** Google: guidelines to build a business website

**Location:** Fort Worth, Texas (United States)

**IP/Identity:** 138.237.241.11 New Visitor - This is their first visit to your Website

**Watchlist:** This company is not currently on a Watchlist. [Add To Watchlist]

**Company Information**

**Address:** 2800 S University Dr  
Fort Worth, TX  
76129-0001  
(United States)

**Telephone:** 817-257-7000

**Website:** <http://www.tcu.edu>

**Industry:** Education  
(Colleges and Universities)

**Annual Revenue:** \$30,000,000

**Employees:** 500

# OFF-PAGE OPTIMIZATION

## DEFINITION

A loose definition of “off-page optimization” includes anything that is done “off” of the website and includes things like links to the website from a directory or a blog posting, sending out press-releases, making updates to social media and video accounts, etc. Search engines will typically consider different sub-domains other than the www. as separate websites with regards to whether the link is considered “off-page”. For instance, blog.abccompany.com would be considered a separate site from www.abccompany.com.

Ultimately, off-page optimization typically boils down to the content and links that are found “off” of a particular webpage that point to valuable pages and content that are found on a Client’s website.

## LONG-TERM STRATEGIES

Clarity’s SEO systems incorporate strategies and techniques for ensuring our Clients have access to powerful “off-page” tools and systems to phase into a strong “off-page” presence.

To begin, we recommend focusing on low-hanging fruit which includes social media, credible industry and regional directories, creating blogs and sub-sites that are topic specific and then linking from these sites back to pages within the primary site, setting up “internal-linking” that points to the desired pages within the main site, and a few additional options for high value/low cost off-page optimization.

After completing the first phase of off-page optimization, we recommend a more in-depth strategy for off-page optimization that takes into account things like competitor links (i.e. we can determine what links competitors use to achieve top ranking and then setup similar links), press-releases, paid directory inclusion, viral content, etc.

“Off-page optimization” includes anything that is done “off” of the website and includes things like links to the website from a directory or a blog posting

## Link Building Survey

*In addition to surveying the experts on ranking factors, we also asked about the effectiveness of a variety of link building tactics. Since link acquisition is such an important part of SEO, and links are so difficult to attain, we felt that discovering the value SEO experts found in their own campaigns (and those of their clients) would provide substantive return for this document. Below the tactics, we've included the ranking factors that affect the value derived from an external link to help you judge the efficacy of a specific pursuit (or the ROI from a link campaign).*

## Effectiveness of Link Building Tactics for SEO

### 1. Linkbait + Viral Content Creation

67% very high value  
8.8% light consensus



### 2. Blogging and Engagement with the Blogosphere

66% high value  
8.6% light consensus



### 3. Classic “Create Valuable Content!” Strategies w/o Promotional Marketing

58% high value  
12.4% moderate contention



### 4. Public Relations (beyond just press release publication)

56% high value  
11.7% light consensus



### 5. Direct Link Purchases from Individual Sites/Webmasters

54% moderate value



## Table of Contents

Effectiveness of Link Building Tactics for SEO

Factors Affecting the Value of an External Link

## Importance Scale



## Consensus Scale



Note: Consensus and contention percentages are calculated based on the standard deviations of contributor

# DETAILED REVIEWS & TRAINING

## FIND TRENDS

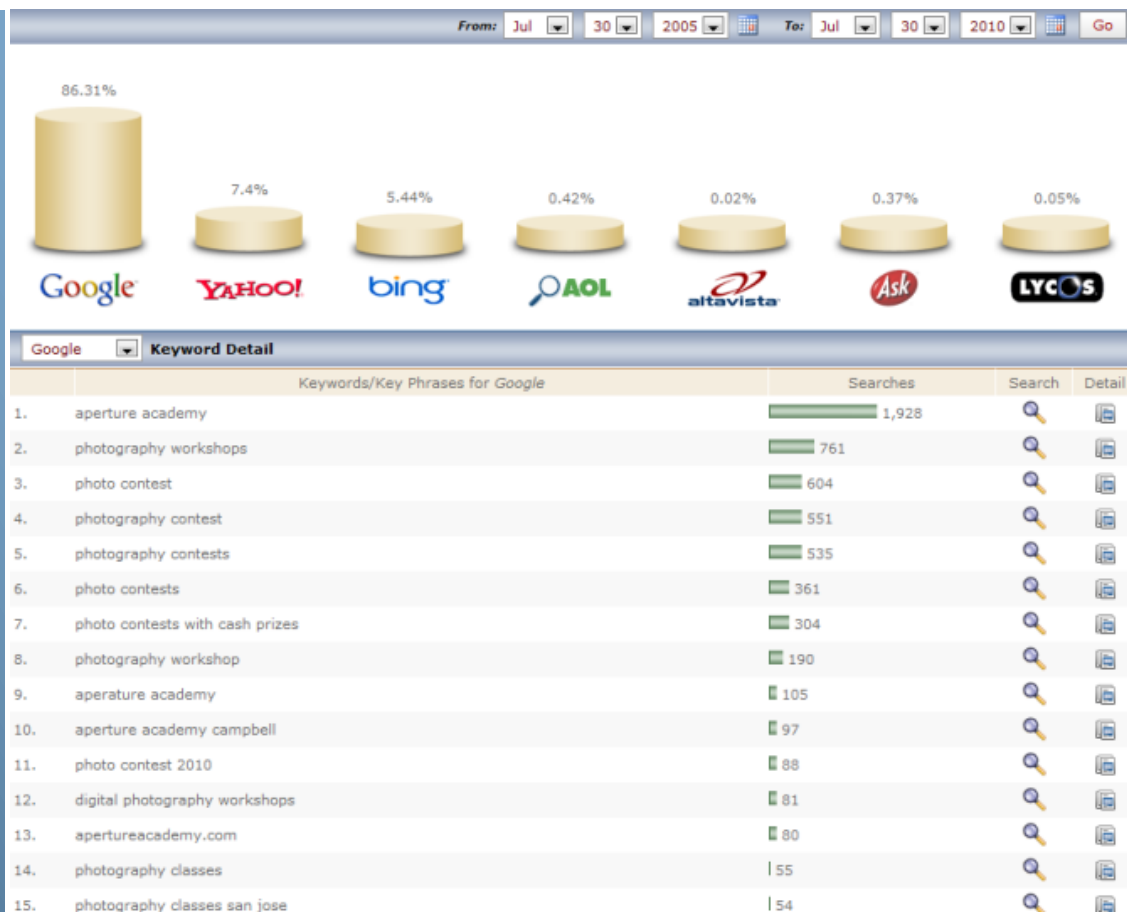
Clarity's SEO experts will review with your team on a periodic basis to discuss goals for the site, current results, report on tasks completed, and suggest tasks to move the site forward.

## GET RESULTS

Clarity's SEO systems incorporate advanced analytics and reporting that our team can review with your internal SEO team to either report back to them or train them on a periodic basis (quarterly, monthly, weekly, etc.).

SEO and SEM are an ongoing process and typically require a consistent effort on an ongoing basis to ensure the site results meet our Client's goals. The detailed reviews and training allow our team to ensure your success whether Clarity is completing all of the SEO and SEM work or your internal team is receiving on-going training and support from our team of experts.

*Clarity's SEO experts will review with your team on a periodic basis to discuss goals for the site, current results, report on tasks completed, and suggest tasks to move the site forward*







# REFERENCES & TESTIMONIALS

# REFERENCES

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From AirBorn, Inc.

## TESTIMONIAL

"My compliments to your web site developer. It has been a long time since I have used a better presented , clearer graphics, and more concise one. If it is reflective of your product line, than it must be a good one. Thank you for considering the professional(s) who use your products."

**-Regards, Robbert Althof, Test engineering dept. Lockheed Martin, Orlando, Florida**

# REPRESENTATIVE CLIENT TESTIMONIALS

It's great to have someone looking out for us. If that wasn't brought up this morning we would probably be offline still.

**Jim Dalisay**

<http://www.ForbesIndustries.com> , <http://www.Forbes-AV.com>

Just a note to let you know I am very happy with the page. It is up and running and we have had no issues... I appreciate your patience and diligence in working with us. We are very close to complete. Thanks again,

**Mark Barron**

<http://www.PetroleumSolutionsInc.com>

I really appreciate your sensitivity to the timeline for getting these programs reinstated. Greg and I, and the Board, have been very happy with your responsiveness and the work you have done. Thank you! Thanks,

**Teri Simoneau**

<http://www.APPIC.Org>

Thanks... Everything looks great—I'll definitely be recommending you guys to others that may need your services. Best regards,

**Mike Seay**

<http://www.TexTaxLaw.com>

I appreciate all your hard work. I think you did a really good job...Thanks

**Peter Fox**

<http://www.TerralSeed.com>

All is working well. Thanks for your efforts...

**David Peterson**

<http://www.MyEj.com>, <http://www.PathwayB.com>

The screenshot shows the Senior Flexonics Pathway website. At the top, there is a navigation bar with links for Home, Company, Products, Contacts, Downloads, and File Transfer. Below the navigation bar is a banner image with the text "Senior Flexonics Pathway global leaders in Engineering & Innovation". The main content area is divided into sections for "Product Solutions" and "Click for Photo Gallery". The "Product Solutions" section includes "Metal Expansion Joints", "Fabric Expansion Joints", and "Dampers". The "Click for Photo Gallery" section features a photo of a metal expansion joint and a button labeled "Ask the Experts!". Below the photo gallery is a testimonial from David Peterson: "All is working well. Thanks for your efforts." and a button labeled "Ask an Expert!". At the bottom, there is a section for "What's New and Exciting!" with a photo of a damper and a button labeled "Ask an Expert!".

From Senior Flexonics Pathway

## TESTIMONIAL

"All is working well. Thanks for your efforts."

-David Peterson