Mission Statement

“To provide innovative designs, on time delivery, and exceptional customer service”

About Web Candy

- Web design started in basement of house in 2005.
- Incorporated in June 2008.
- Opened at current location Oct 1, 2008
- Hired 2nd programmer March 11, 2009
- Hired 3rd Programmer June 10, 2009
- Continued growth through in house efforts, and franchising.

What is SEO

- **Search engine optimization** (**SEO**) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results.

SEO History

- Practice began in the mid 90s
- Involved submitting URLs to search engines for spiders to crawl
- Keyword loading
- Search engines evolved into complex algorithms capable of running logical processes to rank pages.

SEO Today

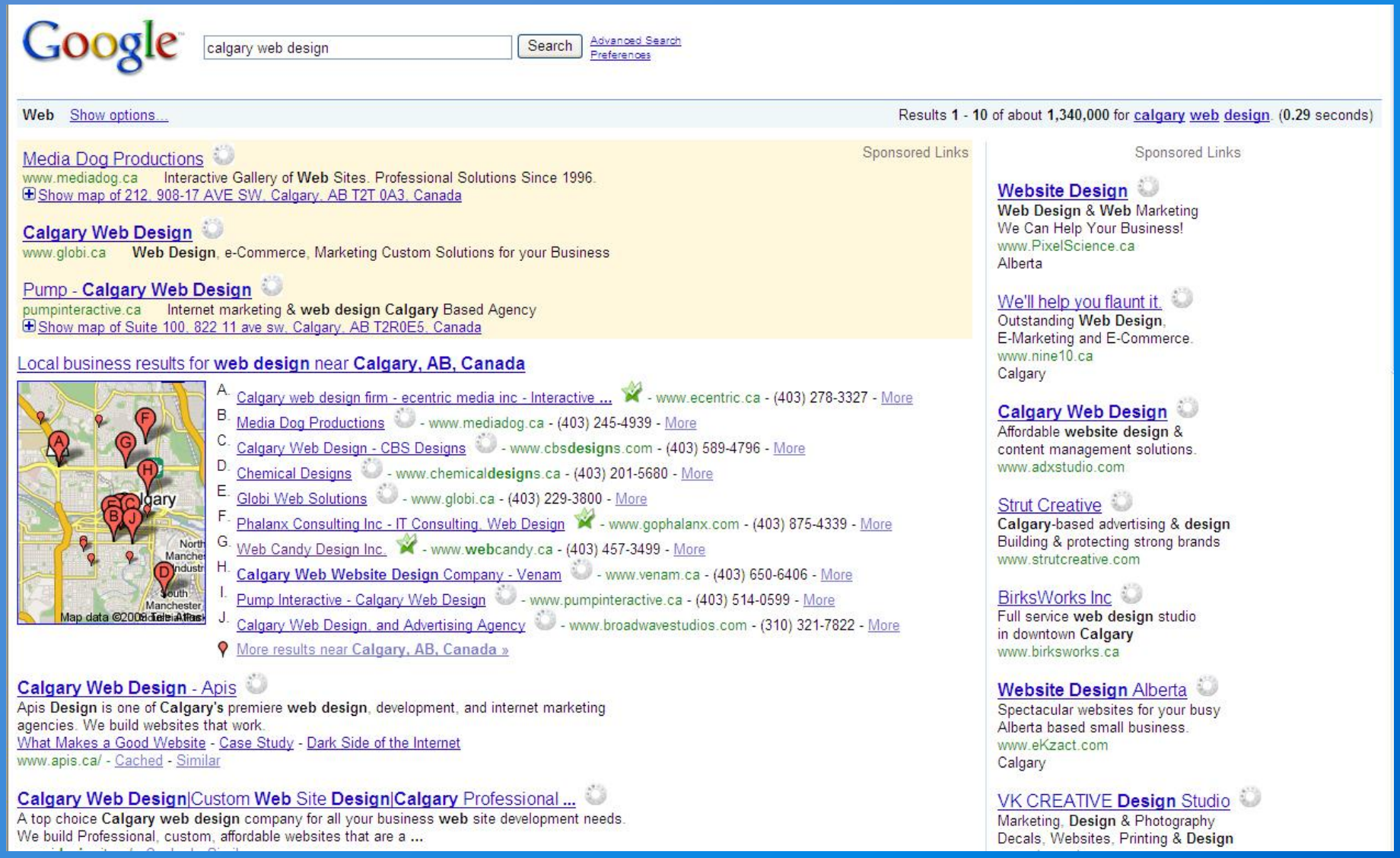
- Many search engines available today, including GOOGLE, YAHOO, BING
- Constantly evolving Algorithms
- Many SEO companies
- Charge $$$$$$$$$$$$$$$$$

❖ We will be looking at GOOGLE for the purposes of this presentation

Search Results Page Overview

- Paid Positioning
- Google Maps
- Generic Rankings
- Pay Per Click (Ad words)

Search Results Screen Shot



Google

calgary web design

Search

Advanced Search
Preferences

Web Show options...

Results 1 - 10 of about 1,340,000 for calgary web design. (0.29 seconds)

Sponsored Links

Media Dog Productions
www.mediadog.ca Interactive Gallery of Web Sites. Professional Solutions Since 1996.
Show map of 212, 908-17 AVE SW, Calgary, AB T2T 0A3, Canada

Calgary Web Design
www.globi.ca Web Design, e-Commerce, Marketing Custom Solutions for your Business

Pump - Calgary Web Design
pumpinteractive.ca Internet marketing & web design Calgary Based Agency
Show map of Suite 100, 822 11 ave sw, Calgary, AB T2R0E5, Canada

Local business results for web design near Calgary, AB, Canada

A. Calgary web design firm - ecentric media inc - Interactive ... - www.ecentric.ca - (403) 278-3327 - More
B. Media Dog Productions - www.mediadog.ca - (403) 245-4939 - More
C. Calgary Web Design - CBS Designs - www.cbsdesigns.com - (403) 589-4796 - More
D. Chemical Designs - www.chemicaldesigns.ca - (403) 201-5680 - More
E. Globi Web Solutions - www.globi.ca - (403) 229-3800 - More
F. Phalanx Consulting Inc - IT Consulting, Web Design - www.gophalanx.com - (403) 875-4339 - More
G. Web Candy Design Inc. - www.webcandy.ca - (403) 457-3499 - More
H. Calgary Web Website Design Company - Venam - www.venam.ca - (403) 650-6406 - More
I. Pump Interactive - Calgary Web Design - www.pumpinteractive.ca - (403) 514-0599 - More
J. Calgary Web Design, and Advertising Agency - www.broadwavestudios.com - (310) 321-7822 - More

More results near Calgary, AB, Canada »

Calgary Web Design - Apis
Apis Design is one of Calgary's premiere web design, development, and internet marketing agencies. We build websites that work.
What Makes a Good Website - Case Study - Dark Side of the Internet
www.apis.ca/ - Cached - Similar

Calgary Web Design|Custom Web Site Design|Calgary Professional ...
A top choice Calgary web design company for all your business web site development needs. We build Professional, custom, affordable websites that are a ...

Sponsored Links

Website Design
Web Design & Web Marketing
We Can Help Your Business!
www.PixelScience.ca
Alberta

We'll help you flaunt it.
Outstanding Web Design,
E-Marketing and E-Commerce.
www.nine10.ca
Calgary

Calgary Web Design
Affordable website design &
content management solutions.
www.adxstudio.com

Strut Creative
Calgary-based advertising & design
Building & protecting strong brands
www.strutcreative.com

BirksWorks Inc
Full service web design studio
in downtown Calgary
www.birksworks.ca

Website Design Alberta
Spectacular websites for your busy
Alberta based small business.
www.eKzact.com
Calgary

VK CREATIVE Design Studio
Marketing, Design & Photography
Decals, Websites, Printing & Design

2 Categories of SEO

- Internal
  - Meta Tags, Alt tags, Titles
  - Header Tags, Key Word Density
  - CSS, Validated Code, Site Maps
- External
  - Blogs, Forums
  - Link exchanges
  - Directory Submissions

Internal SEO

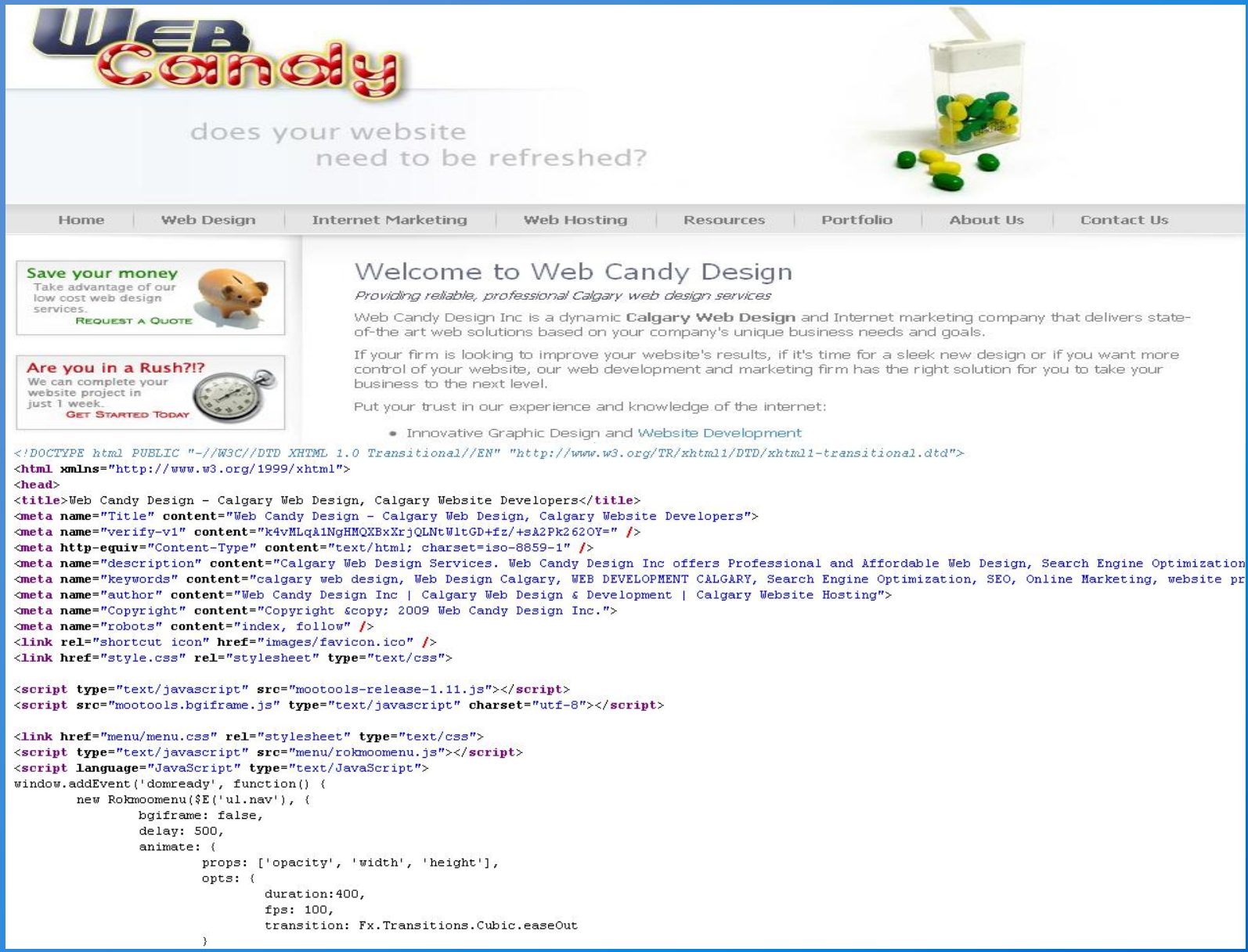
- Normally done by someone with HTML experience.
- Required server password, and log in information
- Keywords are researched using numerous tools.
  - https://adwords.google.com/select/KeywordToolExternal
  - http://www.google.com/insights/search/#

Internal SEO,Titles, and Alt Tags

```
<!-- MENU ITEM WITH NO DROP DOWN -->
<li>
<a href="about.html" title="Calgary's NewScapes Landscaping: About Us" onmouseover="movr(1);return true;" onmouseout="mout(1);return true;" onclick="return
<img name="img1" alt="About Calgary's NewScapes Landscaping" src="images/nav_1about_off.png" border="0"/></a><img src="images/spacer.gif" height="1" width="
</li>
<li>
<a href="design.html" onmouseover="movr(2);return true;" onmouseout="mout(2);return true;" onclick="return true;" class="menuanchorclass" rel="anylinkmenu1"
<img name="img2" alt="Calgary NewScapes: Landscaping Specialists. Please select below to view a gallery of NewScapes' work in the Calgary region" src="image
<ul>
<li><a href="beforeafter.html" title="">Before &amp;amp; After</a></li>
<li><a href="stone.html" title="">Stone Work</a></li>
<li><a href="walls.html" title="">Walls</a></li>
<li><a href="pavers.html" title="">Pavers</a></li>
<li><a href="beforeafter.html" title="">Plants</a></li>
<li><a href="carpentry.html" title="">Carpentry</a></li>
<li><a href="water.html" title="">Water Features</a></li>
<li><a href="design.html" title="">Design</a></li>
</ul>
<img src="images/spacer.gif" height="1" width="28" alt=" " /></li>
<li><a href="estimate.php" title="Calgary NewScapes: Landscaping Specialists. Request an estimate" onmouseover="movr(3);return true;" onmouseout="mout(3);re
<img name="img3" alt="Calgary NewScapes: Landscaping Specialists. Receive an estimate" src="images/nav_3estimate_off.png" border="0" /></a><img src="images/
<li><a href="contact.html" title="Calgary NewScapes: Landscaping Specialists. Contact NewScapes" onmouseover="movr(4);return true;" onmouseout="mout(4);retu
<img name="img4" alt="Calgary NewScapes: Landscaping Specialists. Contact NewScapes" src="images/nav_4contact_off.png" border="0"/></a><img src="images/spac

</ul>
</div>
</div>
</div>
```

Internal SEO Meta Tags




```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Web Candy Design - Calgary Web Design, Calgary Website Developers</title>
<meta name="Title" content="Web Candy Design - Calgary Web Design, Calgary Website Developers">
<meta name="verify-v1" content="k4vMLqA1NgHMQXBxXrjQLNtWltGD+fz/+sA2Pk262OY=" />
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<meta name="description" content="Calgary Web Design Services. Web Candy Design Inc offers Professional and Affordable Web Design, Search Engine Optimization
<meta name="keywords" content="calgary web design, Web Design Calgary, WEB DEVELOPMENT CALGARY, Search Engine Optimization, SEO, Online Marketing, website pr
<meta name="author" content="Web Candy Design Inc | Calgary Web Design & Development | Calgary Website Hosting">
<meta name="Copyright" content="Copyright &copy; 2009 Web Candy Design Inc.">
<meta name="robots" content="index, follow" />
<link rel="shortcut icon" href="images/favicon.ico" />
<link href="style.css" rel="stylesheet" type="text/css">

<script type="text/javascript" src="mootools-release-1.11.js"></script>
<script src="mootools.bgiframe.js" type="text/javascript" charset="utf-8"></script>

<link href="menu/menu.css" rel="stylesheet" type="text/css">
<script type="text/javascript" src="menu/rokmoomenu.js"></script>
<script language="JavaScript" type="text/JavaScript">
window.addEvent('domready', function() {
        new RokMoomenu($E('ul.nav'), {
                bgiframe: false,
                delay: 500,
                animate: {
                        props: ['opacity', 'width', 'height'],
                        opts: {
                                duration:400,
                                fps: 100,
                                transition: Fx.Transitions.Cubic.easeOut
                        }
```

External SEO

- Can be done by someone with minimal html experience.
- Many FREE tools available
  - Google Analytics (www.**google**.com/**analytics**/)
  - Piwick (http://piwik.org/)
  - http://freekeywords.wordtracker.com/

External, SEO Directories

- Top directories recognized by GOOGLE
  - DMOZ.org
  - Yahoo (https://ecom.yahoo.com/dir/submit/intro)
  - Business.com
- Hundreds of other directories available, free and pay.
- Can easily be found on any search engine.
- Submissions are time consuming.

External SEO Link Exchanges

- Require access to html files.
- Time consuming.
- Related links achieve best results.

External SEO Interactive Components

- Forums allow 2 way communication
- Blogs allow 1 way communication
- Both make site appear current, helps search rankings.
- Latest news and specials sections are also liked by search engines.

Other Useful Links

- Google Website Optimizer Tool
  - http://www.google.com/websiteoptimizer/b/index.html
- Microsoft Search Analyzer
  - https://adcenter.microsoft.com/
- SEO Code Analyzer
  - http://validator.w3.org/
- Firefox tools
  - http://tools.seobook.com/extensions/

SEO Costs

Pricing received from SEO Company in Montreal

8. Pricing, Terms and Conditions

Pricing is all inclusive for the work outlined in this agreement. Any services requested by the Client that are over and above the scope of work outlined in this proposal may be subject to additional charges.

Prices:

- 3 Key Phrase Package (1 phrase per landing page)	$ 2,950.00
- Basic Linking for 3 Landing Pages ($1,500/page x 3)	$ 4,500.00
- 1 Strategic Blogging Engine (for 1 domain-landing page)	$ 1,800.00
Total	**$ 8,250.00**

Payment Terms: Payment in full is required in advance of commencement of work.

Web Candy SEO

- SEO Optimized website – 1999.99, Includes Home page, and Contact page. Each additional page is 149.99
- Optimization of current site can also be done, pricing is subject to number of pages and site complexity.

THANK YOU FOR YOUR TIME !!!!