



Summary of IMAND's Services

IMAND is the one-stop destination for improving your online business. We offer many services to improve your brand, increase your traffic, and ultimately, add profits to your bottom line.

However, with all our services, it can be daunting to pick the best ones for your business. Therefore, we've created this pdf document to give a summary of each of our services as well as their approximate prices.

Onsite Optimization

We provide site reviews as our way of giving you our expert SEO recommendations for your site. These reports are written and organized well so you can quickly know what your site is doing well and where it needs improvement.

The list below includes the reports in a complete site review. Also, you can purchase the reports individually.

Keyword Research Report

We'll research your industry to discover the top keywords related to your business. We'll also look at the keywords currently used by search engine users to find your site. This report includes advice on how to insert the keywords effectively on your site to achieve the best results.

Competitive Analysis Report

This report takes a comprehensive look at how your competitors are driving traffic, making sales, and ranking in the search engine results. Based on our findings, we give specific suggestions for link building, advertising, content production and other online activities.

Content Development Report

This report provides recommendations for improving the quality and quantity of your content. Also, we'll give suggestions of topics you should focus on as well as a couple sample articles that can attract traffic and links.

Link Building Report

We'll provide you with a detailed link building strategy by researching your industry. Based on our research, we'll give you a list of sites we recommend as link acquisition targets for your site. The number of sites on the list will vary depending on the size of your niche. Small niches have about 50-100 target sites while larger niches can easily have 200+ sites. Also, we'll give guidelines and tips for successfully building these links.

Approximate Price

The price depends on the size and complexity of your site. Each individual report is \$400-\$600 and the complete site review with all four reports is \$1500-\$2000.

Link Building

Building links on quality sites is by far the most effective SEO strategy. However, it is the most difficult to implement. We're here to help and provide our expertise.

Our link building methods include the following:

Link Requests

We research your industry and find authority sites for link acquisition. Next, we examine your site to see if it has linkable content. If your site is lacking, we create compelling content that attracts links.

Then, we carefully craft link requests and contact the website owners to tell them about your site.

Links on Partnership Sites

We have existing friendships with sites from a wide variety of niches who will link to your site as long as you have good content. Again, we can create content for your site if needed.

Guest Posts

Many blogs are trusted by the search engines. We research your niche and find the influential blogs. Then, we create well-written guest posts and send them to the bloggers. We make sure to include a link to your site in the guest posts.

Directory Submissions

Directories are often overlooked by online businesses. We submit your site to the top general directories as well as the top directories in your niche.

Press Releases

If there are newsworthy events related to your site, press releases are a great link building method. Not only do you get trusted links, but you also get publicity. Also, we can develop newsworthy content that deserves a press release. After we create your press release, we submit it to the best press release

newswires.

We only offer custom link building packages. For maximum results, we believe that each site requires its own unique package. Therefore, our first action is to analyze your industry and existing links to create a package that will meet your needs efficiently.

Approximate Price

The price depends on the competitiveness of your industry. We normally charge \$2000-\$4000 per month.

PPC Management

Pay per click, or PPC, is one of the fastest ways to get traffic. However, you can quickly lose money and overspend without the proper management and strategy. If your PPC campaigns are losing money or you need someone to oversee them, we offer PPC management services.

We advertise on Google AdWords and Yahoo! Search Marketing. And we adhere to the following two principles to make sure you get the maximum traffic from your budget.

In-Depth Keyword Research

One of the keys to a successful PPC campaign is discovering the best keywords for your site. We use multiple keyword tools to develop a comprehensive initial keyword list.

We organize the keywords into relevant ad groups. By doing this, our time is effectively as we manage your keywords.

Also, we stay aware of possible negative keywords that do not match your business. For example, businesses who cater to high-end customers will not want keywords like cheap, discount, or save money.

Rigorous Testing

We continually test your ads to make sure you are getting the best ROI (return on investment) for your money. We always run multiple ads for each keyword to discover which ads provide the best results. After we have gotten a adequate sample size of clicks, we stop running the ads that perform poorly. Then, we create new ads to try and top the best performing ad.

This testing process allows us to consistently improve your PPC campaign.

We share all our keyword and ad data with you so you can learn more about your visitors. And based on the data, we make recommendations on how to use it to improve your sales conversion rates.

Approximate Price

The price depends on your monthly budget and the number of keywords you would like us to manage. We typically charge \$500-\$1500 per month.

Social Media

With this service, we promote your content on the most popular social media sites.

We are able to provide successful social media campaigns because of our resources.

We have a team of social media users that have outstanding reputations on their respective sites. Over time, they have proven themselves to their community by consistently submitting quality content. Also, they have made many friends with other members. With this team, we are able to get a critical mass of votes for the content we submit.

If you have excellent content that's not getting the traffic it deserves, our team can get it in front of a big audience.

We also have a talented pool of writers if you need interesting articles. Our writers know how to research and produce great content. They come up with interesting topics and they craft unique titles that attract clicks and votes.

Our writers work closely with our team of social media members to make sure they are producing content that resonates with the social media communities.

Here are the specific sites where we promote content:

Digg.com

Digg is the largest and most popular social media site. It covers a wide variety of topics including technology, business, science, entertainment, and lifestyle.

Because of Digg's popularity, most sites will have to prepare their servers for a huge traffic spike if their content hits the front page. Otherwise, the massive traffic will crash the server.

Reddit.com

Reddit is a popular social media site with a large user base. Like Digg, it has many different topical sections.

Delicious.com

Delicious is a popular social bookmarking site where users can store, share, and discover web bookmarks. Delicious has a front page that features the newest pages that have gotten a lot of bookmarks in a short period of time.

We are friends with many Delicious users so your content will have a great chance of getting enough bookmarks to reach the front page.

Mixx.com

Mixx is a medium sized social media site that has grown a lot since it launched about two years ago. It

attracts a wide variety of submissions from different niches.

With our large team of Mixx members, we have a very good success rate of promoting content to the front page.

Propeller.com

Propeller is another medium sized site. It is similar to Digg with its front page that prominently shows the top content.

Like Mixx, we have a very good success rate with promoting on Propeller. One extra benefit with Propeller is it provides great links for SEO because it is an authority domain.

StumbleUpon.com

StumbleUpon is a unique social media site because it does not send most of its traffic through the front page. Instead, StumbleUpon sends its traffic through a small web program that is installed on the web browser.

StumbleUpon is also unique because it often sends multiple bursts of traffic. Your content can get popular and receive a couple hundred visitors in one day. And then, a couple weeks later, that same content can become popular again and receive a couple more hundred visitors.

Clipmarks.com

Clipmarks is a smaller site that allows users to quickly save and share web pages to other users. If enough users save the same page, the page is promoted to the popular section of the site.

Also, Clipmarks provides great links to improve your search engine rankings.

Twitter.com

Twitter is one of the most visited sites in the world. It has gone mainstream with many celebrities and notable corporations using it. We have a network of popular Twitter users. We can promote your content on a Twitter profile with over 6,500 followers.

Approximate Price

We charge \$400 for each promotion on Digg and \$100 per promotion on Reddit and Delicious. The other sites are part of a package deal, where we charge \$100 to promote one piece of content on Mixx, Propeller, StumbleUpon, Clipmarks, and Twitter.

Our social media writing service generally runs between \$100-\$200 for each piece of content. This price depends on the complexity of your industry.

Viral Marketing

Are you looking to promote your service or product? We offer a variety of viral marketing services to get more visibility to your business.

Our services include the following:

Press Releases

Ever since the internet reached widespread use, online press releases have become a tool not only to journalists and the media but also to the consumer. Studies have shown that both journalists and consumers are searching for and reading online press releases.

We use press releases to let the public know about the newsworthy events of your business including product launches.

Aweber (Email Marketing)

We build email lists through the email software Aweber. Aweber is an outstanding program because it has the best deliverability percentage. This means emails sent by Aweber are more likely to reach their intended destination instead of being flagged for spam.

We manage your email list by providing the list members with mix of interesting content about your business, relevant news in your industry, useful tips, and sales offers.

Twitter

In virtually every industry, you can find an active community of Twitter users. The popularity of Twitter has been a boon for savvy businesses that are using the tool.

Twitter is a great way to humanize your company and reach big percentage of your online market.

We setup a Twitter account for your business and use it to connect to the Twitter community in your niche. We find the influential and active members of this community by monitoring their conversations. Then, we befriend them by following them and adding value to their conversations.

Also, we publish interesting links and content on your account, so that other users will want to follow you.

Facebook

In the last couple of years, Facebook has gone from a networking site for college students to the premier global social networking site. College students still use Facebook but now every age group is represented on the site. Recently, businesses were given the opportunity to create their own Facebook profile.

We setup a Facebook profile for your business. We upload pictures, logos, and other information about your company to let relevant users know about your products. Then, we actively seek friends that have

an interest in your industry. Also, we create strategic Facebook Groups to gather those like-minded individuals and provide them with a place where they can share their common interest.

These actions build your reputation as company that strives to enhance your niche.

MySpace

MySpace used to be the biggest social networking site until Facebook recently took over. Still, MySpace has hundreds of thousands of users. It is a good place for businesses to network because of its large user base. Also, it has a sizable community in every major industry.

We create a MySpace profile for your company. Then, we search for users interested in your space and we add them as friends.

Once we have made a couple of friends, we start posting friendly bulletins. Some of the bulletins will be about sales offers, but the majority of them will be interesting links and useful tips. This strategy avoids the appearance of spam and it builds your brand as a solid contributor to your industry.

YouTube

YouTube is by far the most popular video hosting and sharing site. It has many registered users that upload videos on a regular basis. The audience for online video is growing very quickly so many businesses have found a successful traffic stream by uploading videos about their business.

We setup an account for your site on YouTube. Then, we create videos about your business and upload them. We make sure to optimize the videos for the search engines, so your site gets the maximum traffic.

Approximate Price

Our prices vary from \$1000 to \$3000 a month depending on the number of sites where you want us to promote.

Japan SEO

We have many established partnerships with top sites in Japan. In fact, we manage more than 2000 Japanese sites. By leveraging our partnerships with these sites, we can provide a large visitor base to Western firms looking to expand to the profitable Japan market.

Japan is a interesting market. In Japan, Yahoo is the number one search engine instead of Google. And there are many cultural pitfalls one can make when doing business because of the unique Japanese culture.

In our work, we've gained insight in how to rank Western companies on Yahoo. Also, we are well-versed in interacting with Japanese webmasters, so you won't have to worry about making a cultural mistake.

Also, we can provide traffic to Japanese firms in the Western web. For example, you operate business

hotels in Japan. We can expand your customer base by reaching the English speaking audience of business professionals.

Our services including human translation for all content from both Japanese to English and vice versa.

Approximate Price

Our prices range from \$2000 to \$4000 a month depending on the level of service you need and the competitiveness of your niche.

Advertising

We offer an advertising service that allows you to promote your site on a wide variety of reputable sites. Over the years we've developed relationships with many different top websites and they've allowed us to advertise our clients on their site. As a result, our clients have gotten an increase in traffic and sales.

Our partner sites come from a wide variety of industries, so there's a good chance you can find sites related to your niche. Also, if you don't like our selection of websites, we can manage your advertising campaign and find relevant sites that will be great places to spend your ad dollars.

Approximate Price

We charge \$1000-\$1500 per month depending on the competitiveness of your niche.

Content Provision

Many companies are realizing that content is the lifeblood of a thriving business site. Your site needs to have a reason for readers to return and content is used by many online businesses to attract a big audience of return visitors.

However, content can be time-consuming to produce and you may not have the resources to create compelling content. We can help. We offer a content provision service to help businesses add value to their site. We have a team of writers and researchers that have experience and expertise in many different niches. They have helped many businesses find their voice on the web.

Also, if you want more control over your content, we can interview key people in your company and then turn the info from the interviews into quality articles for your site.

Approximate Price

As you might guess, the price depends on how much content you want us to create. But typically our clients pay \$250-\$750 a month.

Business Blogging

Blogs are a great way to join the online conversation that's going on in your niche. By setting up a business blog, you can talk about the issues happening in your industry. This type of blogging strategy

demonstrates that you care for the well-being of your industry, which builds your reputation and brands you as an expert.

Once you've built up your readership base, your blog gives you another avenue where you can promote your products and generate repeat sales. Also, the blog adds a variety of content to your site, which increases your search traffic as the blog posts rank for different keywords.

We offer everything you need to have your own business blog. We handle the installation of blog software, design, and content. We use the software Wordpress, which is used by most of the top blogs. We can design your blog so that it matches your current site. And we have a team of writers and researchers to keep your blog consistently updated with relevant posts.

Approximate Price

We generally charge \$1000-\$1500 for the blog installation and design. And then, to maintain the blog with content and promote it, we charge \$500-\$1000 per month depending on your level of service.

Web Design

Your site design the virtual storefront of your business. If it's attractive and pleasing to the eye, you'll improve the experience for your visitors. No one likes to go to a disorganized, unattractive store but people do like to visit well-designed stores. In the same way, a great site design will build your brand and impress your visitors.

We have a team of web designers that have helped many businesses improve the look of their site. From start to finish, we walk with you on the whole design process to create a design that you can be proud of.

Approximate Price

A custom design is priced at \$1000.

Software Development

Software for your website can provide many uses. For example, you can have a web app that provides value to your audience. A bank can have a program on their site that calculates loan payments for their customers. A movie production company can have an iPhone app for download that promotes its movies. Also, you can use software to organize the back end of your site.

We have a team of programmers that is skilled in programming for the web and the popular APIs for sites like Facebook and Twitter.

Approximate Price

It all depends on the complexity of the project but our prices generally run from \$250 to \$1000 for each program.

Hosting

With over 20,000 satisfied clients as evidence, IMAND's hosting philosophy is to provide the best possible customer service.

While other hosts may try to cram as many accounts as possible on shared servers, we have set sites-per-server ratios for each level of our service. We are also always "one server ahead" of our needs – we put the money on the table so you don't become a victim of vendor delays.

Our technicians are available 24/7 and we offer helpdesk support for all your needs. We don't sell our services on gimmicks, fashionable marketing strategies or misleading information. We have servers. We know how the internet works. You pay us and we give you the service you require. It's simple, hassle free and honest. Ask your friends about us, it's possible one of them is already a customer.

Approximate Price

Our prices depend on the level of service you require and your traffic volume. Our clients typically pay \$25 to \$100 per month.