

Niki Media Group – Search Engine Optimization Guidelines and Information

Although there are now thousands of different companies in the marketplace attempting to get your SEO business, you really need to be careful with this ambiguous form of web marketing. Being in the wrong hands can get your site blacklisted by major Search Engines in a heartbeat. This is because many of these companies use tactics that "fool" or "trick" the Search Engine spiders into thinking that your web site is the most relevant for given key terms, and therefore your company gets ranked in a high position. Your company must avoid this scenario at all costs.

The main problem is that mainstream companies do not know what is or what is not ethical when it comes to SEO. Unfortunately, the Search Engines have no regard for this. The Search Engines are constantly finding web sites that are using new tactics to fool their algorithms, and when they find them, they put them on a permanent black list. If your web site is blacklisted, NO Search Engines will list you.

Niki Media Group has spent a considerable amount of time and financial resources to have all of our SEO Developers certified by the world-renowned ethical SEO research firm Bruce Clay, Inc. Through continual education and experience, our SEO Development Team delivers a long-term strategy to give our customers the best web sites in their field. Bottom line - there are no tricks or tactics that will give your company long-term Search Engine ranking success. The only way to have long-term and lasting Search Engine ranking success is to know how to develop the best web site in your field - period. It takes a lot of work, but all of our SEO customers get just this. In contrast to other SEO developers where you don't really know where your money is going, our customers get to watch as their web site grows - piece by piece - with rich and resourceful content.

If you are interested in moving forward with a new SEO project, please review and fill out the following Project Guidelines and Agreement Form.

1. Company / Contact Information

Company Name _____ Your Name _____

Phone Number _____ Fax Number _____

Your Email Address _____

Business Address _____

Your web site address for this Project _____

2. Key Terms

Note: If you are unsure about this, please leave this area blank and request help from your Niki Media Group representative

The cost of this project will largely depend upon how many key terms you want to target. If you want to keep your costs low initially, you may want to start with 1 or 2 key terms.

1. _____

2. _____

3. _____

4. _____

- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

3. Starting Date _____

4. Comments

If you would like to provide us with any further information not already included in this document, please do so here:

Once completed, please fax back this form to Niki Media Group at (949) 209-1836.