



# Media Kit



# Web Presences Platform

- Section 1: Web Analysis
- Section 2: Analysis
- Section 3: Implementation
- Section 4: Management



# Web Analysis

## Section 1 – Web Analysis

- Reviewing website structure and finding how quickly Google indexes it.
- Determining information like current page rank, age of domain, and duration of domain registration.
  - Assessing meta tags, h1 tags, and content that search engine spiders follow.
- Assessing current traffic and effective keywords.
- Gauging competitors and their strategies on primary keywords.
- Ascertaining frequency of fresh content.
- Current ranking of the website.



# Analysis

## Section 2 – Analysis

- Generating the list of to-be-targeted keywords depending upon their popularity and relevancy to the website.
- Assessing requirement of modifications in website structure, like changes in sitemap, meta/h1 tags, header tags, etc.
- Assessing quantity and quality of content required for the website.
- Chalking out the plan to implement blog or RSS feed to improve frequency of relevant content updating on website.
- Looking for other useful potential resources, if any, depending upon the nature of the project.





# Implementation

## Section 3 – Implementation

- Finalizing primary keywords list to be worked upon.
- Modification of dynamic pages.
- Executing on-site modifications and adjustments in meta tags, h1, and sitemaps, etc.
- Creating or editing content changes for the website.
- Development of keyword-rich creative content for web platform
- Submission of website in reputed directories for improved visibility.

# Management

## Section 4 – Management

- Provide status of project via monthly reports.
- Regular interaction with Account Executive.
- Regular follow up with the client to discuss further action plan.



# SEM

## SEARCH ENGINE MARKETING



### Web 2.0 Submission

Reach larger audience by submitting your message across web 2.0. We help you maximize the reach of your business by spreading it across larger number of portals.

### Article Submission

We help you to submit all-new and unique articles on your website. Unique content means you get more online exposure.

### Directory Submission

Our huge database of directory sites help in generating a large number of backlinks to your website. With our manual directory submission services, we can help you in getting maximum online exposure.



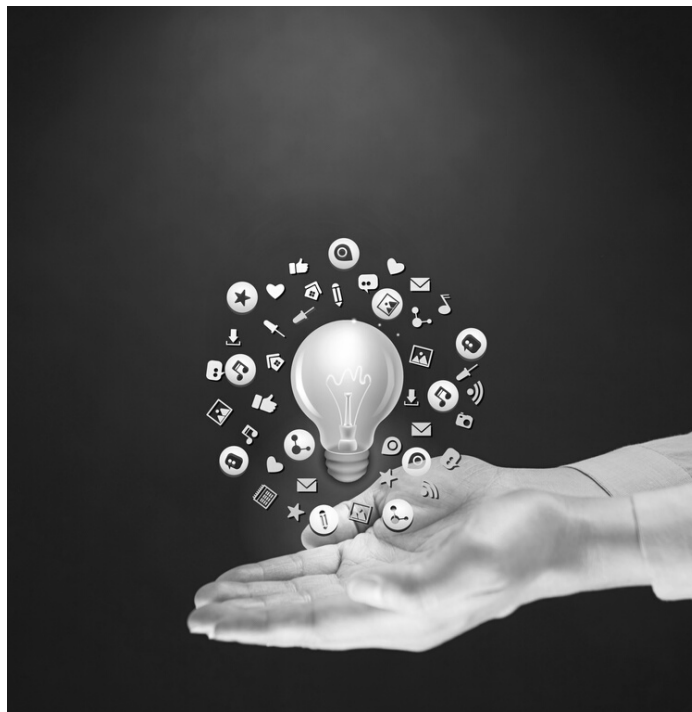
# SEM

## SEARCH ENGINE MARKETING



### Press Release Submission

Get your websites exposed in renowned news sites and attract targeted audience. It is one of the most powerful methods to ameliorate your online presence.



### Social Bookmarking

Get the users to organize, store, manage and search your website in an easier and more frequent manner. Our unique techniques and databases help you secure a great online presence.



### RSS Submission

To strengthen the online presence of your website, we submit your RSS and feeds to all top RSS feed sites.





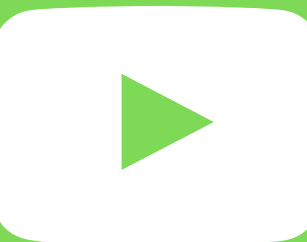
# SMM

SOCIAL MEDIA MARKETING



## SOCIAL MEDIA MARKETING

- Creation, promotion, and regular updates of corporate pages on top social networking websites, like Facebook, Twitter, Google+, LinkedIn, etc.
- Post latest news, promotions, and other information regarding products/services, engaging followers and fans.
- Promote products/services across variety of social media channels.
- Increase Facebook fan count, Google +1 count, etc.
- Overall social media marketing consulting



- Social networking profile selection and development
- Start your social media marketing campaign by determining the best social networking profiles to list your company
- Blog commenting campaigns to help build your online brand by leaving intelligent strategic blog comments.
- Brand management and promotion via social networking websites.
- Online viral marketing and video promotional campaigns to reach your social and viral marketing goals.





# SEO

## SEARCH ENGINE OPTIMIZATION

# Do You Want Your Business To Be Seen On Google?



It is one of the biggest advertising mediums in the world today. Pay Per Click (PPC) seems time consuming, costly and doesn't necessary guarantee 1st page exposure (where you want to be).

That's where iLocal Online comes in. Our form of search engine marketing guarantees 1st page exposure on any of three top search engines (Google, Yahoo or Bing).

This exposure is consistent, verifiable and sustained over the course of your relationship with iLocal Online. The best part is there are no additional charge like PPC. 1000 potential clients can contact you via our endeavors and you pay nothing extra!



# Traditional Marketing Services

- EMAIL MARKETING
- PRINT & COLLATERAL
- DIRECT MAIL
- BRANDING
- GRAPHIC DESIGN
- & MORE!

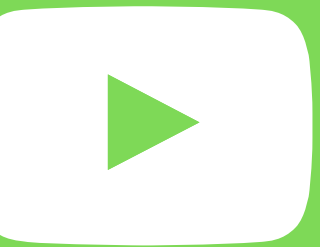


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