

« It's good to be First ! »



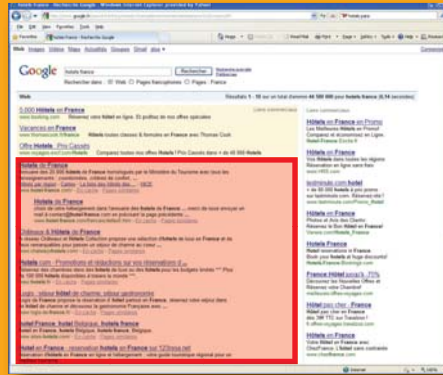
GLOBAL SITE POSITION[®]
Experts in Search Engine Optimisation

AUDIT

- Competitor/benchmark analysis and current visibility.
- Technical evaluation of site.
- Marketing and editorial analysis.
- Definition of online communication strategy.
- Identification of inbound & outbound links.



Organic / Natural Positioning



OPTIMISATION

- Keyword analysis (relevancy and traffic).
- Writing of Meta Tags for each page.
- Optimisation of page content and linking strategy.
- Integration of codes with consultancy (Webmaster Tools, Google Maps, Google Analytics, etc.)

A screenshot of a data table, likely from a search engine or analytics tool. The table has many columns and rows, with some cells containing text and others containing numbers or symbols. The text is small and difficult to read, but it appears to be a structured list of data points.

SUBMISSION

- Manual registration to thematic directories.
- Manual registration to generic directories.
- Manual submission to primary search engines.
- Automatic submission to secondary search engines.

MONITORING

- Ranking reports per month, trimester or semester.
- Readjustment, new submissions and competitive monitoring.
- Consultancy services and dedicated support with replies within 24 hours.

"The choice of natural search and sponsored links via PPC for our Web sites, allowed us to receive a large number of visitors in a short period of time. These results were in full accordance with our expectations."

Monaco Telecom (www.monaco.mc and www.pagesjaunesmonaco.com)

"We are very satisfied with the fast and quality-oriented delivery process from Global Site Position for our PPC listings. We feel that we received high quality services for our money."

Wall Street Systems (www.wallstreetsystems.com)

"We have found much more in Global Site Position than just a SEO provider: on one side their tailored advices and on the other their ability to adapt to a small company's needs."

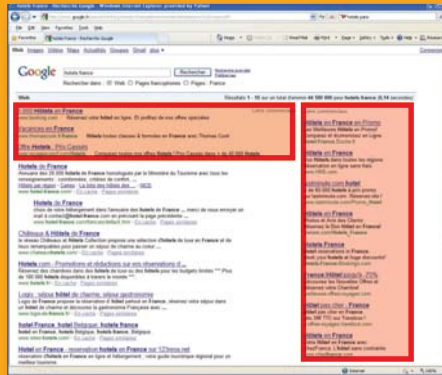
ACTIFH (www.actifh.fr)

ANALYSIS

- Analysis of target segment, keywords and geographic segmentation.
- Estimation of monthly PPC budget and identification of qualified traffic.
- Identification of Return on Investment.
- Strategy definition and objectives setting.

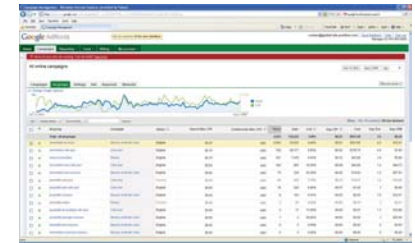


Pay-Per-Click (PPC) Positioning



IMPLEMENTATION

- Definition of ad descriptions for each ad group.
- Opening of accounts for Google AdWords and Yahoo SM for each language.
- Integration of codes for conversion tracking, testing and activation.



PROFITABILITY

- Performance analysis of campaigns (CTR, CPC, ...)
- Consultancy services and tips for improvements.
- Implementation of tools for continuous optimisation: multiple ad descriptions, conversion tracking, site optimizer, Google Trends, etc.

MONITORING

- Biweekly position and budget spent control.
- Performance summary reports for Management.
- Detailed monthly reports about efficiency and profitability of each keyword and ad group.

"Having chosen a competitive site analysis and competitive placement reports from Global Site Position, we were better aware of how our online competitors are marketing on the Internet."
Fraser Yachts Worldwide
(www.fraseryachts.com)

"We have chosen Global Site Position because of their quick response, their proximity and their competences in search engine optimization. Our visibility has already improved and continues to be optimized every day."
Grimaldi Forum Monaco
(www.grimaldiformon.com)

"Thank you so much for the reports. The number of contacts has increased already; we are very pleased with the results."
Moral Trading Ltd.
(www.moraltrading.com)

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Established in 2000, Global Site Position® has helped over **150 businesses** in various industries to achieve **higher ranking** of their Web sites in the major international search engines and directories. Our company caters to the needs of small, medium and large companies by offering proven solutions that form fit to the **specific needs** of each client.

Member of the CDE and SYCOM.
Qualified for Google AdWords and Yahoo SM.

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