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## **SEO/Internet Marketing Services**

Bray Design Services prides itself on its knowledge and experience creating and maintaining a powerful online presence. With manual submission to all major search engines and business directories your site will be right where you want it...DIRECTLY in front of your customers. Below are just some of the platforms and methodologies used by Bray Design Services in creating a POWERFUL online presence for its clients.

### **Search Engine Optimized Websites**

Search engines are particular, they want things done their way or they will ignore you. I make a particular effort to engineer my websites according to the nitty gritty, hyper-particular way Google wants them.

### **Paid Search Advertising**

Tired of the sales calls from teams of people who all claim to work with or for Google – but love their promises? I literally can have you to the top of search engines, through their paid position auctions, in less than 24 hours.

### **Search Engine Map Optimization**

Map search results are very competitive and highly sought after; knowing the proximity to a business can be the most important piece of the decision making process. Map listings display all important phone numbers and also let others know the local vote with reviews.

### **Internet Phone Books and Inbound Link Campaigns**

Online business directories were one of the first truly productive uses of the internet, and they just keep getting better and more important as the web evolves. Inbound links are 1 of 2 vital components of SEO.

### **Keyword Domain Websites, Blogs and Content**

Here's a secret: search engines respond to keyword-based domains and blog-engine websites lightning fast. That combination, matched with ongoing content delivery and link building to the site can be one of the fastest ways to the top.

## Major Search Engines Utilized:

## List of directories utilized:

	Google - <b>The world's most popular search engine</b>	<p><b>HotFrog.com</b></p> <p><b>Manta.com</b></p> <p><b>MerchantCircle.com</b></p> <p><b>ShowMeLocal.com</b></p> <p><b>WhitePages.com</b></p> <p><b>Local.Yahoo.com</b></p> <p><b>SuperPages.com</b></p> <p><b>YP.com</b></p> <p><b>InsiderPages.com</b></p> <p><b>Bing Business Directory</b></p> <p><b>City Search</b></p> <p><b>Yellow Bot</b></p> <p><b>Yellow Book</b></p> <p><b>Company.com</b></p> <p><b>City-Data</b></p> <p><b>a2zyp.com</b></p> <p><b>Mojo Pages</b></p>
	<b>Bing Search:</b> Microsoft's entry into the burgeoning search engine market. Better late than never.	
	<b>AltaVista:</b> Launched in 1995, built by researchers at Digital Equipment Corporation's Western Research Laboratory. From 1996 powered Yahoo! Search, since 2003 - Yahoo technology powers AltaVista.	
	<b>Excite:</b> Now an Internet portal, was once one of the most recognized brands on the Internet. One of the famous 90's dotcoms.	
	<b>Go.com:</b> The Walt Disney Group's search engine is now also an entire portal. Family-friendly!	
	<b>HotBot</b> was one of the early Internet search engines (since 1996) launched by Wired Magazine. Now, just a front end for Ask.com and MSN.	
	<b>AllTheWeb:</b> Search tool owned by Yahoo and using its database, but presenting results differently.	
	<b>Galaxy:</b> More of a directory than a search engine. Launched in 1994, Galaxy was the first searchable Internet directory. Part of the Einet division at the MCC Research Consortium at the University of Texas, Austin	
	<b>search.aol:</b> Now powered by Google. <i>It is now official.</i>	
	<b>Live Search</b> (formerly <i>Windows Live Search</i> and <i>MSN Search</i> ) Microsoft's web search engine, designed to compete with Google and Yahoo!. Included as part of the Internet Explorer web browser.	
	<b>Lycos:</b> Initial focus was broadband entertainment content, still a top 5 Internet portal and the 13th largest online property according to Media Metrix.	
	<b>GigaBlast</b> was developed by an ex-programmer from Infoseek. Gigablast supports nested boolean search logic using parenthesis and infix notation. A unique search engine, it indexes over 10 billion web pages.	
	<b>Alexa Internet:</b> A subsidiary of Amazon known more for providing website traffic information. Search was provided by Google, then Live Search, now in-house applications run their own search.	
	<b>Yahoo:</b> The world's second largest search Engine.	