



Search Engine Optimization **The Strategic Heart of the Web**

What is Search Engine Optimization?

Search Engine Optimization (SEO) is the art and science of helping your website achieve higher positions of ranking on the Web's most-visited search sites. This is accomplished through a process of planning, execution, and measurable results...more traffic to your site...and more business for you.

How Will Search Engine Optimization Help My Business?

*Searching isn't a Web strategy or sideline activity...it's the **strategic heart** of the Web!* Over 80% of Web users begin their browsing experience at a Search Engine.

That means that every day there are millions of potential customers looking for a specific product or service on the Web...perhaps your product or service. Your success is all about your site's START POSITION...where you are placed in the list of Search Engine results.

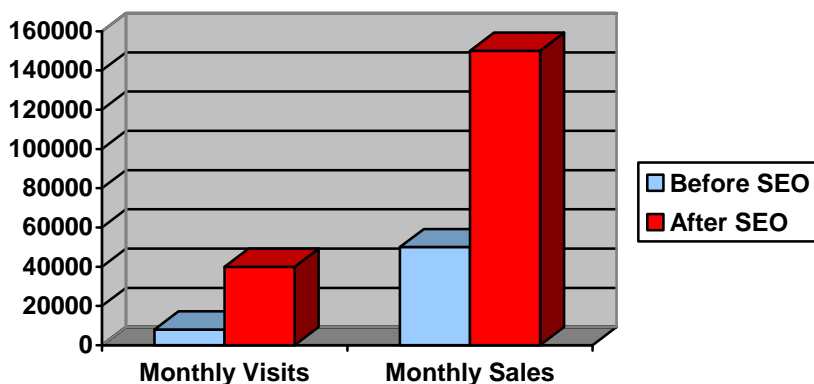
Who Is Getting Between You and Your Customers?

Everyone, if you are not optimizing your start position on the Web's Search Engines. Are customers finding you? Or are they finding your competition?

There were 4 BILLION searches conducted on the Internet in May, 2003. In fact, Search ranks just behind Email and Instant Messaging as the most-performed task on the Internet!

Advanced Network Solutions currently assists clients across the country by employing strategic consulting, finding relevant keywords and phrases, utilizing sophisticated software tools, and development of optimized web pages to bring this much-needed exposure. We provide you with effective solutions that generate results.

Online Furniture Wholesaler Case Study



Don't let anyone get between you and your customers...except **Advanced Network Solutions!**