

Increase Your Company's Search Engine Ranking **White Paper**

Through careful and thorough research, Autumn Consulting LLC has unraveled the mysteries surrounding search engine results. Autumn Consulting works with companies and not-for-profit companies through a systematic methodology. The program integrates unique company information with each search engine variable.

1. **Key Words.** Establish a limited number of key words and phrases to tightly match the desired search phrases. Key phrases are selected by the following steps: comparing competitive and non-competitive sites; frequency of search terms used in search engines and current position ranking.
2. **Search Engine Compatibility.** Through a series of search engine emulation tools, evaluate the site's layout and organizational structure to ensure ease of use.
3. **Content.** The entire web site's content should be evaluated in light of the desired key phrases.
4. **Web Site Submission.** With the updated key words and contents, manually submit the web site for indexing each quarter to the leading search engines.
5. **Visitor Statistics.** Using the visitor statistics from the existing web site, create a base line of facts relating to the number of visitors per month, frequently visited pages and length of time on the web site.
6. **Search Engine Ranking Reports.** Using specialized tools and individual testing, baseline the existing and on-going placement of the web site relating to key search terms.
7. **On-going.** Quarterly, based on the Visitor Statistics and Search Engine Ranking reports to monitor search rankings, adjust key words, links and content to specialize in key word search phrases.

Autumn Consulting LLC is a web consulting company based in Racine Wisconsin, offering a full range of web development and support services for small to large businesses and not-for-profit organizations. Services include:

- web design and redesign
- managed domain names, hosting and email
- search engine optimization and key word analysis
- customized, secure extranets and transaction services

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