Search Engine Optimization and Social Media Marketing Menu

Hammes Advertising is pleased to now offer a more sophisticated web optimization package, designed to build rankings on search engines and generate activity on websites. In conjunction with Mark Laymon, one of the top SEO experts in the country, who has over ten years online marketing experience, Hammes Advertising can now reach targeted objectives on Internet optimization as defined below. For most of the past decade, Mark has focused his knowledge base around search engine optimization, with the last few years entering the social network marketing niches. Below is a general menu of some of the projects that the Hammes Advertising, SEO web marketing team, led by Mark, now provides.

We reserve the right to decline to serve industries that do not meet our ethical guidelines, such as pornography and gambling. In addition, you may see that our services are controversial and cover a wide price range. We only accept a limited amount of SEO clients each year.

Basic Optimization

These are One Time Projects

Directory Submission (From $500-$2,500)
Directory submission of your domain to the top directories. A web directory or link directory is a directory on the World Wide Web. It specializes in linking to other web sites and categorizing those links. This is NOT submitting to search engines such as Google, Yahoo, or MSN. It is to the main hand chosen directories. Paid Directories are not included in this package. However, it may be added for the published cost of the particular directories chosen. Reports include directory submitted to, title, description, and keywords used. In addition, date and time submitted along with Google Page Rank and URL of the link.

A web directory is not a search engine, and does not display lists of web pages based on keywords, instead it lists web sites by category and subcategory. The categorization is usually based on the whole web site, rather than one page or a set of keywords, and sites are often limited to inclusion in only one or two categories. Web directories often allow site owners to directly submit their site for inclusion, and have editors review submissions for fitness.

RSS directories are similar to web directories, but contain collections of RSS feeds, instead of links to web sites; Technorati is an example of a RSS directory.

Link Building (From $1000 - $5,000)
Contact sites related to your niche and negotiate a quality link to your site. Your site must be at least 2 years old to receive the full benefits of this service. Although we can and do offer this service to clients with a site less than two years old, the results of this type of link building campaign are much greater if the site has some age to it. Consider this, is your site already an authority in your niche? If it is, this service may be what you need to push your search engine results that one extra push to make it from page two in the Serps to page one. This service is normally a one-time project, but for some very competitive terms, you may need to spread this service out over many months to maximize its potential effects. Depending on the keyword (such as coffee), the project duration could last from three months to two years – but until we are involved in the project research, we are unable to quantify the duration of the project.

Social Network Profile Optimization (From $500-$2,500)
Create social network profiles customized for your company niche specific needs. We will create profiles and populate them in the major social networks. The profiles will be targeted to prevent others from using your company name in a negative light. Some examples would be creating a profile in MySpace with a URL of myspace.com/yourcompanyname/

Analytics Reports (From $500 - $5,000)
Create a basic Google Analytics account to track your traffic. We will setup and populate your company's website to funnel the traffic to a specific goal. This way if you are receiving traffic from Google for a specific term, you will know if that term is converting to a sold client or only

producing tire kickers that are taking up resource and bandwidth on your server, which in the long run will cost you money and brings your over all return on investment down.

Search Friendliness Reports (From $1,000 - $5,000)
A look at the major issues that may impact how the search engines are able to crawl, index and rank your website for the terms you target. We will use a multitude of scans on your website to determine which pages are crawl able by the search engine bots, also known as spiders. We then help you focus your best converting key phrases on the pages that are crawled the most frequently.

WordPress Blog Installation (From $1,000 - $5,000)
Add a blog to your current website! We create our blogs with the Semiologic Pro CMS theme for WordPress. It is preloaded with many anti-spam plugins and is optimized for greater search engine optimization. This is the best out of the box CMS available. The license for the Semiologic Pro CMS theme for WordPress may also be used on other blogs that you own. To learn more about the Semiologic Pro CMS theme for WordPress click the link at the bottom of each page on this site. We also offer blog authoring if you need a hand maintaining your blog once it is active.

Professional Optimization

These are on going projects

Complete Site Reviews (From $10,000 - $150,000)
A comprehensive overview of all the potential issues negatively affecting your site as well as recommendations for improving targeting, user experience, content and search friendliness. Prices for these and all review/recommendation reports (listed below) will vary based on the size, complexity and scope of work involved.

The list below highlights elements that may be included in a complete site review (or purchased individually):

Search Friendliness Reports (From $1,000 - $15,000)
A look at the major issues that may impact how the search engines are able to crawl, index and rank your website for the terms you target.

Keyword Research Reports (From $500 - $15,000)
Research into relevant search terms that search engine users are employing to find content related to your business. Our reports include spreadsheet data on search terms, ordered by relative popularity, along with suggestions for implementation and recommendations for broadening content scope to achieve greater visibility.

Usability & User Experience Reports (From $5,000 - $25,000)
Website analysis that reviews your site from a user-perspective, uncovering areas where visitors may struggle to find what they're seeking, expectations are not being met or functionality/design impacts the user experience. Our goal is to provide solutions that make a site as easy and pleasurable to visit and use as possible, thus encouraging return visits, sharing and linking.

Link Analysis Reports (From $2,000 - $15,000)
The links that point to your site from other domains will be reviewed with an eye to quality, focus and opportunities for improvement. We will examine which content attracts links from which sectors and issue recommendations to shore up areas where link popularity is sparse and expand sections that pull in link value.

Analytics Recommendation Reports (From $2,500 - $10,000)
A review of the analytics your site currently employ with suggestions for how to improve targeting, content, link building, marketing and information architecture to improve important web metrics (i.e. conversion rates, stickiness, bookmarking, browse rate, etc).

Competitive Analysis Reports (From $3,000 - $30,000)
These reports take a deep look at how your competition is attracting traffic, converting visitors and having success in the search engine rankings. Based on our data, we typically provide recommendations for link building, advertising, new content & other online areas that you may not be actively competing/performing.

Content Development Recommendation Reports (From $3,000 - $25,000)
Included are suggestions for how to improve the quality and quantity of the content you build.
We provide both areas of concentration as well as specific content pieces that would likely
benefit your site's ability to pull in targeted traffic and links.

Link Building Recommendation Reports (From $3,000 - $12,000)
This report details a link building strategy - how to pursue the right links for your site to grow
your link popularity, traffic and organic rankings. We provide specific guidelines as well as a
detailed walkthrough of dozens (or hundreds) of individual sites and pages that we recommend
for link acquisition (along with the best strategies to get them).

Online Business Strategy & Opportunity Reports (From $5,000 - $25,000)
Business strategy reports are similar to a marketing and business opportunity consultant's report
with a specific focus in the online world. Our goal is to find ways you can leverage your
expertise, products, services and people to build a solid financial plan for online success.
Included are elements from many of the above, as they apply to our recommendations for finding
sectors to engage and customers to target.

Viral Content Packages

The intent behind viral content is to create compelling, attention-worthy pieces that pull in links and visitors from social media portals ([Digg](), [Reddit](), [Netscape](), [Shoutwire](), [Newsvine]()), editorial content portals (Yahoo! Site of the Day, Slashdot, Boing Boing, Lifehacker) media sites (MSNBC, CNN, BusinessWeek, SFChronicle) and popular blogs on your topic (a wide variety). *This is also known as **link bait**.*

Link Baiting (link baiting, linkbait, link bait etc) is a term that has increasingly used around the blogosphere.
As the term is used more and more I've also noticed an interesting debate emerge among bloggers (and search engine optimization types) over the idea of '**link baiting'** and whether it's a good thing or not. The term **linkbaiting** is a one that seems to have surfaced over the past 12 or so months and that is used by webmasters to describe a variety of practices - all of which seek to generate incoming links to a website or blog from other sites. The idea of **link baiting** is to create a piece of content, which is centered on a set demand from a specific audience. Whom do you want to relate to? Why would they care? What would make them likely to spread your idea? For more information about link baiting and how it is used, please refer to Aaron Wall's article "[Linkbaiting or Link Baiting Strategies?](")"at SEObook.com

Viral Content Brainstorming generating the ideas for creating the link bait **(From $5,000 - $10,000)**
Development of ideas that can be used to draw in traffic, links and press to your site. We provide broad ranges for tools, articles, blogs, applications, multimedia and other creative content designed for maximum appeal to the target audience. Are you in an industry that is very competitive, but also can put you to sleep? If you are in a niche such as this, we will help you come up with a viral campaign that will definality get the attention of the press. With this service you are the one in control, the responsibility is up to you in the submitting and maintaining of the campaign, but we are here to help you along the way.

Viral Content Development/Creation (From $5,000 - $25,000)
Creation of the actual content to be used for viral marketing. This can include research, programming, creative writing, multimedia development and more. Prices range dramatically based on the time and effort necessary to create your project. Generally the cost of each link bait article is around $500, the most desirable method is to create 10 or more associated link bait articles revolving around your desired theme or niche.

Viral Content Promotion & Marketing (From $5,000 - $15,000)
Our ability to make contact and promote viral content through social media portals, bloggers and PR connections make this service especially valuable. Work includes crafting a pitch and topical focus, planning a launch strategy and executing through submissions and personal contacts. This service is for the company that already is good at writing content that will cause a stir, but does not know the strategy to get it in front of the people that need to see it for it to go viral.

Content Creation / Copywriting (From $5,000 - $25,000)
Content building packages help build on your company's existing expertise to attract visitors, links and search engine traffic. Our content services delivered articles, blog posts, tools or other resource-based content. This service may also include ghost writing of articles and submitting to the top article directories.

Blog Authoring (From $2,000+ per month)
Our team can help to craft ideas for blog content or develop blog entries for your site, depending on the subject matter. In some cases, we provide a template for blog content development, in others; we can arrange to be the primary contributors to a blog site for a specified period of weeks or months. . Blog authoring is usually a three-month contract. This includes managing the comments for blog interaction.

Informational Resource/Article Development (From $5,000+)
Our goal is to create robust, authoritative, link-worthy content for your topic area. Although less intensive than our viral marketing packages, these content pieces have similar goals - to attract links & traffic by serving as impressive subject-specific resources. This is also known as ghost writing. Our copywriters excel at writing content that is SEO conscious and still are highly authoritative on your niche.

Tools - Widgets - Interactive Content (From $10,000+)
Do you see the widgets located in the right hand sidebar? Would you like to spread a widget, such as these, across thousands of sites? Can you imagine each of these widgets with a link pointing back to your website? As with informational content, the goals are to pull in visitors, links and rankings. In many cases, tools, widgets or interactive content can be an excellent way to attract organic links from relevant, varied sources.

Link Building Packages

Social Media Marketing (From $7,500+)
The "Web 2.0" movement has sparked an incredible number of new domains that allow for user generated profiles and content. With this service, we create and manage the content of your social media profiles to help protect against negative manipulation and provide content and links back to your site, as well as attracting visitors.

Link Building Campaigns (From $7,500+)
One of the most classic SEO services, link building campaigns range from small, selective optimization of a keyword to large, overarching efforts to boost the total link popularity of a website. Our services include custom link-requests, link searches, social media work, directory submission (where warranted) and paid links (as necessary). This is a service that we specialize in, by growing your link popularity over time; we will create a natural flow of new links to be found by the search engine bots, also known as spiders. This natural flow of new high quality links will push your authority level in the search engines, in turn moving your site up in the search engine placements.

Link Advertising Campaigns (From $10,000+)
For some sites, a paid, advertising link campaign designed to boost both traffic and link popularity can be valuable. We use our connections in the Internet world and in-depth research to present viable link advertising solutions. Are you in an industry that is very competitive and your site is less than two years old? If you are, this may be your only option of really getting quality traffic. Since the search engines are looking for sites with authority to be placed in their top positions, paid ads are a great alternative to waiting the one to two years it may take to get the high search results.

Article Submission Services
We will submit your provided articles to article directories. Submission of articles to directories is similar to general press release distribution to the print and electronic media. A program is developed around existing traditional outreach efforts or based entirely on a new SEO campaign. Each quote is customized for scope and budget.

Press Release Submission Services
We will submit your press release to press release directories. Please contact to receive a personalized quote. The is the same as above, we can create or use your in house material.

Pay-Per-Click Marketing
We have an expert pay-per-click ad manger. Please contact to receive a personalized quote. Pay-per-click programs use advance analytics to determine keywords and cost per click in pricing and determining effectiveness of SEO marketing programs.

Reputation Management

Reputation Management begins at $25,000 per month with a one-year contract.

Reputation management is the process of tracking an entity's actions and other entities' opinions about those actions; reporting on those actions and opinions; and reacting to that report creating a feedback loop. All entities involved are generally people, but that need not always be the case. The tracking and reporting may range from word-of-mouth to statistical analysis of thousands data points. We specialize in finding all negative actions and burying them, so they do not influence your future clients adversely.

Social Media Marketing with Reputation Management combined with SEO

Optimizing is most effective as a preventive measure rather than a reactive measure. However, reactive optimization for displacing negative search results is what most online reputation management services focus on. It leaves the company chasing after the various dissenters and does not put the brand in a position of control.

Treat the Symptoms - Companies that want to protect their brand visibility on the web would do well to make optimizing their brand content a best practice. Optimizing all digital communications including: PR, marketing, SEO, HR, investor relations and related electronic content that is publicly available on the web as well as social media: text, images, audio, video will produce more branded content in the SERPs. Doing so does not necessarily put the brand in control, but it is a much better situation than scrambling after the fact.

Implementing a proactive monitoring campaign provides insight into the kinds of content interactions audiences are having with your brand. When identified and qualified, situations need to be addressed directly. At the same time, "an ounce of prevention is worth a pound of cure", and companies need to implement holistic brand content optimization as a best practice. The more branded content in the search results, the more diluted any negative brand content will be.

You can start your reputation management program with our system of creating profiles over a vast array of social networks; we push down most negative actions against your company. This is a high quality specialized team working on a daily plan to combat most negative actions. This project has many sub-components. The most important elements are five blogs will be created on separate domains with separate hosting. As a bonus, these blogs also create many quality back links to your core domain.

This is only the first step for prevention of negative actions. If you have already become a victim of negative actions against your person or company contact us immediately and we will customize a reaction plan to bring your good name to where it should be.

Social Bookmarking Profile Creation (value $500 per month)
Create a profile for each social bookmarking site with links to each page on your site. Each of the blogs that we create will post to these accounts developing deep links into the five main blogs. This creates a large resource of backlinks to your site over a short period of time. A Social bookmarking site is a site where you may add your own personal bookmark. This is similar to adding a Favorites under your Explorer menu bar, but instead, you are adding this bookmark link to your own website. The purpose is to provide information to site visitors to encourage repeat traffic and to establish your site as expert.

Social Network Profile Optimization (value $2,500 one time)
Create a profile customized for your company niche specific needs.
We will create profiles and populate them in the major social networks. These profiles are to prevent others to use your company name in a negative light.

Social Media Marketing (value $12,000 per month)
The "Web 2.0" movement has sparked an incredible number of new domains that allow for user generated profiles and content. With this service, we create and manage the content of your social media profiles to help protect against negative manipulation and provide content and links back to your site, as well as attracting visitors. This is a key process we use to bury your negative press.

WordPress Blog Installation (value $12,500 one time)
Reputation Management is a more complicated than just adding a blog to your current website! We create a minimum of five very high quality blogs with the Semiologic Pro CMS theme for WordPress. It is preloaded with many anti-spam plug-ins and optimized for greater search engine optimization. This is the best out of the box CMS available. The license for the Semiologic Pro CMS theme for WordPress is available for use on other blogs that you own. The blog will have a custom CSS skin or theme matching your current specifications.

Blog Authoring five separate blogs targeted to your niche (value $10,000 per month)
Our team can help to create ideas for blog content or develop blog entries for your site, depending on the subject matter. In some cases, we provide a template for blog content development, in others; we can are the primary contributors to a blog site for a specified period of twelve months to five years. Reputation Management is usually a twelve-month contract. This includes all aspects to managing the comments for blog interaction.

Blackhat SEO

We offer specialized Blackhat SEO services on a limited basis.

There is risk involved!

Blog Network (From $15,000 - $50,000)
Automated blog network with multiple domains and sub-niche sub domains.
We create our blogs with the Semiologic Pro CMS theme for WordPress. It is pre loaded with many anti-spam plug-ins and optimized for greater search engine optimization. Each blog will be auto posted once a day with an article specific for your industry and links to your requested pages. Once again, every page is fully optimized to achieve our long-range goal to be placed in the search engine results pages to the best places available. An added feature of a blog is that it will also generate traffic from many of the new blog specific search engines. Some of our blogs receive more traffic from these new search engines than the highly competitive and over optimized high value keywords for Google, Yahoo, and MSN.

Domain Cloaking (From $10,000 - $75,000)
Each Shadow Domain consists of a blog for a home page, an about us page, and a privacy page that are visible to the public. Your blog will also include unique content published on a consistent time-line. The ghost pages that are not visible to the public are the sitemaps, hallway pages and the doorway pages. A ghost page is a page that is cloaked from public viewing, but is visible to the desired search engines. The technique we employee consists of feeding the search engine spider a different "ghost" page from the one the normal user is able to see. As these do not have to be human-readable, we can optimize them to comply with search engines requirements. Please note that this is no simple redirection trick (which would be penalized by many major search engines) the program will actually READ the ghost page and feed it to the search engine spider without redirection. Only the human visitor's browser is redirected. Hence, the SE spider will never know the difference. Our program will identify spiders from their unique IP, which cannot be forged (or, at least, not that easily — IP spoofing requires a lot of tech expertise and is actually illegal in many jurisdictions now). For this to work, we have the most comprehensive search engine spider database available.

Forum posting and profiles
Create profiles in niche forums. Each profile must have a link to the Specified Domain, also make one targeted post somewhere in the forum that is related to the topic of the forum. Each profile must be saved into an excel workbook to be posted to about once every few months.

Comment Spamming
Comment spamming is placing a comment into the comment area of a blog post. If you make a comment to a blog post and make certain it is very on topic there is a large percentage that is relevant.

Trackback Spamming

This is making a comment on your own blog and referencing another blog. If you are on topic trackback spamming posts will stay.

Guestbook Spamming

Guestbook spamming is where you make a comment on a guestbook and inject an html hyperlink to your website.

Social Bookmarking Profile Creation

Create a profile for each social bookmarking site with links to each page on your site. Each of the blogs that we create will post to these accounts developing deep links into your blog. This creates a large resource of backlinks to your site over a short period of time. A backlink is a link back to your site from another site that is spidered by the search engines.