

SCHOLLNICK

•••• Advertising LLC

Presents

INTERNET

POWER

STRATEGIES™

www.schollnickadvertising.com

In this day and age, almost everyone has some kind of web presence. What sets some businesses apart is their willingness to compete.

For Internet marketing to work, especially with social media, you have to engage users and implement strategies that will catch their attention.

Success can then be gauged by increased website traffic, more Facebook fans, and more YouTube views. It's increased awareness that can be easily quantified.

Deluxe Web Sites starting from \$3000

Schollnick Advertising will work with you to develop a custom designed website for your business. Month to month or long-term contracts are available. First month of operation includes:

Up to 15 pages completed in HTML and CSS.

Articles, 2 video blogs, 4 written blogs, polls, contact and request forms, image slideshows, maps and directions, and video streaming for your initial month. Additional services may be purchased through Internet Power Strategies™.

The option to have your website hosted by Schollnick Advertising for one year.

Example: www.celebritylimoservice.com

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Celebrity Limousine Call Us Today!
504-888-5466

Home | Weddings | Services | Rates | Our Fleet | Contact Us Today

Get Quote

Welcome to the Celebrity Limo Experience

New Orleans
SUPERIOR LIMOUSINE SERVICE

Celebrity Limousine Service has been in the Metro Area since 1982.

We take special pride in giving you the absolute best service. Our company is fully licensed with qualified chauffeurs. We are family owned and operated. Celebrity Limousine Service has serviced three Super Bowls, the Republican Convention, NCAA Final Four, Sugar Bowls, famous musicians, and movie stars and provided transportation during the papal visit.

Request a Quote Today!

Our Services

- Weddings
- Corporate Events
- Airport Transfers
- Nights Out & More...

Memberships

- Better Business Bureau
- New Orleans Visitors & Information Bureau
- National Limousine Association
- New Orleans Metro Transportation Association

Print Contracts

- Standard Contract
- Wedding Contract
- Credit Card Authorization

Phone: (504) 888-LIMO (5466) or Toll Free: (800) 253-1991
Home | Weddings | Services | Rates | Our Fleet | Contact Us Today | Get Quote

Designed by *Schollnick Advertising*

INTERNET POWER STRATEGIES™

*This Dynamic and Aggressive
Full-Service SEO Package
Starts at \$2000 per Month.*

Services include:

Social Media Marketing

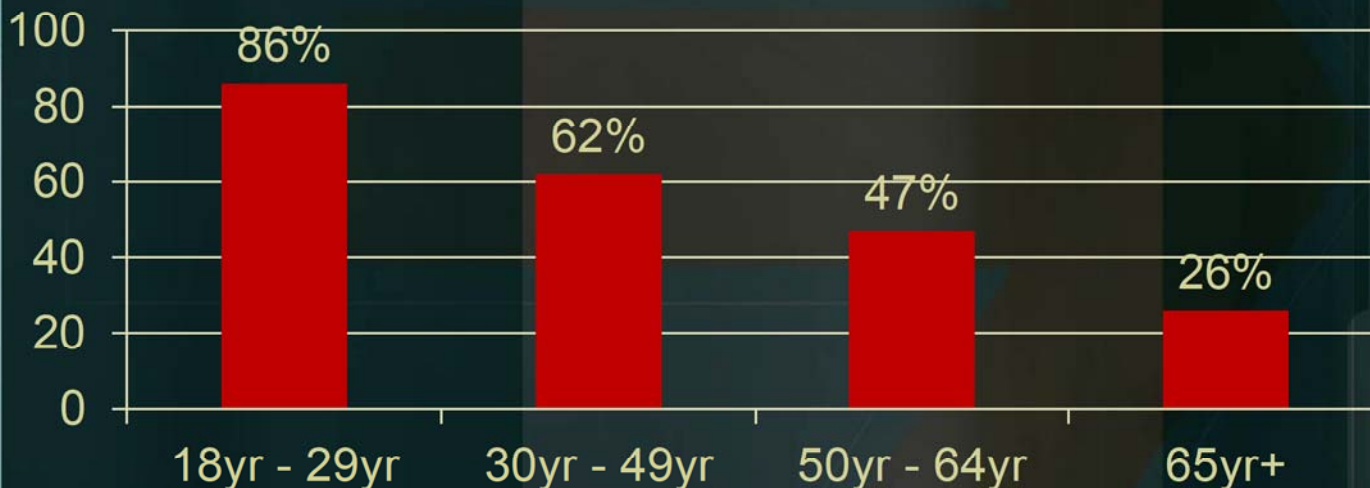
Webatorials™

Google Video Pre Roll

The Social Media Effect

Internet Power Strategies™ will create and maintain your Social Media profile on Facebook, Twitter, LinkedIn, YouTube and other current trends in Social Media. A strong and active Social Media presence is essential to generate interest among internet users and turn them into new customers.

Internet Users Who Use Social Networking Sites





Social Media is an essential component of any comprehensive networking and marketing strategy. Internet Power Strategies™ uses Social Media to identify and track market trends while targeting specific demographic groups.

What are Webatorials?

Webatorials™ are an integral feature of Internet Power Strategies™. The first month of this package includes four written, and two video Webatorials™. These written and video editorials provide useful information and support for your company and industry.



Google Video Pre Roll



**Internet Power Strategies™ provides you monthly with up to 4000 full views of your :30 second ad on Youtube and other Google partners.
Plus unlimited impressions**

Google ranks sites based on how easily they can crawl them, relevancy to the term searched, and how often your site is a "success"

How does Google crawl my site?

- Page Titles - Must be accurate and well-formed (Ex. "Home Page" = Bad; "Mr. Smith's Business - Home Page" = Good)
- Description Tags - Accurately describe site content piece by piece and include relevant keywords.
- Site URL Structure - Make sure URL's follow best practice guidelines
- Optimize images, site headlines, and link text
- Create a site-map and update robots.txt to make your site easy to index

How do I increase how relevant my site is to certain topics?

- Use correct keywords in meta tags
- Increase related content like blogs and tutorials on your site
- Share social media and relevant articles on your site

What makes my site a "success"?

1. Your link is found in their results
2. Your link is clicked on by the person performing the search
3. The person searching doesn't click "back" on their browser
4. Your site is the last link they click on google regarding a search

Google Pre Roll

**\$100 Administration Fee
Includes**

- Daily reporting of results
- Fine tuning for maximum results

\$350.00 per month

**3 month Pre-Pay
Includes
Basic Video
production of your ad**

Implementation of Internet Power Strategies™ will :

**Generate
New
Leads**

**Increase Your
Company's
Visibility on
Social Media
Sites**

**Outperform
Your Online
Competition**

Search **E**ngine **O**ptimization



Search Engine Optimization (SEO) is based on two major components: 1. Website Design, both visible and non visible elements, and 2. Constant Maintenance of Website Content. Optimization on and off the website are needed to rank effectively in search engine results.

Below are the services we will provide to improve your web presence and increase your search result rankings. Frequent website content updates by us will keep your website ranked higher in search engine results.

1. Website Design

2. Constant Maintenance

What we will do to increase search engine ranking...

1. Website Design

1. Keyword research (finding the best keywords to target and rank).
2. Meta tags.
3. SEO friendly articles (properly formatted content, keyword density).
4. Internal linking or cross-linking.
5. Ping new content so it is indexed quickly.

2. Constant Maintenance

1. High PR (page rank) and authority backlinks.
2. Social bookmarking.
3. Press releases.
4. Ping backlinks so they are indexed quickly.

Website SEO Summary

Internet Power
Strategies™
features

Social Media Marketing

- Facebook
- Twitter
- YouTube
- Wikipedia

Webatorials

- Video Blogs
- Written Blogs

Google Pre Roll

- Administration
- Maximize
- Impressions



Just Getting Started?

Begin Your Web Campaign With

**INTERNET POWER
STRATEGIES™**

**Domain
Registration**

http://www

**Web
Hosting**

www.schollnickadvertising.com