



Search Engine Optimization: Google Site Mapping Introduced

We are proud to introduce the latest search engine optimization tool for your web site through Google. In the past when we completed a web site design we would submit the finished web site to search engines. These engines would "crawl" through your web site picking up key words and phrases and index them to their search engine.

Today, most of the larger search engines require a fee to list your web site or they require you to purchase certain key words that when a person types in, for example: Florida insurance agent, your web site will pop up to the right with a hyperlink to your web site. You pay money when the hyperlink is clicked and a prospect is directed to your web site.

Google has introduced a new way to submit your web site to their search engine. Google Sitemaps is basically, your web site design team, telling Google that your web site exists and this is where each and every web site page is located. We do the work for the crawling search engine, in this case Google, we advise the search engine of every single page that exists in your web site.

This is beneficial in several ways:

1. It allows us to tell the search engine that there is more than one page existing on your web site.
2. If you have extensive graphics or have pages with dynamic content we can now make Google aware that these pages exist. Flash extensive sites need this help.
3. We can tell Google to view your web site in additional ways. As search engines continue to expand this will only assist the indexing of your web site.
4. We can direct the Google spiders to understand what URLs (pages) are available on your site and about how often they change.
5. You may be especially interested in using Google Sitemaps if you want Google to crawl more of the pages on your site and if you want to be able to tell Google when content on your site changes.

If you would like us to index your web site with Google please note that there will be a \$75.00 fee to build and create your pages. It takes approximately six hours to do so and we will provide this on a first come / first serve basis.

We believe that this will not only help you reach better ranking with Google, but view this as a trend other search engines will begin using in the near future.

Pease map my web site at: http://www._____.

I understand that I will be billed \$75.00 for the time it takes to create the submission pages to Google and will need to pay BOTICS immediately upon receipt of their bill.

Signed: _____ Date: _____

Fax to 305-666-1979 or BOTICS, PO BOX 562153, Miami, FL. 33256