SimtechSolutions
INCORPORATED

Search Engine Optimization
&
Web Site Marketing

Company Background

Simtech Solutions Inc. was founded in 1998 as a consulting firm with a focus on the IBM AS/400. Simtech has since evolved with the Internet into the full-service technology infrastructure provider it is today. Our senior web architect, Sean Dearnaley, recently worked for United Nations on their internal library system. This involved managing over 100,000 government documents and converting them from uncontrolled static files to a managed database system. These files had to be formatted to standards that were set by various international governing bodies.

Simtech works within a variety of industries from small to large scale businesses. Our client base includes: Massachusetts-based clothing company College Hype Sportswear, Quincy based homeless shelter Father Bills Place, the Law Firm of McCarthy, Barrett & McCarthy and Higham based Mohawk Rubber Sales. We have several products that we currently showcase at our website (SimtechSolutions.com).

Products by Simtech:

YourBusinessIntranet®
a product by Simtech Solutions

EASY400™

EasyBizCart

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Search Engines

Search Engines are the content backbone of the World Wide Web, they are used by all Internet users to find the information they're looking for. The success of any web marketing campaign relies on search engine coverage, if your website is not showing up on search engines and not reacting to relevant search terms, it will be invisible to most surfers. There are literally hundreds of search engines on the Internet, some are more important than others. Some popular search engines are shown below.

It is important to remember that web sites do not get indexed by humans, computer powered robots known as "spiders" take care of this huge task. No matter how much money and time is spent promoting a website, it will not receive search engine coverage unless the website is developed to take full advantage of the search engine's spider. Different spiders have varying habits and mannerisms. Some search for specific keywords, others try to index the site using complex paragraph processing. Spiders do not search the Internet aimlessly searching for websites, instead new sites are added to the index queue through search engines submissions.

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Search Engine Submissions

Getting a website on a search engine is generally a two prong process:

1) The website must be carefully optimized to ensure the correct keywords are being used. The coding flow of the page must not interrupt the search engine spider. If a website is submitted for indexing before optimization has taken place, search engine presence can drop dramatically. Most search engine will refuse to re-index a website unless a significant amount of time has passed.

2) Your website must be submitted to search engines. Indexing the website can be a long and frustrating process. There are hundreds of search engines; indexing your site requires manual submission to every engine, this usually involves filling in a form and waiting up to 6 months for an index to take place. There is also no guarantee that your website will be listed (or even indexed by the spider).

Simtech Web Marketing

Working with past clients, we have developed relationships with many of the top search engines including MSN, Yahoo, Google, Altavista and Lycos. These allow us to bypass the usual submission process and **guarantee** search engine coverage in a much shorter period of time.

Simtech has developed a proprietary search engine technology that carefully submits multiple pages on your site over a dynamic time frame, based on search engine activity and coverage. This maximizes search engine readability and ensures top ranking search results.

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Recommendations

- Simtech can refine your website, ensuring there are no coding errors that can block spiders (just one line line of bad code can cause your website to be blacklisted by a search engine).

- We will optimize meta information on your page to ensure you are using the best possible keywords and descriptions. Having a keyword meta tag will only play a small part in keyword recognition, the entire site (page by page), must be taken into consideration.

- The top 6 search engines will be contacted to arrange guaranteed submissions. High rankings can be expensive and different engines have different rates (sometimes based on click through). We will develop a package with you that best suits your needs.

- Your website will be added to our submission technology, this application pro-actively (and regularly) submits your website to over 100 top search engines and directories. This alone will vastly improve your search engine coverage.

Contact Us

For questions and more information, please contact:

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