

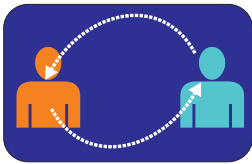


Netsmartz Social Media Optimization Services



All logos are the property of their respective companies

Social Media Optimization (SMO) opens a **steam valve** in the world of eMarketing



SMO is an action concept that generates both immediate publicity and higher search engine rankings. Its promise is unique.

It works through social portals, online meeting places, and community websites. Its methods include RSS feeds, blogs, news forums- and using the buzz power of Flickr, YouTube, Digg, MySpace, and the sites that have “turned up the volume” on the Net. These sites are the hubs that pull millions of hits by the hour and that energize the search engines.

The Promise: Supercharge your online marketing efforts with the hottest new technologies

Like standard search engine marketing, SMO drives higher search engine rankings - a primary benefit. Social media listings pump search rankings more rapidly than standard links because they are current and dynamic, and the pages acquire substantial traffic. These factors move Google and the other engines to respond with vigor. But the huge upside is that SMO drives traffic directly.

Like viral marketing, SMO penetrates in “word of mouth” style through networking in social bookmarking (del.icio.us), social hubs, and video and photo sharing websites. Focused blogging distributes content through the use of RSS (Real Simple Syndication) in the blogosphere and in blog search engines such as Technorati.

SMO experts optimize a site so that it is more easily linked to,

more highly visible to custom search engines, and more frequently included in relevant posts on blogs and podcasts. Your site becomes more linkable and more easily tagged for bookmarking, and it offers rewards for inbound links.

And your site also becomes more “portable” using PDFs, video files, audio files, and content that can be repurposed by other sites. You leverage the immense power of shopping portals like Amazon and eBay. And you profit from mass exposure through press releases and articles custom-developed for your property.

In short, SMO supercharges your online marketing by invoking the hottest and most current technologies available. It combines the elements of search engine optimization with the best features of a high-tech press campaign.



Get online social media sites to do high powered marketing for you!



Get the power of
online social networks
on your side

The Netsmartz SMO Service Package



Interview

Interview: we talk to you to get an assessment of your specific marketing objectives and your keywords (the words that your site will be optimized for).



Keywords

We do a "keyword analysis" to find the ideal keywords for your site.



Social Media

We post to social media sites including MySpace, Flickr, Facebook, Slideshare, Squidoo, Scribd, Digg, and 10 additional social media sites.



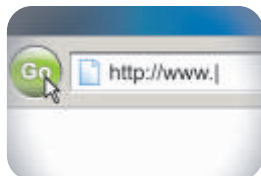
Video Creation

Video creation: with creative input and final review by you, we create and distribute two promotional videos of approximately one minute each in duration. These videos will be optimized and uploaded to Google Video, YouTube, metacafe, and 22 other video sites.



Social Bookmarking

We submit website, blog, press release, and video site URLs to StumbleUpon, del.icio.us, reddit, furl, spurl.net, and 20 other social bookmarking sites.



Deep Link Submissions

25 "deep links" into your site from sites under Netsmartz' control. Deep links go to internal pages in your site - very important.



Give your site online attention with Netsmartz SMO Services



Blog Submissions

Six blog postings, three each to Blogspot and WordPress accounts already established by Netsmartz or to accounts created for your campaign.

eBay and Amazon Promotion

We create product listings for you based on your products or services.

Press Release Distribution

- Collaboration with you in the development of suitable text for basic press releases using a question-answer methodology.
- Distribution of three such releases to 30 free press release sites.

Option: On request, Netsmartz can develop original press releases at a cost of \$500 per release. Such releases would be suitable for such venues as PRNewswire or PRWeb.com.

Reports

Netsmartz will offer a monthly and/or final report on all activity performed. This report will include both a summary of all activity to date and recommendations for future actions.

Customization

You can purchase the standard package above, or Netsmartz will customize a package based on your specific needs.

**Increase your traffic,
and propel your site
to online success!**

Netsmartz Social Media Optimization Services

Use the online social buzz to power your marketing strategy

Contact us today for pricing information or to talk about how SMO can move your business into the limelight.

Call 1-888-661-8967 or shoot an email to sales@netsmartz.net or emarketing@netsmartz.net



Call Us Toll Free
1-888-661-8967



About Netsmartz, the company

ABOUT NETSMARTZ

Netsmartz is proud of being a global, quality-driven information technology company and a Microsoft Certified Gold partner. We also have CMMI Level 3 and ISO 9001:2000 certification. As well as software development, we offer products and services in the areas of Search Engine Marketing, E-Learning Courseware, E-Marketing Solutions, and Technical Support.

Netsmartz has its headquarters in Rochester, New York and a roster of Fortune 500 companies as clients including Global Crossing, Kodak, Frontier Communications, Nellie Mae and Wegmans Food Markets. Today we number over 400 employees and have branch offices in Rochester, Boston, Toronto, and Mohali, India.

THE NETSMARTZ EMARKETING TEAM

The Netsmartz Emarketing division is made up of experts that supervise individual teams comprised of 10-20 members each. Each team handles a specific marketing activity like PPC, link building, search engine optimization or content development.

Though they are independent, teams work in close collaboration if the project requires it. The work is complemented by a design and development team that addresses website design, ecommerce functionality, and content management systems.

As a full spectrum Internet services provider, our mission is to facilitate your Internet success in every way possible.



NETSMARTZ CLIENTS

*This is a partial Client List.

All trademarks are the property of their respective companies





Netsmartz has impeccable credentials

NETSMARTZ CERTIFICATIONS

Besides our Quality certifications, Netsmartz is a Google Adwords Qualified Professional and Yahoo Search Marketing Ambassador. This means we have been certified by both these search engines as professionals competent enough to deliver reliable results on their sponsored search programs.

ISO 9001: 2000
CERTIFIED

Microsoft
GOLD CERTIFIED
Partner



ADWORDS™
QUALIFIED
COMPANY
Google

NETSMARTZ'S PROFESSIONAL ORGANIZATIONS

Netsmartz also has proven competency in the field of search engine optimization and is a registered member of these professional organizations.

↑TOPSEOs

SEMList.com

SEMPO :::
TOP OF SEARCH = TOP OF MIND®

CLIENT TESTIMONIALS

Over the years, we have reliably received positive feedback from our clients.

Reactions range from surprise to clear delight that we deliver much more than we promise. A few of their comments ...

“NetSmartz was a very professional company and completed the project on time and within budget. I would certainly use them again.” – Tom Grassi

Project Value: \$43,200

E-mail: tomg@vegasexperts.com

Phone: +1 440.746.1717 (EST, US)

“They do very good work.” – Danny Wheeler

Project Value: \$25,397

E-mail: dannyw@abletoaid.com

Phone: +1 435-313-3434 (PST, US)



Appreciation from loyal clients

CLIENT TESTIMONIALS



Global Offices



Office at Mohali



Office at Rochester

CALL US NOW!

Want to accelerate your web launch? Drop us an e-mail or simply pick up the phone and call. Visit us at www.netsmartz.net for more information.

“NetSmartz did a very good job for us. They deliver what they promise and they are always on time. We ran into a few hang-ups on the project. But they did a great job of correcting all problems to our complete satisfaction. Very professional.”

– Danny Wheeler

Project Value: \$16,520

E-mail: dannyw@abletoaid.com

Phone: +1 435-313-3434 (PST, US)

“Great company. I'm already discussing my next project them with. Highly recommend!”

– Susan Sweet

Project Value: \$7750

Email: SuesHealthCenter@aol.com

Phone: +1 804.301.4747 (EST, US)

“Netsmartz handled this project with professionalism throughout. They kept us informed every step of the way and were willing to offer good advice whenever requested. We would have no hesitation in using them again or recommending them to others.” – George Kounis

Project Value: \$4900

E-mail: gkounis@singleclicksolutions.co.uk

Phone: +44 208.882.6864 (UK)



Call Us Toll Free
1-888-661-8967

Call or email us now to get a free competitive analysis, or just to get started.

E-mail

E-mail us at sales@netsmartz.net

Call Toll Free

Call Toll-Free: 1-888-661-8967

San Francisco - Silicon Valley

1395 San Carlos Avenue
San Carlos, CA 94070
Toll Free Phone: (877) 456-4216
Direct: 650.364.3167
Fax: (877) 456-4216