



**“I was not sure what to expect with our search engine optimization for Miami Biscayne Bay Marriott, but the results have been phenomenal. If I had known we could gain results like these with VIZERGY, I would have budgeted for this campaign sooner.”**

Pete Hayda | Director of Sales and Marketing  
Miami Biscayne Bay Marriott

Today, 95 percent of all Internet shoppers use a search engine to find the products and services they purchase. Studies indicate that 65 percent of searchers click only on one of the top 10 links produced in their searches. With so much revenue at stake, Search Engine Optimization is the most effective means to capitalize on your Web site.

The goal of a natural search marketing plan is to increase the visibility of a Web site through non-paid means. VIZERGY does this by increasing and maintaining first-page ranking on a set of targeted keywords that drive consumers to client Web sites, as well as, by maintaining top positioning on the most critical search phrases.

### What is It?

Search Engine Optimization (SEO) involves creating or modifying a Web site to make it more search engine friendly to drive more potential customers to the site. VIZERGY uses highly specialized techniques to ensure that a link to your Web site appears high in search results for consumers seeking properties in your area. Our SEO program utilizes strategic keywords to place you in a position most visible to consumers.

### Features

- Extensive Experience - Performing SEO Since 1998
- Trained and Certified, In-House Search Marketing Professionals
- Utilization of Top Search Engines
- Commitment to “White Hat” Marketing Techniques, in addition to Google, Yahoo and MSN Protocols
- Knowledge of How Search Engines Work – Considers Crawlers, Indexing and Ranking Algorithm
- Utilization of the Powerful SEO SuperReporter – Only Company in the Market to Use This Tool
- Optimized Content and Copy – Keywords and Phrases throughout Site – Using Keyword Research; Title, Meta & Alt Tags; Writing for Search Engines; Link Building; Measurement, Monitoring & Re-optimization

### Benefits to You

- Highly Qualified Experts Dedicated to Optimizing Your Web Site
- More Visibility With Focus on Most Used Search Engines
- Generation of Search Results Listing Your Site
- Delivery of the Right Customer at the Right Time
- Assurance that You’re Never “Kicked Out” of Search Engines for Inappropriate Optimization; Dramatically Increases Traffic
- Combined Search Marketing Data, Allowing for Prompt Reaction to Changes in the Market for Guaranteed Optimized Results
- Peace of Mind - Your Most Profitable Revenue Stream being Managed by the Most Experienced Hospitality Professionals in the Industry
- Significantly Increased Overall Site Traffic – Increase Site’s Search Ability to Secure First-Page Positioning on All Major Search Engines for Critical Keyword Phrases
- Substantially Improved New Guest Acquisition
- More “Indexable” Pages in More Engines and Directories for Increased Search Engine Visibility