

## Bitpalast® Search Engine Optimization

A site receives most of its visitors from search engines such as Google, Fireball, Lycos, and Yahoo. That's where you start if you're looking for information on the Internet. Search engines are keyword-oriented. Keywords are the most important terms that best describe a topic. You will only receive a large number of visitors if your site is placed right at the top of the search results for the keywords. To get your site to the top of the search results, you need the correct tools.

Bitpalast® Search Engine Optimization is a reliable promotion tool that enables you to achieve outstanding results. Bitpalast® Search Engine Optimization is a service that runs over several months and requires detailed knowledge about the search mechanisms of the big search engines. Bitpalast® has this expertise and deploys it to maximize your success. Bitpalast® experts are involved in search engine optimization on a full-time basis. See the free brochure "Bitpalast® Search Engine Optimization" for details about the course of an optimization plus tips on the successful execution of an optimization project.

- ✓ A search engine expert is your personal contact
- ✓ Free technical support from personally designated Bitpalast® technicians
- ✓ An expert, strategic approach secures long-term success, for Bitpalast® rejects spam.

**The Bitpalast® web design foundation includes Bitpalast® Search Engine Optimization!** You only require this search engine optimization functionality if you want to increase the number of visitors to a site created by another provider.

For customers within the EU, the prices do not include VAT. Offer only good for businesses outside Germany with an EU VAT ID.

Bitpalast® Search Engine Optimization	749.00 Euro <sup>1, 2</sup>
Bitpalast® HTML editing, up to 30 pages, if needed for a successful search engine optimization	inclusive
Bitpalast® technical support	free

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1) Within the scope of a search engine optimization, Bitpalast® also recommends inclusion in important web directories such as Yahoo. These entries are charged separately. You decide whether you want to include the chargeable services in your optimization. Read more about this in the free brochure "Bitpalast® Search Engine Optimization." 2) A successful search engine optimization may require the use of accurate statistics for your site. If your current data center doesn't provide statistics of this type, Bitpalast® recommends that you transfer your site to a Bitpalast® NTT/Verio™ data center. This may give rise to additional costs. © 2003 Bitpalast GmbH. All rights reserved. Bitpalast® is a registered trademark of Bitpalast GmbH. All other brands are registered trademarks of their respective owners.

