

2008 MEDIA KIT

INTERNET MARKETING
SEARCH ENGINE OPTIMIZATION

Company Overview

Direct Hit Solutions, Inc. was founded in November of 2005. How does such a young company with a local focus get so much National attention so quickly? One word. Talent. Founded on the principles of ethical Search Engine Marketing best practices and ROI focused online marketing campaigns, Direct Hit Solutions has risen to the top in one of the most competitive industries out there today; this being Search Engine Marketing. Most would say starting with only one service would be a recipe for disaster, but not for DHS. Specializing in Pay Per Click Advertising was a first step and mastering this was only one obstacle DHS would have to hurdle. Six months after Direct Hit Solutions was started, Organic Optimization or commonly referred to as Search Engine Optimization, was introduced to DHS clients and was an instant success.

Now only 2½ years later Direct Hit Solutions has exploded on to the scene now winning 6 consecutive TopSEO's "Best In Search" Organic Optimization awards and is now recognized as one of the top 30 SEO companies in the U.S.

Why Direct Hit Solutions?

The Youngest SEO Company In The U.S. to ever be recognized as a "Best In Search" Organic Optimization provider.

Award Winning SEO Services and currently 6 months running as a Top SEO company in the U.S.

The Youngest and Most Progressive SEO Company In The U.S.

Detailed Reporting

- Keyword Trends
- Competitive Analysis
- Visibility Statistics
- Traffic Details



Direct Hit Solutions is based out of Libertyville, IL (Chicago).



SEARCH ENGINE OPTIMIZATION

Complete SEO Packages

- Detailed SEO Strategy and Plan
- Competitive Analysis
- Professional Keyword Consulting
- Professional Keyword Analysis
- Target Keywords Optimized
- Optimizing Title Tags, Meta Tags, Alt Tags, etc...
- Image Optimization
- Rich Media Optimization
- Sitemap Creation and Implementation
- Company Blog Setup and Management
- Viral Campaigns – LinkedIn, Ryze, Xing, etc...
- Professional Copywriting
- Blog Writing and Posts
- Domain Rewriting
- Premium Link Building
- Press Release Writing and Distribution
- Directory Submissions
- Online Reporting
- Online, Phone, Email and Onsite Support

ETHICAL SEO ONLY: We only practice white-hat services and have never and will never provide unethical practices including gray-hat or black-hat techniques like some of our competitors.

COMPLETE SITE AUDITS: We do everything and miss nothing. Search Engines today, especially Google, look at everything. Our clients never need to worry about changing algorithms as we do everything right, the 1st time.

KEYWORD RESEARCH: Our keyword research is focused on keyword statistics from Google, Yahoo, and MSN. We find long-tail and short-tail keyword statistics that will result in quality website traffic. We also find keyword trends before the other guys do.

LINK BUILDING: Link campaigns will consist of solely one-way linking, so the client will not have to add links from the other sites or setup a "links" page on their website. We make sure the only link building we do is from websites that will increase our client's traffic and Organic rankings on the Search Engines.

ONLINE SEO REPORTING: We use Web Trends SEO analytics and offer client reporting online unlike most of our competitors. Most SEO's reporting is sub-standard and you have to ask over and over to see what's going on. Our reporting is available online and updated every 2 weeks to show progress.

RESULTS FOCUSED: Our ethical SEO results are seen quickly. Start noticing improvement in rankings in the 1st 30-60 days! We don't need to use the word "guarantee" as our SEO Services speak for themselves.

