



Tops Website Hosting

28 Avenue B · Holbrook · NY · 11741
631-316-8677 · vinny@topswbsitehosting.com

Dear Pool Guard Vendor:

First, let me congratulate you on becoming a Pool Guard Dealer. With some hard work and a good internet presence you will have a successful business making pools safe for kids.

In January, 2007 we were hired by Sean of Pool Guard of Long Island to create a web site and Google Ad Campaign. Pool Guard of Long Island doubled its business and has become one of the largest dealers of Pool Guard safety fence. With the success of Pool Guard of Long Island we have decided to make a template based website that all share the same layout and colors, but have individual photos and company information. Using a template based website will save you thousands of dollars and give you a professional and informational site.

Having us create the site and host it will save you time and money because updates to the website including product info, images and company info become easier and are included with a hosting package. Any change requests by you or Pool Guard will automatically be changed on your site and all the other Pool Guard sites that we host. For example a new dealer website link, or a new color fence that has become available. Since Pool Guard has regional dealers you will not be competing with other Pool Guard dealers and can share website links and customer referrals. In other words, your website will link to all other Pool Guard dealer websites and since they all look similar the customer will know that there still getting the high quality Pool Guard fence and were not sent to another company.

When a visitor sees your site you want them to “stay a while” a lot of people will click onto a site then click off within less then a minute. You need to offer content / information, so your customers will surf your site, learn about you, view your photos and show others, especially the other person making the household decisions. Once a customer visits your site you now need them to want to call you. Your website is their first impression and salesperson. Once they make that call or send that e-mail the site has done its job and now its up to you.

Most new dealers do not have photos of fences they have installed, so for their first year we will use photos from other Pool Guard websites including Pool Guard manufacturing. As you complete jobs and e-mail us the photos we will add them to your site. You can visit some sites we have already done by going to www.poolguardoflongisland.com , ohio-poolfence.com or ijzpoolssafetyfence.com.



Thank you,

Vincent Biondo



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INTERNET SUCCESS

There are 5 steps required in order to have a successful internet campaign.

Step 1

Domain Name: Your domain name should have keywords in it. You should purchase your domain name for at least 5 years. The longer you own the domain name the higher the search engine ranking you will get. Before purchasing a domain name please contact us. It is very important that it is setup properly.
\$85.00 for 5 years

Step 2

Website Hosting & Search Engine Optimization: You need to rent space on the internet. This is a yearly fee that includes the space to host your site, control panel, e-mail access and blog. Not only will we host your website but we will manage it. Management includes updating any info, photos, content, add or delete e-mail addresses, website support and **search engine optimization.*** Your E-mail address will be anythingyouwant@yourdomainname.com for example sean@poolguardoflongisland.com or sales@ohiopoolfence.com. **\$225.00 a year**

Step 3

Website: Most businesses have a “business card website”, which means there are only 2 or 3 pages that basically just have a little info about the company and their products. These sites do not rank very well in any search engine and the click off rate is very high. We will build you a compressive website that is customized for you. Your website will have 12 pages, sitemap.xml, urlist, robot.txt, ror, blog, contact form, description meta tags, keyword meta tags, copyright meta tags and the proper titles. Having a great site will increase your sales and reduce phone calls from people with basic questions. A good site over time will rank high with search engines using specific keywords. If you live in New York and search swimming pool fence Nassau, swimming pool fence Suffolk, swimming pool fence Long Island, pool fence Nassau , pool fence Suffolk , pool fence long island through Google, Yahoo or Bing you will see Pool Guard of Long Island on the first page.
\$395.00 one time fee

Step 4

Advertising: There are many different ways to spend your advertising dollar. The proven method used by companies in your industry is Google Ad words. This is a pay per click advertisement campaign that targets people who are looking for you. When a person searches keywords like, pool fence, swimming pool fence in your target area your website will appear on the first page of Google. The biggest advantage to pay per click advertising is that you only pay when somebody clicks your link and visits your site. The fee per click changes in each region and is based on what your competition is willing to pay. For a free cost analysis please contact us. We never take a percentage of your advertising dollar. If you put \$500.00 towards advertising then you will get \$500.00 worth of clicks. **\$200.00 a year**

Step 5

Current: In order to keep your site ranked high and fresh looking it needs to be updated yearly. Search engines know when a site has not been updated and will rank old sites lower. The simplest way to update a site is to change photos and add content to your blog. With our hosting package we include updates to your website pages including photos and content. You will also be able to post your own blog simply by sending an e-mail to your web site. The site will automatically post the blog and submit it to search engines. A blog is a short paragraph that relates to your business. When a customer tells you a story about your fence, why they like it or anything you simply write a short paragraph and submit it to your blog via e-mail.
FREE - Included with a web hosting

*search engine ranking cannot be guaranteed. We can guarantee: That we will make as many changes as required and wont give up.