

End-to-End Search Engine Optimization

OVERVIEW WebPosition Gold is the industry's #1 Search Engine Optimization (SEO) solution. Used by thousands of companies and SEO consultants worldwide, WebPosition enables online marketers to optimize their web sites' visibility with the search engines to improve their position and drive greater numbers of qualified visitors to their sites.

SMARTER SOLUTIONS FOR TODAY'S CHALLENGES

Competing with other web sites for a top position on the search results pages isn't easy. The variables that influence search visibility and rankings are constantly changing. To gain and *maintain* a competitive edge, you must continuously monitor, analyze and optimize your search results to ensure your site is positioned for maximum visibility. Without the right tools, effective SEO is virtually impossible.

Designed to deliver the complete, end-to-end SEO process within a single solution, WebPosition Gold 3 makes it easier to achieve improved rankings that generate better results.

NEW WEBPOSITION GOLD 3 ENHANCEMENTS INCLUDE:

Easy-to-use, intuitive user interface and powerful new Mission Manager to streamline workflow.

Optimal keyword selection from Wordtracker to identify the most popular and least competitive keywords related to your business. (Exclusive offer for WebPosition Gold customers: 50% more keywords FREE*)

*versus Wordtracker Free Database trial

Increased global coverage of nearly 200 search engines, including new shopping engine Froogle.

Integration with WebTrends to track specific keywords and engines beyond the clickthrough to conversion, revenue and ROI.

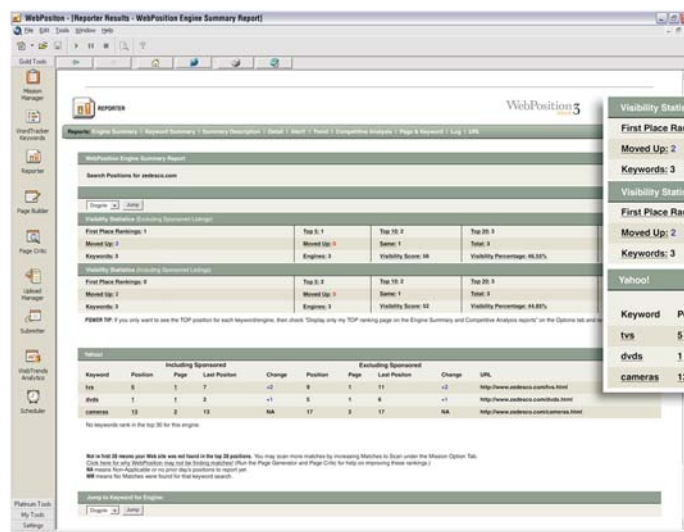
Enhanced keyword ranking reports on both paid and organic search listings.

Expanded expert advice and recommendations from WebPosition's Page Critic.

Automatic scheduling of reports to email to executives or SEO consulting clients.

Exceptional value from the WebPosition Platinum upgrade, including:

- Meta Manager - to help manage meta and title tags
- Link Defender - to identify broken links
- Code Defender - to minimize competitive copying of web pages
- Support for 25 additional search engines



Visibility Statistics (Excluding Sponsored Listings)									
First Place Rankings: 1	Top 5: 1	Top 10: 2	Top 20: 3	Top 30: 3					
Moved Up: 2	Moved Up: 0	Same: 1	Total: 3	Gain/Loss: 2					
Keywords: 3	Engines: 3	Visibility Score: 56	Visibility Percentage: 46.55%	Online Help					
Visibility Statistics (Including Sponsored Listings)									
First Place Rankings: 0	Top 5: 2	Top 10: 2	Top 20: 3	Top 30: 3					
Moved Up: 2	Moved Up: 0	Same: 1	Total: 3	Gain/Loss: 0					
Keywords: 3	Engines: 3	Visibility Score: 52	Visibility Percentage: 44.85%	Online Help					
Yahoo!									
Including Sponsored			Excluding Sponsored						
Keyword	Position	Page	Last Position	Change	Position	Page	Last Position	Change	URL
tvrs	5	1	7	+2	9	1	11	+2	http://www.zedesco.com/tvrs.html
dvds	1	1	2	+1	5	1	6	+1	http://www.zedesco.com/dvds.html
cameras	13	2	13	NA	17	2	17	NA	http://www.zedesco.com/cameras.html

View rankings and visibility scores for both paid and organic listings in a single report.

The entire SEO process in a single solution

WEBPOSITION GOLD takes the mystery out of search engine optimization, providing an indispensable solution for both experts and those new to the practice.



WebPosition Gold 3 provides a complete, step-by-step process to optimize your web site. With Wordtracker and WebTrends, it's easy to identify optimal keywords and prove that they drive business results.

1 RESEARCH AND SELECT OPTIMAL KEYWORDS

Identify which keywords and phrases related to your business are most searched on and which are least competitive using the Wordtracker Keywords module. Then, track which keywords have performed best on your site with WebTrends Analytics. Target keywords can be imported directly into WebPosition to start the SEO process off right.

2 BUILD AND SUBMIT PAGES

Design and build optimized web pages with Page Builder's HTML template. Pages can be uploaded and submitted, as necessary, to the search engines.

3 MONITOR YOUR RANKINGS

The Reporter module provides ranking and visibility scores for both paid and organic listings, enabling you to compare your results versus your competitors in a single report. New reporting options allow you to examine rankings grouped by keyword or engine, and improved data export features enable you to do advanced trending and business analysis in Microsoft®Excel® or other analysis packages.

4 OPTIMIZE YOUR PAGES

Knowing your position for various keywords and search engines is only the beginning. The Page Critic module is the "magic" behind WebPosition that provides straightforward recommendations on steps to take to optimize your site. Recommendations are based on a comparison of your pages to an index of top-performing sites, as well as on comparisons to specific competitors you identify.

5 ANALYZE YOUR RESULTS

Top positions mean nothing unless they drive business results. With WebTrends Analytics, users can track search results through to conversion and revenue, and can incorporate cost data for a true ROI picture. See which search engines are driving the most qualified traffic. Understand which keywords or phrases result in greatest revenue. And compare your results for both paid and organic search activities with results from other online marketing activities to ensure you are maximizing ROI. WebPosition Gold 3 and WebTrends close the loop, enabling you to drive better online marketing results.

Search engine optimization is not a one-time event. The SEO environment is constantly changing. Search engines update their rules, competitors optimize their sites, and new competitors enter. To keep on the pulse, the Page Critic Service updates you on a continuous basis when changes occur that may affect your rankings. Built on years of industry expertise, the Page Critic Service is a must-have subscription to ensure you gain and *maintain* the competitive edge.

Which edition is right for you?

Whether you are a marketer at a global corporation, a small business owner, or an in-the-trenches SEO professional, WebPosition has the right product to meet your needs.

	Standard Edition	Professional Edition
WHAT'S NEW		
Easy-to-use interface with powerful Mission Manager and customizable report templates.	●	●
Integration with Wordtracker for researching and selecting target keywords. (Exclusive: 50% more keywords FREE*).	●	●
Increased global coverage with nearly double the number of search engines, including new shopping engine, Froogle.	●	●
Enhanced reporting on both organic and pay-per-click search listings.	●	●
Expanded expert advice from Page Critic to improve your search positions.	●	●
Automatic emailing of ranking reports to executives or SEO clients.	●	●
Platinum upgrade: Including integrated Meta Manager, Link Defender and Code Defender, as well as 25 additional engines (total 200).	optional	optional
Web Analytics from WebTrends for tracking search engine results through to conversion (separate purchase required).	optional	optional
Ideal for SEO Consultants: Improved exporting of WebPosition data into Microsoft Excel for further analysis. Private-label reports with your logo to email to your clients.		●
CORE FEATURES		
Wordtracker Keywords module: Identify which keywords are most popular for your category and import into WebPosition.	●	●
Page Builder module: Create new HTML pages that are optimized for your target keywords.	●	●
Upload Manager module: Upload HTML pages to a production server.	●	●
Submitter module: Simplify the process of submitting web pages to the search engines.	●	●
Scheduler module: Easily schedule missions such as running reports and uploading pages.	●	●
Reporter module: Generate valuable reports on keyword rankings and visibility scores.	●	●
Page Critic module: Built on years of expertise, it provides specific advice on the actions to take to optimize your pages for improved search results.	●	●
Page Critic Service: To be informed of continual changes in the SEO environment, the Page Critic Service is an on-going subscription service that alerts you to changes that may affect your site and provides expert advice on how to respond.	3 months free	3 months free
WebTrends Analytics: Track organic and paid listings through to conversion and revenue. Integrate cost data for a true ROI picture.	optional	optional
SCALABILITY		
Number of domains supported	up to 5	unlimited
Unlimited keywords, missions and pages	●	●
PRICING		
30-day free trial	●	●
45-day money-back guarantee	●	●
Single-license pricing	\$149	\$349
Customer upgrade discount for current WebPosition 2 customers	50% off	50% off
"Getting Started with WebPosition" video-based training	\$39	\$39
*Platinum upgrade: (3 additional modules plus 25 additional engines)	\$99	\$99
*Page Critic Service: (Best value: 12-month subscription)	\$99	\$99
*WebTrends Web Analytics: Available in three editions: Small Business, Professional and Enterprise.	Visit webtrends7.com for pricing and a free trial	

*versus Wordtracker Free Database trial

SYSTEM REQUIREMENTS:

Windows 95/98/ME/2000/NT/XP:

- Pentium 400 mhz or greater
- 64MB RAM or more depending on O/S
- 10MB of hard drive space plus space for downloaded files
- MS Explorer 5.0 or higher recommended

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WebPosition is an offering of the WebTrends business unit of
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