

JANUARY 2007 :: WEB SITE OPTIMIZATION LLC.

http://www

INTRODUCTION TO Web Site Optimization

:: Higher Traffic and Speed, Guaranteed

Company, Services, & Case Studies

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Web Site Optimization, LLC.
www.WebSiteOptimization.com



About Web Site Optimization, LLC



*Founded in 2002
by Andrew King,
WSO employs 19
experts in most
aspects of web
optimization
including web
design, web
performance,
and Internet
marketing.*

Web Site Optimization, LLC is a privately held web performance and Internet marketing firm based in Ann Arbor, Michigan. WSO specializes in **boosting the ROI** of existing websites through:

➔ **Website Performance**

- Analysis (front-end and back-end)
- Optimization (above + graphics and multimedia)

➔ **Search Engine Marketing**

- Natural SEO
- PPC Advertising
- Conversion rate optimization & A/B Split Testing
- Analytics

➔ **Website Development**

- Website redesigns
- Usability and Accessibility Evaluations
- Multichannel Blogsites



Select Clients



Website Performance Services

Web browsing is the **most frustrating experience** people have with computers (Ceaparu et al. 2004) with dropped connections & slow downloads topping the list. WSO specializes in analyzing and **optimizing slow-loading websites**. We offer:

- ➔ **Website speed analysis** – locate performance bottlenecks / recommendations
 - Front-end (content analysis, before/after code, baseline)
 - Back-end (server, database, performance metrics)
- ➔ **Website speed optimization**
 - Graphics optimization
 - Multimedia optimization (Flash, Video, Audio)
 - Front-end (content) – standards-based recode
 - Back-end (server, database, middleware, SQL queries, CMS, platforms)

Typical speedups range from 30% to 60%, with backend optimization boosting speed by an order of magnitude.

Website Performance – Frontend Analysis

Our front-end website performance analysis service is designed to locate performance bottlenecks in the content you deliver and recommend solutions to streamline your content and **maximize website speed**.

➔ Front-end performance analysis

- Baseline size, speed, composition – compare with norms
- Performance bottlenecks and recommendations
- **Before/after code examples** of (X)HTML and CSS
- Graphic/JavaScript menus to CSS menus
- Graphic optimization/conversion tips
- Review (X)HTML, CSS, and JavaScript
- Flash / multimedia analysis available



Website Performance – Backend Analysis

Our backend website performance analysis service is designed to pinpoint performance bottlenecks in your delivery platform (server, database, network) and recommend solutions to **optimize server response time**.

➔ **Back-end performance analysis (custom)**

- Monitor web logs (add "byte size" & "time taken")
- Collect configuration info (web server, database server, & network)
- Baseline site
- Perform Time of Day, Page size, and Top User Paths analysis on web logs
- **Identify target pages**
- Profile each target page to identify problem areas in XSLT etc.
- Locate problem areas to rewrite for optimal performance
- Identify slow database queries using SQL profiler if applicable
- Show which SQL queries to optimize



Search Engine Marketing (SEM) Services

Most people click on natural search results (72% on Google), yet search marketers spend over 93% of their SEM budget on PPC marketing (Marketing Sherpa 2004 & 2007). Clearly our marketing budgets are **out of whack**.

➔ Natural Search Engine Optimization (SEO)

- Search Engine Analysis
- Search Engine Optimization

➔ PPC Optimization & Analysis

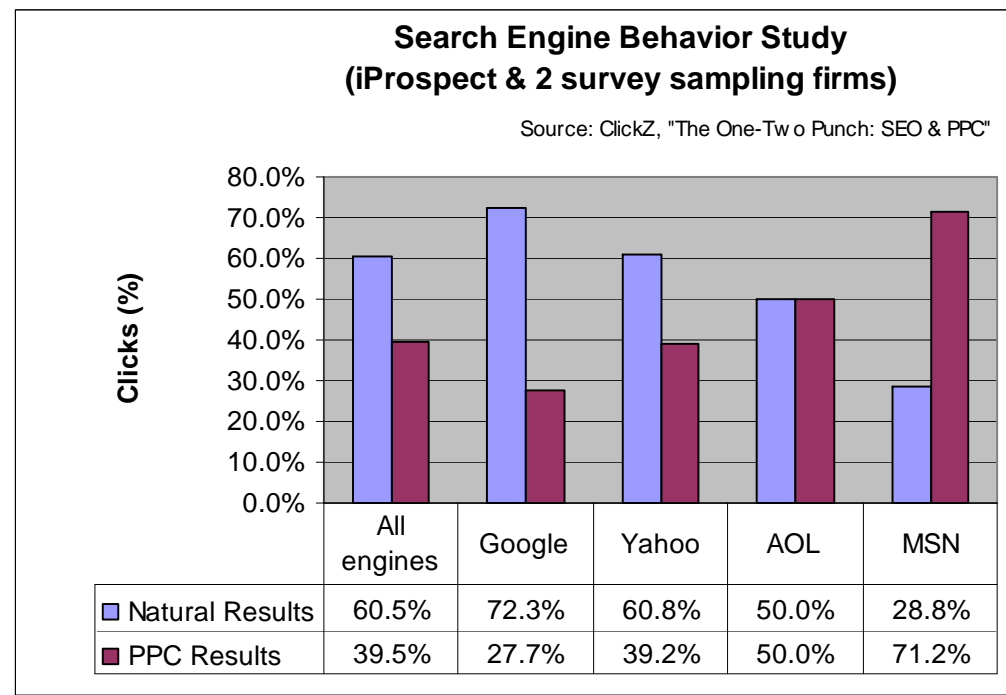
- PPC Analysis
- PPC Optimization & Setup

➔ Conversion Rate Optimization

- Persuasive Copywriting
- A/B Split Testing

➔ Analytics

- Close the loop



In a May 2006 survey, for B-to-B companies only 5% of their online budget was devoted for SEO while over 5 times that was devoted to PPC. Marketing Sherpa 2007, "Buyers Guide Search Engine Optimization (SEO) Firms 2007"

Natural Search Engine Optimization – Phase I

Our natural SEO services are designed to boost your search engine rankings with on-site keyphrase optimization, targeted content, and off-site PR to generate backlinks.

PHASE I

➔ Search Engine Optimization Analysis (SEOA)

- Best practice **SEO marketing plan**
- **Keyword frequency analysis** and recommendations (titles/metatags/hx/urls)
- Site analysis (gaps in content coverage?)
- Baseline positioning
- Competitive analysis / **Google gap analysis**
- **Linking plan** for specific high-return keyphrases



Natural Search Engine Optimization – Phase II

Phase II and III of our natural SEO services execute the SEOA. First we optimize the website with the meta information from the SEOA and flesh out any missing content. Then we generate backlinks and boost your search engine visibility with monthly online PR.

PHASE II

➔ Site Update

- Implement the SEOA – “**Bake in**” the SEO
- Update meta info > Add pages (persuasive copywriting) > Redesign

PHASE III

➔ Monthly PR campaigns: pick your level of service

- Silver
- Gold
- Platinum
- Rhodium



Natural SEO Continued – Phase III Monthly PR

➔ **Silver** SEO Linking Campaign: (6/12 months)

- SEO Linking – 10 hours
- Monthly Report

➔ **Gold** (6/12 months)

- SEO Linking – 12 hours
- **1 Press Release** / Month
- On the Page SEO Consulting – 1 hour
- Monthly Submission and Backlink Report

➔ **Platinum** (6/12 months)

- SEO Linking – 15 hours
- Media List and PR to Media Professionals
- 2 Press Releases / Month
- On the Page SEO Consulting – 2 hours
- Monthly Submission and Backlink Report

➔ **Rhodium** (6/12 months)

- SEO Linking – 25 hours
- Media List and PR to Media Pros
- 3 Press Releases / Month
- On the Page SEO Consulting – 4 hrs
- Monthly Submission & Backlink Report



PPC Analysis Service

Our PPC experts will evaluate your pay-per-click advertising for best practices and maximum CTR.

➔ **PPC Analysis (PPCA)**

- Expert independent **third-party review** of your PPC campaigns
- Specific recommendations to increase your click through rates
- Ad group analysis
- **Keyword analysis** / variants covered?
- Recommend tracking (Clicktracks, Google, etc.)
- Estimates on monthly budget / CPC / ROI
- Quote on PPC optimization service



PPC Optimization Service

Our **Google-certified** PPC experts set up your campaigns right the first time for maximum CTR and targeted leads ready to buy. You'll get fast results while your SEO rankings gradually improve.

➔ PPC Setup & Optimization

- Research, choose, and bid on **keyword phrases** relevant to your services
- Create ads with captivating titles and descriptions for **maximum CTR**
- Optimize and maintain your Google AdWords and Yahoo! programs
- Maintain and **continuously improve** your campaigns for excellent ROI
- **Obsessively track** your conversion and ROI metrics.



Conversion Rate Optimization

Conversion rate optimization is the process of optimizing your web pages to minimize your bailout rates and maximize your conversion rates through **persuasive copywriting and layout** to convert more visitors into buyers.

Conversion Rate Optimization

- ➔ Fastest & easiest way to **increase sales** without spending \$ on traffic
- ➔ **Persuasive Copywriting** – convert leads into customers
 - Benefit-oriented copy to compel visitors to ACT
 - Benefits not features
- ➔ Proven **layout recommendations**
- ➔ Primary and secondary **calls to action**
- ➔ Landing page copywriting



A/B Split Testing

- ➔ Most successful companies **test everything**
- ➔ GoToMyPC increased conversion rate by 400% by testing
 - Headlines
 - Calls to action / Copy
 - Images / Layout / Buttons...



METRICS: A/B/C Split Testing

- ➔ Taguchi-like **multi-variable split testing** compares different variables
- ➔ **Tracks conversion rates** for different headlines, layout, copy, etc.
- ➔ Takes guesswork out of conversion rate optimization

Original Headline

Free SEO Report Shows the Top 10 Sites at Google For Your Keywords, the Links That Got Them There, And How You Can Get There Too.

Sign Up Headline

Sign Up for Your Free SEO Report and Start Increasing Your Traffic and Search Engine Rankings Today!

Discover Headline

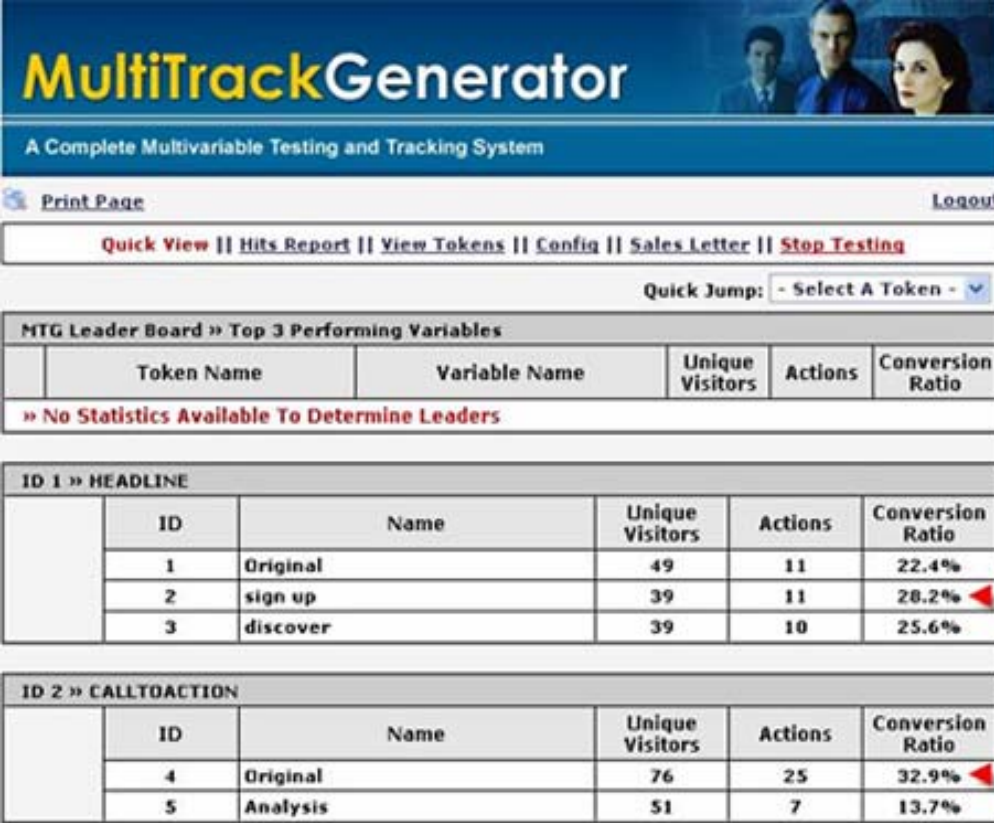
Discover How You Can Start Increasing Your Search Engine Rankings, Traffic and Sales With Your Free SEO Report!

Original Call to Action

Reserve Your Free SEO Report Now...

Analysis Call to Action

Reserve Your Free Web Site Evaluation and Competitive Link Analysis Now...



MultiTrackGenerator
A Complete Multivariable Testing and Tracking System

Print Page Logout


Quick View || Hits Report || View Tokens || Config || Sales Letter || Stop Testing

Quick Jump: - Select A Token -


MTG Leader Board » Top 3 Performing Variables

| | Token Name | Variable Name | Unique Visitors | Actions | Conversion Ratio |
|--|------------|---------------|-----------------|---------|------------------|
| » No Statistics Available To Determine Leaders | | | | | |

ID 1 » HEADLINE

| | ID | Name | Unique Visitors | Actions | Conversion Ratio |
|--|----|----------|-----------------|---------|---|
| | 1 | Original | 49 | 11 | 22.4% |
| | 2 | sign up | 39 | 11 | 28.2%  |
| | 3 | discover | 39 | 10 | 25.6% |

ID 2 » CALLTOACTION

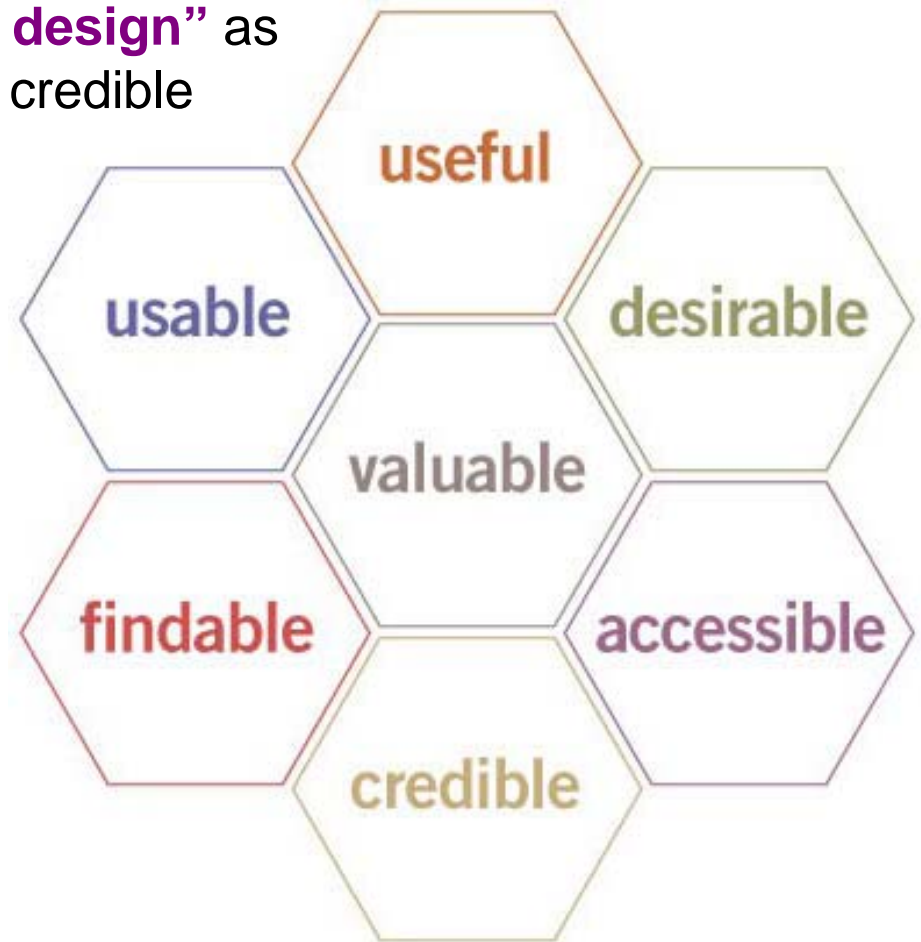
| | ID | Name | Unique Visitors | Actions | Conversion Ratio |
|--|----|----------|-----------------|---------|---|
| | 4 | Original | 76 | 25 | 32.9%  |
| | 5 | Analysis | 51 | 7 | 13.7% |

Website Development Services

Credibility is all important for successful websites. Over 46% of users cite a “**clean professional design**” as the reason for perceiving a website to be credible enough to buy from (Fogg et al. 2003).

➔ WSO provides

- Web design
- Usability and accessibility
- CMS
- Blogsites
- Persuasive Copywriting



The User Experience Honeycomb

Reproduced with permission (Morville 2004)

Website Design Services

Maximize your conversion rates by combining compelling benefit-oriented copy with a clean, professional look. WSO delivers your brand with impact.

- ➔ **Professional Design** – target audience with right look and feel
- ➔ **Intuitive Web Site Architecture** – SEO friendly, high “information scent”
- ➔ **Standards-based web design** – CSS menus, CSS layout and style

THE PROCESS

- ➔ **Web Site Mock-Ups & Templates**
 - Graphic comps for your approval
 - HTML templates/pages
 - Templates for CMS
- ➔ **Web Site Construction**
 - SEO best practices
 - Fast and accessible



Website Accessibility Evaluation

Evaluate major paths in your web site for **actionable recommendations** to comply with Section 508 Federal law and WCAG 1.0 guidelines. Accessibility lab led by PhD with years of experience evaluating complex websites.

We evaluate:

- ➔ **Users who are Blind** – works with screen reader, keyboard?
- ➔ **CSS** – content separated from presentation?
- ➔ Reading order – page render correctly when linearized?
- ➔ **Low vision** – Color combinations and sufficient contrast?
- ➔ PDFs – Created using Acrobat 6.0 or higher for accessibility?
- ➔ **Multimedia accessible?** Captions synchronized with audio, keyboard access?
- ➔ **Section 508** evaluation summary
- ➔ **WCAG1.0-Priority 1** evaluation summary
- ➔ Detailed **code examples** and recommendations for significant problems
- ➔ Summary of overall findings and recommendations for compliance



Website Usability Review

User interface review identifies & recommends solutions to usability problems with your website flow. Our usability experts perform a “**heuristic evaluation**” using a structured walkthrough process, where major usability issues are **caught before development**. We evaluate:

- ➔ Visibility of system status – keep users informed
- ➔ Match system and the **real world** – speak users’ language
- ➔ **User control** and freedom – clear Exit? Undo? Back buttons?
- ➔ Consistency and standards – best design practices
- ➔ Error prevention
- ➔ **Recognition** rather than recall – minimize cognitive overhead
- ➔ Flexibility and efficiency of use – **accelerators** for experts, tailored
- ➔ Aesthetic and minimalist design – **avoid irrelevant information**
- ➔ Help users recognize, diagnose, and recover from errors – plain language
- ➔ Help and documentation
- ➔ **Severity Ratings**: low, moderate, high



Blogsite Service

Blogsites are a easy way to add a powerful, **turnkey multichannel blog** to your site complete with RSS feeds, topic clouds, and a searchable interface.

- ➔ **Multiple weblogs**
- ➔ Briefing Channels (customized clipping service)
- ➔ Syndicated **guest weblogs**
- ➔ Intelligence channels (**private clipping service** for story ideas/intelligence)
- ➔ **RSS** (Atom, OPML, etc.) Support
- ➔ **Auto-ping** news aggregation sites (Syndic8, Feedster, RSSFeeds.com...)
- ➔ Search Engine Ranking Reports
- ➔ Optional **TopicCloud** of keyphrases sized by popularity
- ➔ Skinned to match your design

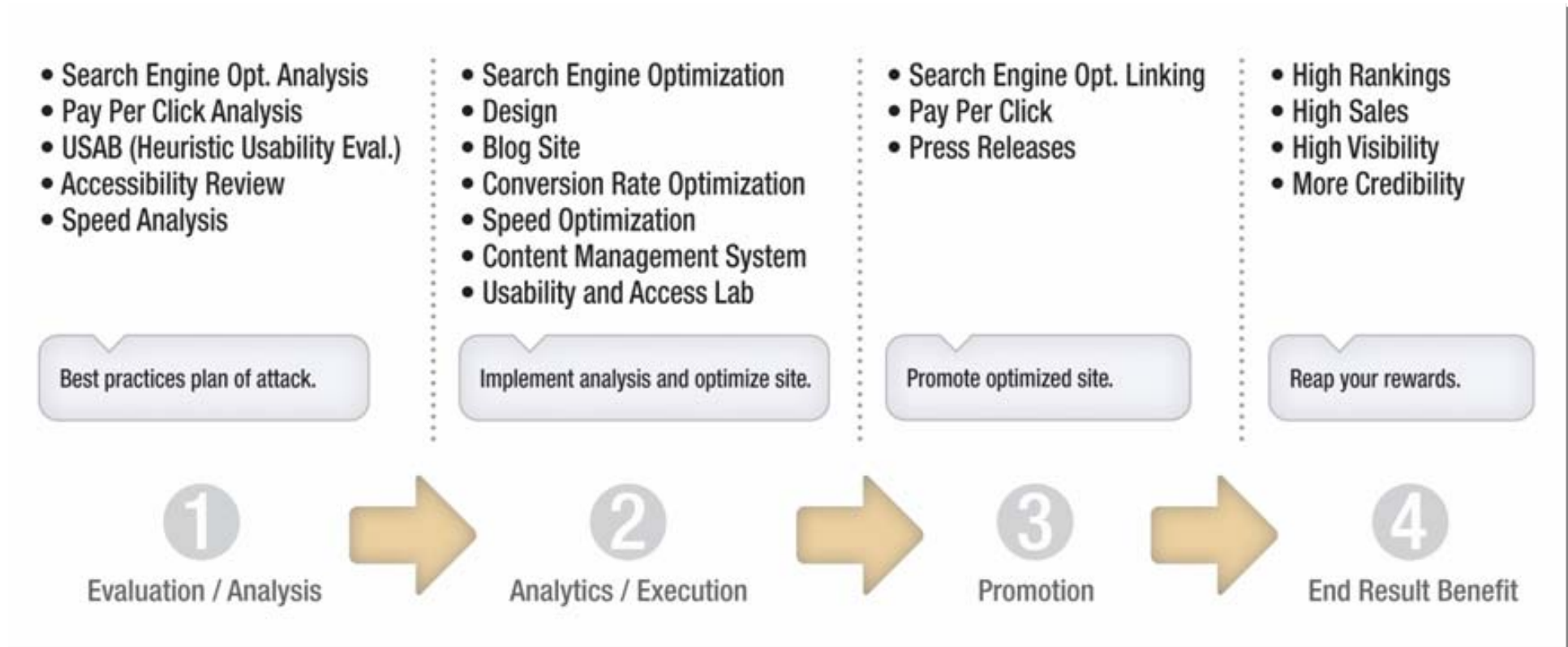


Blog



MyST Blogsite™

The Optimization Process



Case Study: PhillyDentistry.com

What are the results you can expect from a coordinated strategy? Dr. Ken Cirka of PhillyDentistry.com experienced a **10-fold increase in referrals**.

Web Results 1 - 10 of about 1,100,000 for [philadelphia dentist](#)

#1 in PPC

Need a Philly Dentist?
www.PhillyDentistry.com/Philly
Free 1st Exam

Sponsored Links

For Healthy Teeth & Gums, Cosmetics & Natural Veneers &

Dr Eidelson Cosmetics
bellavistadental.com Sat & Evening Free Meet parking Phila. Implant PPO Ins Pay Plans

Dentist Philadelphia
www.dentalcomfortzone.com The Dental Comfort Zone: Comfort is our middle name.

Local results for dentist near Philadelphia, PA

 [Penn Dental-Robert Schattner](#) - 2.1 miles W - 240 S 40th St # 3, Philadelphia, 19104 - (215) 898-4615

[Cirka Ken DDS](#) - 0.3 miles SW - 1601 Walnut St, Philadelphia, 19102 - (215) 568-6222

[Graduate Hospital](#) - 0.6 miles SW - 1800 Lombard St, Philadelphia, 19146 - (215) 893-2000

#1 in natural SEO

Cosmetic Dentist & Tooth Whitening in Philadelphia Pennsylvania PA
Specializes in cosmetic and restorative dentistry. Includes credentials, details of services, an appointment request form and location
www.phillydentistry.com/ - 10k - [Cached](#) - [Similar pages](#)

Sponsored

Philadelphia Der
Read Local review on
on Citysearch. Try it n
[philadelphia.Citysea](#)

Painless Dental C
Call Our Dentists Tod
Experienced Gentle D
www.SpilkiaDentistry

Awesome Smile M
Satisfying our patients
Passion to create Bea
www.buckscountysmil
Pennsylvania

Philadelphia Der
There are professional
dentists near you. Dor

How Did We Do It? – Before/After Designs



Client ordered SEOA, Conversion Rate Optimization, PPC, website redesign, and monthly maintenance and optimization. WSO added more service pages.

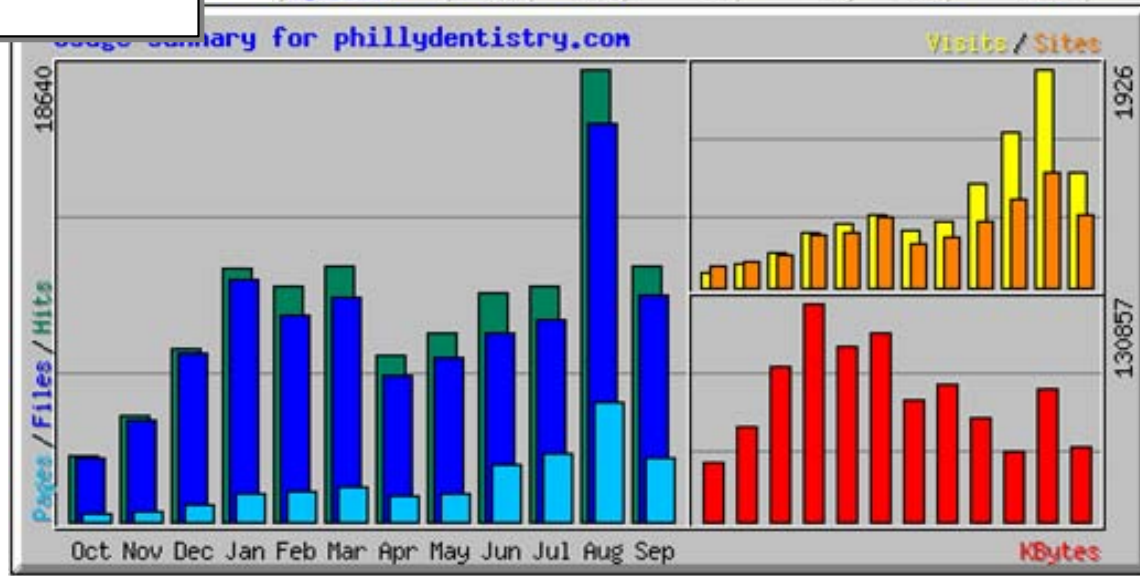


Traffic: Search Engine Marketing Campaign

We started generating targeted local traffic to the web site in August 2004...

Note the large upward spike in August when we started the campaign (measured in mid-September). Daily and monthly visits go way up.

| Summary by Month | | | | | | | | | | |
|------------------|-----------|-------|--------|--------|----------------|--------|--------|-------|-------|-------|
| Month | Daily Avg | | | | Monthly Totals | | | | | |
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Sep 2004 | 806 | 715 | 199 | 77 | 647 | 44255 | 1005 | 2596 | 9305 | 10489 |
| Aug 2004 | 601 | 528 | 158 | 62 | 1020 | 79883 | 1926 | 4909 | 16393 | 18640 |
| Jul 2004 | 312 | 268 | 90 | 44 | 768 | 41602 | 1365 | 2818 | 8319 | 9697 |
| Jun 2004 | 315 | 258 | 76 | 30 | 570 | 61843 | 916 | 2307 | 7758 | 9450 |
| May 2004 | 250 | 218 | 38 | 18 | 443 | 82329 | 583 | 1182 | 6774 | 7760 |
| Apr 2004 | 227 | 199 | 34 | 16 | 393 | 72466 | 498 | 1024 | 5994 | 6839 |
| Mar 2004 | 346 | 1425 | 9218 | 10552 | | | | | | |
| Feb 2004 | 566 | 1273 | 8523 | 9658 | | | | | | |
| Jan 2004 | 482 | 1155 | 9999 | 10442 | | | | | | |
| Dec 2003 | 806 | 724 | 6898 | 7127 | | | | | | |
| Nov 2003 | 208 | 459 | 4183 | 4397 | | | | | | |
| Oct 2003 | 134 | 282 | 2583 | 2663 | | | | | | |
| 35 | 20154 | 95947 | 107714 | | | | | | | |

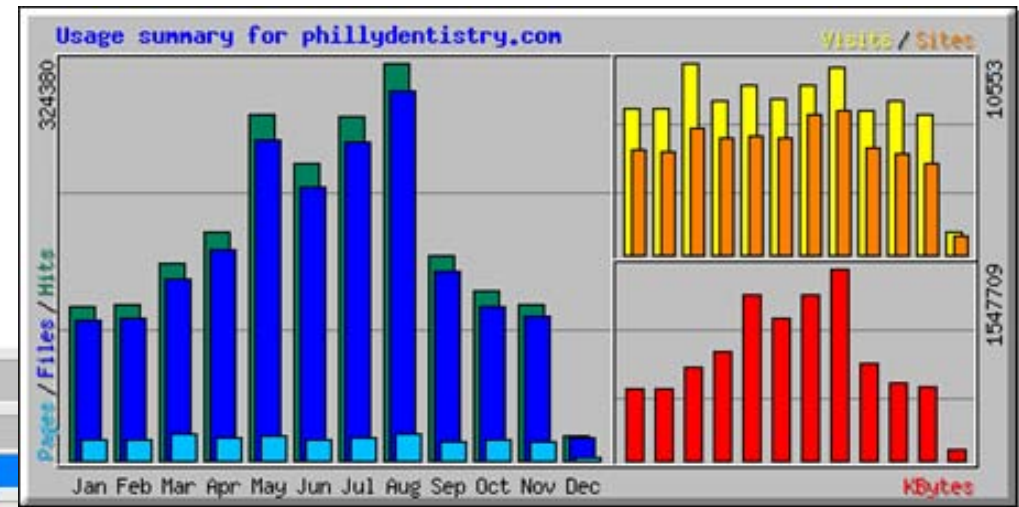


Traffic: Stats (as of December 2005)

Here are their statistics in December of 2005...

Steady traffic increase from PR/linking, PPC, and additional page traffic. We took them from about 20-40 visitors per day to 150-175 per day. All traffic is targeted local traffic – people looking for dental services.

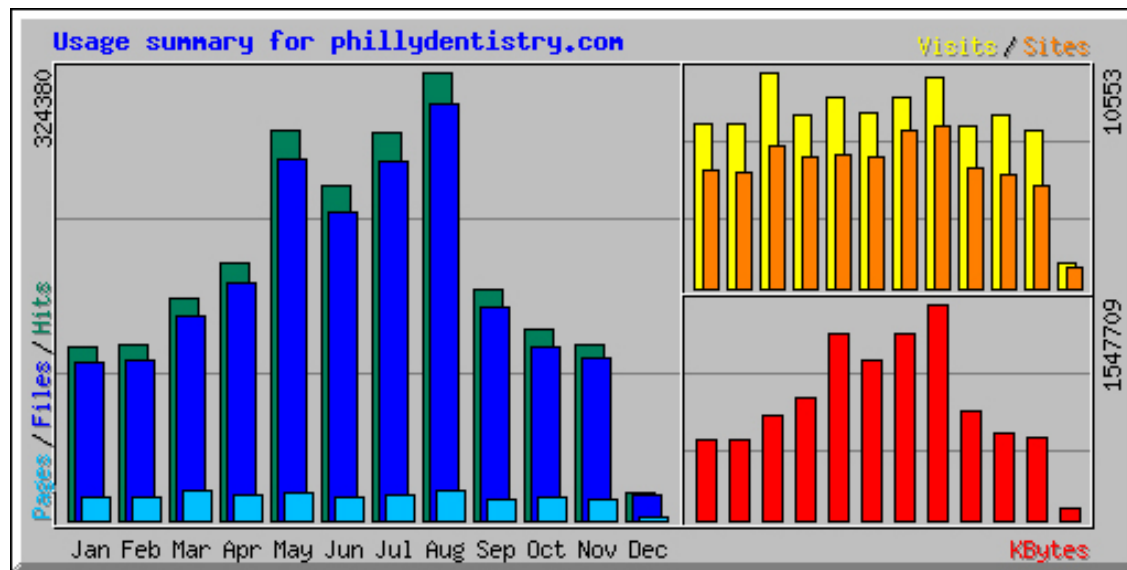
| Summary by Month | | | | | | | | | |
|--------------------------|-----------|-------|-------|--------|----------------|----------------|--------------|--------------|---------------|
| Month | Daily Avg | | | | Monthly Totals | | | | |
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | |
| Dec 2005 | 1284 | 1107 | 315 | 148 | 576 | 26113 | 741 | 1576 | |
| Nov 2005 | 1064 | 936 | 294 | 155 | 2566 | 136858 | 4655 | 8846 | |
| Oct 2005 | 1490 | 1320 | 354 | 184 | 3652 | 194221 | 5728 | 10999 | |
| Sep 2005 | 1321 | 1174 | 352 | 174 | 3186 | 169980 | 5229 | 10579 | |
| Aug 2005 | 1297 | 1169 | 322 | 164 | 3233 | 173222 | 5114 | 10003 | |
| Jul 2005 | 1221 | 1076 | 301 | 158 | 2937 | 159193 | 4899 | 9347 | |
| Jun 2005 | 1148 | 1009 | 272 | 141 | 2572 | 144613 | 4247 | 8179 | |
| May 2005 | 1111 | 979 | 261 | 130 | 2307 | 143436 | 4059 | 8117 | |
| Apr 2005 | 969 | 834 | 237 | 113 | 1889 | 119345 | 3413 | 7131 | |
| Mar 2005 | 912 | 807 | 232 | 112 | 1978 | 119658 | 3488 | 7218 | |
| Feb 2005 | 855 | 759 | 211 | 101 | 1687 | 101382 | 2832 | 5934 | |
| Jan 2005 | 762 | 671 | 198 | 90 | 1558 | 100811 | 2803 | 6158 | |
| Totals | | | | | | 1588832 | 47208 | 94087 | 332207 |



Monthly visits continue their upward climb. From 7/04 to 7/05 monthly visits 3.6 times higher.

Traffic Stats (as of December 2006)

Here are their statistics in early December 2006...



Monthly visits climb.
From July 04 to July 06
monthly visits over
7 times higher.

Traffic increase continues. Client tailed off PPC etc. around August 2006. Overall we grew them from 20-40 visitors a day to 330/day over a 10-fold improvement in visitors.

| Summary by Month | | | | | | | | | |
|--------------------------|-------|-----------------|--------------|---------------|----------------|----------------|-------|-------|--------|
| Monthly Totals | | | | | | | | | |
| Visits | Sites | KBytes | Visits | Pages | Files | Hits | | | |
| 237 | 1029 | 94235 | 1189 | 2202 | 18782 | 20096 | | | |
| 258 | 4961 | 585337 | 7742 | 14416 | 117101 | 126885 | | | |
| 274 | 5575 | 628296 | 8506 | 16087 | 125887 | 137594 | | | |
| Oct 2006 | 4438 | 4000 | 518 | 264 | 5920 | 776484 | 7940 | 15538 | 153485 |
| Sep 2006 | 5588 | 5116 | 517 | 331 | 7959 | 1547709 | 10275 | 21099 | 301347 |
| Aug 2006 | 10463 | 9720 | 680 | 300 | 7707 | 1340626 | 9329 | 18874 | 259453 |
| Jul 2006 | 9055 | 8369 | 608 | 285 | 6357 | 1141870 | 8575 | 17463 | 223439 |
| Jun 2006 | 8081 | 7447 | 582 | 301 | 6567 | 1335299 | 9336 | 20286 | 260757 |
| May 2006 | 9083 | 8411 | 654 | 281 | 6460 | 878674 | 8443 | 18333 | 171464 |
| Apr 2006 | 6224 | 5715 | 611 | 340 | 6994 | 746685 | 10553 | 21165 | 148279 |
| Mar 2006 | 5193 | 4783 | 682 | 286 | 5661 | 583554 | 8018 | 17195 | 116253 |
| Feb 2006 | 4546 | 4151 | 614 | 259 | 5813 | 576985 | 8044 | 16488 | 114813 |
| Jan 2006 | 4053 | 3703 | 531 | | | | | | |
| Totals | | 10235754 | 97950 | 199146 | 2011060 | 2182024 | | | |

Glowing Testimonials

Testimonial #1

"The patient response from the website has been absolutely incredible!!! We are looking to expand our practice in the next couple months including hiring more staff. Much gratitude and appreciation go to you and everyone from WSO that has helped us."

Dr. Ken Cirka
Philadelphia Cosmetic Dentistry
www.PhillyDentistry.com

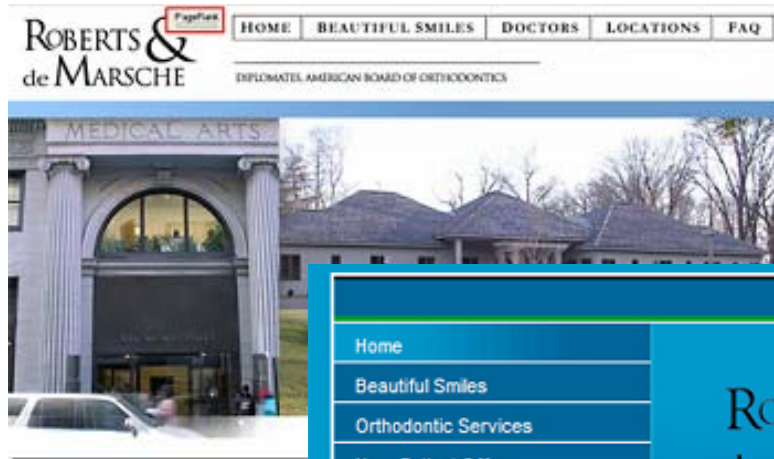
Testimonial #2

"We have been doing much better on people coming in. Last month we had our biggest number of new patients up to 57! Our goal is to double our practice by the end of the year!"

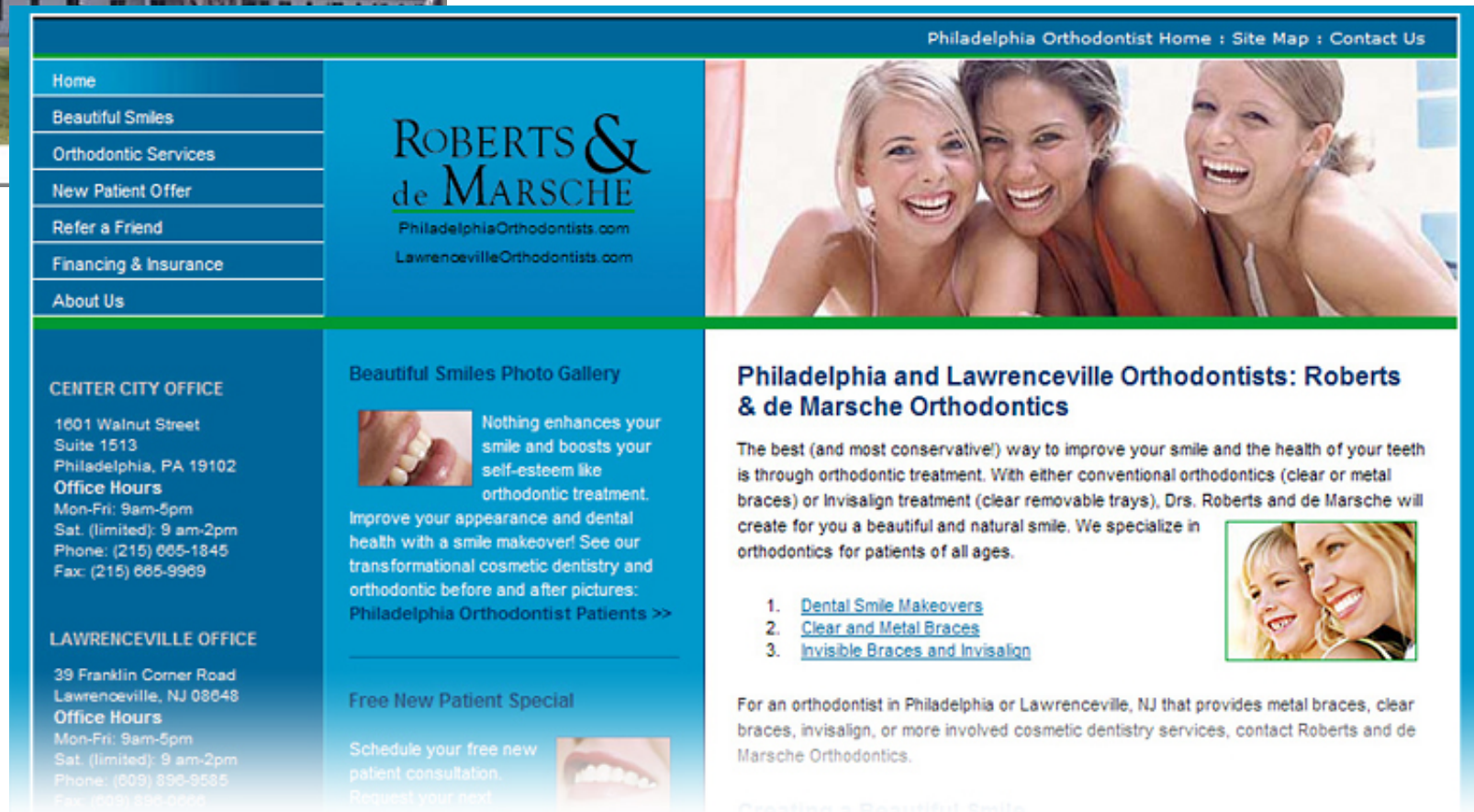
Dr. Ken Cirka
Philadelphia Cosmetic Dentistry
www.PhillyDentistry.com



Other Clients: PhiladelphiaOrthodontists.com



Old site versus new site. WSO created new brand including print advertising. Took client from PR-0 to PR-6.



Other Clients: PhiladelphiaOrthodontists.com


Web Results 1 - 10 of about 159,000 for [philadelphia orthodontist](#)

Philadelphia Dentist Sponsored Links
[www.PhillyDentistry.com/Philly](#) Healthy Teeth and Gums, See Before and After Photos & Free 1st Exam

Dentist Philadelphia
[www.dentalcomfortzone.com](#) The Dental Comfort Zone: Comfort is our middle name.

Want Braces / Invisalign? **#3 in PPC**
[www.PhiladelphiaOrthodontists.com](#) Roberts & de Marsche Orthodontics Center City, Free Consultation

Local results for orthodontist near Philadelphia, PA

 [Roberts & De Marsche](#) - 0.3 miles SW - 1601 Walnut St # 1513, Philadelphia, 19102 - (215) 665-1845
[Dr Kevin J Klatte](#) - 8.0 miles NE - 6814 Castor Ave, Philadelphia, 19149 - (215) 745-9443
[Tuncay Orhan C Dr DMD](#) - 0.2 miles SW - 1518 Walnut St # 500, Philadelphia, 19102 - (215) 772-0775

Philadelphia Orthodontists - Clear Braces, Metal Braces ... **#1/2 in natural SEO**
Philadelphia Orthodontists - Drs. Roberts and deMarsche - Experienced and board certified, located in **Philadelphia**, Pennsylvania PA and Lawrenceville, ...
[www.philadelphiaorthodontists.com/](#) - 11k - [Cached](#) - [Similar pages](#)

Invisalign & Invisible Braces From an Orthodontist in Philadelphia
Orthodontists in **Philadelphia** providing invisalign and invisible braces. Drs. Roberts and de Marsche, both experienced and board certified, are located in ...
[www.philadelphiaorthodontists.com/dental-braces-invisalign.html](#) - 11k -

Philadelphia Der Sponsored
Look for Top-rated De
you with our Ratings!
[philadelphia.Citysea](#)

Rich Eidelson DD
Cosmetic & Implant F
1Hr Bleach Pay Plan
[openyourmouth.com](#)
Philadelphia, PA

Orthodontist (Br
Orthodontist & Pedia
Philadelphia & Wynn
[www.drsolow.com](#)
Philadelphia, PA

Dentist Philadelp
Get the quality dental
family deserves.
[www.familydentistphil](#)

Dental Patient Fin
No Fees. Low, fixed in
to patients. Interest-fre
[www.capitalonehealth](#)

Other Clients: MichaelPadway.com



MOTORCYCLE ACCIDENT ATTORNEY
San Francisco, California
Call Anytime Day or Night
1-800-928-1511

california accident lawyer home • faq • about michael padway • contact



THE MOTORCYCLE ACCIDENT PROCESS

MOTORCYCLE ACCIDENT ATTORNEY SERVICES

ABOUT MOTORCYCLE ACCIDENTS/INJURIES

MOTORCYCLE SAFETY

LINKS AND RESOURCES

WHEELS OF JUSTICE WEBLOG



How much is my case worth? ►

What can a Lawyer do to get more money for my motorcycle accident case? ►

What difference does it make if my Lawyer is experienced in

Mike Padway: California Motorcycle Accident Attorney

Serving the Bay Area Since 1974



Introducing the **motorcycle accident attorney services** by Michael Padway & Associates, designed to help you get your life and bike back together and get you the **maximum settlement possible**.

Best of all, there are no fees unless we win!

Call 1-800-928-1511 Anytime Day or Night

If you or a loved one has been injured in a motorcycle accident,



After the Accident

Getting your life and your motorcycle back on the road.

- The care and feeding of claims people
- The insurance company and you both want your bike out of the shop

Other Clients: MichaelPadway.com

California motorcycle injury lawyer Mike Padway wanted long-term plan to boost search engine visibility. Ordered same services plus multichannel blogsite.

Web Results 1 - 10 of about 1,550,000 for [california motorcycle lawyer](#). (0.38 seconds)

| Sponsored Links | |
|---|---|
| Calif. Motorcycle Lawyers www.BestMotorcycleLawyer.com 275-8326 Aggressive, Experienced, Local Call Now-Free Advise (800) | California MC Accident? Find out what your case is worth Free Motorcycle Accident Info www.MichaelPadway.com/ |
| Do You Have A Case? www.injury-attorneys.com Experienced, aggressive & dedicated A premier personal injury law firm | Kirby Kirby and Kirby Motorcycle Lawyers USMC Vet Fees start at 19.99% CA/AZ/NV www.injurydollars.com California |
| Motorcycle Injury Lawyer www.MotorcycleInjuryLawFirms.com Nationwide directory of lawyers focusing in motorcycle injury cases | Motorcycle Accident ? Free consultation with an attorney call 24/7 1-800-509-2703 www.californiabikelawyer.com California |
| Motorcycle Accident Attorney Mike Padway serves the bay area as an ... California motorcycle injury lawyer - Why should I choose an attorney who has experience with serious motorcycle injury cases? ... www.michaelpadway.com/ - 12k - Cached - Similar pages | Motorcycle Lawyers Injured in a motorcycle accident? Call toll free for advice right now www.motorcycleattorneys.com |
| Motorcycle Accident Attorneys California, Motorcycle Accident ... The California motorcycle lawyer Tom Reinecke is always there ... fighting ... Thomas G. Reinecke is the California motorcycle accident lawyer who is the ... www.bestmotorcyclelawyer.com/ - 44k - Cached - Similar pages | |

Web Site Optimization Resources

- ➔ *Call to Action: Secret Formulas to Improve Online Results*
 - Bryan & Jeffrey Eisenberg, & Lisa Davis 2006, Conversion Rate Optimization (See also *Waiting for Your Cat to Bark* (2006))
- ➔ *Information Foraging Theory: Adaptive Interaction with Information*
 - Peter Pirolli, 2007 Oxford University Press, boost information scent
- ➔ *Search Engine Optimization for Dummies, 2nd ed.*
 - Peter Kent, 2006 Wiley
- ➔ *Speed Up Your Site: Web Site Optimization,*
 - Andrew King, 2003 New Riders, client-side tuning and SEO
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About Andrew B. King



Andrew King is the President of Web Site Optimization, LLC, a web optimization firm specializing in raising the ROI of existing web sites through web performance optimization, search engine marketing, and web site redesign. Mr. King holds a BSME and MSME from the University of Michigan specializing in design optimization of structures. Recruited by NASA, he chose instead to join the fast-paced world of engineering consultant.

Since 1993, Mr. King has worked full time as a web professional applying and teaching web optimization and creation techniques. He is the founder and former Managing Editor of WebReference.com and JavaScript.com, two award-winning developer sites acquired by Mecklermedia (now Jupitermedia).

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