

Telson USA – SEO Services

Rank Enhancer¹ Service

Telson USA will set up and maintain a dedicated netbook PC² connected to a high-speed Internet line for the exclusive purpose of running Rank Enhancer program 24/7 for the customer. Telson USA provides updated proxy lists for use on the dedicated netbook, and will email the list to the customer for use on his own non-dedicated machines. Telson USA will also maintain the netbook PC to ensure latest Windows / Installed software updates, and will repair any hardware problems that may develop.

Customer pays a one-time setup fee which includes the purchase price of the netbook PC, provides a list of Web site pages to promote, and pays a recurring monthly maintenance fee. Basic contract is for six months, and is renewable by subscription / cancellable any time afterwards. After the six month basic contract, customer will own the netbook³ and will be shipped to the customer if service is terminated.

Customer may request multiple dedicated netbook PCs dedicated to promoting the same Web site or other Web sites he / she owns. This will incur an additional Setup fees for each machine and additional (discounted) Maintenance fee.

Setup fee (one-time):	\$525.00 for each dedicated netbook PC
Maintenance fee:	\$145.00 / month – by PayPalTM subscription, invoiced 1st of each month.
Additional Maintenance fees⁴:	\$99 / month – by PayPalTM subscription, invoiced 1st of each month.

Search Engine Submission Service

Telson USA will perform one-time Search Engine submission of your Web site to the top three engines (Google, Yahoo, and Bing), plus over 100,000⁵ other “niche” engines that deal with your type of business.

The customer needs to optimize his Web pages so that they are “search-engine friendly”. The customer will also be required to take action on confirmation emails that will be sent by (some of) the search engines (such as ExactseekTM and Search ‘n SightTM) to the site owner’s email address⁶.

The customer should be aware that some of the confirmation emails will have “free” site submission offers that should be taken advantage of, and additional paid service offers which should not be engaged, since our submission service encompasses these “guaranteed inclusion” offers. You should NOT pay for any other Web site submission service after you use ours – you will be duplicating our efforts and will not benefit by it.

This submission service can be done over the telephone. (856) 322-6414

One-time submission service fee: \$125.00

¹ Rank Enhancer is a software product marketed by PowerWebTools.biz – however, the company never supported the product with updated proxy lists required for its effective operation. TelsonUSA is the exclusive provider of Rank-Enhancer proxy lists.

² Telson USA will select and purchase the netbook locally and provide you with make / model / serial number of the unit.

³ Machines initially purchased under the contract are the property of Telson USA until 6-month contract expires, whereupon the customer may cancel the service and request that the netbook be shipped to him.

⁴ Additional maintenance fees only apply to customers contracting two or more dedicated machines.

⁵ The actual number of “niche” engines submitted to will depend upon the type of business being promoted.

⁶ Some of the confirmation emails will arrive almost immediately; others may be delivered up to 2 weeks after the initial submission.

ADDITIONAL SERVICES

Web Site Authoring

We can author your entire Web site from scratch, construct a “support” site, “magnet page(s)”, encrypted pages (with protected links and content), or re-work your current site. This is done on an individually contracted basis. Call us for more information.

Web Site Tuning

We can also provide Web site tweaking for keywords and metatags. We highly recommend the use of a Performance-based SEO program, and we will work with the service provider⁷ to edit your Web site pages for optimum Search engine visibility. See: (<http://www.makealotofdough.com/seorank.htm>). The cost of this service is estimated and billed on a case-by-case basis depending upon the time it takes to accomplish what is required. The most cost-effective way to accomplish this is to have your Web site designer work directly with the service provider. In order for US to do this, we must have your entire Web site’s files on our local machines, and have FTP access to your hosting site.

Alexa Site Registration

Registering your site with Alexa is very important. You can do this yourself by visiting Alexa Web site: www.Alexa.com and following the instructions. You MUST have either FTP access to your hosted site – or – have access to an email account associated with the domain name in order to validate the site registration. If you’ve never done this, we can do it for you or walk you through the steps.

Targeted eMail campaigns

We can also run various targeted email campaigns. Call us for more information.

Custom articles and Incoming context-sensitive links

Given detailed information about your service or business, we can write custom articles that can be used on your Web site and / or blogs, and provide incoming, context-sensitive links from high PR Web sites.

Web site Hosting

Although “do-it-yourself” (DIY) Web site authoring from services such as Weebly, 1&1MyWebsite, and Yahoo (among a plethora of others) may seem easy, is inexpensive, and might create a “pretty” Web site, these DIY sites are seldom, if ever ranked on the first page of the major search engines (I defy you to find one). This is because your site is hosted as a masked sub-domain, and is under multiple levels of subdirectories (usually sequentially numbered) that you and your visitors never see (because of the URL masking). Search engines do not usually find these Web sites, and if they do, they are recognized for what they are and are ranked (lowest on the list) accordingly.

Your Web site should be professionally done (or at least professionally “tweaked”), and then moved to a shared server under an (unmasked) Domain name. If you are writing your own Web site and have never heard of ‘FTP’⁸

We highly recommend [GoDaddy](http://GoDaddy.com) as both Domain Name and Web Site Hosting. This provider has an impeccable track record for Web site up-time, and their customer service is unparalleled in the industry. Click the logo below to open your [GoDaddy](http://GoDaddy.com) account. If your existing Web site is with another provider, your files should be transferred to your new hosting account during non-peak hours to minimize impact of site unavailability during the transfer.



⁷ If we work with the SEO company to research and edit your Web pages, this will be done on a contract basis, and incur additional costs for our time expended. We will also require all the files for your Web site and the FTP access password to upload changed files.

⁸ FTP – File Transfer Protocol – a method of copying files from your PC to your Hosting Web server.

Diverse Content Traffic Magnets

Drawing traffic to your Web site – particularly if it is a hard-to-optimize market, is a small (niche) market, or has tons of competition, is to include a section of your site that deals with something popular – such as cooking recipes or gossip about well-known celebrities. As the search engines (and the people using them) look for new and unique content, finding your “hobby-related” pages will draw visitors who will see your ads and potentially become customers. Diversifying a Web site is tantamount to diversification of a stock portfolio; you draw visitors who may or may not become customers, but the traffic will boost your ratings in the search engines. Ultimately, the diversified site may bring you that ONE Corporate account that could make all the difference in your business. The #1 rule of Internet business is TRAFFIC, and although visitors looking for your SPECIFIC product is ideal, browsers are fine as well, because the more people you get to “walk in the door”, the more likely it is that you will make a sale.

Call (856) 322-6414 for more information.

Protecting your Images protects your business from fraud

Protecting your unique images – whether they are artistic photography, photographs of your work, drawings, diagrams, or company logos is easy using forensically marked images using the DigiMarc⁹ utility. Adobe Photoshop includes the option to use DigiMarc technology in the program. Digitally “marking” your photos has the unique advantage that these images, when lifted by a competitor for use on his Web site, can easily be found anywhere on the Internet. You, as the copyright owner, will then have a cause of action for a civil lawsuit, and criminal prosecution for copyright / trademark infringement, and since copyright / trademark theft is a FEDERAL OFFENSE with serious criminal penalties, someone stealing your images or company logo for the purpose of fraud or identity theft will also have those charges to deal with as the investigation of copyright infringement investigated by the FBI uncovers the underlying crimes and local authorities are called in to investigate.

Digitally protecting your corporate identity and your intellectual property is important. Finding violators is easy once you invisibly “mark” your images, because the DigiMarc service incorporates “spiders” that crawl the Internet continuously in search of digitally marked images, and will alert you as to where your logos and images are being used online. Even if the violator subsequently erases the image from his Web site after being discovered, Google’s “Wayback Machine” will still retain a record of the Web site which can be produced as evidence in court.

Telson USA can digitally mark your unique photos and logos at a reasonable cost, or you can do it yourself with just a bit of technical knowledge. In order for US to do this for you, we need all of the Web site images from your site sent to us. We will mark them, and then return them to you.

Link or Page Encryption

Telson USA can provide protection for any page of your Web site – or your entire Web site. We can do everything from complete page encryption and copy protection to just merely encrypting the links on your page or keeping visitors from copying your graphics. We can lock out right-clicks on any page, cloak affiliate links, keep e-mail links from being harvested by spam-bots, disable print screen and clipboard, disable “drag and drop”, prevent offline browsing (snatching of Web sites), and restrict the Web site to its registered domain. We can also disable Firefox, Mozilla, and Opera browser users from viewing your site. In order to do this, we need a file copy of your entire Web site. You will need an original copy of your files, because once we apply the changes, depending upon the type and level of encryption, the pages cannot be changed or edited. Pages which are entirely encrypted can NOT be read by the search engines. This protection is useful on a page of affiliate links, proprietary graphics, or other unique content you don’t want visitors to be able to save or use for their own purposes. You may choose to encrypt a single page, or multiple pages, and you may apply different types of protection for each page. Call us for more information.

⁹ See: www.DigiMarc.com for complete information.

Use Copyright Notices on Web sites

Using copyright notices on all of your Web site pages is mandatory for legal purposes when protecting your site against image and content piracy. The notice should appear on all your pages, preferably at the bottom of each page. This is most easily done by creating a style sheet with a bottom border which displays with each page. Your notice should include the universally recognized copyright symbol (©) and trademark symbols (™, ®) where applicable, along with a notice such as: © Copyright 2012 Telson USA – all rights reserved

Getting Paid

A great Web site isn't so great if you don't have a reliable way to get paid. It also isn't so good if a customer wants to pay with a particular method, and you don't offer that payment option on your Web site. By far, the most popular payment processor on the planet is [PayPal™](#). With over 30 Million accounts, using [PayPal™](#) offers the best payment option to your potential customers because the service is extremely secure – even when using popular credit cards. If you don't have a [PayPal™](#) account, it is extremely easy to set up. I have devoted a page of explicit instructions located at:

<http://www.makealotofdough.com/instructions.htm#GetPaid> If you do not see the “How to Get Paid” section, scroll down the page a bit and there will be easy-to-read, step-by-step instructions on how to open free [PayPal™](#), [AlertPay™](#), and [Clickbank™](#) accounts, which are popular online payment methods. While you are at it, you should also [set up a 2-Click Account](#). Many programs use this pay processor, and you can set it up to send the funds to your [PayPal™](#) account.

Telson USA – Rank Enhancer¹⁰ Service Description

Telson USA provides Rank Enhancer Service for promotion of Web sites with major search engines: Google, Yahoo, Bing. These services use Alexa as a major part of their Web site “popularity” calculation which is part of the complex algorithm that determines the position or “rank” of a particular site, and ultimately affects where the site is listed for a given search term entered into the search engine.

Under the terms of this contract, Telson USA will provide the hardware – a netbook PC running Windows XP or Windows 7 or Windows 8 Operating System – and the necessary software and data – Rank Enhancer and Proxy lists – to continuously promote a given Web site or Web page(s) 24 hours / day, 365 days / year on behalf of the customer. Other utility software for maintenance of the machine will be installed, and the hardware will be periodically swept for viruses and malware.

The machine and all installed software will be the property of Telson USA, and will become the property of the customer after 6 months of contract service. At that point in time, you may cancel the service and request shipment of the purchased netbook PC to you. If you wish to continue service after 6 months, you may request an equipment upgrade which will be done at our cost and invoiced to you, at which point the netbook with all installed software will be shipped to you. You may also continue the service using the existing equipment which you now own. After 6 months the service will no longer be on contract, but renewable on a month-to-month (subscription) basis.

This contract covers Rank Enhancer Service for ONE physical machine whose make, model, and serial number is recorded below. Additional contracts must be executed for each additional (physical) PC for this service.

Customer requirements:

In order to avail yourself or your company of this service, your Web site / page must:

- Have proper keywords and metatags in place.
- There must be sufficient visible text on the page describing the product or service in detail, and the text on the page must contain keywords used in the metatags, and should be optimized with Google’s Webmaster tools.
- Any photographs on the page should be (.jpg or .bmp) files named with the name of the product or service as part of the filename. Photos ideally should also have descriptive text in mouse rollovers so that the photos can be indexed properly on PicSearch (www.Picsearch.com).
- Photographs that are proprietary for your business should be digitally marked (www.digimarc.com) so that they can be found anywhere they are used on the Internet. If someone copies your copyrighted photos, the FBI can be called in to prosecute copyright fraud.
- The Web site / page must be “live” on the Internet.
- There should be a domain-based email account registered for the Web site (to which search engine listing confirmations will be sent).
- Ideally, the domain name should describe the business or service. For example, a moving company should incorporate the word “moving” in its domain name; i.e. “AceMoving.com”.
- Your Web site should be registered with Alexa – only you or your Webmaster can register your Web site. This enables you to use Alexa to track the progress of the Rank Enhancer promotion.

We can perform any and all of these services and functions on an individually quoted basis. Our rates are reasonable, and we will refer you to “outside” services if we cannot provide exactly what you need.

Our aim is to get your site noticed by the major search engines expending as little cash as possible, and to optimize your site so that it maintains its position in the SEO ranks by its MERITS – in other words, by its REAL traffic, without having to pay the search engines for “top billing” or “pay-per-click” fees.

¹⁰ Rank Enhancer is a software product marketed by PowerWebTools.biz – however, the company never supported the product with updated proxy lists required for its effective operation. TelsonUSA is the exclusive provider of Rank-Enhancer proxy lists.

Telson USA Provides:

- One Netbook PC per contract which is used exclusively to run Rank Enhancer for the customer on a high-speed Internet connection 24/7. The computer becomes the property of the customer after 6 months of paid service, should the customer decide to cancel the service after 6 months¹¹.
- A new Netbook PC will be purchased after 2 years of paid service and the original Netbook will be shipped to the customer with all installed software, or at customer request, the machine will be restored to its “out-of-the-box” software configuration.¹²
- Rank Enhancer software.
- Updated Proxy lists previously tested for R.E. compatibility.
- Proxy List maintenance.
- Registration with the major search engines and numerous “niche” search engines. The customer must have a domain-based email account associated with the Web site and must answer emails confirming search engine listing submissions.

Telson USA can also provide at additional charge:

Hosted “redirect” pages custom-constructed for “targeted” traffic which will act as a “magnet” for search engine queries and send the potential customer to any page or Web site specified by the customer. Telson USA will host this / these pages on a subdirectory on our Web site, or provide the files for you to upload to your site.

Web site submission to the 3 major Search Engines and over 300 other specialty sites (depending upon your market niche). You must provide a valid domain-based email address and confirm site submission verification emails that will be sent to you by (some of) the search engines.

Information Required:

The following information is required to begin promoting your Web site (PRINT CLEARLY):

Your Full Name: _____

Business Name _____

Street Address: _____

City / State / Province: _____

Postal Zip / Routing Code: _____

Phone # _____

Email address: _____ @ _____
THIS EMAIL ADDRESS MUST BE AN ADDRESS ASSOCIATED WITH ONE OF THE WEB SITE URLS BELOW

Web site URLs (please list the Web site URLs you wish to promote):

NOTE: You may promote as many pages on the same Web site as you wish. You may also promote several Web sites with a single machine / contract. However, in the latter case, the effectiveness of the program for each of the (separate) promoted Web sites will be spread across the different Web sites in the list. We recommend that no more than two Web sites be promoted with a single machine / contract bundle.

Call (856) 322-6414 for more information.

¹¹ Customer pays shipping and packaging charges to ship the Netbook.

¹² Although this is NOT recommended, customer must pay a small fee to restore the PC to factory software configuration.

Telson USA – Proxy List Service Contract

This document represents a contract between _____ hereinafter referred to as “the customer” and Telson USA. This document contains the entirety of the agreement between the signatory parties.

DESCRIPTION OF SERVICE

Upon acceptance of this contract and in exchange for the fees listed below, Telson USA will provide the customer with a locally-purchased netbook PC, a high-speed Internet connection, and all of the necessary software to promote the customer’s Web site with Rank Enhancer software. This service will include updating the machine with all available Operating System updates, virus and malware protection, and updates of the proxy lists for the Rank Enhancer¹³ software. The contract includes physical maintenance of the machine, and electrical power to operate the machine at Telson USA’s business location. In addition to updating the proxy lists for the contracted machine, Telson USA will provide these lists and a copy of the Rank Enhancer software to the customer via email, for use on his / her own local machines. The customer agrees not to share or re-sell the copyrighted proxy lists with any third party, or re-sell or recompile the lists for anything other than his / her own use.

_____/_____/_____
Customer signature Date

_____/_____/_____
Signature on behalf of Telson USA Date

TELSON USA USE ONLY

The netbook purchased for you is a: Acer Toshiba ASUS HP/Compaq

Model# _____ Machine serial number _____

Specs: HDD SSD _____ Mb RAM 1Gb 2Gb 4Gb Screen: _____ inches

Payment:

Setup: A one-time payment of \$525.00 USD is required for setup costs. This fee includes the purchase of a Netbook PC to be used exclusively for running Rank Enhancer for your Web site. The fee also includes high-speed Internet connection, Verified Proxy List purchase, and the first month of service.

Subscription: A recurring fee of \$145.00 USD per month covers maintenance of current Proxy list on the netbook, and updating of the Rank Enhancer software with the latest Verified Proxy lists as they are generated by our proprietary list acquisition / testing process.

Upon acceptance of this contract, you will be invoiced by email. Payments are made through [PayPal™](#), a secure payment processor. Your monthly Proxy List maintenance will be billed 7 days before the first of the following month, and is payable by automatic subscription service on the first day of following months.

Warranty:

Telson USA makes no warranty express or implied as to the efficacy of the Rank Enhancer service. We represent to the customer that the process we use to promote Web sites has clearly worked for sites that have been set up according to our instructions, and which have the requisite metatags, keywords, and descriptive text in place. Results may vary from one customer to another and according to various markets and market shares, keyword competition and/or popularity, and a variety of factors beyond our control. Telson USA will work with the customer to maximize the effectiveness of the service.

When used with a paid performance-based optimization service (www.MakeALotOfDough.com/seorank.htm), our Rank Enhancer service typically gets dramatic results within 90 days. Customer recourse consists entirely and exclusively with the cancellation of recurring maintenance fees. If customer has kept the service for 6 months or longer, the Netbook PC purchased for use in the promotion will be sent to the customer upon payment of any outstanding fees due, and shipping costs for the equipment.

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