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# GET FOUND

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*It's not enough to be online. You've got to be seen online.*

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## WE'LL MAKE SURE YOU ARE.

How do people find you on the Web if they don't know you?

They use an "organic" Search Engine, of course...like *Google*, or *Yahoo!*, or *Bing*.

But how does a Search Engine find you?

It sends out "spiders" to crawl over Web pages and index them according to more than 200 criteria—criteria like key-word saturation, uniquely descriptive page titles, and link-backs to your site from other relevant sites, to name a few.

Then, when someone uses a Search Engine to hunt down a topic, the Search Engine sifts through this index and pulls out Web pages that match the topic request.

It ranks the pages almost instantaneously and displays them on a "results" page.

You want to be as high in the ranking as possible. Preferably right at the top. (Studies show that people usually don't bother viewing websites very far down on a Search-Engine list.)

**Cirrus ABS** can help you be a rankings winner. As we've been helping hundreds of clients since 1995.



## HOW CAN WE HELP SEARCH ENGINES FIND YOU?

Through **Search-Engine Optimization (SEO)**. This is the process of constructing a website so spiders can find it, decipher what it's all about, and index it easily.

Our Search-Engine Optimization techniques enable you, first, to determine the strongest, most descriptive key words that define your products, your services, your industry, and any other important facts about you. Then we make sure those key words and other criteria are used effectively throughout your site to get you noticed.

Of course, to do this, we have to understand your target customers and how they use the Web to find what you offer. We'll work closely with you to gain that understanding, pairing your industry expertise with our Web expertise.

We'll also work with you to incorporate Search-Engine visibility techniques that go beyond the basics—techniques such as “localization,” target-market saturation, plain-text navigation, and so on.

If you like, we can even introduce you to **Search-Engine Marketing (SEM)**, where, in essence, you pay for a listing that increases your Search-Engine visibility.

SEM is complex. We'll help you understand it. We'll also advise you on which terms to buy to get the most cost-effective results, filling in where your organic search-engine results are weak.

Sound like we're talking a foreign language? Don't worry. We'll make sure you know what you need to know in order to make your website stand out.

***We'll get you found.***

***Visit our website, [cirrusabs.com](http://cirrusabs.com), or call us at 260.420.2222***

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### About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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