

Since the beginning of the Web in 1994 Krypton Technologies, LLC's founders have been programming web servers, databases, and dynamic websites...about 3 years into the business we realized marketing is a large part of online development...Today we serve the small and mid sized business markets helping companies succeed on the web!

Krypton Technologies, LLC is a New Jersey LLC. We design and develop and implement all tactics in-house in the United States of America.

Our Motivation:

Krypton Technologies, LLC is in business for one reason: to ensure our clients success online. We level the playing field by providing professional, robust marketing tactics powered by state-of-the-art software, at affordable prices. Our consulting work is much more than simple marketing and development. As a result, our clients get more than they believed possible out of the world wide web! Our Viral Marketing and our Content Traffic Exchange programs are the best values on the market. Our marketing tactics are award winning and used by some of the largest firms in the world...just look at our client list and you can easily tell why we rank among the best. We pride ourselves on providing easy to use, state-of-the-art software designed by international developers.

It takes more than a great website to be a success on the Internet. We understand this. We provide various SEO and marketing services to online business owners looking to ensure their success. We take pride in having served hundreds of business who remain loyal and happy Krypton Technologies, LLC clients.

We believe diversity enhances our performance and products, the lives of our employees, and the communities where we live. We strive to understand, value, and embrace our differences, drawing strength to help us create and innovate.

We specialize in: SEO – Search Engine Optimization SEM – Search Engine Marketing PPC – Pay Per Click Viral Marketing Blog Marketing Affiliate Marketing Spider Blog Marketing Press Release Marketing International Branding	Our Client List: The Global Interdependence Center AIG Auto Impax Marketing Communications Art 270 Dilsheimer Communities AlphaDog Solutions Brassier Perrier Continuum Healthcare Vasomedical The Atwater Kent Museum Anapol, Schwartz, Weiss and Cohen Samsung Parts Locus Mobile 6 Ave Electronics Value Donkey Electronics Expo
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Link Building (*Krypton Spyder*)

Link building is a process of creating inbound links for a website with an aim to increase a site’s popularity and natural search engine rankings.

Link building is an important off-page optimization factor that helps boost natural search engine rankings. Successful Link Building campaigns depend on quality inbound links to your website.

Link Building Advantages:

- Improves natural search engine rankings (also called organic search engine rankings)
- One of the best SEO techniques for flash websites
- Results in a high ROI in the long run
- Generates brand awareness and recognition
- No recurring PPC costs in cases of one-time fee links
- Cheap source of direct traffic

Link Building Campaigns are important for a website to achieve higher search engines rankings. Websites tend to rank high for keywords or key phrases that appear as anchor text of inbound links from quality websites.

How does the Link Building Program work?

The link building campaign size depends on the number of links required to rank the identified keywords or key phrases.

Evaluation Phase: 4 Days

Process

Current site stats recording (LP, PR etc)
Pre-optimization submissions to search engines
Competitor analysis

Deliverables

Report
Report
Report

Setup Phase: 5 Days

Process

Anchor text List for approval
List of categories (industry segments) to be approached
Pre-optimization rank recording
Program setup

Deliverables

Report
Report
Report
Report

Execution Phase: Variable timeline dependent on the campaign scope

Process

Scanning of websites
Approaching sites for link request
Following up with websites
Confirming link creation

Deliverables

At the end of every week, a report is sent to you with the number of prospective link partners approached, links created and the urls of web pages reciprocating links.

Monitoring: Ongoing process

Process

Monitoring already created links
Sending notification to sites who have removed links
Monitoring the quality of the links

Deliverables

Monitoring period is a one year process and starts from the day the Execution Phase finishes.

RSS Marketing

RSS stands for Really Simple Syndication. It is a method of creating "feeds" on your website which automatically provide the latest information to the right audience. These feeds are broadcast (and retrieved) from your website through content aggregation and syndication.

RSS Feeds allows web users to select the content they want to view. A web user can use feed readers to access information on the web they like and get latest updates delivered to them. With RSS Feeds, you can syndicate your website content and announce your website's latest information to your customers before they even visit your website!

RSS Feed Advantages:

- Keep in touch with your customers
- Improved conversion rates
- Increased revisits
- Instant distribution of latest website updates to the target audience
- Syndication of Content across multiple website provides quality inbound links to your website
- Improved quality of website traffic

The Internet is moving towards a more user-friendly environment. The information provided to users is being customized according to their needs and interests. In an environment like that, its imperative for online businesses to take advantage and reach out to their target audience instead of waiting to be found.

How RSS Feeds increase website rankings

“RSS is used to provide items containing short descriptions of web content together with a link to the full version of the content.” (from Wikipedia)

Krypton Technologies, LLC boosts your site optimization by creating RSS feeds containing top search engine keywords and adding them to your website. Placing "keyword-targeted" feeds on your webpages will greatly enhance your ability to achieve optimum keyword density. A news feed is preferable to a search engine feed for SEO because news feeds are updated more frequently.

PPC – Pay Per Click

Krypton Technologies, LLC Pay Per Click (PPC) Campaign Management allows your site to be advertised on various keywords optimized for your business. Using a bidding mechanism, you purchase the right to have your business listed in a set position for your keywords. **This process provides instant gratification as your site can be listed at the top of searches instantly.**

The Krypton Technologies, LLC PPC campaign is aimed at delivering **the maximum ROI for your PPC budget** with an eye on high conversions, higher CTR and **lower cost of customer acquisition.**

The Advantages of PPC (Pay-Per-Click):

- **Control:** you always know who you are reaching, what keywords you want to run your PPC campaign on, what countries or even what city you want your PPC ads to appear for and what language should they be displayed in. You also control how much you bid for each advertisement and how much you want to spend in total.
- **Targeted Traffic:** You get to target the right audience without worrying about irrelevant traffic. If you sell blue shoes, you can select your ad to appear only when a search engine user types "Buy Blue Shoes". Of course people need to be searching for the particular keyword.
- **Instant:** Another big advantage of PPC is that it is instant. The PPC ads appear almost instantly and respond to the changes or modification made instantly.
- **Branding:** You can choose the words in which you want to describe your business and also have the freedom of having the visitor visit the exact page you want them to see.
- **Site Architecture Independent:** No architectural changes need to be made to sites to rank on PPC keywords. For example, flash websites can run PPC campaigns without having to worry about search engine crawlers.

If your objective is to increase traffic to your website or increase brand awareness, PPC is one of the most important and safest bets on the search engines.

How does the Krypton Technologies, LLC PPC Program work?

Search Engine Optimization (SEO) of up to 20 webpages of a unique domain for a maximum of 60 keywords.

Evaluation Phase: 7 Days

Process	Deliverables	Timelines
Objective Setting	Consultation	Day 1
Objective Based Customer Segmentation	Report	Day 2
Keyword Research	Report	Day 4

Bid Rate Analysis	Report	Day 5
Profit Margins and Maximum Bid Rate Analysis	Report	Day 7

Execution Phase: 12 Days

Process	Deliverables	Timelines
Final keywords recommendation	Report	Day 8
Ad copy creation	Report	Day 12
Landing page identification	Report	Day 14
Landing page tweaking	Consultation	Day 16
PPC Campaign setup	Email	Day 18

Testing Phase: 28 Days

Process	Deliverables	Timelines
Click through Rate/Ad Rank	Excel Sheet	Day 25
Click Through Rate/Ad Copy and Keywords	Excel Sheet	Day 32
Conversion Rate/Keywords and Ad Copy	Excel Sheet	Day 39
Conversion Rate/Landing Pages	Excel Sheet	Day 46

Monitoring: Ongoing process

Process	Deliverables	Timelines
Current Campaign maintenance, testing and modification	Report	Weekly

SEO – Search Engine Optimization

Search Engines today drive more than 85% of Internet traffic. Thus, if your website is not listed well on search engines for the right keywords, your competitors are making money.

It is very important for a website to have an effective search engine optimization (SEO) plan in order to position the website well. We propose utilizing website page optimization, relevant inbound link building, and press releases to increase your website search engine visibility and rankings.

SEO from Krypton Technologies, LLC can help you reach a highly motivated target audience (proactive audience) through natural search engine rankings. A proactive audience increases website conversion rate resulting in a positive ROI.

Benefits of Krypton Technologies, LLC SEO

- Inexpensive source of regular, relevant traffic
- Results in a higher click through rate as compared to any other program
- Gives highest ROI in the long run as compared to any other online marketing vehicles
- Generates brand awareness and recognition
- Higher natural rankings builds trust among searchers

SEO Package Includes:

- Comprehensive Keyword Research to determine optimal keywords to target
- Website Page Optimizations
- Relevant Inbound Linking Campaign of 20 to 30 links each month
- Monthly Press Releases for 4 months to jump start your SEO
- Initial website ranking benchmark report and monthly Ranking Reports

SEARCH ENGINE OPTIMIZATION (SEO) Program Overview

The Krypton Technologies, LLC Website SEO Program is designed to address search engine algorithms of all main search engines. The SEO program utilizes multiple strategies to increase your website rankings.

Search engine rankings are dependent on two major factors. These are:

1. On-Page (website content and meta tags)
2. Off-Page (link popularity)

Although both on-page and off-page factors are responsible for search engine rankings; the weight of these two factors has been during the last few years. Currently according to our analysis, on-page constitutes 25-30% of the search engine algorithm and off-page constitutes 70-75%.

Our SEO Program has been designed to address both on-page and off-page factors. Our website page optimization service enhances the relevancy of your web pages for certain keywords while our relevant inbound link building and press releases enhances your website link popularity.

Keyword Research

Keyword strategy is the most important part any SEO effort. Most websites unknowingly target the wrong search terms, ignoring important opportunities or taking the visitor to the wrong page. In order to optimize a website, we must first know the correct keywords.

Krypton Technologies, LLC Keyword Research Includes:

- Understanding your target audience
- Studying your competition
- Short-listing keywords based on keyword relevancy scores
- Identifying ranking competition for each of these keywords
- Calculating approximate link building support required per keyword
- Recommending keywords for final selection based on ROI calculation

As this is such an import component of the SEO process, you will be actively involved in the selection of the keywords. Based on your answers to a questionnaire, we research keywords your target audience is using to search. We then ask you to assign a relevancy figure to each. We then gauge the "competitiveness" of each keyword and make our recommendations. You have the final say regarding which keywords your website will be optimized for.

Relevant Inbound Link Building

Creating quality inbound links to your website is vitally important to increasing your link popularity and page rank. Our SEO Program includes 10 months of relevant one way link building. The value Search Engines give to inbound links is determined by relevance. “Reciprocal Links” for example, can be ignored and may even decrease your link popularity. To ensure you receive only relevant inbound (one way) links, we have set certain quality standards which we adhere to.

Press Releases

Krypton Technologies, LLC creates and optimizes your Press Releases to maximize your visibility in the news search engines. This service includes internet distribution and search engine optimization of your press releases. Your press releases are carefully analyzed and optimized for you keywords to increase your website visibility on search engines.

The SEO process is divided into the following 4 Stages:

1. Stage I _ Evaluation & Planning
2. Stage II _ Execution
3. Stage III _ SEO Implementation
4. Stage IV _ Monitoring & Monthly Link Building

STAGE I _ Evaluation & Planning Phase: 30 Days

Process

Current site stats and search engine rank recording

Pre-optimization submissions to search engines

Search Engine friendliness analysis

Keyword Research (draft)

Keyword selection (based on your feedback)

Keyword finalization (based on your selection)

Selection of web pages for optimization

Note:

- Keyword research will be carried out on the basis of data gathered from WordTracker.

STAGE II _ Execution Phase: 15 Days

Process

Link Building begins for 20-30 Inbound links per month (from relevant websites)

Search engine optimized data creation

Existing content optimization (revising exiting content)

Creation of Google Sitemap

Note:

- The Optimization data creation includes Title Tag, Meta Tags, Content optimization, Image Alt-Text, Title Attributes etc.

STAGE III _ SEO Implementation Phase: 15 Days

Process

Page optimization of up to 15 pages (utilizes optimization data and content from stage II)

Quality Check (QC)

Note:

- If website being optimized is powered by third party system (not Krypton Technologies, LLC), the implementation of web pages will be per the flexibility offered by the application.

STAGE IV _ Monitoring & Monthly Link Building: *

Process

Rank monitoring

Traffic report analysis

4 Press Releases – 1 per month for 4 months

20-30 Relevant inbound links per month

* For duration of 6 month link building program.

When can you see Rankings?

Organic or Natural Search Engine rankings are achieved due to a combination of both On-Page optimization (SEO) and Off-Page Optimization (Link Building). Realistically, you can expect to see results for some keywords starting two to four months after the final submission. Rankings usually stabilize after about four months. The duration is calculated from the date of receipt of the SEO Questionnaire. However, your traffic should rise continuously as search engines index more optimized pages of your website.

Guarantees

- Website will be submitted to the major free search engines and directories, including a few industry-specific free directories.
- We will include all keywords given by the client in the optimization.
- Unethical SEO techniques will not be used in our SEO.
- We will disclose our SEO techniques to you.
- We will not carry out any changes on your website without prior approval.
- We will provide all services in the proposal to the best of our ability
- We do not give false ranking guarantees.

It is not possible for any one to guarantee you a particular ranking on any search engine. Google and most other search engines clearly state this on their website.

See - <http://www.google.com/webmasters/seo.html>

Blog Marketing

Krypton Technologies, LLC's **SEV (Search Engine Visibility) Press Release** is designed to maximize the visibility of your press release in the news search engines and media databases. Critical to the success of your news release is ensuring your press release is search engine optimized and searchable for the best search terms. This service is a bundled service of Krypton Technologies, LLC and PR Web and provides network distribution search engine optimization your press release. Your press release is carefully analyzed and optimized around key search terms that increases your visibility on search engines.

Krypton Technologies, LLC SEV Press Releases feature a management console for tracking how often your Press Release is accessed and other vital statistics!

- Conduct keyword research to identify at least two relevant search terms
- Search Engine Optimize the press release so it gets high keyword ranking for up to 30 days in news search engines
- Distribute the press release via opt-in email to PR Web’s database of more than 65,000 media outlets
- Distribute the press release to Yahoo News and Google News
- Improve the placement of the news release in XML and RSS feeds
- Archive the press release indefinitely on PR Web, which gets over 4.5 million pages views a month
- Build relevant links from within the press release to key pages on the your web site creating inbound links.
- Provide paid inclusion of the news release through Inktomi
- Provide statistics on the number of times the press release was accessed on PR Web’s site
- ClickTracks and Google Analytics Compatible
- Keyword Rich Anchor Text in Links
- Enhanced "Page One" Placement

According to Nielsen/NetRatings, the unique audiences of Yahoo News and Google News now rival the online audiences of other current events and global news destinations such as CNN and BBC News. In fact, Yahoo News and Google News now reach audiences that are larger than those of major search engines like Ask Jeeves and AltaVista. If your company's marketing and promotion strategy includes the Internet, your press releases should be optimized for and distributed to the major news search engines.

How Does Search Engine Optimized Press Releases Work?

Krypton Technologies, LLC's search engine promotion services usher your press release through a three-step process:

1) Optimizing: We get to know your business and understand your target audiences, whether it's journalists, consumers, business-to-business customers, or investors.

- We conduct keyword research to find at least two relevant search terms that your target audiences are likely to use for a news search.
- We edit your press release and optimize it with the relevant search terms to give it more staying power in the news search engines.

- We also build links from your press release to relevant content on your website.

2) Distributing: Our partner, PR Web, uses a variety of channels to distribute your press release to your target audiences.

- Your press release is distributed via opt-in email to PR Web’s database of more than 100,000 media outlets, industry analysts, freelance journalists and newsrooms. You also have the option of using additional newswires.
- Yahoo News, Google News and other news search engines pick up your press release. We also use paid inclusion sending your release to major web portals such as Yahoo, AltaVista, AlltheWeb and more.
- Your press release is distributed through PR Web’s syndicated network news feeds. It is also promoted via PR Web’s blogging technology and news standards like XML, OPML, ATOM, RSS, and NewsML.
- Finally, your press release is archived indefinitely on PR Web’s site, which gets over 8 million pages views a month.

3) Tracking: As news search engine users and others find your release, we provide you with the data needed to measure results and refine subsequent press releases.

- We track the number of people clicking on your headline to read your release, which news search engine they used, what search terms they chose and more.
- We also have a joint marketing agreement with Google Analytics that offers you the option of using Google Analytics to get drill-down web analytics in a visual interface.

What are the Benefits of Search Engine Optimized Press Releases?

Krypton Technologies, LLC's search engine promotion system is very affordable.

Our search engine promotion system provides you with a number of exclusive features and competitive benefits including:

- High keyword ranking for up to 28 days in Google News, Yahoo News, MSN News and other news search engines;
- Relevant links that follow Google’s quality guidelines and Yahoo’s anti-spam policy;
- Increased number of visitors to your site from news search engines;
- More prospects who give you their email address, fill out an online form, or buy something on your site;
- Free publicity as well as leads.

Our search engine promotion technology and tracking features coupled with our professional search term optimization services are both affordable and efficient. Bringing these two services together demonstrates our commitment to our customers in continually improving and upgrading our offerings. With PR Web’s exclusive distribution technology and Krypton Technologies, LLC's optimization, your news releases will gain added publicity while generating new leads and customers. Search engine promotion customers will edge out those competing for media attention because of this combined dynamic service.

Below is a random sample of some distribution points from our media database of over 100,000 contacts, industry analysts and freelance journalists. **Your press release will be submitted to these sources and thousands more!**

- USA Today
- The Daily News
- Los Angeles Times
- Chicago Sun Times
- Detroit News
- Philadelphia Inquirer
- Boston Globe
- Boston Herald
- San Jose Mercury News
- The Denver Post
- Miami Herald
- Atlanta Journal-Constitution
- MSN News
- Daypop
- Feedster
- NewsNow
- ABC News
- CBS News
- NBC News
- NPR
- The Jewish Chronicle
- Bloomberg.com
- Radio Manila
- iparenting.com
- WMVP-AM
- Charlotte Home Design
- Investor Relations Magazine
- Broadcaster's Bulletin
- Undersea Warfare
- Biz Best
- Davis, Gareth
- Episcopal Life
- From the Ground Up
- Television Broadcasts Limited
- CosmoGirl
- WBDC-FM
- WTTW-TV

When two firms start sharing revenue to sell a product or service, through it is known as affiliate marketing. Amazon was the world’s first to start large-scale affiliate marketing. Most of the affiliates get paid anywhere from 3% to 10% for sales generated through their websites. Payment is made on the number of clicks, registrations, leads, sales etc or as agreed between the two parties. When a person clicks on the advertisement on a website the cookie is saved in the person’s computer, which is tracked and if a sale is done then the person gets paid the amount of commission agreed instantly. Anybody having a website which has good number of visitors can join an affiliate program. Any retailer who has products to sell can benefit greatly from Affiliate Marketing.

Systems of Commission

1. Tier System Payout on a basis of monthly revenue.

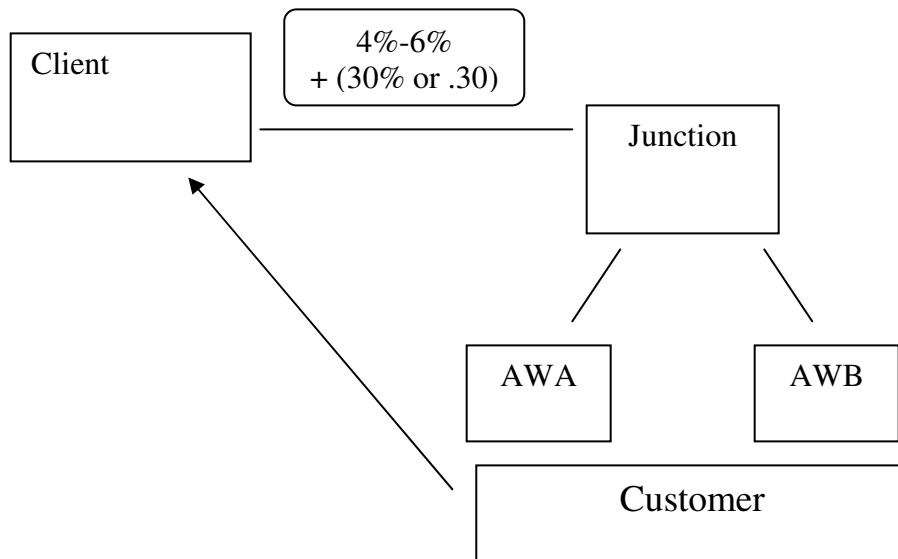
This system has the most flexibility and most broad sales strategy, the retailer pays on a performance incentive. Meaning if an affiliate sells X amount of dollars per month they get a certain % of sales, if another affiliate sells an amount higher then X and higher then the next tier, they get a higher %. **The overall tier does not change, and are the same for everyone, the only change that happens is the affiliate moving up or down along the tier depending on the amount of monthly sales. The revenue is calculated on a monthly basis, but initially the affiliate’s % is set at there 3 month average of total monthly revenue of the site.** See example below

Retailer 1 is site where the customer purchases product and the payout party.

2 Affiliate Websites, Affiliate Website A (AWA) and Affiliate Website B (AWB)

PROs: Tiered system, very cost effective for long term marketing campaigns, configuring with the most amount of customizations, fully expandable, affiliates like this system the best. Very stable and secure system over a long period of time.

CONS: Very confusing in the initial stages, foundation is varying and will need to be reevaluated numerous times over a 90-180 day period. System is very unstable in the initial stages.



2. Flat Payout on a basis of monthly revenue

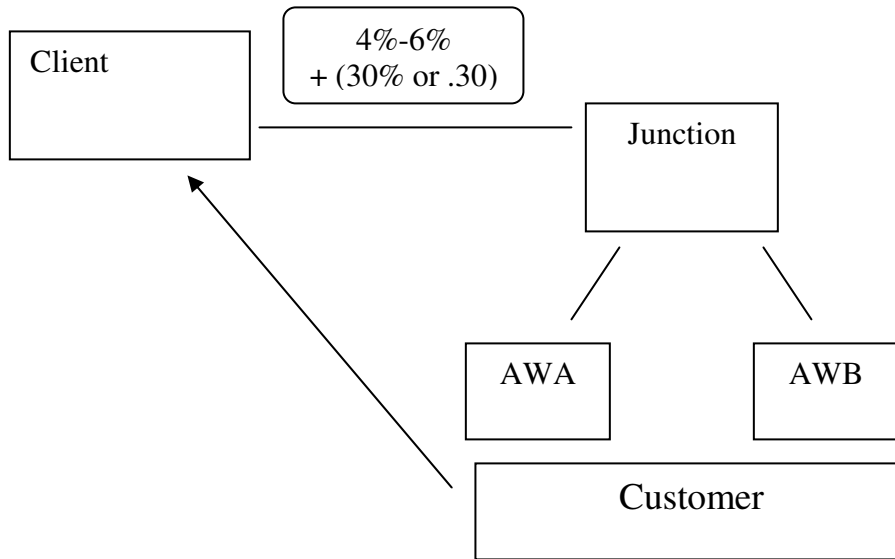
This system is the simplest but not cost effective for the long term marketing campaign. This system pays a fixed % regardless of the amount of monthly sales of affiliate website. Meaning if an affiliate sells X amount of dollars per month, and another affiliate sells twice the amount of X, both affiliates get the exact % of commission. See example below.

Retailer 1 is site where the customer purchases product and the payout party.

2 Affiliate Websites, Affiliate Website A (AWA) and Affiliate Website B (AWB)

PROs: Flat system, very cost effective for short term marketing campaigns, zero configuring needed as system is not scalable, good system for small campaign, smaller affiliates like this system the best.

CONs: Cannot be expanded, affiliates do not like this system in the long run, very fast paced system, pay outs do not vary, no incentive to over perform on a basis of simply revenue.

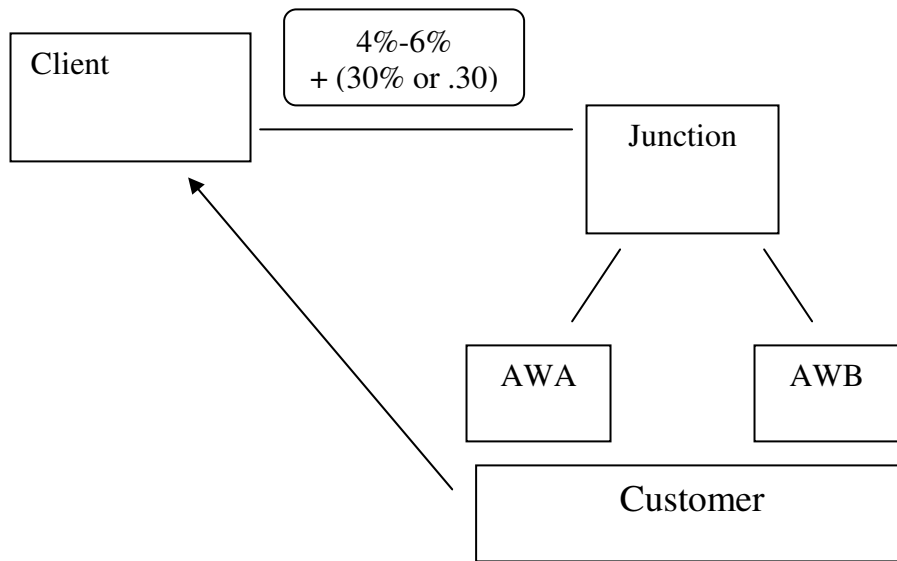


3. Lead payout on a basis of number of invoices not amount of revenue

This system is very simple, but not easy to implement and does not offer higher incentives for greater revenue generating websites. This system pays each and every affiliate (regardless of amount of revenue or sales) the same commission on a basis of sale, not % of revenue. Meaning if an affiliate sells 10 items a month, he gets X amount of dollars per item as commission, regardless of the price of the item. The same applies to any other affiliate in the program, regardless of the amount of sales. See example below for details.

PROs: lead system keeps costs under or at budget, very cost effective for short term and long term marketing campaigns, zero configuring needed, good system for small and large campaign.

CONs: can be expanded, eventually leads to tier system, affiliates on the long run do not like this, it is very hard to start this campaign without having a network in place, very similar to PPC, except this is paid out per sale.



There are many variations to the above system, as many large firms and viral marketing programs combine many versions into 1 version. Or even breaking down a version into various versions. In the end, the solution that best work depends on the industry of sales, for example the soft goods industry pays total revenue % between 25% to 75% commission! While the consumer electronics industry pays between 3% and 15% depending on the style and make of product. I hope this clarifies the affiliate marketing world for us.

Pricing: We provide customized solutions for your customized business, hence the reason why a standard price is not only insulting to our clients, its down right just not how business should be done. We strive to give our customers a general price range and can confidently say if you are not satisfied with our level of commitment we will gladly refund 50% of our service fees. We stand behind every solution and almost feel as every client is a little part of who we are.

Price Ranges:

SEO – Search Engine Optimization	\$799-\$2499
SEM – Search Engine Marketing	\$799-\$2499
PPC – Pay Per Click	% of monthly budget + % of revenue
Viral Marketing	\$999-\$4999
Blog Marketing	\$999-\$4999
Affiliate Marketing	% of monthly budget + % of revenue
Spider Blog Marketing	\$5999 and up.
Press Release Marketing	\$299 per press release.
International Branding	\$4999 and up