

**SPIDER LINKER™ – GET YOUR ENTIRE WEBSITE
CRAWLED AND RANKED HIGHLY IN
GOOGLE and the other organic search engines!**

To be visible through the Internet search engines is of direct and measurable benefit to e-businesses. 55% of online purchases originate on sites found through search listings (NPD Group study). Users looking for products are far more likely to type the product name into a search engine's search box than browse shopping "channels" or click on ads (Jupiter Research).

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It follows that visibility and good rankings through internet search engines are critical components of any e-commerce marketing strategy as evidenced by the huge growth in paid search marketing and ROI.

SONY®

But marketers recognize that the **"holy grail"** of search engine marketing (SEM) is to acquire high volume, qualified traffic with a high conversion rate. Clearly, for an e-commerce site this means volume sales of your products or services.

Spider Linker™ gets thousands of keywords into the organic search engines such as Google – and high rankings for relevant search queries (across all product names and model numbers), which means high traffic and high conversion rates.

"Spider Linker™ drives highly qualified search traffic to previously invisible content"

With YourAmigo's unique Spider Linker™ solution, ALL of your online products, catalogs, and other dynamically-created web content is available for indexing by Google, Yahoo!, MSN and the other crawler-based search engines.

Spider Linker™ handles both small and very large sites, even high traffic sites with millions of pages, and automatically updates as pages are added, changed or removed.

With its patent-pending content discovery software, YourAmigo has proven that it can discover the most complex dynamic and static web pages and enable all your content to be crawled by the organic search engines.



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Spider Linker™ solves major invisibility problems on all types of dynamic and content management driven web sites, including ASP, JSP, PHP, .net, Broadvision, Domino, Vignette, BEA, Documentum, Interwoven, Blue Martini, WebSphere, WebLogic, Plumtree, Cold Fusion and more.

Spider Linker™ SEM Management

YourAmigo works closely with its clients to plan low risk, high success SEM programs to meet the client's objectives. YourAmigo manages the discovery and indexing of content by the search engines. We also track, report and advise clients on search results, search behavior and optimization initiatives to meet the client's marketing objectives.



Spider Linker™ Capabilities

The capabilities of Spider Linker™ include:

- **Content Discovery** – using unique content discovery technology, Spider Linker™ finds and maps all content on the web site including POST & GET method dynamically-created pages as well as unlinked static content
- **TOC Building** – automatically builds a number of content rich table of contents pages designed to be meaningful to users as well as robot spiders and specifically not to look like 'search engine illegal' link farms
- **Populating TOC with Links** – links are generated in the TOC pages for every page of content, translating GET links into search engine friendly static links and creating links for POST method pages

Automatic page optimization – metadata such as page titles, keywords and descriptions can be automatically generated and optimized to provide high rankings in search engine results

Spider Linker™ automatically updates content so your site is always crawler-friendly for the search engines.

Spider Linker™ Deployment

In most cases, Spider Linker™ is remotely hosted and managed by YourAmigo. There is minimal technical involvement by the customer and no need for any redesign of web pages. Spider Linker™ can be installed at the customer's site if desired. Spider Linker™ is a platform independent and fully automated solution to search engine visibility and ranking problems.



Spider Linker™ - Drive New Sales

With Spider Linker™, you can have the best of both worlds: you can preserve your web site usability, maintainability and customer tracking while achieving high visibility, high rankings and new sales.

Our customers buy Spider Linker™ to bring them new sales through Google's free search results. This allows them to get all of their web site content indexed, ranking highly and delivering an outstanding ROI. Can you afford to be without it?

For more information, please contact:

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