

### **Search Engine Optimization / Internet Marketing Specialists**

#### **Internet Marketing**

Internet marketing can be described as a set of strategies and techniques applied towards the Internet to support the organization's overall online marketing objectives. AY Consulting does not limit itself to a single advertising strategy, just as you would not advertising in one newspaper. What this means is your online marketing initiative would be diversified enough to allow for an effective campaign. Our Internet marketing may include keyword and meta tag strategies, newsgroup and mailing list postings, banner advertising, reciprocal links, online promotions, news feeds, newsletters, content positioning, Pay-per-click advertising, online image development, email strategies and other interactive features.

#### **Search Engine Optimization (SEO) Services**

AY Consulting provides a range of internet related services designed to help our clients maximize the potential of the Internet including: Domain Name Registration, Domain Name Hosting, Email hosting, Spam Filtering and Virus / Worm Detection, Website Design, Website Hosting, Local Backup System, Remote Backup.