

“You spent a lot of money building a database-driven website that gives your customers the most satisfying visit possible. Why aren’t your dynamic pages showing up in Google?”

What gives? Talk to a search engine specialist and you will probably hear, “Google can crawl your dynamic site, and may someday do it, but don’t hold your breath.” They’re right.



Robyn Walton
Chief Visibility Officer

You may also hear, “We can help you—it involves some workarounds, and some tinkering, and your IT department may not love our approach, but . . .” Again, they’re right.

What do you do? You know that up to 70% of site traffic comes from search engines and that 70% of that traffic runs across Google’s database. So you can buy a lot of adwords . . . or you can ALSO look beyond traditional search engine marketing to the next evolution in content management—**Dynamic Site CachingSM**.

Dramatic before/after. Early adopters of this new technology are consistently reporting 10x greater page-views. One regional hospital had 18 pages indexed in a major search engine. Within 60 days of implementing *Dynamic Site Caching*, the hospital had 11,900 pages indexed.



Getting more pages indexed matters only if it results in more traffic that converts. In this case, the number of “unique visitors” increased from 4,667 to 44,966 (**10x increase**) and content-based search traffic increased from 1,249 to 39,757 (**32x increase**). Since content searches are the most relevant and qualified, the technical term for these increases has to be “Wow!”

Summary of Solution

Dynamic Site Caching is a new patent-pending technology that optimizes, caches and delivers dynamically generated website content to search engines.

- Remotely administered
- Can work *without* software or agents on your system
- No ongoing IT work
- Enjoys full compliance with all search engine guidelines
- Generates targeted, relevant, measurable results
- Can be priced on an affordable pay-for-results basis

If You Have:

- Dynamic database-driven sites (with a “?” in the URL)
- Content management websites (from Websphere, CMS, Broadvision, etc.)
- Storefront websites with complex URLs
- Password-protected sites (with content behind the login page)

Call for a 5-minute analysis of your indexing potential, with no obligation.

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A Brief History of “Search”

Nothing evolves like the internet, as this chart demonstrates:

1998 Websites Use Software To Get Listed	1999 Search Engines Use Clicks/Keywords to Decide Rankings	2000 Search Engines Charge Fees for Submission	2001 Sites Optimize Using Relevant Content & Links	2002 70% Of Sites Found Through “Search”	2003 Visibility Factor Achieves 100% Visibility for Dynamic Sites
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