

## Immigration Websites from INSZoom

NetZoom



Website Design and Marketing Services

GAIN THE COMPETITIVE EDGE WITH WEBSITES FROM INSZOOM. OUR CONTENT-RICH AND SEARCH ENGINE-OPTIMIZED SITES PROVIDE VALUABLE MARKETING TOOLS FOR 21ST CENTURY LAW FIRMS AND ORGANIZATIONS. INCREASE WEBSITE TRAFFIC, BUILD LEADS AND MAINTAIN A PROFESSIONAL PRESENCE WITH YOUR NEW ONLINE MARKETING PORTAL FROM INSZOOM.

Choose from a range of template websites, that can be customized with color scheme, logo, graphic, photo, content, and more. Online Marketing Services that include 60-70 pages of professionally written immigration content, news articles automatically updated twice a week and processing dates & priority times posted directly on your site. INSZoom's premier web solution packages are professionally developed by a team of experts who pay careful attention to site usability, content development, search engine optimization and site marketability.



THE WORLD'S LARGEST IMMIGRATION SOFTWARE COMPANY

Immigration Compliance • I-9 Compliance • Mobility Solutions



NetZoom websites provide value-added marketing tools that generate leads, increase website traffic and provide current and prospective clients with important information. Contact an INSZoom sales representative at **925.244.0600** to get your website design started today!



#### WEBSITE TEMPLATES

Our exceptionally designed website templates provide you with a cost-effective means to gain access to a wealth of web marketing resources, including content management, web hosting and e-marketing ventures, all focused on increasing your firm's leads and strengthening your web presence.



#### IMMIGRATION CONTENT

Our immigration content package, containing 60 to 70 pages of detailed information about a range of temporary and permanent visas, provides your visitors with important and key information about the types of visas available and eligibility requirements for those visas.



#### SEARCH ENGINE OPTIMIZATION

A robust web marketing campaign demands search engine optimization. INSZoom delivers a range of SEO tools to our premium clients to strengthen their websites' presences in the major search engines.



#### BIWEEKLY E-NEWSLETTERS

Staying in constant touch with current and potential clients is a core component of any successful marketing campaign. With our biweekly e-newsletters, your list of current and potential clients will receive an email from you every other week with valuable information about the latest in immigration news and policies, increasing visitors and web traffic to your site.



#### INTAKE SHEETS/E-MAIL ALERTS

Integrate your case management system directly into your website. INSZoom's websites provide immediate access to prospect intake sheets that write directly to your case management system. With this integrated program, potential clients can start the process of seeking representation directly from your website.



#### WEEKLY NEWS ARTICLES

Websites with updated content give users a reason to return and are exceptional resources for both current and potential clients. INSZoom publishes articles on the latest immigration news and legislation directly on your website, providing your site with a wealth of informative articles and resources.



#### BROADCAST EMAIL TOOL

Use INSZoom to deliver up to two broadcast emails from your email address to up to 5,000 addresses. Send press releases, business updates and information on changes in immigration regulations immediately to your full client list at the click of a button.



#### CONTENT MANAGEMENT TOOLS

Easily change website content and add new pages in less than five minutes. Easy to use, simple to navigate and web-accessible, our content management tool gives you the power to access and update your site at any time or place.



#### PRIORITY AND PROCESSING DATES

By providing priority and processing dates directly on your website, within 24 hours of release, INSZoom ensures that your law firm provides your clients with the information they need online and in a way that is always available.

Additional website services include hosting and website maintenance, email accounts, 24/7/365 customer support, weekly web traffic reports and yearly updates of immigration content. Sign up for your NetZoom website today by calling **925.244.0600** or email [sales@inszoom.com](mailto:sales@inszoom.com).



NetZoom Features	Plan-1	Plan-2	Plan-3
Template websites with Expert Consultation	✓	✓	✓
Hosting and Maintenance with Redundant Networks and 99.9% uptime	✓	✓	✓
Email Accounts (Based on the Plan)	✓ (10)	✓ (15)	✓ (30)
Web Admin Tool with Free Training	✓	✓	✓
Weekly Web Traffic Reports	✓	✓	✓
Prospect Intake Sheet + E-mail Alert (With INSZoom Case Management Application)	✓	✓	✓
Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	✗	✓ (Basic)	✓ (Premium)
Immigration news updates posted automatically on your website, twice a week	✗	✓	✓
Automatic Priority and Processing time updates posted on your website	✗	✓	✓
60 - 70 Pages of professionally written Immigration Content	✗	✓	✓
Bi-weekly e-Newsletter Service with additional page for listings and Archive	✗	✗	✓
Twice in a month - Broadcast E-mail (Up to 5000 recipients)	✗	✗	✓
Annual updates to Immigration Content	✗	✗	✓

### CUSTOM WEBSITE DESIGN AND HOSTING SERVICES

- Website upgrades and transfers of your existing website
- Custom Intake Sheets and Professional Services
- Custom Links to sub domains
- Custom Appointment Setting and Consultation Request Tools
- Second Language Website Template





## SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is a form of SEM that optimizes web pages and websites, which are indexed and presented prominently in search engines. SEO provides a website with visibility amongst billions of web pages. The aim of any good SEO exercise is to increase the probability of your site being visited by your target audience on Google, Yahoo, MSN, and other major search engines.



## NetZoom's SEO SERVICES

While there are several tasks that are undertaken to optimize your website for the Search Engines, they can be broadly classified as below.

### Keywords

- We provide top key words for each optimized section of your web site. We also provide keyword-rich content to establish the significance of a page.
- We provide a document with keywords on specific pages of the site. This is accompanied by a Copywriting Document with best practices for search engine (and user-friendly) copy

### Title Tags

- We identify and implement specific copy for title tags for the web pages we need to optimize. Title tags are one of the areas that search engine algorithms read to ascertain content.

### Meta Tags

- We implement meta-tag descriptions and meta keywords tags for specific web pages. Meta tags represent your company in Search Engine

Results Pages (SERP), and can affect your click-through rate and ranking.

### Technical Analysis

- We analyze your web site so key information is not blocked due to technical design.
- We identify programs and development techniques that are search engine friendly.
- We provide best practices documents, with specific issues identified on the pages we have optimized.

### Building Links

- The quality and quantity of the sites that link to your site is a major factor to increase rankings. We identify key directories and provide you with a Linking Document of recommended directories with Best Practices.

### Tracking and Reporting

- We provide a report to identify current ranking with keywords to help lead targeted traffic to your site.



## WHY IS SEO IMPORTANT?

The SEO program is aimed at making your website rise in the search engine rankings, to increase user stay-time and return-frequency.

- Create hundreds of links to your site naturally, so it ranks top in search engines.
- Build, or rebuild websites from scratch, with content optimized for both user experience, and high ranking in search engine results.
- 400 million+ searches are performed online every single day.
- 70% of households research for a local product/service on a daily basis.

- Savvier consumers: credibility factor depends on high-ranking sites during the search.
- Up to 85% of searchers ignore paid listings.
- 63% of the top natural (organic) listings get click-throughs.
- Natural (organic) search results convert 30% higher than PPC.
- A new study from USC's Center for the Digital Future has "found that the Internet is perceived by users to be a more important source of information for them — over all other principal media, including television, radio, newspapers, and books."



## BENEFITS OF SEO

- Boosting Income through increased visibility and leads
- Getting the Right Visitors through focused advertising vs. random advertising
- Saving Costs with SEO, which continues to be the cheapest way to market your product/service, and produces better results than traditional marketing methods. Hence, better ROI.
- Staying Visible by achieving repeat sales and visits by enhancing your onsite information and navigation.

## CONCLUSION

Since no two Search Engine Marketing projects are alike, our services have been designed to allow customization and independent execution. This flexibility allows us to tailor an engagement to meet your unique needs and to provide demonstrable results for a range of clients.