



# microSITE

## white paper

[www.accsys.org](http://www.accsys.org)

# microSITE SEO platform technology

## white paper for partners

### market view

The current methodology of Search Engine Optimisation (SEO) is the process of improving the volume and quality of traffic to a website from search engines via "natural" search results. Currently SEO is performed as part of an Internet marketing strategy, whereby optimising a website primarily involves editing its content and HTML to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

In recent years the terms white hat and black hat have been applied to the SEO industry. Black hat SEO tactics invariably are against the search engines' terms of service, whereas white hat methods are generally approved by the search engines. White hat tactics produce results that are more consistent and last a longer length of time, whereas black hats anticipate that their sites may eventually be either temporarily or permanently banned once the search engines discover what they are doing.

Even though promoting your website into the top ten "natural" search results is essentially the goal of SEO, unfortunately up until now there has been no guaranteed way to do this. One of the most popular methods to get visibility on the first page of search engine results is the use of advertising or paid search results such as Google® AdWords®. AdWords are a cost-per-click advertising system that does not necessarily bring good ROI, especially for very specialised local searches. Businesses make an average of \$2 in revenue for every \$1 they spend on AdWords\*\*. Some people are "ad-blind" though and just ignore them as they don't necessarily "trust" paid search results.

### the solution

microSITES are fully Search Engine Optimised, content-rich web sites, developed by accsys using white hat methods. They appear at the top of the search engine rankings for very specific search terms and geographic locations.

The website sits like a 'ad' in a search engine's first page of natural search results. Unlike an advert where many people just simply ignore them, users trust 'natural' results more. Also because the search terms are very specific any leads that come through are highly focussed and pre-qualified. Each microSITE is branded with the client's company logo and details, and are volume built using our own in house technology.

microSITES are ideally suited for a number of professional vertical market sectors, including (but not limited) to accountancy, legal and insurance.

### product features

- built and optimised before they are sold
- visible in "natural" results
- SEO is independent of main web-site
- optimised for local searches
- allows customers to achieve instant high rankings

### partner benefits

- ability to go to market very quickly
- high recurring revenue stream
- proven patent pending technology\*

### about microSITES

microSITES are a disruptive technology which can replace conventional paid Google AdWords. When looking online for services, most potential clients will search by using the name of their local town or city, microSITES are a cost-effective way to capitalise on this and create a brand new stream of quality leads.

The initial reference product using our microSITE technology is accountantSEO ([www.accountantSEO.co.uk](http://www.accountantSEO.co.uk)). We have so far created 2,500 microSITES under the accountantSEO brand and these are being sold through our UK accountancy channel partner. Within 2 months of launching accountantSEO, 97% of the microSITES were ranking in the top 10 of Google.

### about accsys

Founded in 2001 by Duncan Bush, accsys is nestled in the glorious countryside of Cambridgeshire, England (about halfway between France and Scotland). As a software development house we encompass a myriad of skills to deliver the large scale production and support of websites, via multiple channel partners.

Our solutions are built on an expansive platform of proprietary technology. accsys is the largest supplier of websites to firms of accountants in the UK, and also a leading supplier into the legal market. We already support 3,500 websites and are actively looking to make use of our technology in other markets and new territories.

### for more information contact us

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