



FOR IMMEDIATE RELEASE

## New Web Technology Offers Solution to Long-Standing Search Engine Ranking Puzzle

Philadelphia - October 10, 2007 - The Philadelphia Web Design Company (formerly Stone Rose Design) today introduced Opti\*Rank™ 2.0, a suite of proprietary, ethically safe, website optimization algorithms to insure top-position website rankings in Google, Yahoo, MSN, and other popular search engines.

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### BACKGROUND:

Search engines (Google, Yahoo, MSN, etc.) display an list of websites for any given search term/phrase. Websites evaluated to be "better" than their competitors are listed closer to the top of these enumerated, or "natural", or "organic", search results listings and receive more clicks (visitors).

Each search engine uses a highly complex set of criteria to score, or "rank", a website. These criteria have always remained unpublished and are frequently modified to thwart deliberate manipulation of search results by third parties.

The process used to favorably increase the natural ranking of a website is called "search engine optimization". Ethical optimization is considered "white hat" while unethical techniques, such as "keyword spamming" are often labeled "black hat".

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Each Opti\*Rank™ 2.0 algorithm is a heuristic (statistical) modeling technique which insures high ranking for most HTML-based websites. Each algorithm is implemented using a combination of six general "white hat" web programming techniques:

1) Evaluate methods of competition, 2) Optimize HTML code, 3) Modify visible copy, 3) Determine reverse links, 5) Website submission, and 6) Proprietary Opti\*Rank™ modifications.

The effectiveness of the Opti\*Rank™ 2.0 algorithm is independent of the respective hosting system (Linux, Windows, etc.). Opti\*Rank™ 2.0 can not be effectively implemented on Frames-based websites or Flash®-driven websites.

Opti\*Rank™ 2.0 is U.S. Patent Pending and available exclusively from The Philadelphia Web Design Company. Opti\*Rank™ 2.0 is a major update to the Opti\*Rank™ 1.0 website optimization solution introduced by Stone Rose Design in 2001.

States Randy M. Zeitman, President of The Philadelphia Web Design Company and inventor of Opti\*Rank™ 2.0: "Website optimization is like driving. There's many different routes to go from "A" to "B" but some are longer, bumpier, or even have tolls.

Opti\*Rank™ 2.0 statistically considers hundreds of different routes to a high ranking and recommends several options. An Opti\*Rank™ 2.0 consultant then considers the recommendations vis-à-vis the website being modified, the competitors' websites, and the search term being targeted. Options and respective pricing proposals are then authored and presented to the client.

Although Opti\*Rank™ 2.0 is a recursive process we're typically placing sites in the top-5 spots on the very first try. That translates to a very large cost savings to the client – as much as 90%."

### ABOUT THE PHILADELPHIA WEB DESIGN COMPANY

Founded in 1989, The Philadelphia Website Design Company provides world-class website design and search engine advertising services. National clients include: Yahoo, Nike, America Online eBay, Home Depot, Staples, and Dell Computer. The credo of The Philadelphia Website Design Company is "We Give Small Business A Big Voice!™".

Randy M. Zeitman is the founder of The Philadelphia Website Design Company and brings forward a diverse background as a graphic designer, small business consultant, marketing director, author, software trainer, programmer, magazine columnist, copywriter, and technical editor. Mr. Zeitman also conducts a variety of small business marketing seminars for Staples®, Temple, Widener, and Delaware County Community College.

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