

Industry Overview

One of the most underrated online marketing efforts today is quickly gaining credibility among America's premiere companies as a vital component for brand awareness, traffic building and increased revenues. Search engine optimization (SEO) is the hottest buzz phrase since CRM and is yielding serious results among major online players.

Also known as search engine positioning among other names, SEO is a service that "optimizes" your website in order for it to be indexed and favorably ranked by the major search engines on the Internet. With nearly 90% of all Internet users accessing a search engine during any given online session, big businesses are realizing that if they are not ranked well within the engines, they may never be found. Companies must deal with the reality that they are losing customers to their competitors whether they are a business to business or business to consumer site. As the Internet grew after the creation of its first search directory Yahoo, thousands of similar services developed allowing users to "search" the Internet on any imaginable topic. As key terms are entered and the results returned, a certain science determines just how the results are presented. Obviously, the closer your site was to the top of the rankings, the more likely you were to receive a new visitor. This science or search algorithms as they are called are what SEO companies constantly try to predict, outsmart, and reverse engineer. With thousands of search engines currently online, there are more than twice as many SEO providers all claiming they know how to get the best results for your company. So what do you believe? Who really does have the best services for your company?

In the following pages, we'll examine the variety of services and techniques used by those companies who have had great success as well as by those who have had very little. Through these definitions you'll become a more educated consumer able to ask the right questions to help determine which company is worthy, or not worthy of your business. Search engine optimization has many advantages and as we said before is showing great returns on investment. As a long-term commitment, you cannot beat SEO for its delivery of targeted traffic, level of exposure or ease of use for the consumer. We aim to provide you with all the information you may need to be a part of a great future on the Internet.

Table of Contents

- Service Differentiation
- Optimization Firms
- One Man Band
- Software Systems
- Paid Inclusion
- Pay-Per-Click
- Service Components
- Key Terms
- Meta Tags
- Title Tags
- Body Text
- Cloaking
- Doorway/Gateway/Bridge Pages
- Hidden Text
- Promotional Domains
- Submission
- Reporting
- Conclusion
- Top 11 Questions to Ask Your SEO Provider
- Glossary of Terms and Resource Sites

Service Differentiation

With the multitudes of optimization companies currently in business all vying for your attention, it can be a daunting task to try and sort them all out. Questions abound, what does each company do? How long have they been in business? Who are their clients? How does each compare? Are their techniques effective? Choosing the right company can become simply overwhelming. In this section of the guide, we start with a wide angled perspective of the industry, breaking down the different types of service categories that are available. Currently, the industry essentially offers three different styles of optimization services; the professionally managed firm, the smaller one-man band operations and the software system packages. There are also two alternative paid options, direct listings and pay-per-click which we'll touch on later. Each of these options has advantages and disadvantages depending on the level of service you are looking for. So without further adieu let's get started.

Optimization Firms

The search engine optimization firm represents the smallest number of companies earning the largest share of business within the industry. These are companies that typically have been in business for several years and are staffed with industry veterans who have helped some of the largest names in retail, technology and the private sector. These companies often carry an extensive menu of custom services that best suit your site's current status. Most of the services are created manually, from copy writing to site submission, you can count on a team of professionals working on your project. The firms often offer a comprehensive customer service program as well, allowing you to be a part of the process from start to finish. Whether they are helping you determine key terms or creating new content for the site, the company will keep you fully informed of each step it is taking with your project.

As you might imagine, these firms are not cheap. Typical 12 month programs can range anywhere from \$15,000 to well over \$100,000. Keep in mind that you get what you pay for, so while researching, pay attention to the company's current client list, number of years they have been in business and be sure to ask for a list of references you can write to or speak with. You can also count on learning a variety of different names for essentially the same types of services. Companies will often try and present their own unique spin on technologies that have been around for several years. Although they may sound different to the ear, you can count on them being relatively similar with little or few exceptions. We'll touch on each of these specific technologies later in the guide.

One Man Band

Just as the name says, relatively few people and more than often just a single person/owner staff work at these optimization companies. With enough knowledge about the industry parameters and the genius to project their services as larger than they really are, one-man band operations are a business that often come and goes with each fresh search engine index. Services from these companies are typically priced in the range of \$1,000 to \$20,000 for a yearlong program. As a smaller company, these firms are often structured in a cookie cutter A, B, C package type delivery. Services may include minimal optimization and a series of either automated or manual submissions. A word of caution should also be raised as many of these firms have perfected systems that may initially create great results within the engines that later may cause your site to be banned from the engines. Be sure to ask specific questions about their tactics and then follow up by doing a little research on your own to be safe.

Software Systems

Near the time that search engine optimization became a popular technique to help increase site traffic, a variety of companies decided they could automate the process. This has proven to be an endeavor that looked to create the ultimate automated solution to getting listed within the engines. Reasonably priced, the software has proven to be popular among entrepreneurs and small business managers. It allows you to easily program your site data including individual page URL's. These systems also allow you to create your own custom submission schedule that is automatically launched from your computer. It does however have its drawbacks. Many of those who initially purchased these systems are often those who have done little or no research into their options and believe that this is all they can do. (And because of its affordability and ease of use, maybe it is the best thing for the budget conscious businessman.) This lack of education often leads to overzealous submissions on the site owner's part. Unfortunately, this constant bombardment of submissions can be considered nothing short of spam by the major search engines, leading to a possible banning of your site.

Paid Inclusion

Paid inclusion refers to a fee based listing that occurs with several of the major search engines and directories including Yahoo, Teoma, Ask Jeeves, AltaVista, Lycos, Inktomi and FAST. Fees range from a "per URL" cost of \$25-\$40 for each page of your site you want included to a one time fee of \$300 for a directory listing in Yahoo! The search engines and directories realize just how important it is to be listed and just what businesses are willing to pay for it. Beyond paying for inclusion within their sites, the engines and directories are creating additional opportunities that allow companies to pay an even higher sum of money for better placement within the listings. These listings are typically served at the top of a results page giving companies the opportunity to be in a premium spot above the rest of the "basic" paid listings. Benefits include faster listing times, more access to your listing when changes needed to be made as well as better overall reporting on those who click through to your site. When looking into paid inclusion programs, you'll always want to know some of the recent history with the search engine or directory. One of the latest trends includes several unannounced rate hikes that have left participants in uncomfortable catch-22 situations. Unfortunately, if you want to actively participate in search engine marketing, these are all essential engines to be a part of. When initially visiting these sites, keep an eye out for terms on the home page that say things like "submit your site" or "add your site". These links will provide you with all the information that you may need to get involved.

Remember, inclusion in no way means that your site receives any sort of ranking privileges within the engine. Those sites that purchase inclusion get just that, a listing within the database of site results and **optimization is still needed** to create an effective listing, so don't be fooled.

Pay-Per-Click

The popularity of pay-per-click (PPC) through Google and Overture is growing as a viable alternative to traditional search engine optimization techniques. The system works by paying for a fixed position through a bidding system within the engine. The fixed position can range from mere pennies per click to well over \$40.00 all depending on the amount of competition your site may have for specific keywords. The more competitive the market and keywords, the more you will pay to have that user visit your site. Pay-per-click campaigns typically don't last long when the site is in somewhat of a competitive market. Funds can be eaten up quickly, and when it's over, so is your paid placement. Unlike search engine optimization, the longevity of a pay-per-click campaign is only as long as you can fund it. One of the biggest problems with pay-per-click is the search engine's inability to prevent click fraud. Click fraud is the simple act of a competitor

clicking away on your listing, running up your costs without return. All of the engines will tell you that they have prevention programs in place, but the sad reality is that there are several undetectable ways for your competitors to continue the fraud. What was designed to help companies attain a guaranteed top listing has become a reciprocal debacle of competitors trying to put each other out of business.

Service Components

Over the last seven years, search engine marketing has developed into the hottest Internet marketing option available. What was once a simple process of choosing strong keywords and creating a set of well-designed Meta tags, has now developed into a refined and strategic methodology for those seeking success in the engines. In the pursuit of creating the best campaign possible, there are several key elements that can make your site more appealing to the search engines.

Sites that are most popular with search engines are those with an enormous amount of relevant content. The more information you can provide a consumer seeking answers, the better. The search spiders also identify with this relevant content, making it easier for them to find your site as well. Spiders are the automated programs used by the search engines to crawl the Internet. They seek, find and add new pages to their massive databases everyday. (The more sites an engine can add, the more popular they will be with those seeking information.) Sites are found by the spider visiting submitted pages to its index, or by following links that are presented on sites throughout the Internet. And relevant content is what it is looking for. In order to protect your investment of time in writing your site content, you should be aware of some of the things that can prevent the spider from correctly indexing your site. Site development with the use of Flash files and highly integrated or overwhelming graphics can pose large problems for the spider to access your site. Designing your site in frames is also a major deterrent to the search engine spiders. Dynamically generated or database driven sites were once thought to cause problems for spiders, but now a handful of SEO companies use methods to allow the spiders to access this cataloged content. Be sure to ask your SEO candidates if this is something they can do should your site be set up in such a way.

Key Terms

Key term research is the first and truly most important step in the search optimization process. They are the foundation of any successful search engine positioning campaign. Key terms are the queries that users enter into a given search engine in order to find the information they are looking for. When looking into hiring an optimization company, you will want to identify that the company uses targeted research techniques to help identify your top level terms. It is important to understand that the key terms that are included in your search engine promotion campaign are relevant to the content on the website. Research will include naming the most and least searched terms, those that are highly competitive as well as those that should be used as secondary and tertiary terms. Understanding user trends helps gain insight on just how people search the Internet and determine the path to either failure or success.

Meta Tags

Meta tags are the descriptive terms used within the HTML code of a web page. They act as a summary of the content a search engine spider might find on that page and were once one of the controlling factors behind great search engine positioning. Current algorithmic studies have shown that the Meta tag is responsible for little or no part of a site's position and therefore is not as important as once thought. Although most engines don't use Meta tags in their ranking algorithms, they do display them in the results, which can help with click throughs. Overall, the engines are unpredictable so keeping the Meta descriptions strong, relevant and descriptive of the content it represents is too important to forego.

Title Tags

The title tag is the most important overall component of search engine optimization since it is given great consideration by all the search engines. The title is also important because it is usually the hyper linked sentence that leads to the site from the search engine results pages (SERPs), and users must be enticed to click on it. It is crucial to include your company's top key terms within the title tag. Be sure that you can work closely with your SEO choice in order to create the best title tag possible.

Body Text

Body text is another key component in the optimization formula. The text includes the words, phrases and descriptive paragraphs that tell the story of your business and its products and services. When working with your SEO provider, be sure to have them examine your current body text for organization, keyword balance and relevancy, just three of the elements that the search engines are looking for. A great balance in key terms, Meta's, your title tags and body text are as important as the submission itself. Without proper planning, you can count on less than desirable overall results within the engines.

Cloaking

Cloaking is commonly referred to as a spamming technique that uses specific software programs to send search engine spiders to alternative pages that are not seen by the user. These pages mislead the spider, allowing it to deliver the results based on these pages rather than the actual pages the public sees on the site. By doing this, company's look to gain rankings through what some feel is deception or spamming. Spamming is a serious offense in the eyes of the search engines, likely resulting in permanent banning of your site as it can discredit the results served.

Doorway/Gateway/Bridge Pages

Doorway, gateway or bridge pages are low quality pages used for to rank well when a specific key term is used at a specific search engine. They are created by inserting the key terms at specific positions within the HTML code and the text on the page. Often we see these pages built with repetitive key terms listed over and over, invisible text and other barred practices in addition to providing a poor user experience. In order for these pages to not be considered spam, they need to contain pertinent information that is relevant to the site.

Hidden Text

Hidden text is an easily detectable spamming technique that incorporates your most popular key terms into the colored background of your web site's pages. By changing the font color to the same as the background, SEO companies can fill the pages with enormous amounts of key term text that some believe is appealing to the search engine spiders. Those in the industry longer than a week will tell you that this technique is nothing more than a low end spamming campaign. Never allow your future SEO provider talk you into this trick unless you're interested in being blacklisted by the engines.

Promotional Domains

Promotional domains exist as an alternative domain and are often times located on the SEO provider's own server. The domain is used as a secondary, yet integrated domain location for the spiders to visit. If the primary domain has had past troubles within the engines or does not want to risk future problems, these promotional domains are built to take the hit. Unfortunately, if they exist on the provider's server, they control all the work they have done for your site, rather than you owning it. Be careful, other than having your work held hostage, these domains will not brand your primary domain, which is one of the main goals of a good SEO program.

Submission

The single most important piece of information that we can give you regarding submitting your site, is that the task is completed manually. Most automated submissions do not work at all, but premium SEO providers avoid the possibility of making a mistake by not counting on a software program to add your site to the major engines. You should also make sure that the company you work with provides you with a submission confirmation for each of the engines your site has been submitted to. It is always good to create a paper trail record of the steps you are taking to increase your search engine rankings should anything go wrong later down the line.

Reporting

When you're investing your time, money and efforts into researching and eventually hiring a company to fulfill your optimization needs, you need to see results. Any respectable SEO firm will offer a comprehensive reporting service to show you your returns in an easy to read fashion. Typically, these reports can be provided to you at a variety of intervals, monthly, weekly and sometimes even daily as a real time report. Ask your potential provider how often you can receive feedback on your campaign and you'll understand how serious they are about your project.

Conclusion

Overall, the SEO industry offers companies the opportunity to take advantage of a non-traditional form of Internet marketing that can deliver serious results. Many of today's Fortune 1000 companies are making SEO a priority initiative to help increase exposure, popularity and revenues. Although there are hundreds, if not thousands of companies with similar services, only a handful can prove years of success in helping their clients reach their positioning goals. These are the companies you want to find. They will offer a full menu of custom services that will be adaptable to any site whether it's database driven or serving as an e-commerce site. They will also have a good list of references for you to follow up with. Choosing the best company for your needs won't be easy; it's going to take an investment in time to find the one you are most comfortable with.

Top 10 11 Questions to Ask Your SEO Provider

1. From your initial inquiry to a request for proposal, is the company you're investigating responsive? Do you have access to the President of the company, accounting and your project manager? Customer service is a vital component of any SEO campaign and may well set the stage for things to come. Make sure that you feel comfortable with the communication skills of any potential provider.
2. Ask about the techniques they use to position your site. Be sure that spamming techniques like hidden text, mirrored sites, doorway pages and automated submissions are not used as part of your campaign. A recent scam in the SEO industry is to disguise pay-per-click services as legitimate, organic search engine optimization; make sure you're getting what you pay for.
3. Have the companies you are looking at provide you with a list of references that you can phone or e-mail with questions. There are no better endorsements for a company's services than the clients who are actually using them.
4. Understanding the return on your investment is as important as the investment itself. Great SEO providers will make it easy for you to understand the results your site is achieving through frequent reporting. Ask about the types of reports you can receive to track your progress and ask to view a sample.
5. Always inquire as to where the optimization work that is done will be delivered. The only place that you want it is on your server. Companies that set up systems on their own servers can later become a nightmare to deal with. Should anything ever go wrong with your provider, you never want the fate of your site in someone else's hands.
6. As SEO is a specialty-marketing tool, you'll want to be sure that you hire a company whose only business is SEO. Relying on a company who specializes in a variety of services will only detract from the services that you want most.
7. Get a clear understanding of the contract you are entering into by requesting a complete proposal for your site's project. This should outline the services provided, term of contract as well as cost for the duration of your project. Different companies use different terms of service varying from 6 months to a full year and beyond. Also, it's important to understand the cancellation options should your directives change.
8. A reputable SEO company should always be there to answer any questions you may have. It should also offer professional materials including informative proposals, appealing site design and downloadable service information. One thing that you should never hear are "too good to be true" promises. Unrealistic deadlines and "yes" answers to everything you ask can be suspect. Another simple rule also seems to apply in that you get what you pay for. If you think that the companies you are researching are too expensive, there's a reason, they're good at what they do. Instead of blowing a smaller budget on mediocre services, you're better off delaying your project, saving your money and hiring a leading firm when you can afford it.
9. Sometimes projects can grow in size as they develop. Most companies offer consulting services at an additional hourly fee aside from the proposal. It's important to know upfront what these cost are in order to plan for it in your budgeting.
10. The Internet is a global market, a fact that is often forgotten. Top SEO providers are able to help you reach that market by submitting your site to a vast array of international search engines. From the UK to Japan, people are looking for your services so ask your future provider if this is a service they provide.

11. Keeping your site's optimization up to date, relevant and continually submitted to the engines are vital components to ongoing optimization maintenance programs. Most comprehensive proposals will cover an explanation of these services, their costs and why they are important. Be sure to ask what types of services are available for your project and if they are flexible in case of future changes.

Glossary of Terms and Resource Sites

Below are a couple of resources that will further help in your decision to hire the best company for your search engine optimization needs.

Directory

A server or a collection of servers dedicated to indexing Internet web pages and returning lists of pages, which match particular queries. Directories (also known as **Indexes**) are normally compiled manually, by user submission and often involve an editorial selection and/or categorization process (such as at LookSmart and Yahoo).

Dynamic Content

Information on web pages that change or are changed automatically, e.g. based on database content or user information. Sometimes it's possible to spot that this technique is being used, e.g. if the URL ends with **.asp**, **.cfm**, **.cgi** or **.shtml**. It is possible to serve dynamic content using standard (normally static) **.htm** or **.html** type pages, though.

Hand Submission

The manual delivery of a site to the major search engines to help increase site position. The submission process is handled by a project technician rather than through an automated software system.

Hit

In the context of visitors to web pages, a hit (or site hit) is a single access request made to the server for either a text file or a graphic. If, for example, a web page contains ten buttons constructed from separate images, a single visit from someone using a web browser with graphics switched on (a "page view") will involve eleven hits on the server.

In the context of a search engine query, a hit is a measure of the number of web pages matching a query returned by a search engine or directory.

Index

Refers to the database of web pages maintained by a search engine or directory.

Key Term or Keyword

Typically consists of a 2-3-word phrase that forms (part of) a search engine query.

Keyword and Competitive Analysis

A comprehensive report that helps determine specific targeted keywords that are most important and help describe your business and its products. The analysis also shows how competitive each keyword is throughout the Internet. (Who is using them and how they are used.)

Keyword Density

A property of the text in a web page that indicates how often a keyword appears. Some search engines use this property for positioning. Pages can then be produced with the similar keyword densities to those found in high-ranking pages.

Keyword Phrase

A word or series of words relevant to a site's content describing products, services or information found on that site.

Keyword Purchasing

The purchase of search keywords from search engines, usually to control banner ad placement.

Link Popularity / Page Rank

A measure of the number, quality and relevance of inbound links to a particular site. Many search engines are increasingly using this number as part of their ranking algorithm. The number and quality of inbound links is becoming as important as the optimization of page content.

Optimization

Changes made to a web page that improves the positioning of that page with one or more search engines. Optimization may involve design/layout changes, new text for the title-tags, meta-tags, alt- attributes, headings, and changes to the body text.

Page-Jacking

The criminal act of stealing highly trafficked content from one site and placing/hiding it on another site for the benefit of increased visitors.

Page View

Used in site statistics as a measure of pages viewed rather than server hits.

Placement / Positioning

The process of ordering web sites or web pages by a search engine or a directory so that the most relevant sites appear first in the search results for a particular query.

Preferred Content File / Information Page

The Preferred Content File, or PCF are files that add content, depth and staying power to your search engine listings without changing the look or feel of your site. The PCF's are a series of files designed around each of your primary key terms. Included in these files are optimally organized content along with a variety of other important ranking criteria. PCF's are created by hand after careful research is conducted about your business, competitors and primary key terms. Once completed, the files are delivered to you to reside on your server. These should not be confused with a Doorway or Gateway page.

Query

A word, phrase or group of words, possibly combined with other syntax used to pass instructions to a search engine or a directory in order to locate web pages.

Relevancy Algorithm

The method a search engine or directory uses to match the keywords in a query with the content of each web page, so that the web pages found can be ordered suitably in the query results. Each search engine or directory is likely to use a different algorithm, and to change or improve its algorithm from time to time.

Spamdexing

The creation or manipulation of a document with intent to deceive an electronic catalog or filing system. Any technique that increases the potential position of a site at the expense of the quality of the search engine's database can also be regarded as spamdexing - also known as spamming or spoofing.

Spamming

Spamming is the term used to refer to the manipulation of the search engine submission and indexing process in order to maliciously control the outcome of a query entry.

Spider

That part of a search engine which surfs the web, storing the URLs and indexing the keywords and text of each page it finds.

Title

The text contained between the start and end HTML tags of the same name. This text is associated with (but not displayed in) the web page containing these tags, and is displayed in a special position (usually at the top of the window) by the web browser. Don't confuse this text with heading text within the web page, which often looks like the title. Usually this will be rendered either using the HTML heading tags or just rendered with a large font size.

Unique Visitor

A real visitor to a web site. Web servers record the IP addresses of each visitor, and this is used to determine the number of real people who have visited a web site. If for example, someone visits twenty pages within a web site, the server will count only one unique visitor (because the page accesses are all associated with the same IP address) but twenty page accesses.

Weighting

Usually referring to the terms, the process of giving emphasis to the parameters for more important terms.

Comparing Search Engine Optimization (SEO) to Traditional Marketing Name Recognition. Logo Identification. Brand Awareness. Message Retention.

All are very important elements in the constant cycle of advertising by today's top companies. We see ads on television and cable, in newspapers, magazines, listen to them on the radio, see them on billboards and now even "experience" them in the theatres. With the constant bombardment of traditional advertising messages, many companies are often underestimating the power that alternative methods like search engine optimization and positioning can have.

As it stands, search engine optimization and positioning is quite possibly the most affordable and dependable form of marketing a company could put in place. Below is a closer look into cost, reach and effectiveness of traditional marketing methods in comparison with search engine optimization and positioning.

Approximately 90% of Internet users will use one or more of the major search engines during any online session. Herein lie potential clients who are looking for what your company has to offer.

Time and time again, great positioning means having a healthy site. In order to get recognized by the engines, your site needs to be properly tuned and consistently maintained to achieve optimum success.

Independent reports have proven that proper search engine positioning provides longer lasting business increases than most other forms of online advertising. More and more major companies are relying on proper positioning to increase awareness for new product launches and existing product sales and service offerings.

MEDIUM COST CAMPAIGN TERM AUDIENCE REACH

Local Television

A 30-second commercial on a local station in a top 10 market ranges from \$4,000 to \$45,000+ during top rated shows. Airtime can be purchased throughout the year but is often scheduled in flights that centers on sales, and product introductions. As a broadcast medium, television reaches a large number of consumers but a smaller target audience.

Network Television

A 30-second commercial in prime time ranges from \$80,000 to \$600,000, depending on ratings, averaging from \$120,000 to \$140,000. Network spots are also purchased in flights but can be much smaller than local and cable flights due to the high cost. As a higher cost solution, network spots are researched determining the best possible time and show for a spot to run in order to capture the most targeted audience for the product. Even so, the return on investment is still very low.

Cable Television

A 30-second spot in prime time runs between \$5,000 and \$8,000 depending on the network. As a more affordable solution, the dynamic of cable television offers themed channels as an outlet for advertisers to approach target audiences. With a larger number of channels to choose from, companies can cover a larger scope of audience demographics in hopes of higher returns.

Radio

Commercials range from \$200 to \$1,000 for a 60-second spot and all depends on the time of day that it runs and each program's ratings. Radio is also purchased in flights that center around specific events. There are many factors as to the effectiveness of radio advertising. Stronger stations charge premium rates to get your message to a large, demographically targeted audience. Because listeners are a captive audience, typically listening in their cars or at work, reaction numbers can be good but at a somewhat high cost.

Magazines

Ads in regional editions of national magazines cost an average of \$50 per 1,000 issues in circulation. The average cost of an ad in a local magazine is about \$120 per 1,000. Magazine ad sales can be sold as annuals, specific months of publication or special issues. As the economy took a downturn, so did advertising sales in magazines. The industry is doing almost anything to make deals with advertisers in order to secure whatever monies they can. With the recent demise of some major players including Mademoiselle and George, it's a risky investment to say the least.

Direct Mail

The most common forms include promotional info in letter-sized envelopes costing \$15 to \$20 per 1,000. Single sheet newspaper inserts cost between \$25 and \$40 per 1,000 issues circulated. Direct mail is limitless in its development style and delivery frequency. From postcards to free samples, direct mail can deliver anything. Unfortunately, demographic research into neighborhoods only goes so far, often delivering your message to more people who won't respond than to those who do.

Search Engine Optimization (SEO)

As a custom marketing option, search engine optimization can vary in price for specific needs and goals. Typical programs can range from \$15,500 to \$75,000 per year. As a narrowcast medium, SEO services target those who are already seeking information about products or services in your industry. Return on investment numbers are exceptionally high as visitors to your website become regular customers. For the cost of a single component in other traditional marketing efforts, companies can increase their site traffic, sales and online branding image.

