

MBLSolutions

creative | responsive | marketing



INTERNET

Building your Brand online

seo, social
media & ppc

generate
more traffic

from prospects to
advocate

This document covers the principles and tools available to launch and create traffic to a website.

Website marketing principles

There are some key issues which need to be considered when planning an internet marketing campaign. Outlined below are some fundamental principles should be followed to help formulate any strategy.

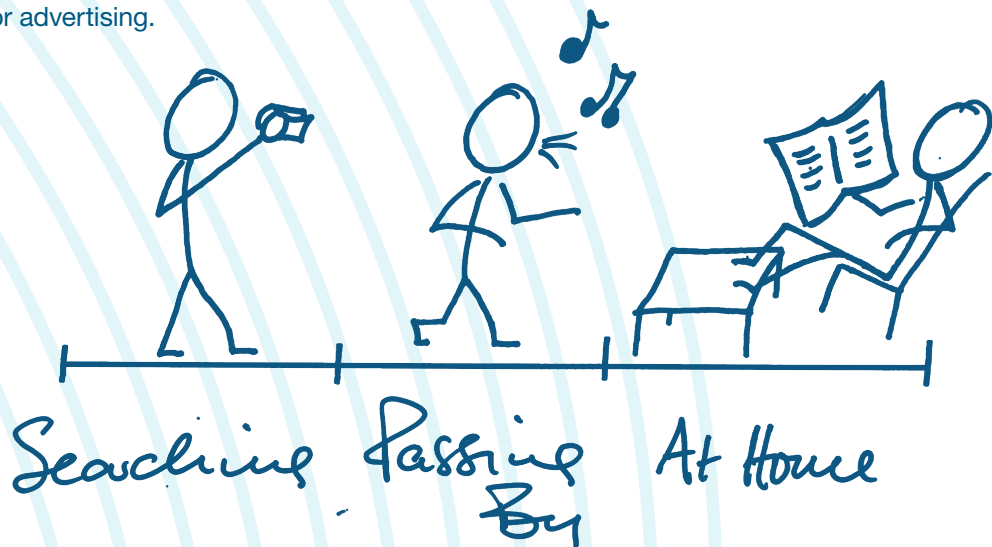
Who are we targeting?

Targeting your site traffic

Search marketing is always the base of website marketing and this tends to be the main focus of web marketing in obtaining pole page positioning. It is not, however, the whole story. We will want to look at all people who are our correct target profile and who will be interested in our services, whether they are actually searching for our services right now or not.

We typically want to consider 3 different types of person:

- People who are actively searching for your services. Here we will consider tools like Search Engine Optimisation (SEO) and pay per click (Adwords)
- Relevant people who are on the internet, but are doing something unconnected to our products or services. These can be reached through social media, affiliate marketing and online advertising.
- People who are not online at all. We have to be more proactive here, using email marketing, direct mail or advertising.



On-going management

This is a very dynamic environment. This means that you once you have achieved the top 10 of the listings for your desired key phrases, competitors can react or search engines can change their ranking algorithms.

It is also important to manage SEO regularly because the results of SEO activities can take weeks or months to show in your rankings. This means that activities need to be regularly measured, reviewed and adjusted ongoing.

Also, it's important to remember that search engines like to see sites changing and being dynamic in any case. It implies a more interesting, "living" site.

The options for this are that we can either:

- Train you to manage the process yourselves, perhaps building in a review stage with ourselves.
- Plan in an ongoing monthly management and development of the various activities.

Priorities

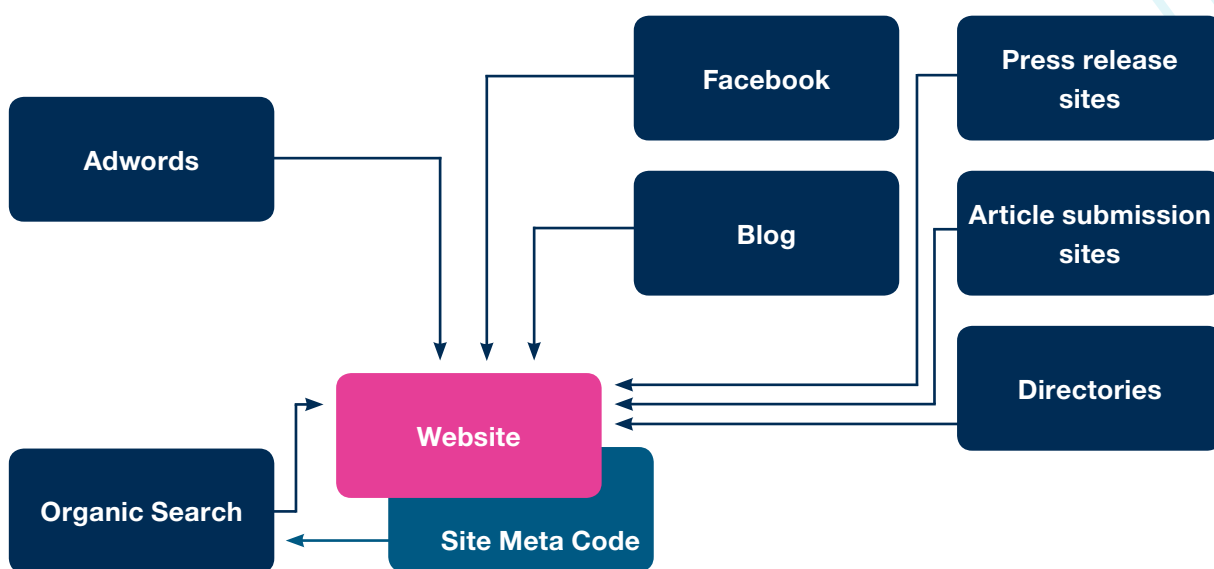
Where once there were just websites to consider in the online arena, there are now a vast number of tools at our disposal for promoting business online.

- SEO
- Pay Per Click advertising (PPC), such as Google Adwords
- Social Media (online social networking), including facebook, You Tube, LinkedIn, Digg, Stumble Upon
- Article submission and PR submission
- Blogs
- Affiliate networks
- Email marketing

We have to prioritise in terms of what is crucial to the strategy and what is most likely to generate relevant and responsive traffic that will generate new customers or additional sales.

We also need to be sure that any activity can be realistically managed post launch. You must be able to respond to online comments and keep blogs updated, or these social network activities will actually work against you.

This means that SEO and good content for your website is a priority and a building block of your web strategy. Whilst some aspects of Social Media can support your SEO, it may be for a later consideration as a focus of any strategy.



Integration and Theme

As with all marketing activities, we want to integrate activities as far as possible to ensure that we end up with a coherent, powerful overall web presence.

Whilst each individual activity may have different user types and therefore a modified communications style, the theme and content should be consistent.



Maximising site traffic through Search Engines (SEO and PPC)

There are some key issues which need to be considered when planning an internet marketing campaign. Outlined below are some fundamental principles should be followed to help formulate any strategy.

Once any website is put online it will be vital to get the site seen and visited, and the key building block for this is search engine optimisation. In actual fact, SEO should be considered at the website planning stage because one of the most important influencers of SEO success is site structure, navigation and relevant content. Each major search term category may need its own pages and these will need to be separately optimised.

Any site we design and develop will be structured to facilitate optimisation (including basic meta code and site maps) and be registered with Google. However, this represents only the basic fundamentals of search engine activity.

It's a dynamic process and needs managing

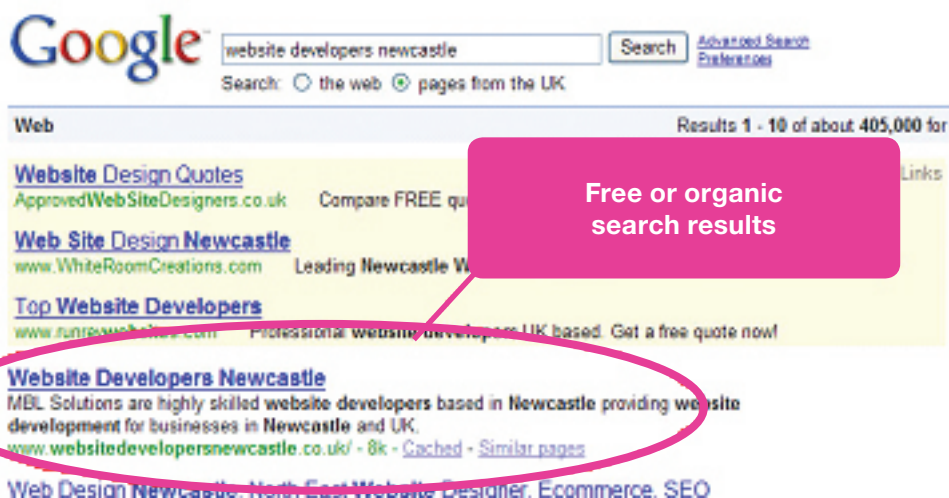
SEO is a dynamic environment and process and should be considered a long term project with regular review, measurement and adjustment. This dynamism stems from the fact that the rules of SEO often change (Google frequently changes the way search works), competitors see what you're doing and copy your good work and your site will be updated with new products and content.

Setting up a simple Site search engine optimisation (SEO) programme

SEO is all about maximising the traffic your site gets from people who are actually searching for your products and services.

We're obviously targeting the free search results ("organic") of any search (not the paid for areas which appear to the top and right hand side of the page).

It usually takes up to 3-4 months for search engine optimisation to take serious effect, more so if the market is competitive. To get rapid results we would typically need to operate some niching of the campaign.



The areas which will be covered in the search engine optimisation set up phase will be:

- Competitor review for benchmarking and best practice (borrowing the best bits from others)
- Key word strategy – what are the best keywords to ensure that you reflect the terms the visitor is ACTUALLY using to search for your type of products. This will be based on competitor activity, actual search traffic for key phrases, relevance of key phrases to your site
- Domain strategy – how to use your unique domains to boost your search rankings.
- Site Content development – making sure that site wording, page structure and tags and links are maximising visitor benefit as well as boosting search engine rankings.
- Meta Tag code development – this means scripting the site code (which Google sees but visitors usually don't) to make sure that search engines recognise what your site is about and how relevant the code is for your keywords and site content.
- Develop a Linking Strategy – to maximise the good inbound links to the site. Good external links into your site are one of the most important routes to search engine optimisation, because search engines assume that they are a reflection of the importance others give your site. The set up work includes an allocation of time to set up some of the key links and a proposal for other strong link opportunities. Please note that this might include a proposal for the use of directories and there may be a 3rd party cost for some of these. However, there will be plenty of benefit obtained from the free links.
- Website development proposals. It is likely that your site will need to be enhanced in terms of pages, navigation and textual content. Each search term category (eg. product) will require its own page and content requiring specific optimisation. The skilful use of video can make a massive improvement to search results.

Costs

Typically this activity involves 2 days consultancy time to set up an optimisation programme. Please note that any SEO activity should be reviewed and adjusted on a regular basis.

2 days @ £600 = £1200 excluding VAT

Addition of Video

Google now gives high prominence to videos (if they are correctly set up and optimised) in online searches. You will often now find that some of the top search results are videos.

Videos online do not need to be expensive from a production point of view, although if it is a corporate style or advertising video then a higher level of scripting, storyboarding, camera and editing skills might be required. We can assist you with simple or more complex video requirements.

In terms of integration into any site, for best search benefits you should place the video on the site (and perhaps separately on Google) and add meta content to it to make it searchable. With existing videos this often requires the format and size to be modified for web use (often the content may also need editing).

Typically the effective integration of a video into a site (without any video production or content editing) would take around half a day, which is £300 excluding VAT.



Google pay per click (PPC) – Adwords

There are a number of opportunities for pay per click advertising but Google Adwords are the most effective. These adverts (Google describes them as sponsored links) appear on the right hand side or top of the search results page.

The great thing about Adword campaigns is that they only cost (in media terms) when someone clicks on your advert. The more companies which want to use a search term, the more expensive will be the cost per click. The Google Adword tool allows for precise budget management and control and you can set a budget by day, week or campaign. We would always prefer to appear in the free results section, but this can take time to develop and Adwords allows us to appear for our chosen search phrases immediately. It will also allow us to extend the search terms we use, because it is unlikely that we can dominate every term we require through on site SEO alone.

We would base the details of the campaign proposal based upon a review of current site analytics, competitor activity and analysis of the actual search activity for and the likely cost of search phrases. However, our approach will always involve:

Campaign Goals:

Obviously we will need to agree the goals by which the new campaigns are to be measured. The usual approach (click through rate) is not enough only shows how fast we are able to spend the budget and we will want to agree bounce rate norms, plus agreed goal outcomes and actions. This could be a registration, page visit, download etc..

Niche v High Volume:

We will create different campaigns for niche and generic (more expensive) terms and will probably look at different types of search term which may be related to products and issues. This involves more analysis of current search traffic in these areas.

Testing:

We will need to test campaigns and modifications we make to the campaign. The key will be to measure against the goals agreed.

Review and adjustment:

At least monthly there should be a review and adjustment of the campaign.

Reporting:

If we are managing the campaign for you on an ongoing basis, at least each month (to be agreed) we will provide a detailed report including our proposals for modifications for the following month.

Budget:

We can't estimate the optimum budget for the clicks until we have spent some time reviewing the actual costs and traffic of clicks for relevant search phrases. There will need to be a maximum daily or campaign budget agreed for this on top of the set up costs.

Costs:

If we have also undertaken SEO activities then some of the initial analysis and activities will already be covered.

Set up and initial analysis: 1 day = £600 excluding VAT (assuming that we have undertaken the SEO activities as outlined, otherwise the process will typically take 2 days).

SEO and Adwords monthly management

For a full ongoing management by MBL Solutions of either SEO or Adwords we would recommend around half a day per month at £600 per day). This includes site review, measurement of results, adjustment of the campaigns and full management reporting. Alternatively we can provide training for Laser-Ex to manage this ongoing activity in house. This training would take around half a day @£600 per day.

Increasing your web footprint: social and network marketing

Social media can provide a great opportunity to exploit the unique ability of the internet to create networks of content, some of it proliferated by visitors themselves. The question of whether and how many of the social media platforms are suitable for a business will depend on the objectives of the company, the “currentness” and interest value of the products and brand, and the time which can be devoted to managing and updating these networks.

Is the nature of your product “now” and relevant to people and will it generate interest and be a referral and discussion point? This allows us to extend the reach of the activities.

Warning! Handle with care.

Most of the social media tools require certain key rules to be followed. These require resource and processes to fulfil, but which will cause negative results if they are not followed:

- You must respond to any user comments in a timely fashion
- You must communicate in the style of individual networks
- You must not abuse the network rules (usually by overt “salesy” approaches)
- You should keep the material and communications relevant, regular and interesting (to the readers)

Objectives of Social Media

There are a number of great opportunities presented by social media. Each of these will require a different strategic approach and is a wider issue than can be covered in this document.

- Search marketing and SEO
- Brand positioning and “thought leadership”
- Product launch
- Awareness and update
- Communications targeting and niche targeting
- Advocacy
- Advertising
- Customer service and support
- Research



A selection of tools to consider

There is a huge range of tools within the social and networking arena. The following are some examples. Platforms would be selected based upon 1. Relevance to the brand, 2. Likely impact and benefit, 3. Realistic manageability given client time resources and budgets.

Articles

We can develop (with your input) some short articles which we will submit to various websites across the internet. Articles would be about interesting and may be only loosely associated aspects of your products. These articles will have links back to the main site which will boost the site rankings. At the same time there will be opportunities for people to see the information on these sites as well.

Articles only need to be around 300 words and we would typically start with 3 articles. We would usually charge around £200 per article

Blogging

Blogging is a great way to create good site content (for SEO) and to adopt a thought leadership positioning. We can create a branded blog which will fit the design of your site. Blogging need not be a hugely time consuming task and we can develop the content for clients. The addition of a blog to an existing site (it would usually form part of one of our site builds) would typically cost around £300.

Note, any blogging strategy will also include becoming involved with other external blogs to create awareness, thought leadership and inbound links.

Facebook

This can be a very effective way of generating internet content and links to your site, plus a possible network of interested readers. This is not the “old” approach of setting up groups but would involve creating a Company Page and then submitting posts at least once a month. To create a dynamic facebook site would typically cost around £300.

LinkedIn

LinkedIn is a great way to target businesses and to create a network of relevant contacts and businesses. These are easy to set up and we can advise you how to approach this.

Twitter

An excellent way to provide timely information for followers and create links to your views and blogs, your website and other relevant and valuable sites.

Press release submission

Your PR agency will be generating coverage and stories for the press. We would submit these releases to specific sites (initially using only free sites) which will provide good site links and which are used as resources for journalists allowing them to be picked up by other magazines and papers. Alternatively we can write press releases for around £300.



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your project requirements**

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