



Search Engine Marketing (SEM)

Driving traffic and sales through Website Optimization, Search Engine Registration, Pay for Click Advertising, and Results Tracking

Goals, Wants, Needs

You want more **Profit – Sales – Leads – Visitors – Return on Investment.**

You want your **Website** to be **positioned on the first page** of Google, MSN, AOL, Yahoo, and other important search engines when people search for your products or services. You want to know how great of an impact your search engine marketing had on your business. What worked? How to get more of a good thing, and what needs improving?

Search Engine Marketing (SEM)

Search engine marketing is possibly the most cost effective way to promote your business, drive buyers to your site and increase sales. It includes search engine marketing strategy, search engine Website and Web page optimization, submission to search engines, Pay for Click analysis, advertisement creation, bidding. Finally we track results and constantly correct, improve, and enhance.

Doing the Right Thing - We listen to you and learn

How you want your Website to help achieve your business goals, about your products, your ideas on important keyword phrases, and who your competitors are and what Websites they have.

Then We Get Valuable Answers

We study your Website and those of your competitors. We garner keyword phrases from them, then use online tools to learn which phrases are most popular and which are most likely to gain the highest search engine positioning. If you are interested in Pay for Click (PPC), we learn the prices for top positioning

Your Blueprint for Success

You receive a **blueprint for search engine marketing success.** We recommend a structure for your Website with specific keyword phrases, titles, descriptions, and page copy. You get a page-by-page, tag-by-tag, word-for-word **design** document for your evaluation and to guide the Web page developer to **implement** our recommendations on your Website. Your **site is registered** with key search engines and directories. Pay for click is the fastest way to rocket your site to the top of the list. We analyze cost benefits and if you decide to go with *pay for click* we set up your account, author and enter advertisement copy, bid for and activate keywords.

Testimonial

..we have achieved very high positions on all the major Search Engines ...!"

"Sales from folks landing on my web site via search engines have gone up by six or seven times..."

"Working with Stan has always been a pleasure..."

"I bought Stan's Gold Level Service, and it was worth every penny..."

Greg Lawler

info@straight-on.com

503.516.6755

Fax 503.643.6324

P.O. Box 1488, Beaverton Oregon 97075-1488

www.straight-on.com

Editor & Publisher of
The [Art Fair SourceBook](#)
SourceBook Publishing Company
www.artfairsourcebook.com

Factors Influencing Your Results

Search Engine Marketing success is winning a contest. One of our favorite books on the subject is entitled "*The Unfair Advantage Book on Winning the Search Engine Wars.*" Winning takes superior strategy, tactics, and effort.

Competition influences your success. A Google search on [wine] returns 56 Million responses. Number 1 has a Google *Page Rank* of 7/10 (high). [Wine Willamette] returns 100,000 responses. Number 1 has a page rank of 4. Factors affecting your position include what products and services you are promoting, how many other Websites offer the same, how many important websites link to yours, how well you follow our recommendations, and how well your Web developer implements them

You can expect excellent search engine optimization craftsmanship based on professional, up-to-date search engine knowledge. We have achieved number 1 position on Google, Metacrawler, and Yahoo for [Art Fair Listing] for ArtFairSourcebook.com, a company that sells a book listing art fairs. Although our results are impacted by factors mentioned above, you can count on improved Website positioning and traffic for most sites.

Time Frame

Website Development and Search Engine Marketing Done Together

It is best to start search engine marketing the same time you start developing the Website. You need to structure your site and plan your content to be effective with search engines and with visitors. This may add about a week at the beginning of the project for planning, benchmarking, and coordination. It may add a week or two during the project to create additional content for the search engines and get it right for them. Registering the Website with search engines may add a few business days after your site is launched. Pay for Click can be set up and running a week or two after your site is launched.

Search Engine Marketing for a site Already Launched

A typical Gold Package can take from 4 to 8 weeks to go through all of the stages of development from initial planning to registration and Pay for Click add placement.

Deliverables and Benefits

Deliverable	Benefit
Needs Assessment - Learn Client Situation, Goals and Wants	Solution custom designed to achieve objectives that you consider to be most important to your success.
Get Keyword Phrases & Copy from Client	Apply your knowledge of your business to the solution.
Study Competitors' Websites	Learn from the best how to emulate or surpass them.
Site Traffic & SE Positioning Report	Take the "before picture"
Online Keyword Research to Find the Right Keywords	Learn which keyword phrases are most sought after and most likely to produce a high position
Finalize Keyword Phrase Selected for Promotion	List most effective keyword phrases which support your objectives and will be used in your SEM campaign.
Home Page Optimization Focused on most important	The most important page on your Website is properly prepared to for high search engine position and is focused upon the few most important keyword phrases.
Optimize Multiple Pages	Additional pages may be prepared for keyword phrases not covered on the home page
Search Engine Simulations	You get more than an expert opinion that your site will do well with search engines. Your optimized pages are tested for search engine success with software that simulates key search engines.
Ecommerce Package if appropriate	Product pages dynamically generated from a database may be indexed by search engines, bringing ready to buy prospects to specific product pages
Recommendations & Plan Document	You and your developer have a written record of objectives, analysis, recommendations and plans
Detailed Instructions to Web Developer	Your Website developer will have clear, precise, detailed directions, perhaps even sample web pages from which to cut and paste text necessary to implement recommendations on your site.
Optimization Instructions Implemented	Your entire Web site is ready to be successfully indexed by search engines
Register with Top 15 Search Engines	95% of search engine traffic comes from these engines. They will be asked to list your site.
Register with Directories	Directories such as "Open Directory Project" DMOZ – Important for listing by Google
Pay For Click (PPC) Economic Analysis and Recommendations	Learn if PPC is economically feasible for your business and products. Learn which PPC terms make money, which loose.
Set up PPC Account Write & enter copy	Get new qualified visitors to your site in 48 to 96 hours.
Detailed Implementation Document	Know what search engines you are listed with, details of "descriptions" and keyword Meta tags.
Performance Monitoring - Measure Site Traffic and SE Positioning	The "after" picture. Learn how well the search engine marketing campaign worked. What worked best. What to improve.
Ongoing Monitoring and Improvements	Know where you stand, what works, what needs improvement. Correct, enhance, and expand SEM as needed to maintain and grow sales.
Return on Investment Reports for Pay for Click and Email Campaigns	Relate revenue from goods sold to cost for specific PPC advertisements and email campaigns. Optional and custom pricing.

Packages and Deliverables

Select a package below, or use the table to guide you to your own customized solution.

Development Services

Deliverable	Rate	Items	Silver		Gold		Platinum	
Optimization		pages:	3	\$725	7	\$1,100	13	\$1,700
Home Page	\$500	page:	1	\$500	1	\$500	1	\$500
Additional Pages	\$150	pages:	1	\$150	2	\$300	4	\$600
Additional Similar Pgs	\$75	pages:	1	\$75	4	\$300	8	\$600
Registration				\$25		\$75		\$425
Standard	\$25	~ 15 SE's:	1	\$25	1	\$25	1	\$25
DMOZ	\$50	Directory:	0	\$0	1	\$50	1	\$50
Yahoo Express	\$350	Directory:	0	\$0	0	\$0	1	\$350
Pay For Click				\$0		\$400		\$1,000
Analysis & Strategy	\$20	Keywords:	0	\$0	5	\$100	10	\$200
Overture Ads & Bids	\$60	Write Ads:	0	\$0	5	\$300	10	\$600
	\$20	Modify Ads:	0	\$0	0	\$0	0	\$0
Google Adds & Bids	\$60	Write Ads:	0	\$0	0	\$0	0	\$0
	\$20	Modify Ads:	0	\$0	0	\$0	10	\$200
			Total \$750		Total \$1,575		Total \$3,125	

Quarterly Services

Deliverable	Rate	Items	Silver		Gold		Platinum	
Results Tracking				\$75		\$75		\$75
Monthly Web Position	\$25	Reports	3	\$75	3	\$75	3	\$75
Quarterly Tune Ups				\$150		\$315		\$625
Improvements, Implement				\$150		\$315		\$625
			\$225		\$390		\$700	

SEO Optimization Implementation

Prices do not cover the cost of making actual changes to your Website. It is expected that your web developer will perform that work following our detailed instructions under separate agreement. Let us know if you want us to do that and we will give you a quote.

PPC Advertising Costs

Prices above include our analysis, recommendations, assistance, bidding, and copywriting for Pay for Click advertisements. It does not include the actual pay for click charges.

Ongoing Monitoring and Improvement

Continuous monitoring and improvement is necessary for steady, growing SEM success. Read **monthly statistics** from your Web host provider which report traffic to your site.

We also recommend that you subscribe to **monthly reports on Web position**. How high were you listed on Google, MSN, Yahoo and others for your most important keywords? \$25/mo.

Take action **once per quarter to improve results**. Adjust optimization, add new content. Drop money losing PPC terms. Add money making PPC terms.

Glossary of Terms

Client Situation, Goals and Wants

Oral and written information from the client about their business and what they want from the search engine marketing project.

Select Keyword Phrases

List the keywords to be used in optimization. List the keyword phrases that are most popular, most appropriate to your business goals, and most likely to produce a high position.

Keyword Phrases & Copy from Client

Identify search terms relevant to the goals of the business and search engines or directories on which the client wishes to be listed.

1. 3 to 15 keyword phrases that prospects and customers are likely to use for finding products and services offered on your site
2. List of competitors and websites to emulate or surpass.
3. 60 character keyword-rich description of what you offer for the <title>
4. 25 word keyword-rich description
5. 75 word keyword-rich description

Study Competitors' Websites

View Web site and Web source code of competing Websites to learn what keyword phrases they use, their strengths and weaknesses.

Measure Site Traffic and SE Positioning

Read Website statistics to learn how many visitors are coming to the site, how many visitors result from search engines. Learn which search terms drive visitors to the site.

Conduct searches on selected search engines using selected keyword phrases to observe position – how high on the list they are.

Conduct Online Keyword Research

Learn how many times relevant search terms were used in the previous month. Determine which terms bring the most traffic and which keywords are most likely to be listed highest.

Recommendations & Plan Document

This document tells the client what we plan to do. It includes research information, analysis, and initial copy for <titles>, Meta descriptions, and Meta keyword tags as well as detailed information that will be used with the directories such as

- Company Name
- Website URL
- 25 word description of products, services and business
- 75 word description of product, services and business
- email address of person to be contacted about Website registration

<Title>

Probably not what you think.

Detailed Instructions to Web Developer

A word-for-word written document, describing how the site will be optimized. The Website developer will be able to cut and paste text and code from it into the Website. It also keeps the client apprised of what keyword phrases will be promoted, what text will be read by viewers.

Optimize a Web Page

Structure a Web page so that when indexed by a search engine, it will provide information leading to a high position. Design Title, Meta keywords, Meta description, visible text, nearly visible text, ALT tags, links, and possibly other items on the page to improve positioning.

Optimize a Web Site

Use more than one page to get your message across when several products or messages won't fit on the home page. A divide and conquer strategy where multiple pages are used to as entry points to the Website as a result of searches on several or many keyword phrases.

Organic Search Engines

Google is said to be an Organic search engine because inclusion is free and it positions your site based on your content and ranking

Paid Inclusion

Ask Jeeves is said to be a pay for inclusion site because you must pay an annual fee to be listed

Pay for Click (PPC)

A quick, effective, and straight-forward way to buy high positioning with “sponsored” links on Google Adwords or the Overture Network that appears on MSN, Yahoo and thousands of other sites.

Pay for click is recommended if your profit from a new sale or new lifetime customer exceeds your price per click/conversion rate.

Economic Analysis and Plan

Account for profit from new customers, conversion rates on the site, and cost per click to determine cost of profit per click. Set a price willing to pay per click. Estimate monthly impact of such clicks. Recommend purchase of keyword phrases.

Write Ad Copy

Write the words to be presented with “Sponsored Links” or “Adwords” such that they compel qualified prospects to click, and discourage “tire kickers” from wasting your advertising budget.

Website Optimization Implementation

Modifying the codes that create Web pages to include the information needed for search engines as in the *Detailed Optimization Plan*

Register with Search Engines

Tell the search engine what URL that to crawl. Example: Tell Google to crawl www.artfairsourcebook.com.

Top 15 Search Engine & Directory List

Google, ExactSeek, iWon, Netscape, Inktomi/MSN/Lycos, AllTheWeb, Enhance (Formerly Ah-Ha), HotBot, Jayde, Yahoo Web Results (optional extra cost), About.com, AltaVista, Excite, LookSmart

Register with Directories

Provide information such as 25 word description, 75 word description, keywords, and product categories to be used in directories such as Open Directory (dmoz.org) and Yahoo.

Detailed Implementation Record

A record of what we actually did for the client including the 25 word description was sent to what directories on what date. List of search engines on which the site was registered.

Periodic re-registration and reports

Manual or automatic registration of the site on a monthly or less frequent basis to help keep it on top. Automatic or manually generated email messages describing results of searches for certain keyword phrases on certain engines.

Periodic Reviews

Monthly, quarterly, semi-annually, or annually, use keyword phrases originally selected for optimization to run searches determining position. Read Web statistics to measure traffic and which search engine have been sending traffic to your site. Learn about sales and requests for quote coming into the site. Learn about any new products or ideas to be promoted. Find what worked, what needs fixing, how to improve, or expand. What to do next and by whom. Document results and recommendations.

Periodic SEM Updates

Implement approved recommendations from periodic reviews. Tune the wording of titles, descriptions, keyword Meta tags, on page text, links. Optimize new pages. Re-register the site. Change bids on pay for click. Add new Pay for Click keywords and revise copy for greater effectiveness.

Ecommerce Package

Data-driven, online catalog stores have issues with search engines. We advise on how to get your product inventory indexed by search engines and make other suggestions for effective promotion.