

Global Search Marketing

The Company as a Business

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1. About The Company

Global Search Marketing is a trusted web development and marketing firm based in Great Tichfield Street London W1, United Kingdom. Stan Barett, the Director, has been performing **search engine optimization for over 10 years** and has many dot coms companies as marketing clients as a result. Because of the need for high quality search engine optimization and search engine marketing results Global Search Marketing was spun off so it could focus on search engine marketing. As a result Global Search Marketing gets it's clients more highly targeted traffic from the major search engines. Global Search Marketing has relationships with almost **every major search engine** including Google, Yahoo, MSN, AOL and many more.

Company Website: <http://www.global-search-marketing.com/>

Global Search Marketing can manage search engine registration, search engine optimization, search engine marketing, web site hosting, monitor search engine activity, screen web sites for search engine readiness and execute intense search engine directory marketing campaigns for large corporations and small businesses alike.

1.1 Why Search Engine Marketing?

Search engine marketing means a lot of things to a lot of people but what is search engine marketing or sem? It's not search engine optimization or seo. Search engine marketing is the ability for advertisers, ad agencies, marketing firms and anyone that owns a web site and has a search advertising budget to pay for sponsored listings on a cpc (cost per click) or ppc (pay per click) basis. Search engines like Google AdWords are examples of search engine marketing programs. Search marketing is the quick fix to driving targeted traffic to a web site but it's also the most expensive way to get search engine traffic. That's because you pay for every visitor that comes to your site from the search engines.

1.2 History of Search Engine Marketing

Search engine optimization had been around for a while and those savvy to the traffic and targeted nature of search engines realized there could be a quicker and easier way to list web sites. This was the birth of pay per click. In order to be the first site listed for a particular keyword or phrase you had to outbid the other web sites interested in that keyword. Whoever paid the most for the keyword or keyword phrase got the first position. Although this is much more expensive than natural search engine optimization it was also much quicker and advertisers flocked to it. Now Google has their own ppc system called Adwords and the ppc industry is raking in over \$2 billion dollars annually from web site advertisers.

1.3 Search Engine Marketing Advantages

Search engine marketing has its advantages when compared to search engine optimization; here are a few of those advantages.

- Search engine marketing listings are almost instantaneous.
- Ability to determine your most profitable keywords in days, not months.
- You control the copy that appears in the listing.
- You can always be the first listing for a keyword if you have the budget.
- On page factors associated with search engine optimization are non-existent.
- Ability to track search engine marketing campaigns is simple.
- Ability to track conversion ratios on each keyword phrase is easy.
- You control the landing page the visitor gets to when they click on a sponsored link.
- No need to submit your web site to the search engines.
- Many more reasons to choose Search engine marketing!

2. What the company does? What Is Search Engine Optimization?

2.1 What Is Search Engine Optimization

Search engine optimization means a lot of things to a lot of people but what really is search engine optimization? First off it's not search engine marketing or sem. Search engine marketing is the ability for advertisers, ad agencies, marketing firms and the like to pay for a sponsored listing in cpc (cost per click) search engines like Overture and via Google AdWords Programs. Search engine marketing is the quick fix to driving targeted traffic to a web site but it's also the most expensive to get search engine traffic.

SEO on the other hand is the technique employed by web site owners to make their web site more search engine friendly. When a site is optimized for the search engines properly it will receive traffic from the major search engines like Google, Yahoo, MSN and others at no additional cost per visitor. The major search engines will send traffic to client site for free! Client site needs to look good to the search engine spiders and needs to be on the first page of the major search engines when users type in keywords that relate to your web site's business. A good search engine optimization firm can get the client's site to the top of the search engines and will keep it there.

2.2 What Does Search Engine Optimization Involve?

When someone optimizes a site they'll be looking at several areas of the site and we'll list some of those areas here.

Website On Page Elements

- Meta Tags - Keyword, Description, Robots and Accessibility Tags
- Page Title
- Content - Positioning of the content and disbursement of keywords throughout the copy.
- Links - Link structure, Alt tags, Text link words and titles.
- Keyword Density of each major section on the page.
- HTML Validity
- Web site accessibility.

- Many more

Website Off Page Elements

- Number of pages currently indexed in the major search engines.
- Number of sites linking to you (backlinks).
- Link reputation of your backlinks.
- On page factors of your backlinks.
- Nature of the majority of your site, is it dynamic or static?
- Many more

Website Submission to Search Engines

- Guaranteed Inclusion Programs
- Getting indexed quickly by search engine spiders and crawlers like Googlebot.
- Niche directory submissions.
- Possible CPC search engines like Looksmart.
- Submission to free directories like ODP
- More based on your site's needs.

Website Ranking Reporting

- Traffic Analysis
- Search Engine Ranking Reports
- Conversion Analysis
- Web Site Heuristics
- Traffic paths for targeted keywords.
- More based on each site's needs.

2.3 Evolution of Search Engine Optimization

What we now know as search engine optimization started out in the mid 90's. The internet was just getting started and hordes of people were flocking to it. Thousands upon thousands of eager entrepreneurs realized the internet was going to mean a paradigm shift in the business world. They also realized that with the thousands of the new web sites being developed every day there was going to be a need for some way to organize them

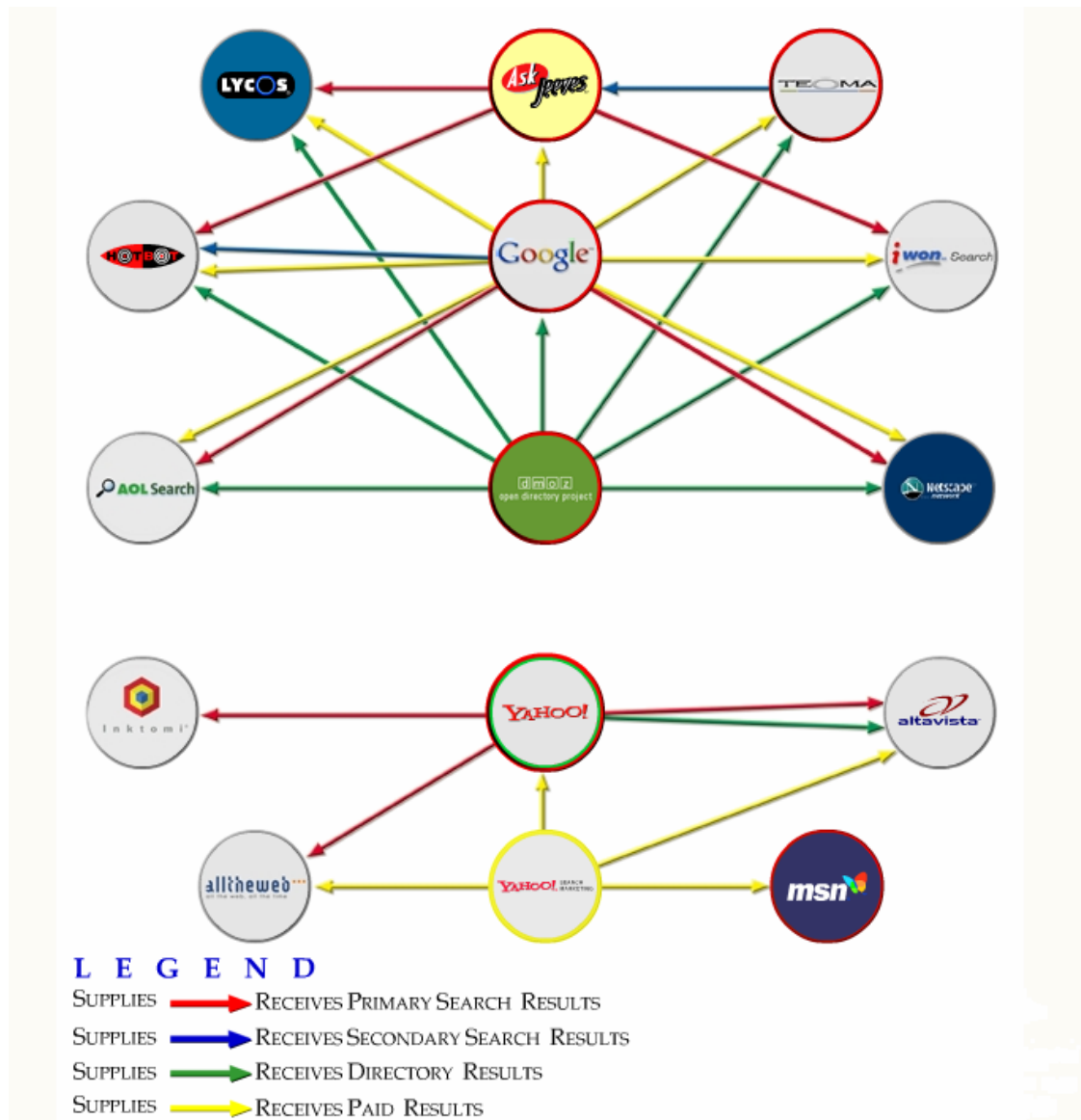
and make them easier to find. In came Yahoo! Yahoo created a directory and it was the place to be. This directory would list a site for a \$200 one time fee. Once a site was listed in Yahoo a business could expect to be immediately flooded with traffic and customers. Then Yahoo decided to implement what we now know as a search engine. The search engine sent out crawlers (spiders) to index all of the content on the web and store that content in their database. Then when a search was made on Yahoo users were given the choice of using either the directory results or the web pages results. When these entrepreneurs realized these web page results (serps) could be manipulated, search engine optimization was born!

2.4 Search Engine Optimization Today

Today the optimization game has completely changed. Many sites require you to pay in order to be listed in their search results and even more are charging for every visitor they send to your site. In order to stay on top of the search engine algorithms and changes to the search engine results pages you'll need an expert in your corner. A search engine optimization firm that has a proven track record of getting sites in highly competitive industries to the top of the major search engines over and over again.

Global Search Marketing is a full service search engine optimization firm and has its roots in search engine optimization dating back to 1994. The seo employees of Global Search Marketing have won the trust and respect of many highly visible websites and dot coms companies. Because of the need for high rankings and search engine optimization results Global Search Marketing focuses its research and development on search engine optimization.

2.5 How the search engines and directories relate to each other



2.6 Marketing and Technology

At Global Search Marketing are professionals at technology and marketing that understand and appreciate the needs and goals for a successful Internet marketing and search engine optimization campaign. Global Search Marketing analyze the types of prospects for the site, the different ways they use language to find client's site, the relative quality and quantity of those prospects, their conversion rates, and how many of them become customers. All of this in order to ensure that the client is using his website as a tool to maximize marketing money and profits for the business. Global Search Marketing has built its search engine marketing process around sound, proprietary principles that have been validated in practice over several years.

Global Search Marketing ensures that the search engine marketing campaign will meet client marketing and advertising promotion goals, understanding the business and marketing goals.

2.7 The Process

Global Search Marketing services the following steps:

- Keyword Research - Searching through a database of actually-used keyword phrases that are relevant to the client business, and determining the best phrases to use to optimize the site.
- Professional copywriting as necessary.
- Optimizing tags, titles and other parts of the html code. Including controlling what the search engines say in their description about the client web site.
- Editing the copy to ensure proper usage of the most searched-upon keyword phrases relevant to customer site.
- Submitting optimized page URLs to the major search engines. This is limited today because the major search engines find your site from links pointing to you.
- Monitoring the search engines bi-monthly to ensure that customer URL becomes indexed, and tracking traffic and keyword referrals using web based metrics.

- Providing monthly reports showing where client site is ranking and under which keyword phases.
- Strategies for paid advertisements, and building reference networks, text link ads, banner ads, pay per click advertisements.
- Traffic conversion.

3. Test Case Study

Bank – Search Engine Optimization Campaign

“With more than half of UK searching done on *Google*, it was of course the main target for the campaign. We made specific pre-build recommendations designed to get *Google* deep into the site, and to rank the site very high against competitors. With number one positions in such a competitive marketplace as finance, it's clear that our approach works”

3.1 Campaign Goals

- To consult at site build phase to ensure full site *search engine* compatibility
- To achieve listings in all target *search engines*, using *ethical* methodology and no spam-risk
- To overcome *Google* spidering issues and ensure that all suitable pages of the Business Banking site are navigable by search engines
- To achieve *Google* PageRank of 6 or above
- To achieve Top 5 *Google* position for the main campaign keyword
- To reduce bounce *traffic* by attracting business bankers directly to the appropriate content area
- To increase online enquiries and sign-ups
- To clarify the brand identity on the *search engines* in light of the Halifax merger
- To provide ongoing position reporting

3.2 Campaign Approach

- Liaise with site developers to ensure build is maximally *search engine* compatible
- Identify top searched keyword in the sector. This, unsurprisingly is 'business banking'
- Set up login access to the site's position reporting tool

Keyword research and meta tag creation to gain listings that would be:

- High rank
- Competitive - to show BOS strength in the arena
- In tune with overall Bank of Scotland brand architecture
- Reflective of the brand essence.
- Likely to achieve high click rates and low bounce rates

3.3 Campaign Impact

- Tripled *search engine* exposure in just six months,
- Top (mainly number 1) listings in *Google*, MSN, AOL, *Lycos*, Blueyonder, Freeserve and many other engines for competitive keywords including the top priority keyword: 'Business Banking' - which has nearly 12 million competing sites