

My role at
Global Search Marketing
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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.

2. About my role at Global Search Marketing

I was working at Global Search Marketing, 131-151 Great Tichfield Street, London, W1W 5BB between 22 August 2005 and 15 November 2005.

My supervisor was MR. Stan Barrett, Director of Global Search Marketing.

More information about Mr. Stan Barrett: <http://stan.barett.com/>

Stan Barrett was always helpful in providing me with the information and materials for me to understand the company and the actual work. As for that, the objectives of the LdV Program are accomplished by the placement. I improved my skills and I acquired new skills. And further more, Global Search Marketing was helping me develop my skills to my future career. I'm working also in Romania in the same field.

The main site that boosts the image for Global Search Marketing is:

<http://www.greenwichmeantime.com>

The screenshot shows the homepage of the Greenwich Mean Time website. At the top, a red banner displays "Greenwich Mean Time". Below this, a navigation bar includes links for "GMT", "Monday, 19 December 2005 17:31", and "Local". The main content area is divided into several sections:

- Google Site Search**: A search bar with the text "Ads by Google".
- Feedback**: A link to provide feedback.
- Greenwich Travel**: A link to travel services.
- Watches**: A link to watches.
- Greenwich Mean Time (GMT)**: The main section, featuring a large clock face and the text "Greenwich Time, World Time since 1884". It includes a banner for "Clocks in Europe / USA / Canada on Standard / Winter Time" with flags of the EU, UK, USA, and Canada. Below this, it states "Time synchronized to the NTP network and should be accurate to within 1 second." and displays the current time: "Monday, 19 December 2005 17:31:01 / 5:31:01 p.m.".
- Fast Links**: A sidebar with links to various time zones and regions, including "USA + Canada", "Europe", "Watches", and "Countries on GMT".
- Site Map**: A link to the site map.

At the bottom, a welcome message reads: "Welcome Greenwich, England has been the home of Greenwich Mean Time".

The Site provides comprehensive information on Greenwich and Time issues, including maps, GMT Converter and resources.

My first goal was to keep the site growing. To do that I had to add new and useful information related to site topics, as time, weather, airports, etc.

URL	Server	24.372	1	2	3	4
greenwichmeantime.com		701				
			time-zone			
		557		africa		
cape-verde-africa.com	d	109			cape-verde	
cape-verde-property.com						links property
		517		asia		
india-asia.com	d	242			india	
india-links.com	d	2.165				india-links
		160		australia north-america		
		335			canada mexico greenland	
				caribbean europe		
					switzerland european-union	
european-union-eu.com	d	2.907			uk	
united-kingdom-uk.com	uka	7.169				england
hampshire-uk.com	uka					
						scotland wales northern-ireland
united-states-us.com	i	8.150		usa		
		1.360	watches			

Fig.1

As you can see, the site is divided globally, and all the links are gathered together in one big site, and that is www.greenwichmeantime.com

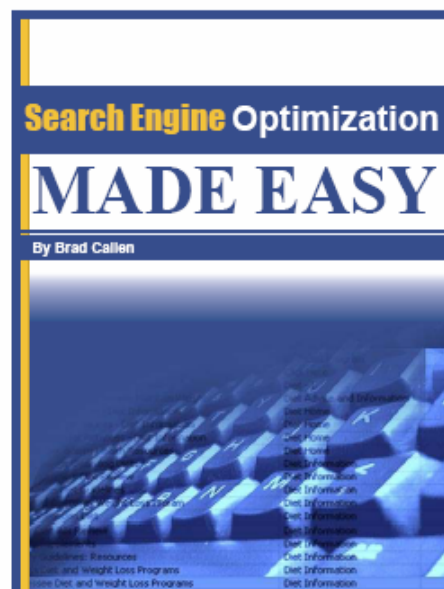
When I've arrived at the company the total links numbered was around 20.000. As you see, the final statistics indicate a total of 24.372 links.

As you can see, the site is based on wwp (World Wide Packets) technology.

“The wwp Global Search Marketing principals are:

- **FIRST** - we have built a reputation of being FIRST to market and FIRST in Search Engines.
- **FACTUAL** - Is of vital importance that the brand reputation is based on being an accurate and reliable source of information. By providing **FEEDBACK** on every page and fast corrective action programme that reputation will be maintained
- **FAST** - We have a 99.999% reliability target with a 0.5 second latency from anywhere on the planet. Finding things fast is important.
- **FAMILY** - A reputation of only wholesome material; where content is restrictive to particular products or geographical territories then this will be clearly sign-posted.
- **FUN** - The lighter side of life is always important.”

My first task was to learn how Search Engine Optimization works and to know and understand the company site architecture, as seen above in Fig.1. MR. Stan Barrett gave me some materials to study and I've also learned "Search Engine Optimization Made Easy".



The next 2 weeks after knowing the basics for the company, I was assigned to develop the Romanian part of the <http://wvp.greenwichmeantime.com>. As I'm from Romania, Mr. Stan Barrett said that I'm the best in providing information about my country. So I was able to research about our major cities in Romania, airports, culture, major events, etc.

Romania

GMT > Monday, 19 December 2005 18:16 Monday, 19 December 2005 20:16 < Local

Google Site Search

Watches

Romania Map
Map of Romania Politics and Economy
www.setimes.com

Transylvania Hotels
Visiting Transylvania? Compare Hotel Prices & Reviews
www.TripAdvisor.com

Long Distance Romania
Worldwide Long Distance Rates From \$0.04/min. Start Saving Today.
www.Vonage.ca

Ads by Google

[Greenwich Mean Time](#) > [Time Zone](#) > [Europe](#) > [European Union](#) > [Romania](#)

Advertise on this site

Romania

Bucharest, Romania
Romania Cities
Romania Currency
Romania Flag
Romania Map
Romania Time
Romania Travel
Romania Weather
Romania Links
Romania Telephone Code
Romania Facts

Site Map

Ads by Google

[European Union](#)
[Map of Romania](#)
[Shipping Romania](#)
[PR Romania](#)
[Travel to Romania](#)

Newsletter
Sign up for our occasional FREE newsletter advising you of clock changes, time zone alterations, etc. [Click here](#)

Romania, Europe ~ Romania-RO.com

Romania / România

Romania (formerly spelled Rumania or Roumania; Romanian: *România*) is a country in eastern Europe. Romania is bordered by Ukraine and Moldova in the northeast; Hungary in the west; Serbia and Bulgaria to the south along the Danube River. Romania has a stretch of sea coast on the Black Sea and the eastern and southern Carpathian mountains run through its centre.

Romania has been a member of NATO since 2004, and is also an acceding country to the European Union.

Romania signed their accession to the European Union on 25 April 2005. Full membership will follow on 1 January 2007.

The capital of Romania is **Bucharest**.

Europe

European Cities

[Amsterdam, Holland](#)
[Athens, Greece](#)
[Barcelona, Spain](#)
[Berlin, Germany](#)
[Brussels, Belgium](#)
[Copenhagen, Denmark](#)
[Hamburg, Germany](#)
[Lisbon, Portugal](#)
[London, England](#)
[Madrid, Spain](#)
[Milan, Italy](#)
[Munich, Germany](#)
[Paris, France](#)
[Rome, Italy](#)
[Stockholm, Sweden](#)
[Zurich, Switzerland](#)

European Countries

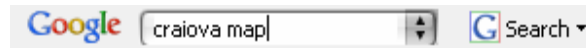
[Albania](#)
[Andorra](#)
[Austria](#)
[Belarus](#)
[Belgium](#)
[Bosnia & Herzegovina](#)
[Bulgaria](#)
[Croatia](#)
[Cyprus](#)
[Czech Republic](#)
[Denmark](#)
[Estonia](#)
[Faeroe Islands](#)
[Finland](#)

Bucharest, Romania Romania Cities Romania Currency Romania Flag
Romania Map Romania Time Romania Travel Romania Weather

I was able to do a comprehensive research about my country, useful information about weather, travel, time, maps, facts, etc.

I was able to research information about our major cities in Romania, adding useful information and even photos to increase the chance that the site will be on top of Google search.

The goal of adding good information on the site is to be on top of Google search. For example, let's take the map of Craiova City and see it in Google.



As you can see, the result is:

Google Web Images Groups News Froogle Local more »

craiova map Search Advanced Search Preferences

Web Results 1 - 10 of about 122,000 for [craiova map](#).

[MapQuest Maps:](#)
US & Canada; Outside US & Canada; **Map** by Lat/Long · World Atlas. Home: (Add).
Work: (Add). **map**. Results for **craiova**, romania. Sponsored Links ...
www.mapquest.com/maps/map.adp?city=craiova&state=&country=romania&size=big - 25k - [Cached](#) - [Similar pages](#)

[Romania Maps and Views \(Political, Road, Counties, Terrain ...](#)
Small **Map** of Romania and the surrounding countries. Rail **Maps** - Romania ·
Ciucas Mountains ... **Craiova City Map** · World Atlas - Romania Globe View ...
www.aboutromania.com/maps00.html - 76k - [Cached](#) - [Similar pages](#)

[Craiova Romania :: EuroAve :: city hotel map](#)
European travel [guide](#) **Craiova** Romania hotel **map** **Craiova** city guide Europe.
www.euroave.com/index_ave.php?gocountry=romania&gocity=craiova - 7k - [Cached](#) - [Similar pages](#)

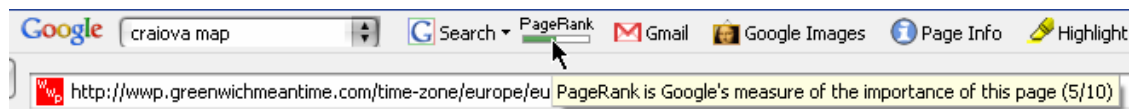
[Craiova Map](#)
Craiova Map. European city of **Craiova Map**. A **map** of **Craiova**, Dolj, Romania.
Click to see the **map** on MSN. Click on **Craiova Map** for driving directions ...
wwp.greenwichmeantime.com/time-zone/europe/european-union/romania/craiova/map.htm - 30k - [Cached](#) - [Similar pages](#)

[Craiova, Romania](#)
Craiova, Romania. European city of **Craiova**, Romania. **Craiova**, Romania · **Craiova Map** ·
Craiova Weather · **Craiova** Photos ...
wwp.greenwichmeantime.com/time-zone/europe/european-union/romania/craiova/ - 32k - [Cached](#) - [Similar pages](#)
[[More results from wwp.greenwichmeantime.com](#)]

So Craiova Map is in Google in Page 1 of the search, even more, the result nr.4 and 5. To gain this position I was struggling to add the exact content optimized for the search engine. To do that, Craiova Map is linked to <http://wwp.greenwichmeantime.com>, the major site, providing to my map page a good Page Rank.

As Google explains, "PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query. “



After that, I've started to understand what the goal of the company is, how the company works and how the company is developing, being a site of authority.

For a site that has 100.000 unique visitors per day, I needed to provide good information and also our own pictures, so for that Mr. Stan Barrett send me in the city of London to take pictures useful to our site. For this, I've worked for the part of the site related to London Olympics 2012, World Cup 2006, major airlines operating in London, Greenwich.

My next assignments were to upgrade the existing WebPages that I've made and do some programming adding dynamic menus regarding telephone area codes for all the European Countries. Also I've done some conversion tool that automatically changes the hours around the world.

Between all of these assignments, I was really lucky and honored that Mr. Stan Barrett took me to meet with potential clients, explaining them how Global Search Marketing could provide them a good position in search engines. This was a good opportunity to me to see real business meetings.

My major assignment that I've worked was to <http://www.avanta.co.uk/index.htm>

For this I've worked to improve and implement Google Maps (Fig.2) and the Logo for the company.

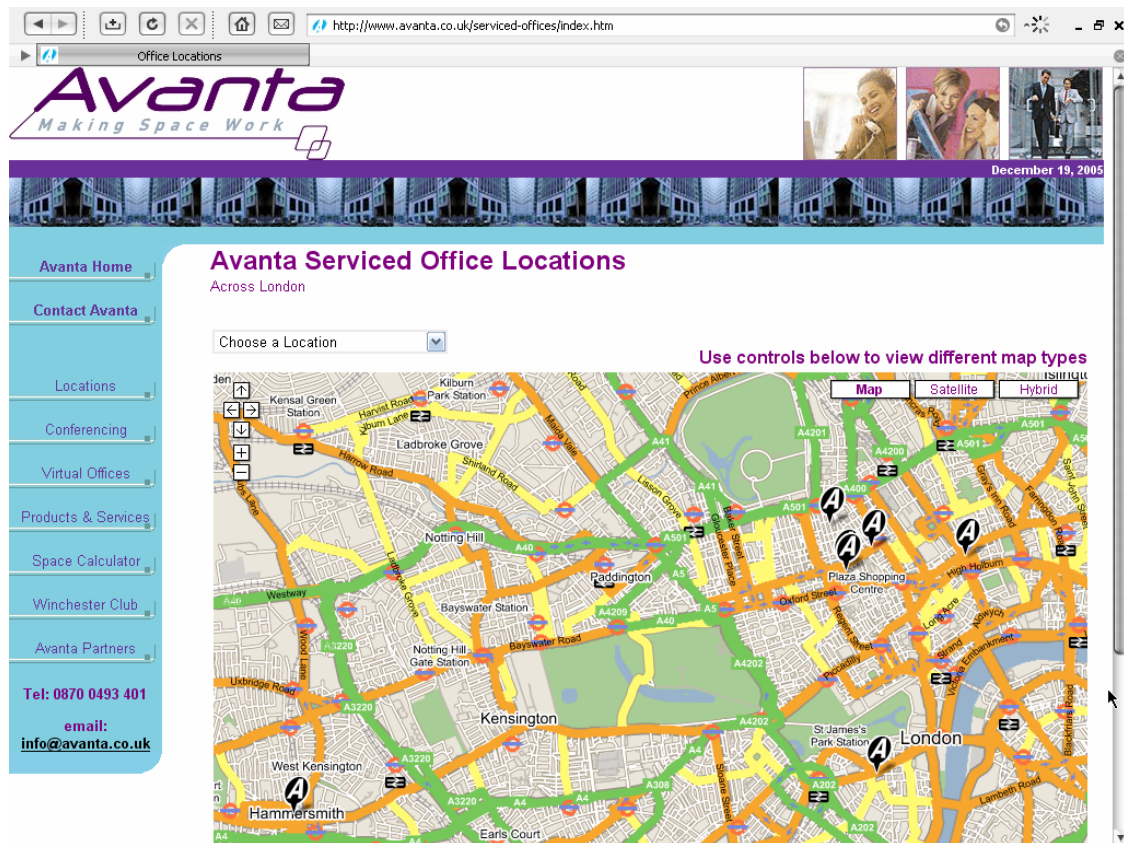


Fig.2

My final meetings with Mr. Stan Barrett consists in discussing about my contribution to the company, upgrading the pages that I've made and advise about how to implement what I've learned in my future web based optimizations.

I'm glad that I've achieved my goal, to gather 100.000 unique visitors per day, and develop, along with the other employers, the site adding almost 4.000 new links.