

ColoteloLee

SEARCH MARKETING PROGRAMS

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SEARCH MARKETING INTRODUCTION

What is SEO?

Search Engine Optimization (SEO) is the technical aspect of optimizing your site so it achieves more prominent keyword rankings on search engines such as Google, AOL, Yahoo, AltaVista, MSN etc., and on directories including The Yahoo Directory and The Open Directory Project.

A thorough **keyword analysis** is performed to determine the keywords that will form the foundation for the next steps of site optimization. Each search engine uses a different formula (also called “algorithm”) to determine which sites will rank well for these keywords. Optimization of your site includes ensuring your pages conform to current search engine guidelines.

We consult on your site’s page coding and internal links so that they are compatible with the search engines. This is so that the search engine spiders are actually able to find relevant content on your site, and index it correctly so theme of each of your site’s pages is accurately conveyed to the engines and to potential visitors. This process that search engines take to find your web pages and add them to their index is commonly named “**spidering**” or “**crawling**”. We make this process as easy as possible for the search engines so that all of your pages have a chance to rank.

A large site with many pages of rich, relevant and useful content (in static form) is important when competing for search engine rankings. Sites that offer plenty of useful and relevant information in text form that is easily read by search engine spiders always perform well in rankings. When it comes to information, what pleases a user will also please a search engine.

Relevant industry links from other sites to yours will be very important to search engines as they will see your site as an authoritative source of information. We will provide **direction on the most effective link structure** from an internal and external point of view. We advise on and implement the most effective linking strategy in order to develop a competitive **Google PageRank** that will allow you to achieve rankings in search engine results pages.

Our specialized **link building program** is used to build links back to your site from relevant sites all over the world. This is quite important, as many search engines, including Google and Yahoo, consider sites that have more quality links to them more likely to be relevant, and “credible” than less popular sites. Therefore, the more popular the site, the higher it will likely rank in these search engines. Furthermore, we will **submit your site to directories** such as Yahoo, Open Directory Project, and various other industry-related directories. This can drive an amazing volume of pre-qualified traffic to your site and help increase your rankings on organic search engines.

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SITE STRATEGIES

Introduction

Some strategies are reviewed below that are touching on the more important aspects of the website to help increase the overall success. Optimizing and altering the coding of the site will only take you so far. It is important that the next step in the marketing process be delved into more deeply. This involves the fine tuning of the site, using tracking software, and knowing what to look for and capitalizing on this.

Strategies

Increase Traffic to Site

Improve Search Engine Rankings

If there are 500 people a day searching for a particular term and your site is nowhere in the search results, your site will never get visitors through this channel because these visitors have no way of knowing your site exists. However, if these same visitors start to see your site consistently in the search results, it is reasonable to assume that some of these visitors will click through the search results listings to your site.

The factors holding the most weight in the search engine ranking algorithms are:

Size of Site

A large part of a search engine like Google's ranking algorithm is based on a measure of what it considers to indicate the likelihood of a site being an excellent resource to a user about a certain subject.

The main measurement of this site attribute is through the total number of pages indexed from the site. The engine's logic is this: "if site A has 20 pages related to *health care careers* and site B has 2000 pages related to *health care careers*, then the user will likely find site B to be a much more comprehensive resource on the subject of health care jobs than site A". Because they think site B is more likely to satisfy the searcher's needs, the engines will rank site B higher than site A, even if things like individual keyword density on site A's pages is higher than site B.

To help determine how large your website can be developed, check other top websites ranking highly in the search engines, see how the site has been developed, the categories, services and products available. Doing this you can start to develop a plan to expand your site.

Content Development

Ongoing content development should be incorporated with the majority of websites to help with their exposure in the search engines. This can include common questions that continue to be



asked of your products/services, include these into your website and see what the competition are covering with their website to gather ideas on how to expand your website.

Optimizing the Website

With our search marketing programs, we will review and make suggestions on any changes that are needed for your website with regards to the search engines. For example, if a website lacks content, or if it is in frames, or entirely done in flash, or the text is embedded in the graphics, plus countless other issues that can arise, we will inform you on any changes that are needed. Our goal is to improve your website to its maximum for the search engines so you can capitalize on your search engine potential.

During the optimization stage, this is where we already have researched the best keyword phrases for your website and we start to implement them into your website. During the up and coming months, with analyzing the websites stats and rankings, we can continue to work on updating the optimization to help increase the number of leads the website will receive.

Link Building

A proper link building campaign for any website is essential. Link building is more than just gaining x amount of links to your website. We need to make sure these are from trusted sources and that they are quality sources as well. It is important to focus on quality links rather than just any ole link.

We will inform you of all possible options for your website to be listed in addition to the free traditional links, such as paid directories and other paid options that may benefit your website.

We take the important link building issues into consideration with our link building program. No spammy or questionable tactics will be involved with your campaign at all.

PageRank

Google PageRank is a measure of a page's "worth". It likely has the greatest weight of all on-the-page or off-the-page factors contributing to a search engine's overall page ranking algorithm.

PageRank is calculated by the number of incoming links a site has, the relevance of the linking sites to the subject matter of the linked-to site, and the PageRank of the linking sites. This is considered a good measure of a page's "worth", because a link from another related site to yours is considered a "vote" for your site and a testament to the credibility and usefulness of your content. If you have more incoming links from relevant, quality sites than your competition does, your site is considered more "recommended", therefore more credible, and this will have a positive influence on your rankings.

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Gain Traffic from Non-Search Sources

Not only are other sites a great way to boost your incoming link popularity and credibility, but they can also serve as extremely valuable sources of traffic to your site as well. Because these are higher-profile sites, visitors are more likely to trust their recommendations of your site, making it more likely they'll visit yours. In addition, because these sites are of a related subject matter, the visitors directed to your site from theirs will already be pre-qualified, so they are more likely to take action on your site or tell someone else about your site.

Increase Click Throughs

It is all very well to have high rankings for your site and be linked to from other quality sites, but if the description of your site isn't compelling, visitors are less likely to click on your listing, even if it is right in front of them.

How your site performs in regards to attracting visitors to click through to your site from a search engine results page is not as much a matter of what your ranking as you may guess, but is more a matter of what your listing title and description say about your site.

Improve User Experience on Site

Four of the top reasons given for convincing consumers to visit/patronize/buy more from a certain site were given as:

- Pages load quickly
- Site was easy to navigate
- Pages are easy to read/not confusing
- Search function works well

The easier time a visitor has on your site to find the all the content they're looking for, in a quick manner, the more likely they are to come back to the site at a later date, and/or recommend the site to someone else.

Clear Sales Path

Once someone finds your site, it is always important to have a clear sales path. Having additional sales entries to give the users options will result in increased user satisfaction and increased leads. The current layout of the site is good, enabling the user to easily find the necessary information needed with multiple sales path options.

Tracking Software

In today's search marketing world, it is highly advisable to use some form of tracking software to help with your search campaign. With the proper program we can get a better idea of what keyword phrases are converting more and place more focus on these.

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At the bare minimum, you should have websites/logs with your hosting package, so at least some data can be analyzed. Not having at least this, we will not be able to properly gauge how well the site is performing and work on ways to improving it.

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OVERVIEW OF WHAT WE DO

Initial Stages (Setup Stage begins)

These services may be performed independently of other services, or as part of Phase 1.

Keyword Analysis

The identification of relevant keywords is the foundation of any effective search engine marketing campaign. Keywords must be evaluated based on the following criteria:

- " Competitiveness
- " Relevance
- " Search Traffic Potential

Our keyword selection process begins with conversation between ourselves and the client, obtaining keyword suggestions from the client, and performing an extensive site review to gain an understanding of both the site content, goals and the intended market. From this analysis, keywords are gleaned and given to keyword experts who begin looking for alternate terms applicable to the site. At this point, we determine if regionalization would prove to be an effective site positioning strategy.

From this collection of potential terms, we then begin to put single words together to create phrase combinations. At this point, a single site can have thousands of potential phrase combinations. The entire collection is then filtered again to eliminate obvious irrelevant terms and to identify terms with little or no traffic potential.

The resulting list is then evaluated thoroughly for relevance, potential search traffic and cost effectiveness for pay-per-click campaigns. From this evaluation, a list of top terms is recommended (the number of terms selected is dependent upon the scope of the positioning program).

Once the Keyword Analysis is complete, you will receive a comprehensive report indicating all potential keywords and keyword phrases relevant to the site, and the competitive analysis of each of those keywords.

Site Analysis and Strategy

We will perform an in-house site analysis to determine specific obstacles we may encounter and potential solutions to overcome those obstacles.

Link Analysis

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We will perform an in-depth analysis of your current link structure, both within the site as well as web wide. This will take into account any internal linking issues (such as link HTML code) that can be holding your site's pages back from reaching their full potential in terms of inheriting or distributing PageRank, and benefiting from acquired link popularity. We will also identify improvements that can be made to current links from external sources, for your site to further benefit from these incoming links (in terms of attracting visitors and improving PageRank).

With the results of this analysis, we can suggest the best link building strategy internally for the site (to ensure compatibility with the search spiders). We can also determine the most effective additional external link sources, prioritizing them based on their potential benefit to your site (which is based on their relevance to your content, their PageRank and their potential to drive qualified traffic to your site) and plan an appropriate strategic ongoing link building campaign.

Baseline Analysis (if visitor logs or site stats available)

Our baseline analysis includes an in-depth study of current traffic volumes and traffic flow to help us understand the site's strengths, weaknesses and potential opportunities. During this process, we will require access to your web stats. These stats will give us important such as Total Hits, Total Visitors, Page Views, Visitor Sessions, Unique Visitors, Search Engine Referrals, Top Referring Search Engine and Top Referring Keywords/phrases. In lieu of logs, we would request access to any version of online stats for your site that you may have. It is this baseline analysis, as well as stakeholder input, which aids in determining the site success metrics. It is also a starting point from which future online marketing successes can be measured.

Phase 1

Site Optimization

Site optimization will incorporate the strategy recommendations from the site analysis. This process may include, but is not limited to:

- " Optimizing relevant text content on the page
- " Positioning for selected keyword phrases
- " Seeding keywords throughout "meta tags" on optimized pages
- " Analyzing and optimizing coding on designated pages
- " Content development suggestions for pages with little to no relevant content
- " Suggesting frame set alternatives to ensure indexing by major search engines
- " Suggesting removal of current page redirects
- " Ensuring all links are functional and absolute as opposed to relative, as search engines sometimes cannot follow relative links



Site Map Creation

If a site map does not already exist, we will create one, likely editing an existing page template from your site or creating a new, spider-friendly template to use for the site map. The optimized site map serves an important purpose in regards to aiding search engine spiders to find all site pages, as well as to create an overall page interconnectivity.

Submissions

Manual search engine submissions, and corresponding re-submissions, are executed with the primary search engines, which make up 95% of the engines being used. This includes:

- " Google (which also provides web results to AOL Web Sites, Netscape)
- " Yahoo
- " MSN
- " Open Directory (dmoz.org)

These engines either have their own search engine spiders or utilize a shared database (such as Yahoo) and update at various time intervals. The Open Directory (dmoz.org) is a human-edited directory that supplies results to AOL, Google, Excite, Netscape and other minor search engines and directories.

Hand submissions are not always necessary. Search engines such as Google have a preference for pages they "discover" on their own, using their spiders to naturally find and include your pages in their index. Based on the nature of your site's pages and your needs, we can help you determine the best course of action for initial submissions and periodic resubmissions as necessary.

As part of our search engine optimization program, we search out relevant search directories and engines for your site. Then, we submit your site to those search sources, which may also include foreign search engines and directories, as well as the secondary search engines. Not only will these submissions provide traffic in their own right, they are also considered relevant links back to your site, helping to boost your link popularity.

Furthermore, many of these search engines require an e-mail address from the submitting site. Then, they sell the e-mails to bulk e-mail marketers, providing an additional source of revenue. Many submission services do not make you aware of this fact, leading you to believe it is safe to use your existing e-mail address. To eliminate the occurrence of this, we create a temporary e-mail account for the submissions, and then delete the account once submissions are completed, saving you from a flood of unwanted junk e-mail.

Phase 2 (Monthly Maintenance Phase – Month 2 and Onward)

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Page Tune-ups and Ongoing Optimization

Search engine positioning is not a one shot deal. You cannot do a one-time submission and sit back, thinking your work is done. A successful positioning program requires continuous monitoring and evaluation, the ability to make necessary adjustments quickly and perform resubmissions as needed. We build an ongoing relationship with our clients, continually working with them to increase their net visibility, and use our software for up-to-date monitoring.

Search engines themselves make this necessary as they are continually changing the rules of the game. Algorithms and alliances change frequently, and with them, the rankings of your site. The industry is in a constant state of flux and the most effective means to be successful is to be aware of changes and to react quickly. Every month, we monitor the progress of your site, make recommendations/adjustments to your pages where necessary and then resubmit to the engines when required.

On a monthly basis, we will monitor the results/rankings of your campaign and continue to help improve your site to its full potential.

Link Building

One of the most important search engine marketing assets for any site owner is the existence of an extensive network of links back to your site. There are two very important reasons for this:

1. Following links from other sites is the second most popular way people find new sites, ranking almost as high as search engines.
2. The number of other sites linking to your site is a major factor in determining how your page ranks on most of the major search engines.

A recent study has shown that the structure of the World Wide Web is actually like a bow tie. In the centre of the web is a "knot" of heavily interlinked sites. Authors of the study called this the "Super Connected Component." The fact is, the more links you have coming and going from your site to this core, the easier it is going to be to find you on the web.

First, we search out relevant industry and regional directories where we can include your site. Then, we exchange links between other industry related clients, ultimately building an extensive network of links that benefit everyone.

Furthermore, we constantly monitor your site to identify new incoming links, allowing maximum benefit from all links pointing to the site. Together, these steps can build hundreds of quality links, and is an integral part of our search engine marketing program.

At certain times during the link building process, your aid may be required. Sometimes, a

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request for a link from another site is best to come from you rather than a third party, as the linking company will be more receptive to you. If certain companies require that a reciprocal link be put on your site to theirs, a links page may be required to be added to your site. Sometimes, quality sites require an inclusion fee to link to your site and we can consult with you to make your decision on whether you would like us to continue on with the request (based on benefit to your site vs. cost of the link).

Site Map Maintenance

As pages are added and removed from the site, we will execute any needed site map updates, and will also re-submit to any search engine databases the map is not already indexed in.

Log/Web Analytics Analysis

We will work with you to analyze data presented by any visitor log or web analytics packages you already have in place on the site.

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