

## SystemCore SEO / SEM / Epromotion Starter Pack



**Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Epromotion** are the buzz phrases which simply mean the process of getting your web site in the top Search Engine Results Position (SERP) when your potential customers do web-searches related to your business. ('Rank' is another related measure, though not exactly the same as SERP).

SEO tends to deal with the technical aspects of optimising copy and code for the benefit of search engine efficiency, whilst SEM deals with the more general aspects of marketing on the web and particularly research and analysis of competitors. Epromotion is a yet wider term still and covers in addition other activities such as advertising on the web, email broadcasting, viral campaigns and the use of social networks, as examples.

Results from normal keyword searches are also known as 'organic' results. There are in addition many varieties of pay-per-click (PPC) and advertising based results, sometimes referred to as 'inorganic'.

Achieving high organic rankings is a holy grail for most internet marketers, but with over 250 million websites currently on the internet, and another 50 million or so being added each year (source Netcraft 2009), it's not always clear how to get there.

Site owners often naively believe that paying for lots of Adwords or other pay-per-click methods will yield returns; in isolation, this is extremely unlikely and you are more likely to be 'churned and burned' by the competition, clicking away at your Ad and eating up your budget.

Real users on the other hand invariably prefer to click on organic results than on advertisements in the sidebar. They also like to find informative, well written content at the end of their travails.

Similarly the use/abuse of 'link farms', 'micro-sites', multiple 'domain forwarding' and non-compliant 'email broadcasting' can all easily backfire and end up costing lots. At worst, a badly

planned or executed campaign can get your site blacklisted by the search engines as well as email firewalls and spam registries. Search engines in particular are wise to pretty much all the tricks people try.

Here's, where we come in.

We start from the top and bring things back to basics.

Firstly, we respect the fact that search engines (and indeed the internet itself) were designed for the benefit of users, and NOT for abuse by SEO/SEM marketeers. Acting in the interests of users ('searchers') gets our techniques good marks from the start.

Secondly, we spend a great deal of time analysing the content and structure and linking of the websites of your top competitors, in particular those who are performing best in search results. We spend an equal amount of time analysing your own site content and linking strategy, coming up with suggestions and recommendations, discussing them with you and making positive changes where agreed, to trounce your competition and beat them at their own game.

Thirdly we employ a number of specialised tools and other resources to help us track and automate your campaign. In particular we maintain our own lists of on-line directories and other websites proven to act positively on search engine rankings. The list changes all the time and we add to it sites specifically chosen to aid your company in your particular industry sector.

There are thus four principle elements within successful epromotion:

- 1) Strategy – so we know where we are aiming and how to get there
- 2) Tracking – so we know how our strategy is actually performing
- 3) Content – 'is King' – the most prized and valuable piece on a chessboard
- 4) Linking – 'is Queen' – the most powerful and versatile piece in any game of chess

At root, success has much more to do with good conventional marketing expertise, well executed, than it has to crafty 'black-hat' SEO techniques.

SEO/SEM/Epromotion is not a 'do it once and forget it' exercise. To be effective it has to be seen as an ongoing investment, demonstrating measurable success against measurable effort and expenditure.

Neither should SEO/SEM be seen as an activity in isolation. The best results are obtained where SEO/SEM is seen as part of an Integrated Marketing/Promotional Campaign – for example synchronised with conventional advertising and/or email marketing, special offers and the rest.

There's a lot to think about and there's a significant amount of work involved in successful epromotion/SEO/SEM, but to start things off in the right direction we have put together what we call the 'SEO Starter Pack'. It includes everything you need to get your site up from zero rankings, to a more respectable presence on search engines, with a realistic expectation of page one results for your chosen key phrases.

These SEO Starter Pack items are essential as the basis for engine visibility, and any ongoing SEO /SEM campaigns. This package dovetails with further SystemCore epromotion services and supports more sophisticated customer campaign programmes.

***Our SEO Starter pack includes performance of the following activities:***

- 1) Analysis of your company, your industry, your competitors, your audience, on the web and a full report of our findings and recommendations. The reasons behind successful search engine results positions, no longer a secret.
- 2) Determination of a number of specific descriptions of your company, to appear on selected on-line business directories and other carefully selected sites. This is key to focusing your proposition and achieving the best results from your back-links.
- 3) Determination of your top keywords and key-phrases, designed to give you the best/optimum quality and quantity of hits via organic searches on search engines.
- 4) Review of your site taxonomy and content and determination of amended copy and structure where appropriate. Most particularly, key-phrase frequency, key-phrase proximity, key-phrase emphasis and off-site and on-site deep linking are examined and reported on.
- 5) Technical review of code structure and accessibility and correction of defects found, where practical. Search engines are at core 'simple robots' and require code to be 'standards compliant' to extract the best performance. (There may be occasions where a site has not been constructed to facilitate this and/or where the amount of work required makes some changes impractical. If this is found to be the case, we will endeavour to bring it to your attention early on and provide you with some costed alternatives – E.g. migration to a Content Management System (CMS). If your site is well built however, on a decent CMS, we should have no problems here).
- 6) Search engine tracking of your site under 1-6 keywords/key-phrases and of your top 10 search engine competitors. We use special tools (SystemCore SEROC – Search Engine Rate of Climb Indicator) to automate this without getting penalised or blacklisted by the search engines. We provide you with regular ongoing reports of your progress against chosen targets.
- 7) Tracking and analysis of on-site behaviour - either implementing our own data analysis and visualisation engine DAVE, or instrumenting for one of your choice (E.g. Google Analytics). Getting visitors to your site is one half of the equation, getting them to leave their details, explore the rest of your site, or return to your site again, is the other half. This aspect of our work explains how people behave after reaching your site; how many there are, where they came from, why they leave or why they stay.
- 8) Detailed back-linking analysis of your site and those of your top competitors. Not only do back-links provide a route for direct traffic (clicks) onto your site, just as importantly they are something search engines mark up and evaluate when calculating your SERP. We take a close look at how you are linked at present, and how you need to be linked if you are to compete well in search engine results. We will present you with a list of carefully chosen sites upon which we plan to place back-links, some taken from our maintained pool of

general purpose sites, well-performing sites, others compiled specifically from a search of your specific industry sector and your competitors in particular..

- 9) Detailed keyword and meta tag analysis of your site and those of your top competitors. Not only the key words as used in human readable content on your site, but also as inserted within special html tags designed specifically to help search engines with their indexing task. We employ various tools to help us evaluate and summarise key-phrase usage.
- 10) Help and guidance on content amendment. Whilst small changes, suggestions and recommendations for amended copy are included in the price of our SEO Starter Pack, a complete reworking or production of completely new content is not. However, we do offer an original copywriting service if required, at very reasonable rates.
- 11) Production of XML site-maps and submission to main search engines. This step simply short-circuits the amount of time usually taken by search engines to completely index your site content, by providing them with a more easily digested machine readable summary up front.
- 12) Formulation and management of your ongoing on-line SEO/SEM/Epromotion strategy. Crystallising what has been learned within all other activities, feeding forward and integrating with your wider marketing and promotional activities and laying the ground work for further focussed campaign effort downstream.
- 13) Entry of your company particulars into a portfolio of specially chosen on-line business directories and websites, known to perform well for SEO/SEM purposes. This list varies over time, but we keep it up to date and add sites to it specially chosen from your particular business sector. Important to note, that as part of the SEO Starter Pack we will only post to free sites, as a rule, but we will bring to your attention, other sites who charge for such entries, for your consideration. This allows you to balance your promotional expenditure on such items as memberships of professional and industry organisations, strategically placed advertisements, etc, where these may yield better overall benefit to your company. (There are never any shortage of sites offering directory entries or PPC Ad's for a monthly fee, but not all of them represent best value for money, and many are plain 'dodgy').
- 14) Compilation of a list of Advertising, News, PR and other on-line promotional opportunities in your sector, together with price guides and contact details where possible, to that you can follow up with any further decisions on promotional spend. This includes a list of professional bodies and industry organisations on the web, where appropriate, again for your consideration.
- 15) We provide you with regular reports on performance against plan, and best case of course, superior Search Engine Results Positions as a result of our activity. Of course we cannot guarantee first place positions for all keywords, no one can, and they would be lying if they said they could. But our success to date makes page one positions highly probable, and at the very least significant improvements on starting positions will always be achieved.