

# Praeparo

## Online Marketing Services Guide



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## Introduction

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Everyone in business wants more visibility on the Internet. This visibility means more site visits, site visits mean exposure, in turn this offers the opportunity of increased sales.

The main idea of website promotion is to prove that the content on offer is valuable and more relevant than your competitors. This relevance is the most important factor.

Unless you have a very niche product, service or brand a top search engine position rarely happens by chance. You can also guarantee a significant proportion of your competitors are investing in online marketing. Online marketing encompasses both on-page factors such as text and page names as well as off-page factors like inbound links.

Too often businesses spend hard earned money on a nice website but then complain that it is not effective. One of the most cost effective methods to make your website more visible is with ethical organic search engine optimisation (SEO).

SEO includes both on-page and off-page optimisation strategies to improve quality website traffic from search engines, conversion of those visitors into buyers or customers and to improve a website's position in Search Engine Results Pages (SERPs). Also called Natural Search Optimisation or internet marketing, the process can include:

- |   |                           |   |                                   |
|---|---------------------------|---|-----------------------------------|
| ☒ | Keyword Research          | ☒ | On-page Improvements for keywords |
| ☒ | Website Review            | ☒ | Copywriting                       |
| ☒ | Link Building             | ☒ | Landing Page Development          |
| ☒ | Viral Marketing Campaigns | ☒ | Analytics                         |
| ☒ | Social Media Marketing    | ☒ | Information and Page Architecture |
| ☒ | Internet Advertising      |   |                                   |

This can never be a one time activity and needs to be a planned process which continually evaluates and reviews decisions and assumptions made. It must be based on the underlying principle that things do change frequently.

The focus of the Praeparo SEO method is to work with businesses to understand and achieve the business objectives of their sites on the internet. We strongly believe that one-size does NOT fit all when it comes to Search Engine Marketing (SEM). We will partner with you to create an internet marketing campaign that works towards driving organic search engine results to pages on your website and will manage the campaign through a formal process and analytics to measure the campaigns successes.

Success is not about where you are within SERPs but it is about your improved business!

# Our SEO Method

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At Praeparo we have a 5 stage SEO method. This works on a principle of a continuous feedback loop where we research, measure, analyse, improve, review and then back to research.

## (1) Research

Your business objectives and brand mapped to keyword research is the backbone of our SEO. There are often many discussions during this time as this must be linked to the website, business brand and ambitions. Our approach regardless of budget size is strategy, get this wrong and all the technology and techniques in the world won't get you more visitors or on the first page of results.

## (2) Measure

Gather all of the important metrics of your website. Even before we start anything everyone must understand the current position.

- How many unique visitors?
- How many conversions?
- Where are those visitors and conversions coming from?
- What keywords and phrases are used?
- What do visitors do on your website?
- What pages do visitors arrive and leave from?
- What parts of a page do visitors click-on to move to another page?
- Who links to your website?
- What is the quality of inbound links?
- Who are and what are you competitors doing?
- Who is talking about you?
- .....

## (3) Analyse

Analyse the site as a whole and each key page to determine the best course of action and the work that needs to be completed in order to improve the position in search engine results pages (SERPs).

- Is the code standards-compliant (HTML, CSS, Accessibility)?
- Is the meta data appropriate for each page?
- Do all images have Alt text?
- XML sitemap automated?
- Are there custom 404 (error) pages?
- Content for each page that targets one keyword phrase per page.
- Identify technical issues.
- Create keyword-driven headlines for each page.
- Are off-site factors, i.e. inbound links effective?
- What pages are indexed on search engines?
- What are competitors doing?
- .....

#### **(4) Improve**

On-Site: The website is modified relating to the research and analysis already completed. All these changes will be implemented in small increments so the impact of changes can be measured and reviewed.

Off-site: Start building good inbound links and build up the brand via. blogs, articles, press releases and social media.

#### **(5) Review**

All marketing campaigns are supported by a monthly report enabling clients to monitor progress against objectives. We strongly believe that you will need to adjust campaigns at key points to take into account an ever changing environment. It is very important to remember that the brand is critical and any amount of search marketing will only increase the ROI based on the quality of the brand.

## Strategy

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While Search Engine Optimisation (SEO) is a specific task, Search Engine Marketing (SEM) is the essential piece that actually determines how you will optimise and promote your brand on the Internet. The first step in SEM is strategic planning that will determine what is appropriate. Regardless of the budget size, get the strategy and planning wrong and all the technology in the world won't solve your problems.

At Praeparo we believe all website owners need a Digital Marketing Strategy that forms a part of the businesses overall marketing strategy, it works alongside traditional marketing techniques. We say Digital Marketing rather than SEM as the Internet is changing and new opportunities outside of traditional search engines like social media provide options for some businesses. Digital marketing is the process of combining a variety of methods to insure that the website is successful. These methods will include research for your business, competitor analysis, articles, news, newsletters and audience analysis to name a few.

If you thought search engine marketing can be done by spending £29.99 on auto-submission software, you are a long way from reality.

- ❏ Search engines are constantly changing ranking algorithms and it has been seen that websites can drop rankings over night.
- ❏ Your competitors are constantly trying to better you. The more successful you are the more they will try.
- ❏ How people use the internet changes. If your brand needs to interact with 18-35 year olds then you must incorporate a social media strategy.

As things keep changing, you need a strategy and plan that works with and adopts change rather than works against it. When working with Praeparo, we analyse your current business plan linked in with your existing marketing strategies to create a customized solution and roadmap that best fits your businesses goals and objectives.

At a high level our planning process takes 4 steps:

1. **Business Profile:** We ask detailed questions about your business plans, product/service line, present advertising, your customers, competitors and online history. This will identify your needs and goals.
2. **Identify Scope:** A strategy is a roadmap and we need to identify your marketing campaign's scope. Opportunities are identified and prioritised based on your goals/needs in e-commerce, lead generation, branding, product launches, etc.
3. **Competitive Analysis:** We identify your competitors, what products and services they offer, and how aggressive they are in marketing. We also look to how we can stay one step ahead of them.
4. **Strategic Roadmap:** Based on the above 3 steps, we develop a strategic roadmap, to be incrementally implemented (not big bang) over 3, 6 and 12-month terms. We specify 3 stages as a review needs to be completed after each stage to make any necessary adjustments.

## How long should my campaign be?

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The simple answer is that an online marketing campaign should be running in a continual loop keeping inline with your business changes and also what your competitors are doing.

When you start out creating a strategy a list of targeted keywords or phrases will be selected and each one will have a complexity ranking which is an indication of how much effort is required to (a) get in natural search engine results, and (b) to gain more visitors/sales off the back of the work.

Praeparo ranking is split into seven tiers where tier 1 has no competition and tier 7 is very high. We often try and adjust any tier 6,7 keywords to lower values as you typically get more advantage in obtaining good results from a less competitive term than average results from a highly competitive term.

Tier	Campaign Duration	Actions
1	2 months	Typically only involves a detailed report of what on-site adjustments need to be made.
2	2-4 months	Adds to tier 1 with a light link building strategy.
3	4-6 months	Adds to tier 2 with a medium link strategy.
4	6-8 months	Requires a full off-site strategy.
5	8-12 months	Typically is just a longer and more intense version of tier 4.
6	1-2 years	Require strong integration to traditional off-line marketing strategy.
7	Ongoing	Typically only worth considering if you are a large organisation with a large marketing budget and already a strong offline and online brand.

In all the above cases when the campaign finishes you move to a maintenance phase where close monitoring keeps you informed of your position and some light link building keeps you at the top.

In summary your offline marketing campaign never ends and is in a constant loop:

research | measure | analyse | improve | review

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## On-Site Optimisation

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We now have a digital marketing strategy based around some identified keywords. Now the site must be optimised for these keywords.

Search engines have very complex algorithms to work out what each individual page is about. These algorithms are constantly changing as the search engines try and make decisions like a real person would. If you think about it they are trying to return the most relevant result to a search term entered.

On-site optimisation is the process of adapting the website so that it both answers the needs of the real visitor and also the needs of the search engines. There is no point in tricking a search engine as when the visitor arrives they will just leave if the site is not relevant, this is called a bounce and the lower the bounce rate the more relevant and correct the search results are.

What we are aiming for is as many visitors as possible with as low a bounce rate as possible. This is all measured through website analytics. Before any changes are made a baseline of analytics must be obtained so that each on-site change can be measured for success.

The on-site optimisation stage follows keyword identification so the pre-condition for this step is for every website page we have one identified keyword phrase or term. For each page we then must analyse, re-factor and in some cases create new content.

At every stage we must remember not to over optimise for the search engines as the real visitors will just bounce. This is a fine balance of making the page focused to the topic which is represented by the keyword phrase.

## *Page Analysis*

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Praeparo's page analysis service will produce a detailed report describing what needs to be changed and how it should be changed to meet both the need of the visitor and search engine for the selected keyword terms.

This will include:

- HTML page attributes like title, description, keywords
- Page headings
- Page content
- Validation the page has no errors
- Validation against accessibility standards
- Page load time
- Browser compatibility
- .....

The benefit this gives is a detailed report of changes required that can either be passed to the existing development team or Praeparo can make the adjustments.

## *Page Re-factoring*

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Where an in-house design/development team is not available to make the changes recommended in the page analysis Praeparo can undertake the page re-factoring based on the recommendations.

Our development team has skills across all technologies and also the most common products. For example, PHP, java, mysql, osCommerce, OSCMax, Wordpress, amember pro, facebook api, google api, ...

## *Content Development*

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Often when analysing a website for the chosen keywords it is identified that rather than a strategy that goes for one or two generic terms that are very competitive it is best to go for a greater number of lesser competitive terms.

In this case Praeparo can provide a content development service that will add the necessary content within the existing look and feel of the website.

## Off-Site Optimisation

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We now have a strategy and a website optimised for that strategy. Now we can start to market the site.

Off-site optimisation is all about authority. This is a very important aspect that search engines use in determining where a site will rank in the search engine results (SERPs) for any given keywords or phrases.








Website authority is a combination of multiple factors: trust, relevance and endorsement; or to put it simply, it is a popular site that people talk about and keep coming back for more.

Part of authority is how many people refer to, or link to, the website. By links we don't mean 100's pointing at your home page but ones that refer to individual content. We call these deep links as they point deep into your website.

How many links you need depends on the complexity for any targeted keyword or phrase. One of the key items in any off-site optimisation is to build brand awareness with quality links rather than 100's of links on poor quality and topical irrelevant websites.

Praeparo recommends a strategy around building brand awareness that will then also deliver the quality inbound links to the website. This strategy must be executed over-time and is not a big-bang single time activity; you need to remember that your competitors will continuously be trying to get above you on the SERPs.

The approach to building a brand needs to include:

-  Articles
-  Blog participation (writing and commenting)
-  Social sites
-  Press releases
-  Link building
-  Local search
-  Brand monitoring

Details of each of these follow in the next pages.

## *Articles*

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Article Marketing is all about demonstrating you have authority on a given topic. In achieving this you will get quality relevant traffic that converts much better than traffic obtained from SERPs.

Praeparo can write and distribute articles to different online publishers. Each article will match the website keywords and deep link to the website page for the chosen keywords. Although the page does contain links one of the major considerations is brand awareness rather than click throughs to your website.

These articles can then be bookmarked by submitting to popular bookmarking services.

What this gives you is:

- Demonstrate authority on a subject
- Brand awareness
- Inbound links to keyword associated pages
- Anchor text optimised to keywords and varied

## *Blogs*

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A blog is a type of website, usually maintained by an individual or group of individuals who provide regular entries.

Many blogs provide a commentary or news on a particular subject; others function as more personal diaries. A typical blog topic combines text, images and links, where each link can direct the reader to other blogs, website pages and other media related to the blog entries topic. Most blogs provide the ability for readers to easily share the topic or to leave comments. Another popular form of blogging is microblogging featuring very short posts.

From the short description above you can see how blogs can be of interest in that away from the official company website you can send information directly to the people relevant to the topic.

Praeparo offer various services around blogging:

- ☒ Posting blog entries or comments on existing blogs in relevant categories that are keyword rich linking back to your website pages. This is very similar to article writing.
- ☒ Set-up and manage a corporate blog on your behalf. This service will fully integrate or host a wordpress blog (can be multi user) with a choice of templates.
- ☒ All too often people start blogs with the best intention but then don't follow through and let it stagnate. Nothing looks worse than a stagnated blog. This option provides the management and co-ordination of your blog but ultimately leaves editor consent to yourselves.

The benefits of blogs are:

- ☒ Brand awareness
- ☒ Demonstrate authority on a subject
- ☒ Inbound links to specific deep pages
- ☒ Fresh content

How far you go on blogging varies based on your brand position and competitiveness of selected keywords. The least your brand is known and the more competitive the keywords the more this becomes important aspect of your strategy.

## Social Media

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Launching and managing your brand on the internet is essential. Recently the usage of social networking websites has increased and is commonly used to launch new products and distribute news to a loyal set of customers or followers.

Our services range from bookmarking your own content (website pages, articles, press releases and blogs) onto social bookmarking websites to building a full corporate brand on the social network or community sites like Facebook and LinkedIn.

Similar to blogging this becomes more important the weaker your brand and the more competitive your selected keywords. But, unlike blogging social media can prove very useful for select age groups and products/services.

Our services include:

- ☒ Social bookmarking is where individuals mention website pages on bookmarking websites, i.e. promote your content providing links. This service will bookmark pages on social bookmarking sites using different users. This will generate relevant inbound links.
- ☒ Social Media Brand management will develop a strategy for brand awareness within social media. Includes setting up accounts, business pages and automatic feeds of your content to the social community networks.
- ☒ Social Media Maintenance. Similar to blogging social media does not just happen and you need to seed the community in a way to get the involved and make them feel listened to. Our social media maintenance will allow us to partner with you to make sure your social marketing strategy is a success.

The benefits of social media include:

- ☒ Brand awareness
- ☒ Subject authority
- ☒ Inbound links to relevant pages
- ☒ Greatly increase website traffic
- ☒ Fresh content

## *Press Releases*

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Don't just think about a press release being issued at the launch of a new product but more as an information tool. You could think of a press releases as a form of article but unlike an article having to be submitted to one site at a time press releases are typically distributed to relevant parties through dedicated press channels.

You need to think of the press release not just as a media relations tool, but as a mini web page on the news or topic being written about.

You need to think about:

- Use of formatting like bold, italics, bullet points, short headlines and subheads that not only makes the page easier to read online, but also enhances SEO.
- Remember your brand - insert a company logo and use brand words.
- Make it look appealing - embed photos and video links .
- Inbound links - incorporate links with keyword anchor text to specific landing pages utilizing the same keywords.

Our press release services will help you in writing a release and also then manage distribution of the release.

The benefits of press releases include:

- Brand awareness
- Subject authority
- Inbound links to relevant pages
- Greatly increase website traffic

The success must be tracked through analytics.

## *Link Building*

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Link building really incorporates a lot of the other points. It is a strategy to get other resources on the internet to point at you.

The essential element in this is for each link to be from a relevant website, by relevant we mean related to the page it refers to. The anchor text that is visible needs to match the keywords for the page it directs to.

What this is not is 100's of link exchanges where you point at a website that points back at you or pay for link directories. Getting this type of reciprocal link is a waste of effort.

A lot of search engine optimisation companies will give you a lecture on Google's pagerank at this point. Pagerank is only one element of Google's ranking strategy and although the higher a website's pagerank that points at you helps it must not be the lone controlling factor. The main element is relevant links, from relevant website in relevant articles.

Praeparo link building services is really a slice across the whole document. We will find the correct keywords, get the pages set-up and then find good places for inbound links. These could be press releases, blogs, articles, other websites and social media.

The benefits are all around brand awareness and getting more visitors to your website. This can be measured with the use of website analytics. To do this find out the average purchase from website visitors and work out what percentage of visitors purchase. For example,

If 10% of visitors purchase an average of £250 then you can put some monetary value onto your marketing efforts. If you get 1000 visitors/month and 10% purchase so that is 100. If you were to increase your visitors by 100 (10%) that would be 10 people purchase an average of £250 which is an increase in revenue of £2,500.

Thus, ask yourself a question:

Would it be worth investing £500/month in link building to get this 10% increase?

## *Local Search*

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For some businesses, particular small to medium service companies, a large percentage of people purchasing are local and thus advertising to internet users in another country is wasted effort.

Praeparo local search strategy is to tie in local internet searches with traditional marketing and social media. This is getting in front of the person looking for “my town plumber” or “my town wedding florist”.

The benefits here include:

- ☒ Brand awareness
- ☒ Subject authority focused on a localised area
- ☒ Local community awareness
- ☒ Recommendations network

People typically performing this level of search are in the process of purchasing and so conversion rates are typically a lot higher.

## *Brand Monitoring*

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Brand marketing focuses on building brand awareness, loyalty, opinions and references.

This does bring some complications in that when you open yourself up to positive communication you must be prepared and have a strategy for negative feedback.

The Praeparo brand monitoring service means you can be safe in that we will scan for all feedback on your brand, product and services. If anything is spotted that looks as though it could be dangerous if left to fester a plan can be put in place to answer this and head this off at the pass.

As your brand grows you often will see that positive people will help you to deflect the negative people.

Especially with social media you are wanting the brand to be enhanced by the social communities and you must be seen to be listening and adapting based on what is being said. You can't afford to be confrontational.

It is hard to quantify the benefits here as any bad press can set you back a considerable distance. This is all about proactive brand management.

## How much does this all cost?

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All search engine marketing is priced on effort required, thus pricing is based on keyword competition and the current position of your business. SEO companies price differently and Praeparo can offer our services under the following plans (each discussed later):

- Hourly consulting plan
- Project consulting plan
- Monthly retainer plan
- Performance plan

Each works slightly differently and you need to be aware that the work that needs to be done is the same across all plans. Therefore, plans relate to how Praeparo charges and how our customers pay for the work. Praeparo has a methodology and toolset to enable us to improve the internet marketing of our customers but we can't control everything, thus the whole concept of internet marketing is to influence in a way that should improve your results.

Our preferred engagement plan is to start off with a specific project plan based on current requirements and then as the website improves and possibly skills within increase we would then move to a monthly retainer where we take on a more advisory role with some occasional work.

Please note that the same work can cost more in some plans than others based on the length of contracts and the risk Praeparo is expected to take.

Many items can impact the price you might pay:

- Competitiveness of market and keyword terms.
- Brand age and strength.
- Age of website.
- Size and complexity of website.

Some example pricing based on 3 complexity ratings:

Service	Simple	Medium	Complex
Site review	£200	£1,000	£5,000
Full Marketing Strategy	£500	£2,500	£12,500
Keyword research	£55	£275	£1,375
Link building project	£350	£1,750	£8,750
1 day site training	£500	£1,000	£2,500
SEO monthly retainer	£55	£275	£1,375
Web design, development & marketing retainer	£200	£1,000	£5,000

## *Hourly Consulting Plan*

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Although this seems the simplest way to price a project it is often hard to understand unless all parties have a deep knowledge of what is involved in Search Engine Optimisation. For example, if you pay for 2 hours work you need to be aware of what can be done in that two hours.

This plan is more relevant where a visit to the customer site is chosen and the work undertaken is more strategic, planning and or training (skills transfer).

Terms and conditions:

- Hourly rate £55 (volume discounts available)
- Site visits also incur travel expenses.
- Payment based on timesheets.
- Monthly minimum and maximum caps in place
- 30 day cancellation notice period

## *Project Consulting Plan*

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This document discusses a lot of different services. The project consulting plan will adapt a selection of services based on a marketing plan. Examples of this can be seen in the Scenarios section later.

The plan will be constantly reviewed and can adapted based on results.

The advantage of the project consulting plan is a fixed charge to execute the work. If the work takes longer than expected it is Praeparo that takes the impact of cost.

Terms and conditions:

- Project scope defined and documented.
- Time period for work agreed.
- Fixed price and pricing structure agreed.
- Cancellation penalties depending on stage of project.

## *Monthly Retainer Consulting Plan*

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A fixed price is charged per month and the work undertaken is decided in advance. This is managed through our customer portal with full project plans and reporting.

This plan is traditionally used when our customer want us to host, develop and market a website. A fixed retainer is paid that one month may be used to create some new pages, then in the following month to focus on marketing.

Terms and conditions:

- Project scope managed month by month.
- Fixed monthly charge payable on 1<sup>st</sup> of the month.
- 30 day cancellation notice period.

## *Performance Plan*

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The contracted task is to provide services that create traffic from search engine listings (SERP's). Key Performance Indicators (KPI's) are agreed as a set of goals that are reasonable and achievable. Pricing is then set based on performance against the KPI's where the measurements could be around income, traffic, leads, conversions or cost. The pricing will have a fixed portion and then a sliding scale.

Too often companies are obsessed with Page Rank and SERP's, but will this drive sales? The KPI's need to be set to something meaningful. For example, increasing website visitors by a % is more meaningful than being number 1 on a page for a keyword hardly used.

You must be aware that due to the risk undertaken by Praeparo the sliding scale offers the ability for Praeparo to earn more for the same work undertaken in other plans if our KPI's are exceeded. This should not be a problem as if we have exceeded expectation then the results should be of greater benefit to your business.

Some work identified as part of SEO may result in third parties having to complete the work, for example page optimisation. If this is not completed in a timely manner then this will impact the KPI's and thus the required results. In this case Praeparo will revert to a project based consulting plan as documented within the contract. Timescales are typically 24 hours for an answer to a question and 72 hours for a website page change.

Results can be volatile on a day-to-day basis and so KPI's will be measured against an average over a period of time. This plan is typically used where a customer already on another plan wants to adapt to a stronger partnership.

**To take this plan forward please just suggest what you want and Praeparo will respond with how we can or can't work to this.**

Terms and conditions:

- Project scope defined and documented along with performance criteria.
- Time period for work agreed.
- Minimum 6 months.
- Pricing structure agreed. A plan will have up front payments and then at key milestones based on agreed performance criteria.
- Pre-requisite of 6 months statistics around KPI's being used and full access to tool sets used to measure the statistics.
- Client must action any on-site or off-site recommendations Praeparo make or project reverts to a project based consulting plan.
- Full plan of work on the website must be notified to Praeparo in advance to measure impact.
- Cancellation penalties depending on stage of project.

## Scenarios

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This page is to help you with some real examples.

### Link Building

Scenario:

To improve 3 keywords and the home page.

Month 1

Define what and how we will work.

Keyword research, digital marketing strategy and on-site optimisation report.

Month 2

On-site optimisation.

Press release.

Months 3 - 4

Combination of:

- articles
- blog comments
- social bookmarks

Price:

£350/month (30 days notice)

### Full Marketing Campaign

Scenario:

To create a marketing strategy to build the brand and increase website visitors and sales conversions.

Month 1

Define what and how we will work.

Keyword research, digital marketing strategy and on-site optimisation report.

Month 2

On site optimisation.

Set-up social media.

Set-up corporate blog.

Months 3 - 4

Combination of off-site:

- articles
- blog comments
- social bookmarks

Management of:

- corporate blog
- social media outlets

Brand monitoring.

Month 5:

Review progress and adjust next 3 month plan.

Repeat above in 3 month iterations.

Price:

£1750/month (30 days notice)

## About Praeparo

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Praeparo offers a complete technology solution to small businesses.

Our line of work is divided into 4 areas:

1. Creating exciting and accessible web pages that really allow your business to succeed on the web.
2. Search engine marketing and optimisation services, including strategic planning, web site audits, SEO redesigns/content and SEO Management.
3. Internet services, including domain name registration, security certificates, UK and USA hosting.
4. Small business VoIP.




As a full-service internet company, we offer the complete service from concept to creative web design, web development, hosting, maintenance and online marketing. Integration is the key so our specialists work closely with our customers – we partner for success.

Why use Praeparo?

We believe our key success is that we are a small very focused agency that has light overheads. This means when you pay for services you are paying for results and not contributing to large overheads.

This document discusses our services in respect to search engine marketing and we fully understand that to a large number of small businesses this is either overlooked or not understood.

Before parting with any money why not just get in touch:

-  Give us a call on +44 (0)1296 320005
-  Twitter: @praeparo
-  For local businesses give us a call and arrange a meeting at your premises.

Praeparo websites are split into three audience groups as follows:

Domain names and hosting services @ <http://www.praeparo-internet.com/>

Web Design and Marketing services @ <http://www.praeparo.com/>

Voice over IP services @ <http://www.praeparo-telcom.com/>