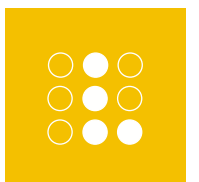


**MAKING THE MOST OF SEO/PPC**  
A FEW BASIC POINTS TO HELP YOU  
ON YOUR WAY



# THE CURRENT SITUATION:

With the advent of the Internet, the business world has become a much smaller but much noisier place and companies now face more competition than ever before. It has been estimated that mankind now produces more information in three days than we have done from the beginning of human history up to 2003. Add to this the fact that people have less and less time to absorb all this information and it becomes apparent that you must get your sales messaging absolutely spot-on to create a sale.

This paper offers a brief overview of the steps you can take to make your sales messaging much more effective.

## PLANNING

As with most things in business, planning is the first vital step to getting the most out of your Search Engine Optimisation and PPC marketing objectives. Online marketing can be one of the cheapest ways to market your business. However, and this something most online marketing companies won't tell you is, if the planning hasn't been correctly carried out it can become VERY expensive.

Every industry and service now faces a huge amount of competition especially online, as any company regardless of size, can try their hand at online marketing. Therefore targeting and planning are vital to produce long term advantages and a strategy that can be built from.

## THE OLD & THE NEW

Ten years ago simply running off and inserting some keywords into your website would probably have been enough to move your site up the rankings. But now this has become only the minimum you need to do to start off the process.

One of the best ways to be found these days is to have links from external websites back to your website. These links could come from online PR, Blogs, Linked in, partners websites, etc. They all count. However, some also count more than others. For instance, a link from the BBC website is worth more than a link, let's say, from our website. Simply because the BBC is a highly visited website. Equally, if we have a link on an online B2B marketing magazine website (B2B is one of the main key focuses of our business) it is worth more to us than having a link on a fashion magazine website.

So links are good, and links that are correctly placed and build into your strategy are really good. This is also why so many companies are investing heavily in social media. Not simply because it raises awareness but because it also provides a huge amount of in-bound links.

# STRATEGY

Planning and market research is integral to creating a successful online strategy. And setting up the correct strategy is of course important as it could save you a vast amount of money and improve the final results.

A lot of people may think that they know the correct search terms that would help their site increase in ranking however, in reality these keywords may be too difficult to use. Let me explain. If my company tried to get onto the first page in Google using the search term 'marketing' it would be almost impossible. Unless the website content contained the word marketing 10,000 times the chances are we would never get close. Equally, if we paid for a PPC campaign that targeted the same keyword it would simply become extremely expensive.

There are vast amounts of companies out there who would want to use the keyword 'marketing', who are much bigger than us and probably have much more money to spend than we have. Therefore trying to compete with them and the thousands of other companies would just be plain silly. However, when you look at the amount of companies searching for 'B2B marketing' and the amount drops dramatically. Companies Isearching for 'B2B marketing agencies in London' and there are even fewer. Therefore, why would we try and fight in an arena that is overcrowded when we can make a much bigger impact in a niche area that still has huge potential.

So try and run Google diagnostics and keyword tools and see where your competition is and if there are gaps that you can take advantage of, where you can be much more effective and still create the revenue you're after.

You may be surprised; it may impact the direction of your company and create a new revenue stream. But most importantly it will give you the keywords and focus that you need and allow you to attack a market where you have some chance of being successful. You can then look at building an entire social media and online profile using these keywords to make the fullest impact.

# HOW DO PEOPLE SEARCH?

The best way to figure out how people would search for your business is to simply put yourself in their shoes. If you were trying to find your type of business what would you enter into search engine? Would location matter? Would a specific product or service be entered?

You should always try to apply this type of thinking as it will create the foundation for your meta tags, keywords, descriptor text and your online marketing strategy in general. The key words should be placed throughout your website text and should re-appear in any online documents you may produce, PR pieces (inbound links) as the more times you repeat them in different areas the more chance you'll have of driving yourself up the organic search listings. This should be cross-referenced with the Google keyword search tool so that you aim for areas that have a decent amount of searches but without suffering from too much competition.

# EXPERTS, EXPERTS EVERYWHERE BUT WHO DO YOU USE?

With the huge amount of interest that's being shown in online marketing there are now literally thousands of so-called experts who can tell you how to generate more business using the internet. But who is actually good at what they do and who is just riding the wave? Lets face it, you are reading this document because you don't REALLY understand how to make your SEO work. So who do you ultimately trust with your money? Well at some time you are going to have to take a leap of faith and employ someone to do it for you. So we suggest that you look at their clients (are they similar to your business), case studies (have they done it before?) and of course, the costs. If you can afford the best, then don't cut corners. As we all know, you get what you pay for and its always better spending a bit more knowing that you're getting a lot more out of it.

Also remember not to confuse webtraffic with sales. Many companies will talk about how many unique visitors they can drive to your website. However, if these visitors don't buy into your product or service all you get is a worn out carpet. So we would suggest that whoever you decide to employ should work with you to define a proper strategy that focuses on how to get the most out of the interest they can generate and can supply your site with 'good' traffic (target market) and not just traffic. They should also help you define multiple strategies and tests to work out the best route to market.

If you are still confused, ask to speak to some of their clients to find out how successful they were and what the process involved.

# DEFINING A BUDGET AND STICKING TO IT.

If you have ever been to an auction then you understand that it is very easy to get swept away in the moment and end up spending way more than you intended. Online marketing carries the same warning and can have the same effect on people. So there's a need to be very sure before about what your budget is and what you expect to get out of it. People often assume that a budget is all about money, but keep in mind that it includes time and effort as well. Both need to be budgeted.

Organic SEO (creating in-bound links from white papers, blogs, case studies etc) can take up a huge amount of time if done internally or cost a fair amount of money if the work is outsourced (and even then the outsourced company will expect you to provide some materials).

PPC is a straight cost driver but again, where are you taking people and what are you expecting them to do? For instance, a simple strategy that is used quite often today is to create a highly interesting document that your target market would like access to and place it on a single landing page. You then drive people to this page using a PPC campaign where the only option is for them to give you their email address in order to receive the download or leave the page. This is only one process but lets look at what is involved to deliver it.

Time and effort or cost to produce the document and then to design it.

Costs for the PPC campaign.

An email engine to deliver the brochure and create a database of the emails.

Time to write the emails

A follow up process to make use of the email collected.

And this is a simple single online strategy!

So work out a budget and time structure, think about what you want for your efforts (brand awareness, email addresses, sales, web visitors etc) and then stick to it.

# LOCATION-BASED SEARCHES.

A simple method used by many businesses is to use post codes and locations as a method of driving business. The reason for this is that most people tend to use them when they search (at least for some businesses anyway). It may be an option and will definitely be cheaper than trying to SEO/PPC a main search term. Restaurants, builders, estate agents (service based companies) in particular benefit from this strategy as most of their clients would probably prefer a local company to work with.



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# MORE INFORMATION

If you would like more information about this document or any of the services we offer, please contact our Marketing Director, Cliff Findlay on +44(0)20 33 56 96 56 or visit our website [www.latitudesolutions.co.uk](http://www.latitudesolutions.co.uk)

# GENERATING SALES FROM YOUR WEBSITE

Your website is of course central to your entire online strategy. Getting vast amounts of people to come to your website is of course fantastic, but this does not guarantee that anyone is going to buy into your product or service. Think of it as going to a shopping centre. You may visit a number of shops, but you probably don't buy from all of them do you?

You have to provide a potential customer with a reason to buy. A call to action. This could be a number of things such as a simple sales offer, a guarantee on your services, a free trial, click here for a quote, etc. Also think about what you want customers to do when they land on your website, which pages you'd like them to see or read and how easy it is for them to buy a product or get in touch with you. Once you've figured out the sales structure, get your web designer or developer to implement these changes.

Look at the design of your site and make sure that it looks and feels like a site that a potential client would wish to see and not necessarily what you want to see. Structure your key messages around what they want to hear and what solution you can bring their issues. Look at why they should choose you? What is so special about your business compared to your competitors. People buy 'the difference' so make sure they are aware of your unique qualities.

A simple structure you may also consider and one we use regularly with clients is to create multiple Microsites with focused content that's built around the keywords and PPC campaign. This allows you to develop key messages and content for the viewer without infringing on your main website. Of course this takes time and there are costs attached but it is a very good structure for focused marketing messages.

## TEST & IMPROVE

Once you have found the magic formula and customers are flying in, NOW is the time to start testing again! Look at what you are doing and see if you can improve on your current activities.

So many times we have worked with clients who have simply taken their eye off the ball because everything was going really well. And that's when another hungry competitor came into the market and they had to play catch-up again.