Search Engine Optimization, Marketing & PPC Proposal

Table of Contents

1. Executive Summary

Increase Your Traffic and Leads by up to 200% with Bigbeam's Proven Methods

Creating an effective, yet comprehensive online marketing plan requires different Search Engine techniques available for achieving your online marketing goal. To help you meet your business objectives, Bigbeam provides a full range of services in Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Web Site Conversion (UI) - Landing Page Optimization.

Every month, over 450 million Internet users worldwide perform around 11 billion searches. If even a small fraction of these searches pertain to your business, you could potentially be losing thousands of pounds in monthly revenue if your website isn't optimized correctly. That's why search engine marketing and optimization is so important for your business. Bigbeam has the experts to get your website to the top and keep it there.

Optimizing a website for the major search engines will help ensure your website ranks with the most relevant keywords when consumers search. No company can afford to miss client opportunities because they're not ranked properly.

The most important aspect of any successful search marketing campaign is metrics. Planning, implementing, and measuring correct ROI on the site is crucial to ensure the success of any client campaign – and Bigbeam ensures that your campaign is managed optimally by making the right decisions, based on correct and timely reporting.

This proposal covers all the available options, and a detailed description of how each option should be applied to achieve of your desired goals.

1.1 Why Search Engine Optimization?

1.1.1 The Search Results Golden Triangle

Natural search results get **significantly** more attention and click-through from Search Engine users. It is a proven fact that 74% of people that search for products and services use the natural listings a lot more than the paid sponsored search results. In addition depending on the Engine, users can trust the natural search result more, which leads to a higher conversion rate.

### 1.1.2 Your Search Engine Equity™ (SEE)

Building Search Engine Equity™ in your website is one of the most important aspects of having a successful web presence. The SEE™ will help drive traffic by utilizing Search Engine natural algorithms. This is the most cost-efficient way of driving traffic to the website and increasing your leads.

More importantly, your competitors are leveraging paid search and they are continually increasing their search marketing or advertising budgets. With time, the costs for paid search campaigns will increase, and without having built a good SEE™ you will be spending a lot more to catch up. SEE™ can be the most cost-effective and easy to implement online marketing effort available to advertisers.

1.1.3 Search Engine Relationship Chart

This Search Engine Relationship chart provides an overview of how the search engines interact with one another.

Focusing efforts on specific "provider" ensures higher visibility across multiple "consuming search engines". However, this has to be carefully balanced by utilizing other search engines, which will in turn, provide a lower cost of advertising.
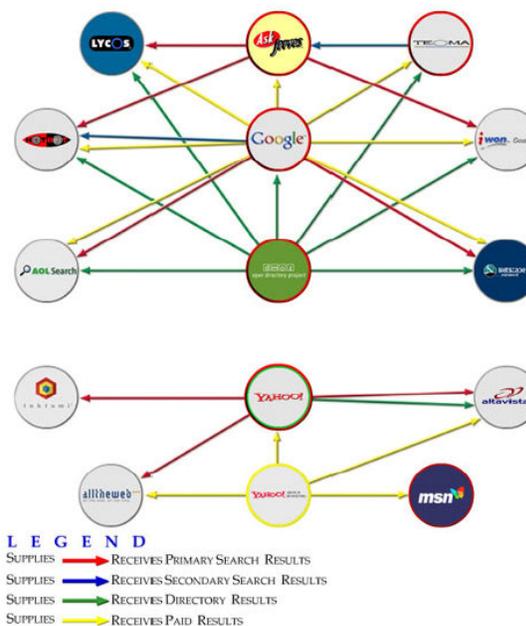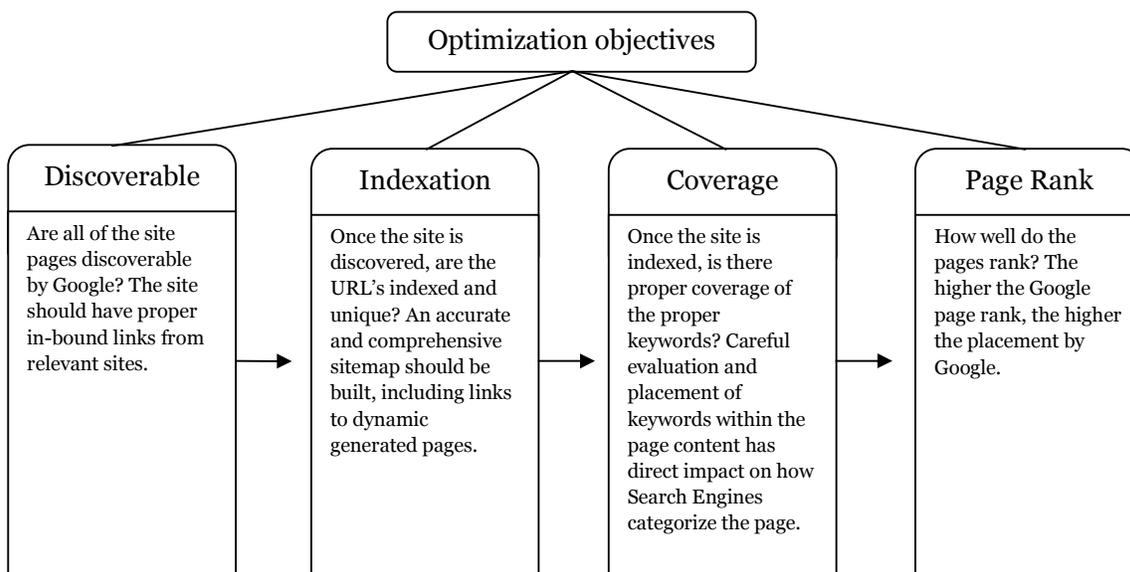
2 Organic Search Engine Optimization

2.1 Optimization Campaign Overview

To increase the ranking of your site(s), we will identify the most popular and relevant keywords that will drive traffic to your site as well as analysing the keywords that drive visitors to your competitor sites.

Our proven optimization process allows you to target the relevant pages and specific keyword terms for those pages, reducing the guesswork and increasing visits and sales dramatically.

After we establish all of your major keywords we won't stop there, always researching for emerging trends, and constantly expanding the keyword sets to increase category coverage.

Once the websites are optimized, they will obtain increased top algorithmic/organic search placements on search engine results pages (SERP's), thus helping to increase the amount of targeted visitors to your site.

```
                        Optimization objectives


    Discoverable          Indexation           Coverage           Page Rank

   Are all of the site    Once the site is     Once the site is    How well do the
   pages discoverable     discovered, are the  indexed, is there   pages rank? The
   by Google? The site    URL's indexed and    proper coverage of  higher the Google
   should have proper     unique? An accurate  the proper          page rank, the higher
   in-bound links from    and comprehensive    keywords? Careful   the placement by
   relevant sites.        sitemap should be    evaluation and      Google.
                          built, including links placement of
                          to dynamic           keywords within the
                          generated pages.     page content has
                                               direct impact on how
                                               Search Engines
                                               categorize the page.
```

2.2 Phase 1: Pre-optimization activities

2.2.1 Site Indexation

The most important aspect of SEO work is site indexation by the major search engines. To reach your potential audience via search engines, the website and any additional pages not directly accessible need to be added to the search engine databases. Without this happening correctly a site cannot gain any organic site traffic from search engines.

Search engines use applications called "spiders" or "bots" to crawl through the site and add pages to their index. The process of indexing a website by search engines averages from 2 weeks to 2 months. Over 75% of all sites aren't being indexed properly due to poor design and site structure.

2.2.2 Current Link Popularity Analysis

Link popularity is measurement based upon the number and weight of inbound links to the page.

Link popularity has a great influence to page visibility in search engines and they calculate link popularity based upon proprietary algorithms. To increase link popularity, a webpage must have a sound number of inbound links from high quality sites. These links can be both from brand websites, as well as external or 3rd party referrals.

2.2.3 Keywords analysis

Keyword analysis is an important phase needed for site optimization and consists of the following:

Site Goal Identification:
Identify the website's core business objectives and desired visitor actions (conversions).

Keyword Research / Master Keyword List Deliverable:
Perform keyword research, analysis, and create a Master Keyword List consisting of all potential keywords for your site and other sites that you may own based on relevancy and popularity.

2.2 Phase 2: On-Page Optimization

A significant component of making a website visible to search engines is the development of a search engine friendly website structure and careful density of these pages with selected keywords. In will start by evaluating your website(s), several changes may need to be made to your website structure in order to achieve high search engine rankings.

2.2.4 W3C Compatible HTML Coding Structure

The World Wide Web Consortium (W3C) develops interoperable technologies (specifications, guidelines, software, and tools) to lead the Web to its full potential - (that is their motto!)

Is your current website W3C compatible? W3C compatibility improves the site accessibility for different browsers, spiders and users. Since your website may not yet be W3C compatible, one of our initial items to address is making all the pages if possible W3C compatible. By doing this people searching for your content will never receive an error or warning message.

2.2.5 Head Section

<HEAD> section is most important from search engine optimization prospects it covers most important information for search engines to determine the page theme, instructions to indexing the pages. The ideal <HEAD> section should include the various tags in following manner:
1 – Title
2 – Description
3 – Keywords
4 – Important instruction for spiders like
<meta name="robots" content="all" />
<meta name="revisit-after" content="10 days">
The website doesn't represent the Tags in a proper manner. The Tags are not present on the pages currently.

2.2.6 Optimized Titles and Meta <Keywords> and <Description> Tags

Title and Descriptions are also very important areas of optimization. Title and Descriptions should be unique for all the pages using targeted keyword phrases.
It's always recommended to have unique Title and Description for each page by discovering the popular keywords based on that pages theme.
Once the targeted keywords are defined it is recommended to change the *title, keyword and description meta tags* to use appropriate key phrases.

The optimal length for each tag is the follows:

Title: Tag - 6 to 10 words
Description: Meta-Tag up to 200 characters
Keywords: Meta-Tag - 200 to 500 characters.

2.2.7 ALT Tags

Search engine spiders cannot understand any type of written forms of Images and/or graphics. Alt tags are used to describe the images on your website.

Not all images are supplied with appropriate alt tags in the current site structure. We recommend creating alt tags to improve presentations separation, user experience and site visibility in search engines.

2.2.8 Heading Tags

Another very important tag to give "weight" to your key phrases that you want to target are Heading tags. The Heading tag tells the search engines what a particular page or paragraph is about. This, combined with the Title tag, is a very effective strategy in targeting certain key phrases.

Your website may not be making proper use of Headings. When targeted keywords are determined, placing various headings using target keywords could significantly improve your site's ranking.

2.2.9 Page Content Placement

To obtain listings for key phrases, the text of a site must support those terms, preferably on more than one page. The additional text at the bottom of each page is sufficient for the amount of textual content that needs to be on each page.

2.2.10 Common Problem Areas and Popular Recommendations

Articles	Regular Articles must be posted in leading directories to get backward links.
Link Building	Link building with similar themed websites should also be there.
RSS Feeds	RSS feeds are still not found on many website. It's a method of SMO - we offer the following services: • Creation of XML feeds either manually or by using various feed generator tools such as List Garden, Free-For-All etc. • Submission of these feeds to feed-directories such as RSS Network, RSS Locator etc, and search engines such as Google, Yahoo, and MSN etc. • Monitoring and tracking websites for content changes and updates and regenerating the XML feeds to reflect the changes. • Promotion of the RSS feeds through various external (directories and search engines) and internal channels (blogs and news articles etc)

2.3 Phase 3: Off-Page Optimization

2.3.1 Broken Links/Dead Links

Dead links refers to pages that no longer exist, but currently are linked to and from various pages on a website. These 'dead' links can result in many 404 Page Not Found Errors. A 404 error message is served when a requested URL cannot be found. This most often occurs when a web page has been moved to a new URL, or a page has been removed from the website completely. It's always advisable to get rid of such links either by placing custom error page or 301 redirects. If the page no longer exists, then the links to it should be removed. If the page was moved to a new location then it's recommended to redirect all the requests to the new location.

2.3.2 Text Links/Anchor Text

Using key phrases in the internal links and external links (those pointing to the site) can dramatically help SEO rankings. More text links might be considered to go in the bottom page copy and in the footer that may contain targeted key phrases. We recommend utilizing keywords as anchor text to link various pages for the purpose of better anchor text optimization and inter linking of the pages through the contents.

2.4 Search Engine Submission and Directory Inclusion

In addition to optimizing a website for search engines or paid search campaigns, many search engines offer a submission service (often referred to as Paid Inclusion) whereby a website can be submitted to a search engine for evaluation and inclusion. Submission to search engines is a manual process and, in many instances, there is no fee by the search engines for reviewing and submitting a website.

Free Submission Search engines are:

Paid Inclusion Submission Search Engines are:

As part of the optimization process, Bigbeam will submit your websites optimized pages to all of the top search engines.

Fees for paid inclusion are billed at cost. Yahoo! has both free and paid submission options. When paid, a page is indexed within 72 hours and re-indexed every 48 hours. Additional fees are charged by Yahoo when the user clicks a link from the Yahoo organic search results to a page that was indexed using paid submission service.

2.5 Google Base Services Submission

What is Google Base?
From Google Base's FAQ:
"Google Base is a place where you can easily submit all types of online and offline content that we'll host and make searchable online. You can describe any item you post with attributes, which will help people find it when they search Google Base. In fact, based on the relevance of your items, they may also be included in the main Google search index and other Google products like Froogle, Google Base and Google Local."

How will your site benefit?
Base allows you to upload listings including detailed descriptions and images and when your result appears in a search, it will have a link to your site directly.

Google Base allows users to describe their items with detailed information, which Google refers to as "attributes." They essentially tag the item with descriptive terms that will help searchers find content. What makes this good is that Google Base submissions won't necessarily stay in Google Base and may appear within regular Google results.

2.6 Google Site Map Submission

What are Google Sitemaps?
"Google Sitemaps is an easy way for you to submit all of your URLs to the Google index and get detailed reports about the visibility of your pages on Google. With Google Sitemaps you can automatically keep us informed of all your web pages, and when you make changes to a page it will help improve your coverage in the Google crawl."

How will your site benefit?
*   Better crawl coverage and fresher search results to help people find more of your web pages
*   A smarter crawl because you can tell us when a page was last modified or how frequently a page changes
*   Detailed reports to learn more about how Google directs traffic to your site and how the Googlebot sees your pages
*   Sitemap Protocol is now supported by all major search engines (Google, Yahoo, MSN) as well as a number of other search engines.

2.7 Press Releases Creation and Submission to Appropriate Websites

According to a survey by Cooper Marketing Group, Oak Park, IL, 98% of journalists go online daily, 92% of which go online for research purposes, and the most stunning statistic claims that 73% of those journalists go online to search for press releases! News releases are typically indexed within three days. Online news search queries are for vastly different topics than standard web searches and are performed using much more targeted and intelligent phrases than standard web searches.

How will your site benefit?
- Press releases add the potential for increased traffic to your site from clients searching for your product and business
- Press releases provide improved rankings in search engines
- Press releases increase your chances of additional press
- Press releases increase your brand awareness
- Press releases may enhance links back to your site

3 Paid Search Campaigns (P4P-PPC-CPC)

3.1 Campaign Overview

Paid Search is a powerful way to get your listings up almost immediately and to have the most prominence on the search results page. With Paid Search, you can address multiple objectives – while other campaigns do not provide the same advantages:

- Return On Investment (**ROI**)
- Find customers at all stages of the buying cycle
- Discover-_ Research -_ Compare -_ Purchase
- Share of Voice
- Brand Awareness
- New Customer Acquisition

Once your competitive marketplace is analyzed and a comprehensive set of keywords are identified, Bigbeam can launch an effective paid search strategy immediately, your site will be present in top search placements on all of the key search engines, thus increasing the number of targeted visitors to your site.

3.2 Phase 1: Pre-campaign activities

3.2.1 Establish marketing budget and campaign objectives

Before we start researching any PPC or Paid Search campaign(s) we need to understand what your monthly media budget is. This will enable us to determine the proper budgeting strategies.

3.2.2 Develop comprehensive list of applicable keywords

The first step in establishing a successful paid search campaign is to crawl your website to determine relevant keywords that drive traffic to your site.

Below is a table of keyword phrases, ad positions and estimated sales conversions at 30%, 15% and 5% from 1000 clicks – great way to analyse your ROI

Keyword Phrases	Est Avg CPC Per Month	Avg Search Vol Per Month	Avg 1000 CPC Per Month	30% Conversion Max Sales £25 x 6 = £150 GROSS	30% Conversion Max Sales £25 x 6 = £150 NET	30% Conversion Avg Sales £25 x 3 = £75 GROSS	30% Conversion Avg Sales £25 x 3 = £75 NET	15% Conversion Max Sales £25 x 6 = £150 GROSS	15% Conversion Max Sales £25 x 6 = £150 NET	15% Conversion Avg Sales £25 x 3 = £75 GROSS	15% Conversion Avg Sales £25 x 3 = £75 NET	5% Conversion Max Sales £25 x 6 = £150 GROSS	5% Conversion Max Sales £25 x 6 = £150 NET	5% Conversion Avg Sales £25 x 3 = £75 GROSS	5% Conversion Avg Sales £25 x 3 = £75 NET
Web design	£3.08	823,000	£3,080	£45,000.0	£41,920.0	£22,500.0	£19,420.0	£22,500.0	£19,420.0	£11,250.0	£8,170.0	£7,500.0	£4,420.0	£3,750.0	£670.0
"a web design quote"	0.04	140	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
"free web design quote"	3.94	46	3940	45000	43060	22500	18560	22500	18560	11250	7310	7500	3560	3750	-190
"quote for web design"	0.04	91	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
"quotes web service"	2.47	36	2470	45000	42530	22500	20030	22500	20030	11250	8780	7500	5030	3750	1280
"web 2.0 quotes"	0.04	170	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
"web design quotes"	5.88	58	5880	45000	39120	22500	16620	22500	16620	11250	5370	7500	1620	3750	-2130
"web quote"	3.77	1600	3770	45000	41230	22500	18730	22500	18730	11250	7480	7500	3730	3750	-20
"web quotes"	3.58	720	3580	45000	41420	22500	18920	22500	18920	11250	7670	7500	3920	3750	170
& website development	0.04	1300	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
a website development	0.04	480	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
advanced website development	0.04	720	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
air for flash developers	0.04	320	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
and development website	0.04	9900	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
best viral games	0.04	58	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
cheap website design	5.06	1900	5060	45000	39940	22500	17440	22500	17440	11250	6190	7500	2440	3750	-1310
cheap website developers	0.04	110	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
computer services website	0.04	6600	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
creative agency	1.34	14800	1340	45000	43660	22500	21160	22500	21160	11250	9910	7500	6160	3750	2410
creative web design	3.14	1900	3140	45000	41860	22500	19360	22500	19360	11250	8110	7500	4360	3750	610
custom web design	3.37	1300	3370	45000	41630	22500	19130	22500	19130	11250	7880	7500	4130	3750	380
developers of flash	0.04	46	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
ecommerce web design	5.07	18100	5070	45000	39930	22500	17430	22500	17430	11250	6180	7500	2430	3750	-1320
flash actionscript developer	0.04	720	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
flash designer developer	0.04	390	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
flash developer	2.13	3600	2130	45000	42870	22500	20370	22500	20370	11250	9120	7500	5370	3750	1620
flash developer london	0.04	260	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
flash developers	2.42	1300	2420	45000	42580	22500	20080	22500	20080	11250	8830	7500	5080	3750	1330
flash developers london	0.04	36	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
flash developers uk	0.04	36	40	45000	44960	22500	22460	22500	22460	11250	11210	7500	7460	3750	3710
flash development	2.09	2900	2090	45000	42910	22500	20410	22500	20410	11250	9160	7500	5410	3750	1660
flash game developer	1.49	320	1490	45000	43510	22500	21010	22500	21010	11250	9760	7500	6010	3750	2260
flash web developer	3.82	110	3620	45000	41380	22500	18880	22500	18880	11250	7630	7500	3880	3750	130

(We provide all clients with an excel sheet highlighting the ROI on all chosen keywords)

3.2.3 Research competitive landscapes and set bidding strategies

Once your site has been reviewed and analyzed, Bigbeam will take a close look at your competitors. Additional keywords will be added to your campaign based on the competitive learning's and a bidding strategy (also based on your business objectives and target ROI) will be developed to ensure optimal placement in the search results. After completion, Bigbeam will set tiered bid structure for buckets of different terms and campaign strategies (branded terms, competitor terms, generic terms, product titles, etc.)

** We know what your competitions strategy is--so you don't have to. Which does beg the question -- **what do they know about you?***

3.2.4 Establish key performance indicators

Our staff will show you how to manage multiple objectives/metrics that continually change. Our technology solution utilizes core algorithms (ROI/CPA/ROAS) to address your specific business problems.

3.2.5 Develop compelling creativity to drive results

To ensure your paid search campaigns are effective and your efforts are maximized, Bigbeam will create custom titles and descriptions for your listings that will drive results. As experts in Yahoo! and Google's editorial guidelines, Bigbeam will also ensure that your listings meet their editorial parameters and go "live" as quickly as possible.

3.3 Phase 2: Campaign optimization

3.3.1 Continuous monitoring, tracking of search activity

On an on-going basis, Bigbeam will manage and adjust your paid search campaigns to optimize results: adjust bidding strategies, manage to click volumes and omitting the poorest performers. Bigbeam leverages rules-based bidding techniques which will ensure that you receive the best bid management opportunities available for your campaigns.

When it comes to monitoring your paid search campaigns, Bigbeam will provide the following services in effort to maximize your ROI:

- On-going tracking of paid search campaigns
- Optimization and expansions of custom keyword lists
- Real-time Bid management, using rules-based bidding and true conversion data
- Knowledge of the competitive landscapes and bidding structures
- Focus on high-target keywords to lead to the strongest return on ad spend

In addition we will identify which keywords and referrers lead to orders/leads, compare your ad spending to sales revenue-ROI, and even track repeat customers!

3.4 Campaign Management

The following is a snapshot of how Bigbeam manages paid search campaigns versus other agencies. As you can see, Bigbeam has the ability to take your paid search campaign to the next level, while providing customized account services.

Value Proposition	Traditional Full-Service Interactive Shop	Specialised Media Buying Agency	Bigbeam Search Specialists
Paid Search Strategy/Planning	Strategy/Planning based only on current account performance	Expands - Build Outs from Account Manager usually based on spend goals	• Keyword Expands based on 3 rd Party Competitive research & analysis • All terms have CPA/Metrics
Search Analytics/Reporting	Black Box Strategy and canned reporting tools (unknown expertise)	Most reporting avail. From publisher systems not 3rd party approved tools	• Bi - Weekly or Weekly customized reporting • Creative and term effectiveness reviewed/discussed/actionable
Creative Optimization	Machine Based Managed with CTR term based rules,	NA – Basic results reporting	• 6x min. daily term optimization schedule • Weekly/Bi- weekly creative optimization- augmentation
Search Billing/Fraud Click Auditing	NA – Billing is through Client Credit and Accounts	Varies Per Client and Monthly Spend	• Search Term Audit/Fraud CPC alerts • Experts in click analysis and fraud arbitrage

4   Campaign Reporting

4.1   Continuous Monitoring and Reporting

Because search engines continuously change their algorithms and competitors invest in optimizing their websites, it is important to monitor search engine rankings, analyze site traffic, and make changes to the campaigns managed by Bigbeam in order to ensure a high ranking in search engines. To properly monitor your site we will require the following:

Proprietary JS Tracking tool installation
Install comprehensive tracking tools/scripts to all pages from Phase 1 to provide in-depth traffic analysis and real-time conversions.

Placement Monitoring
Monitor all pages from Phase 1 and work to maintain and improve placements on all major engines.

Keyword Lists
Monitor performance of various keywords on paid search campaigns and look to improve CPCs, include additional keywords to drive incremental traffic to your site.
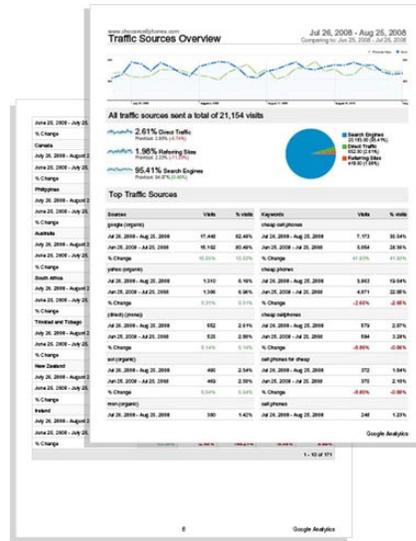
Campaign Performance Reports
Monitor placements, analyze search traffic, and prepare a weekly summary report for your site.

Optimization Changes
Make "tweaks" or changes to optimized pages to improve performance.

We provide monthly analytic reporting supplied as PDFs.
We report on: Site Usage, Page views, Number of Page/Visits,
Avg. Time on site, New visits, Content overview, Unique visits,
Technical Profile, Direct traffic, Referring Sites, Top traffic
sources, Map overlay (all visits from different countries),
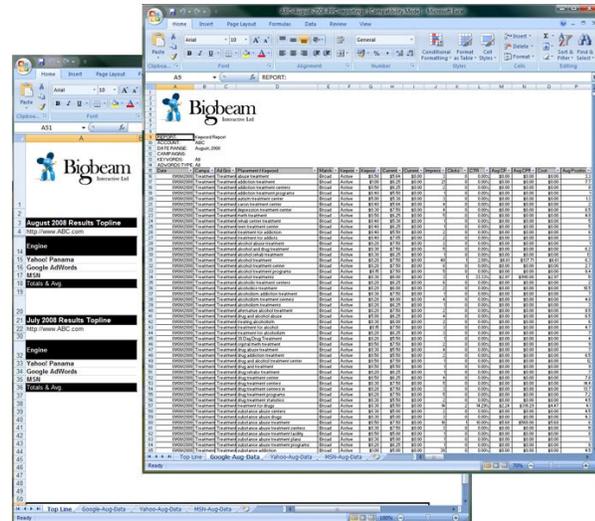
We provide monthly PPC reporting supplied as Excel.
We report on: Engines – Imps, Clicks, CPC, Total cost, Average rank, CPC
change. Dates – Campaign, Ad group, Placement / Keywords, Current
maximum CPC & CPM, Average CPC & CPM, Cost, Average position.
All above calculate the clients ROI.

5 Estimated Costs & Packages

Features	Be Visible	Be Profound	Top Ratings
Website Analysis	Basic	Advanced	Extensive
Keyword Analysis	✓	✓	✓
Competition Analysis	✓	✓	✓
Sitemap	✓	✓	✓
Navigation Setup	✓	✓	✓
Code Optimization	✓	✓	✓
Product Presentation	✓	✓	✓
Blog Submission	40	80	120
Forum Submission	50	100	150
Articles Submission	4 Articles in 30 Resources	6 Articles in 50 Resources	10 Articles in 100 Resources
Directory Submission	100	200	500
Themed Link Back	10	20	40
W3C Validation		✓	✓
Analytics Setup		✓	✓
Email/Chat Support	✓	✓	✓
Periodic Report	✓	✓	✓
Setup Costs	Basic: £700	Advanced: £1000	Extensive: £1200
Prices per month	£550	£800	£1000

Exact costs can be submitted once we've had a chance to review your website*.

Contract period should be for at least 6 months as this much time is required to implement all changes and also to start obtaining maximum rankings in search engines though the initial rankings will start reflecting just after a month of our SEO campaign.

If you are unsure about anything in this document do not hesitate to contact me on:
+44 (0)7932 764 383 or +44 (0)20 3287 3392 or email: bigideas@bigbeam.co.uk