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## **Search Engine Optimisation and Web Marketing Services**

### **12 steps to a great Web site**

Our practical philosophy approaches the challenge of website promotion in four stages:

**Keyword Optimization Stage** - we will find and research best niche keywords and optimize your web pages:

Step 1: Website analysis and keyword research

Step 2: Competitor analysis

Step 3: Edit your pages to include the identified keywords and optimised content

Step 4: Produce and upload a robots instruction file.

**Online Promotion Stage** - we get you online and we let the world know about your website:

Step 5: Analyze your link popularity and produce a current ranking report

Step 6: Submit your site to top ranked search engines and directories

Step 7: Find link exchange partners and manage your correspondence with them

Step 8: Optionally manage multiple Pay-Per-Click campaigns

**Achievement Analysis Stage** - we analyze your rankings and visitor traffic in real time and provide you with monthly reports revealing site activity and allow you to appreciate the ROI from the process:

Step 9. Monitor your search engine rankings

Step 10. Monitor your traffic, analyze visitors, conversion rates, and revenues

**Maintenance Stage** where we will eliminate errors found on your site, publish it to the Web and monitor it:

Step 11: Actively maintain and optimise your site's content

Step 12: Provide telephone and email support

## **Pay Per Click Advertising**

### **Why spend money on paid clicks from search engines?**

Optimizing your website for search engines is an important step in promoting your site on the Web, however it is worth complementing your SEO efforts with a well-tuned pay-per-click campaign – in other words, getting most out of the Paid Search.

Reasons to take advantage of PPC campaigns may include:

- you might want to get immediate results instead of waiting for the feedback from an SEO campaign;
- although being ranked high at the SEs, you might also want to get more targeted traffic to overplay your competitors;
- you might be willing to promote some specific pages of your site (e.g. selling pages) that are not yet ranked high;
- your business is season-dependant and highly competitive, and you want to receive targeted traffic on peak hours;
- you are not currently advertising but your competitors may already be.

There are many different PPC search engines where you can spend your money, the major players being:

- Google AdWords
- Yahoo! Search Marketing (formerly Overture)

If you use larger pay per click search engines (that will charge you more for your ad campaigns), the chances are that you will be getting good traffic and that your business model will be scalable. Smaller engines provide slower feedback loops and some may not even provide quality traffic.

### **Before you start running PPC campaigns, we will help you do the following:**

- analyze your business niche and learn who your competitors are;
- pinpoint the search terms you will use in your ad (keywords you are going to target and the negative keywords you should omit);
- write good ad copy which will have a high clickthrough rate;
- work hard on the landing page you will link your ad to - to make sure your visitors do not navigate away from the selling part of your site;

**Think ahead about the tracking solution that will help you track and analyze your PPC campaigns, prevent click fraud etc.**