

# SEARCH ENGINE OPTIMISATION

*Did you know that SEO increases traffic, leads and sales?*

**SEO = More Website Visitors  
More Traffic = More Leads  
More Leads = More Sales**



## What is SEO?

Search engine optimisation is the process of improving the **ranking** of your web pages on search engines' organic or unpaid search results pages (such as on Google, Yahoo and Bing) for search queries related to your business, brand, product or service.

With Google as the leading search engine at 66% of market share, effective SEO involves a deep understanding of Google's intricate algorithms and ranking factors. These are continuously developing to display the most relevant search results to searchers. As the leading search engine, it is critical to align with Google's best practices and this also means exceeding the standards of Bing and Yahoo.

## Why Does Ranking Matter?





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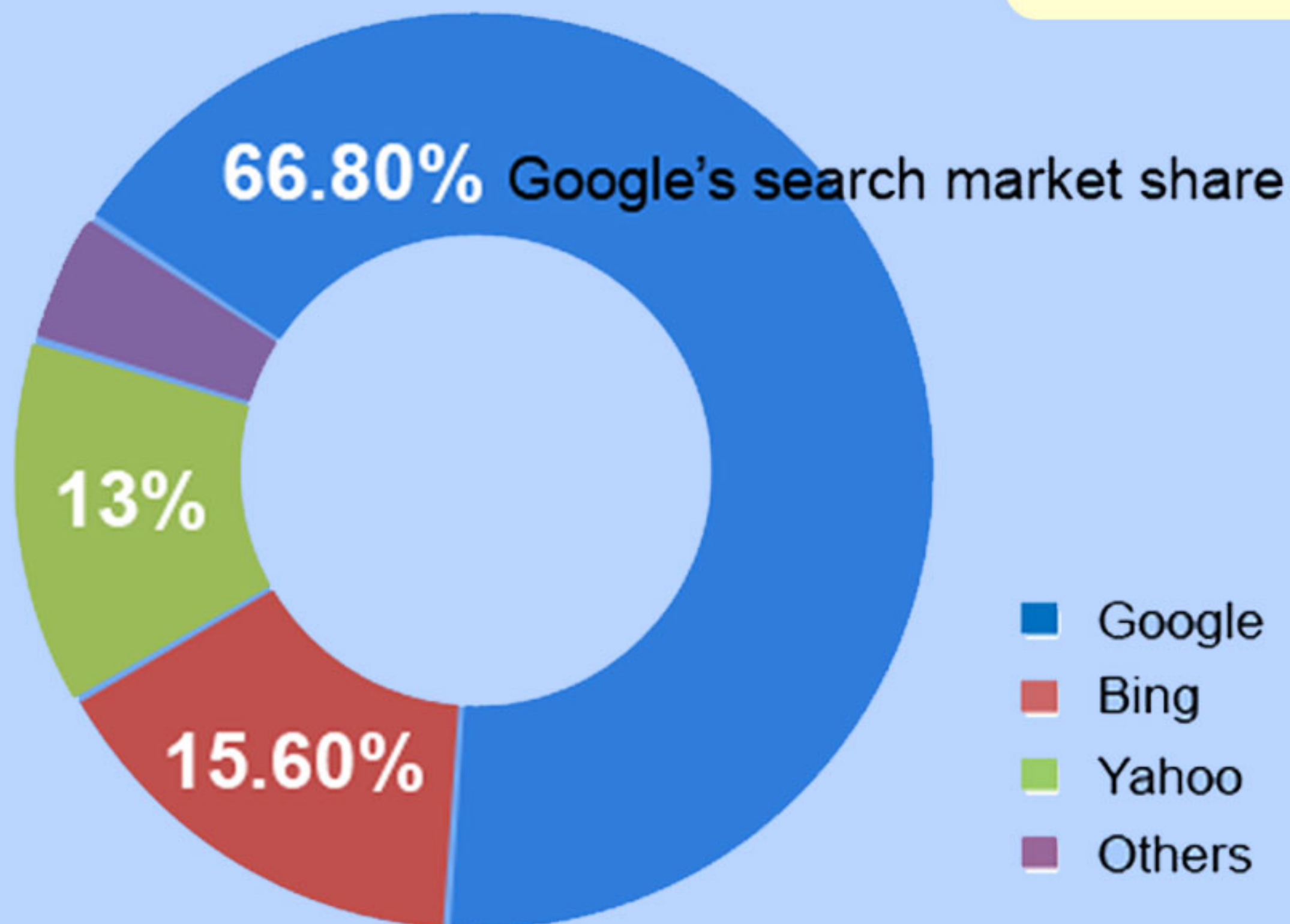
2 billion Internet users worldwide in 2012

up from only 360 million in the year 2000

91% use search engines frequently

The Internet has grown significantly over the last 12 years. 91% use search engines frequently, with Google having a 66.80% market share.

Since people are using search engines to find products and services, SEO is important for your business to be found by customers online.



- Internet World Stats, PEW Internet



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- SERP = search engine results page
- Rank = the position your web page displayed on SERPs
- Impressions = the number of times your web page appear on SERPs to users for related search queries
- Visits = when users land on your web page after they click on a search result because they find it relevant
- CTR = click through rate = clicks divided by impressions
- Conversion = desired action fulfilled by your visitor (may be sign-ups to a newsletter or an online purchase)

SEO performed properly results in higher rankings for your web site on relevant searches with the ultimate goal of achieving the number 1 position on the first page of Google. The higher your site is ranking on search engine results pages, the higher the click through rate (CTR) and so the greater the number of visits to your site. Click through rate is the number of times people click on the search engine results to go to your site over the number of times your site appears to them (impressions) on search results.

SEO involves the application of thorough guidelines and proficient techniques in the design, architecture, coding, content, promotion, linking, localisation, personalisation and socialisation of your website.

In a nutshell, if you are selling car accessories such as steering wheels, and we have identified “car steering wheels for sale” as a good target keyword or key phrase for you, then your web pages should start ranking high on search engines when people type in “car steering wheels for sale” as a search query (or some close variations of it).



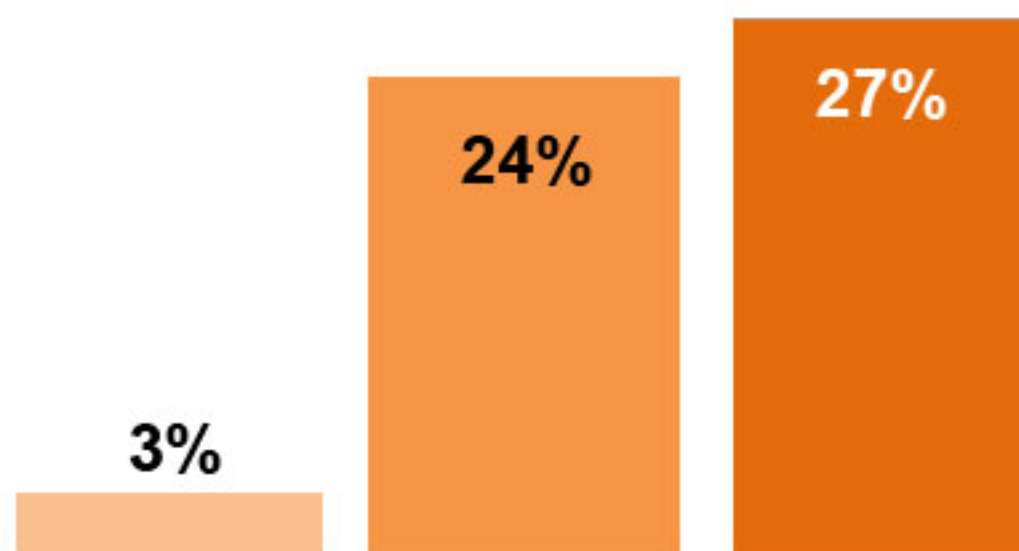
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## Why Do You Need SEO?



**SEO ranks highest with growing importance as a source of leads for businesses**



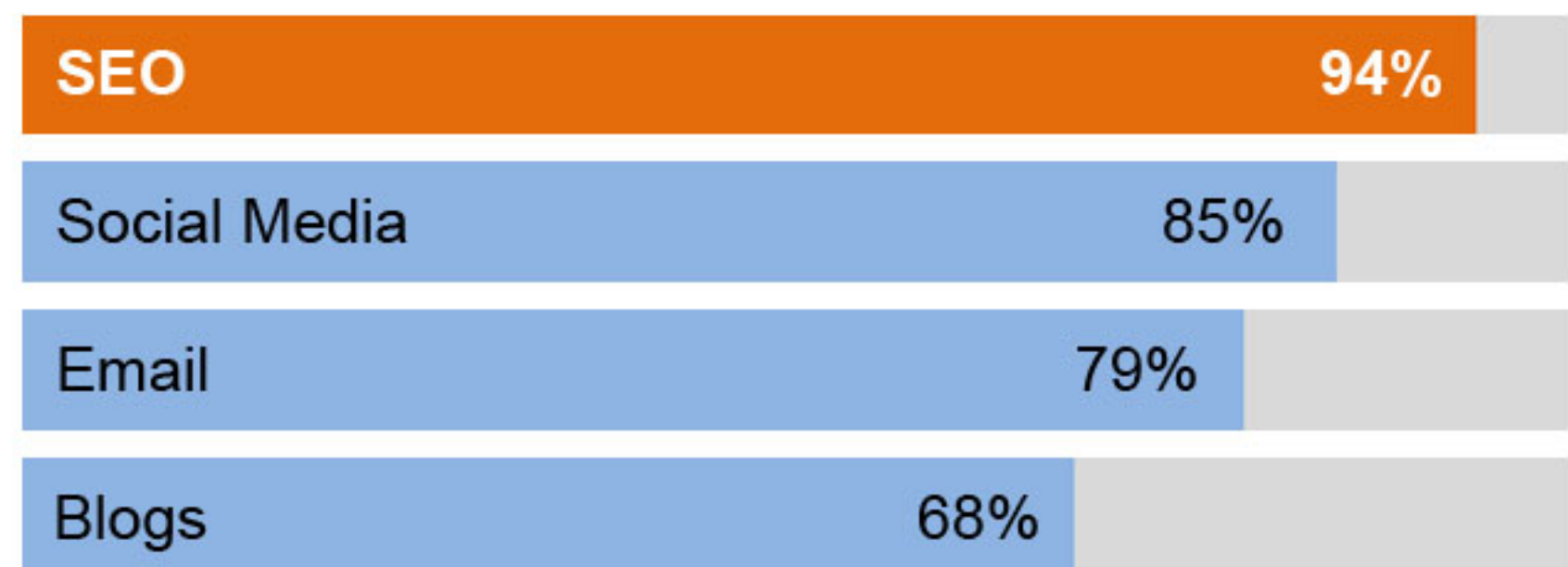
Doing SEO means increasing *free* targeted traffic or visitors to your website as opposed to getting instant, but paid, traffic through search engine advertising.

Having a website is not enough. SEO means letting people and search engines know that your website exists.

It is worth repeating that:

**SEO will give you high visibility on search engines so giving you more traffic to your website and a higher chance of getting leads, conversions and sales for your business.**

## SEO is a Great Source of Leads



## High quality leads from SEO:

- 27% for businesses doing strategic SEO
- 24% for businesses doing transitional SEO
- only 3% for businesses doing trial SEO

- MarketingSherpa, ComScore, Nielsen

**Trial Phase:** Little or no prior SEO implementation / Initial SEO testing.

**Transitional Phase:** ROI or ROI potential is seen / Willing to invest more resources / Continued testing with specific measurable goals in mind.

**Strategic Phase:** ROI is realized / Resources are allocated for continuous optimization to maintain position and for expansion / Continuous testing of additional tactics and additional keywords for diverse keyword rankings to grow traffic, leads and conversions.



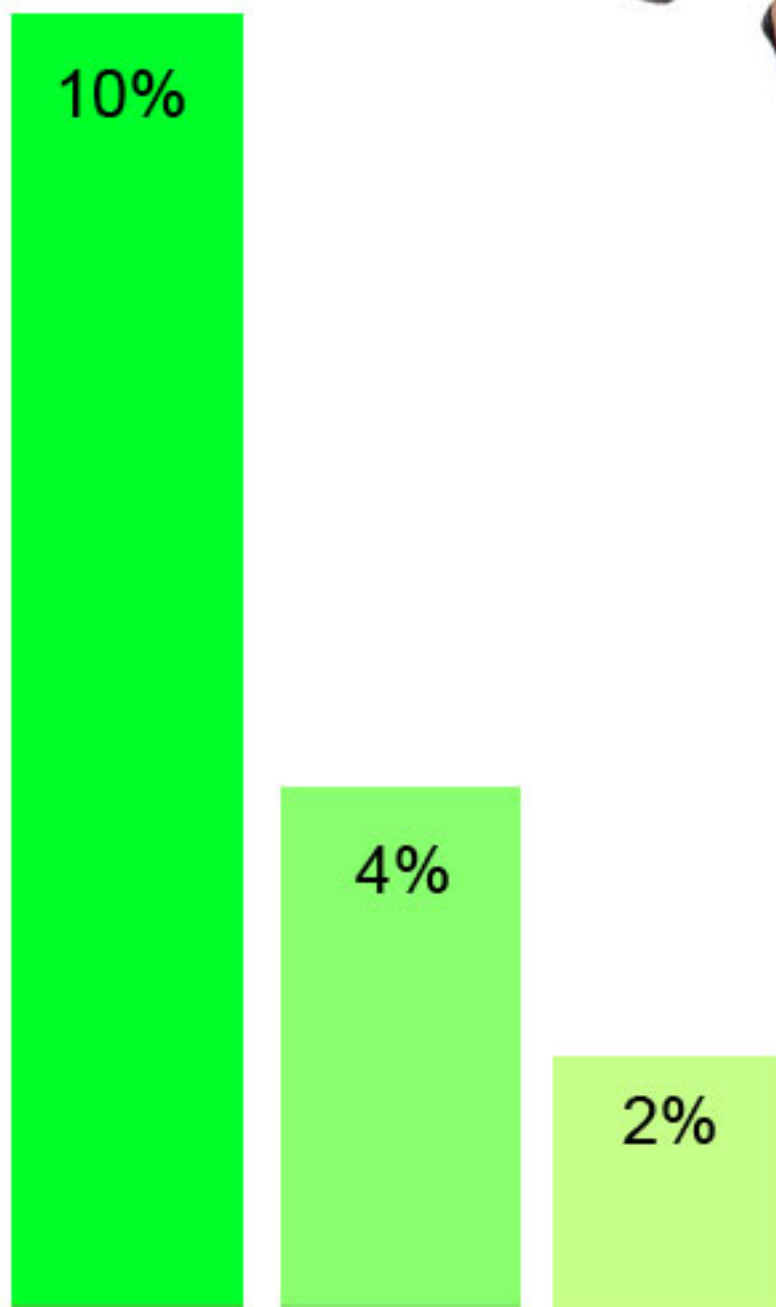
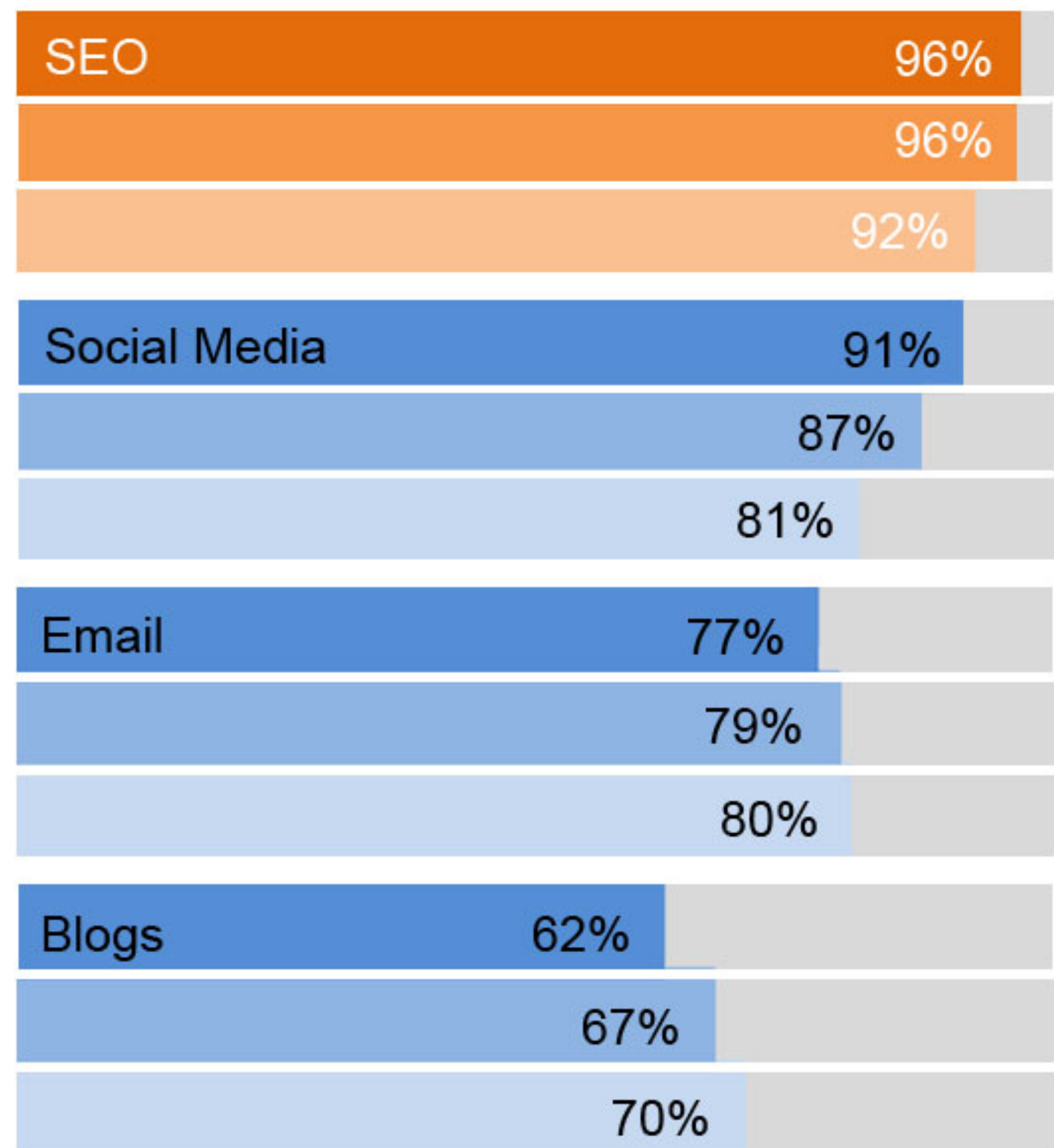
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SEO ranks highest with growing importance as a source of leads for businesses by business/market type

■ B2C/B2B    ■ B2C/B2B  
■ B2B        ■ B2B  
■ B2C        ■ B2C

SEO dominates as the online marketing implementation of choice for lead generation in terms of general importance as well as in B2B, B2C and mixed B2B/B2C categories.



### From more high-quality leads to more conversions:

Long term SEO undergoing incremental or continuous improvements from the trial phase, transitional phase, up to the advanced or strategic phase, add up to more gains.

- 10% conversion rate for businesses doing strategic SEO
- 4% conversion rate for businesses doing transitional SEO
- 2% conversion rate for businesses doing trial SEO

- MarketingSherpa



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## What are Your Competitors Doing?

Your competitors are ramping up their SEO efforts to boost website traffic and lead generation.

for website traffic 72%

for lead generation 62%

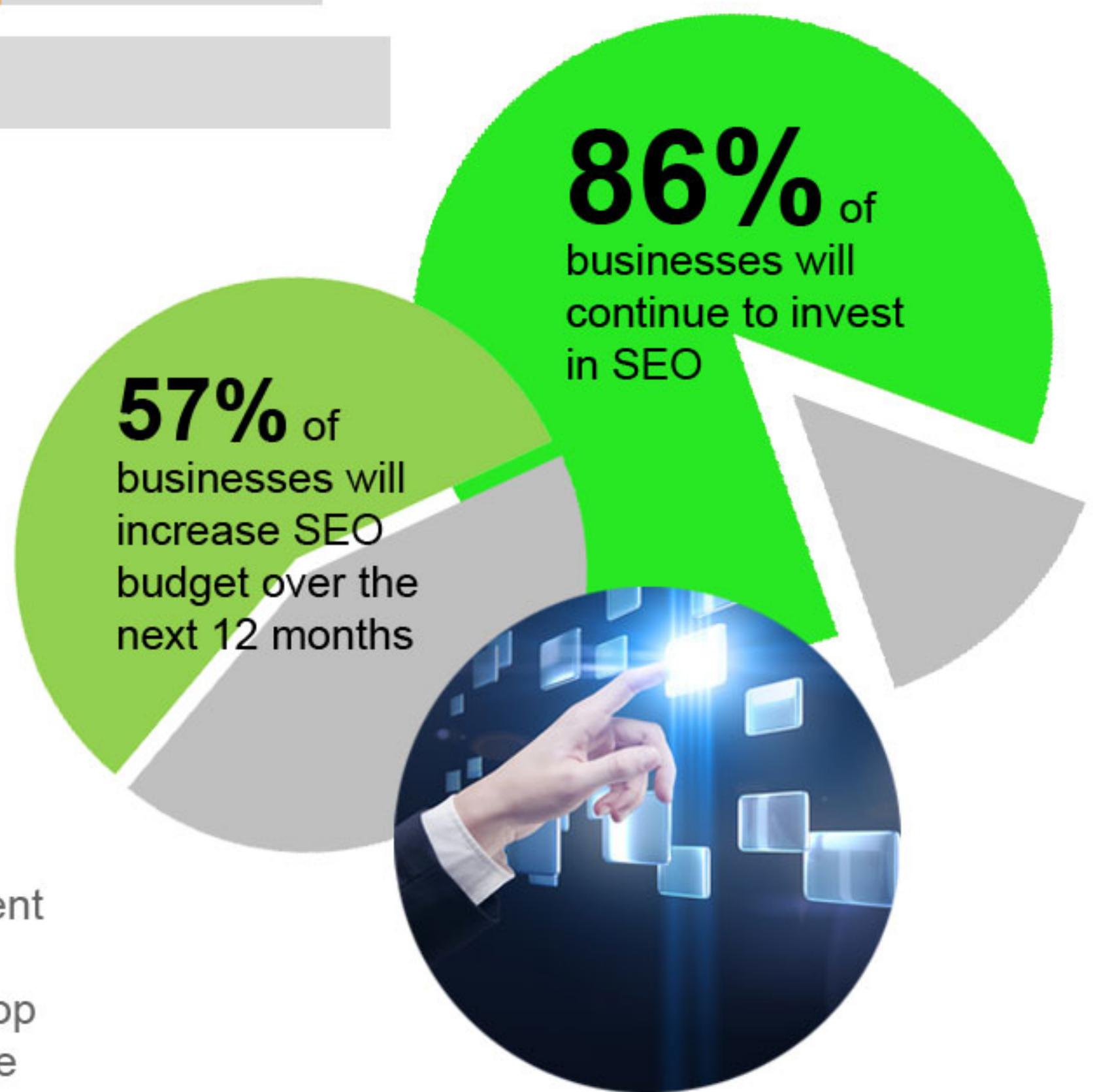
## The Future

It's never too late to implement SEO, the best time to do it is now to harvest its benefits months after and beyond.

The earlier we do SEO for you, the faster and the better you will be positioned against your competitors.

SEO will remain as a potent online marketing arsenal for many, many years. It will remain as a basic necessary ingredient to successful online marketing even as technologies continue to evolve and develop new online marketing channels. In fact, the expansion of local search and the birth of local buzz services is an extension of SEO.

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These numbers will continue to grow as newly formed businesses, as well as late adopters will eventually get into SEO to reap its benefits. To attain and to keep a high position on search engines, it is recommended for businesses to maintain SEO efforts in the long term or be pushed down by competitors.

- MarketingSherpa



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## Why Choose Us?

Choosing us puts you ahead of the curve. Rather than do SEO by yourself or organise and train a team to do it in-house and find your way as you go – which is going to be both time consuming and expensive – allowing us to do your SEO places you on, or fast forwards you to, a strategic SEO phase.

SEO is a long term effort and it will not produce immediate high-impact results. Think of SEO services in terms of putting gas in your car; do you only have to fill up your tank once and then expect to drive it forever?

We will not and cannot promise you the sky and the moon in 1 month. The success of SEO relies on continuous implementation and continuous adjustments due to many factors, including, for example, your competition.

However, some basic results can be felt immediately, for example: search engines indexing your website's pages for consideration to be displayed on search results.

The key to starting with the right SEO strategy is with thorough research and analysis to make sure that no effort is put to waste and that you get more positive net effect for every SEO activity we perform. With our in-depth consultation and experience, you are poised to gain more ROI from our SEO services.



Effective SEO requires dedicated teams with specialized skill sets to help you reach top positions on search engines.









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## **Summary of What We Do**

### **Keyword and On-page SEO Research and Analysis**

We make sure that the effort we put into your SEO campaign is focused on returning optimal results, and so we identify target keywords by performing keyword research and analysis. This will also include analysis of your current rankings, as well as that of your competitors, using specialised software and manual assessment.

### **Account Setups**

We setup your social media accounts as well as off-site blog accounts for strong social signals, as well as content and freshness signals.

### **Business Directory and Press Release Sites Setup**

We list you to the top business directories and press release sites for more visibility and quality back links.

### **On-site Blog and Authorship Configuration**

We setup your G+ authorship and publisher markup tags with your blogs for good G+ signals. We upload blog articles from you, categorise and tag them as part of optimisation to ensure that if your content is ever duplicated, you will not be penalised by Google.

### **On-page Website Optimisation**

We perform optimisation of all on-page elements, including page titles and meta tags, header tags, content; keyword usage in content, links and anchor texts; as well as URLs and navigation, and XML sitemaps. We also integrate and install Google Webmasters and Google Analytics.

### **Content Generation and Optimisation**

We provide on-page and off-page content generation such as, press release writing, company updates, industry news, coupon promotion, and custom content; optimised with the correct application of links, anchor texts and keyword usage. Users like valuable content and so search engines put much weight on content in their algorithms. The more useful the content you have on your web pages, the higher your web pages will rank on search engines.

### **Content Distribution**

We distribute generated content through social networking and social sharing platforms, off-site blogs and press release publications if applicable.

### **Competitive Link Building**

Combining both manual and software intelligence, we will examine your competitors' back links. These back links will undergo analysis to determine the quality and probability of link opportunities.

### **Website Speed Optimisation and Security**

This includes page load, image, static content cache, global content delivery network and mobile user optimisation. Security measures include static content up-time security, SSL encryption and optimisation, comment spam, malware and content scraping protection.



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## **What is the Next Step?**

**Send us an email or give us a call to schedule an appointment.**

As we have shown you, the data and trends suggest that employing SEO will benefit your business in terms of visibility on search engines, improved rankings, and increased traffic, quality leads, and ultimately, sales.

We are constantly engaged in research and analysis on market trends and technologies to develop SEO strategies and tactics to provide you with exceptional services that are geared to provide you with an excellent ROI.

As we want you and your business to benefit from our services, your involvement is very much welcome and highly encouraged during our in-depth consultation sessions. You may choose phone, email, chat or actual physical meetings. Nobody knows your business more than you do— let alone your marketing objectives and goals.

Right now astute businesses are reaping the rewards of long term SEO and you too can join the club of business owners whose websites are on the first page of Google. Aside from new direct business, you can also gain more business connections to grow your network, as well as generating referrals for your products and services.

### **Engage our services and get the following:**

- ✓ SEO strategy and tactics based on market and technology data and trends.
- ✓ In-depth consultation with you to tailor-fit your campaign with your marketing goals.
- ✓ Grow your network and get more referrals and join other business owners who are enjoying the status of being on the first page of Google.
- ✓ Let the wheels turn now to beat your competition and get more sales and revenues from increased traffic.

Given the facts, the best time to do SEO or to ramp up SEO for your business is right now. Catch up with your competition, or keep them at bay and grow your business to new heights. We are here to help you make that happen.

**Go ahead and send us an email or give us a call to schedule an appointment.**