



Online Traffic Generation

Executive Summary

Build it and they will come. A great quote from a great movie, but not necessarily true in the World Wide Web. *Build it and drive traffic to your Field of Dreams* is more of the case.

You've put a lot of time, energy, and money into your website, now it is time to take advantage of your efforts with a strong marketing strategy.

Just driving the traffic to your site is only half the battle. It is equally important to keep the traffic with a quality experience for your potential customers and current clients. There are many areas we can focus in order to build a sound marketing plan that optimizes your campaign, generates revenue, and builds your reputation as a quality provider.

Search Engine Pay-Per-Click Advertising

Pay-Per-Click Search Engine Advertising gives you the competitive advantage by positioning your Web site above the competition. Due to relationships with major Search properties, ADI is able to offer advertised listings on most of the major markets throughout the world—driving qualified traffic to your website. You only pay when a visitor clicks on your link for the keywords you choose. You can be confident that you will get the best return on investment through targeted traffic.

The goal of a Pay Per Click Campaign is to present keyword phrases that will bring qualified traffic to your Web site at effective cost per click and cost per lead levels. ADI will research and select the most appropriate keywords to fulfill the goals for this part of the Program.

Search Engines generate the most quality traffic. These are people who are specifically looking for a provider in your industry. They are typing in keywords related to your products and services, so you want them to see your ads. These are people on a mission and you want them

coming to your site. Therefore, a large proportion of your budget should be allocated in driving this quality traffic to your website. And, a large amount of focus should be aimed at optimizing this strategy.

The first step would be to create “Core” Keyword groups of search terms for Search Engine users. The strategy would consist of collections and versions of the following word-group examples. Potential customers on the search engines would see your ad and brand when they typed in certain words or phrases relating to your products.

For example purposes, we will be using the world of Finance and Mortgages as our pretend client.

Core Keywords Examples – it will be important to have a high ranking in the core focus of your products and services. This is where your competitors will be and this is where you should be as well. Words like – *refinance, home equity loan, and mortgage* will be targeted in this stage of the plan.

Tail Keyword Examples - We would also create “Tail” keyword groups. While these keywords will not be typed into a search engine browser as frequently, they are just as important. Terms like *lowest home equity rates and home refinance in New York* would fall into this category. You do not want to miss any opportunity to capture a potential customer and the good news is that these types of words are less expensive. Therefore you can generate a lead at a reduced cost

Cost per Keyword – It is important to remember that this is a *Pay-Per-Click* strategy. This means that you do NOT have to pay for the advertisement unless a potential customer clicks on your ad. Some keywords (as we discussed above) have different costs, but none of them cost a cent until someone clicks on them.

Generating Keywords – After a brief discussion about products, services, and the overall industry, we will do all the research in determining the right keywords for your campaign. Depending on the budget allocation and the cost per ranking of different keywords, will provide the best strategy for your keyword and Search Engine Campaigns.

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Search Engine Browsers

It will be important to be in the major search engines. **Google** is the dominator in online search and therefore the majority of your Search Engine Marketing Budget. You want to be where your competition is advertising, and this is where most of them will be.

Yahoo! Is the second Search Engine where we will focus. We will implement the same strategy, keywords, and ads as we do in Google.

The Up and comer in the Search Engine industry is **MSN (Microsoft)**, they've developed a browser that is starting to make waves. It is becoming a major competitor to Yahoo and Google and therefore should be targeted in your strategy. Another added benefit is the MSN audience. Due to its professional content, it seems to attract professionals over the age of 25, which could be the sweet spot for this industry.

The Best of the Rest. There can be other Search Engines in our marketing plan such as **SuperPages** (Yellow Pages) and **Business.com** that will not generate as much traffic as Google, but will attract quality leads. They are aimed at professionals and individuals looking for these services. Therefore, they should not be ignored and the benefit is they will come at a reduced cost.

Natural Search Engine Optimization

Natural search engine optimization is the process by which your website climbs the organic rankings in the major search engines like Google, Yahoo!, and MSN. It is the opposite of pay-per-click advertising. In this online medium, search engine consider the "quality" of your website and content and rank it accordingly based on keywords typed in the browser

Organic search optimization allows you to leverage your site's natural advantages – content, popularity, linking relationships. It can deliver substantial benefits especially for a "content rich" site. It does require ongoing activity for many Web sites and industries. And it is an initial investment that can pay off with traffic and sales for years.

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The goal is to increase in your site saturation (the percentage of your Web site that is indexed in the search engines), top rankings for the most targeted and relevant search terms and increased traffic of targeted visitors to your Web site.

Initial Strategy

- Full evaluation and assessment of the web site and its presence in the search engines.
- Research and identification of the most relevant keywords and search terms that will drive the most qualified traffic to the web site. The good news here is that the same words used in the pay-per-click campaign can be used for your natural search strategy.
- Custom optimization for each web page – *20 pages total* - including addition of HTML text, keyword rich content, title tags, meta tags, Alt Tags (image attributes) and an optimized internal linking structure.
- Addition of a sitemap as 'spider food' for search engine spiders and usability for your site visitors.
- Addition of Google Sitemaps and Yahoo Site Feeds for improved crawling and indexing in Google and Yahoo (XML feeds that reflect the site's pages and the importance of each page compared to every other page on the web site).
- Search engine submission to ensure the web site is included within the major search engines.
- A link building campaign to build the web site's link popularity including submission to the Yahoo Directory.

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Our Search Engine Natural Optimization process is as follows:

1. *Identify Web site and Program Goals.* Before starting any search engine marketing project, our Search Engine Marketing Specialists need to understand what the goals of your Web site is and how search engine optimization can play a major part as a means to achieve these goals.
2. *Website Evaluation.* We'll evaluate the Web site thoroughly to ensure that we leave no stone unturned and allow for maximum crawlability of the Web site for the search engine spiders. During the step, we'll analyze the code, the content, and the incoming links. We'll also use this evaluation to identify any areas from a search engine crawlers' and a site visitors' perspective for improvement including content, coding and usability.
3. *Competitive Review.* Prior to beginning the optimization, we'll analyze the competition on the search engines to see what tactics they are employing. We'll look at their current keywords, their positioning and the optimization tactics employed to understand further the requirements necessary to earn the top rankings in the search engines. Once keywords are selected, we'll revisit the competition to see how they rank for our selected keywords.
4. *Keyword Research and Analysis.* A critical factor in the success of the search engine optimization campaign, we'll research and help you direct select the most relevant terms for the Web site. We'll aim to select a mix of broad and long-tail search terms aimed to maximize relevance for the searches through the use of paid tools, competitive research, experience and intuition.
5. *Website Optimization.* Optimization of the Web site includes on-page and back-end adjustments to apply our keywords and create a spider-friendly Web site. For each page we optimize, we will add keyword rich content, clean or re-write the HTML Code to ensure they are spider-friendly, optimize internal linking including the use of anchor text, write custom title tags, meta tags and alt tags and apply other ranking and crawling factors as necessary. We will also add a spider-food Sitemap which will provide text links to each page on the Web site and utilize XML feeds to both Google and Yahoo providing detailed information about the Web site. As needed, Advance Design Interactive will also apply a robots.txt file to the Web

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site to provide “directions” to the search engine crawlers as well as avoid the issue of duplicate content.

6. *Search Engine Submission*, We manually submit your URL for inclusion in the most relevant search engines.
7. *Link Building*. Link popularity (i.e. the number of quality Web sites linking to your site) is one of the top factors in a web site’s ranking in the search engines. Advance Design Interactive will research and contact potential link partners and apply strategically written anchor text to those links. Our link building campaign will focus on horizontal and vertical directories in addition to quality Web sites with similar and complementary content. We focus our link building campaign on acquiring quality links rather than quantity. We’ll also add your web site into the Yahoo Directory to ensure it’s in the most effective category and contains keyword rich anchor text. This directory is the preeminent directory found on the web.
8. *Analysis*. Each month for a period of one (1) year you will receive a Search Engine Ranking Report along with our analysis and recommendations that will reflect your programs success and how it can be improved upon.

Content Match Pay Per Click Advertising

Of course you want your ads in front of people who are searching for products or services in your industry, but you also want other potential customers to see your ads. This would be part of our **Content Match strategy**.

The key here would be to place your ads on website where the content matches your products and services. For example, if there is an information portal discussing mortgage rates in California, you want to be advertising on that site.

Several networks run this type of service and you’ll be happy to hear that Google and Yahoo are two of them. The major proportion of your Content Match budget will be allocated to these two Content Match Network providers.

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Again this will be on a pay-per-click basis and we will determine your landing pages and ad copy based on the websites in the network. We would also like to drive traffic to your site by advertising and creating a web presence on websites related to your services.

Landing Pages and Advertisements

While it is important to have a sound strategy to generate traffic, it is just as important to make sure the potential customer has a quality experience on your site from beginning to end. You want to make sure they find exactly what they are looking for.

For example, if person types “home equity loan” into the Google browser, you want your “home equity” advertisement to show up, not a refinance ad.

After discussions, we will create your ad copy to match your targeted keywords. We will base your ads on the keyword, the product or service, your suggestions, the competition, the industry and measured success. We will also be very careful to update and change your ad copy frequently. You never want your ads to go stale, so it is very important to modify and update on a regular basis. This includes taking down underperforming ads and building on successful ad campaigns.

Just as important is your landing page. This is the place on your website where will well send the potential customer who clicks on one of your ads. Building on our “home equity loans” example, we want the potential customer to land on a page that is all about your home equity loans. We want the content of your page to match the shoppers’ needs. You don’t want to send them to a new mortgage landing page. Therefore, we will need to create or modify multiple pages in order to maximize the user experience.

ADI will create specific landing pages for each of your advertised keywords. When clicking an advertised listing, visitors will be taken to the landing page with distinct copy geared towards that keyword and the marketing goal of that campaign. While individual keywords focused on similar products or services may be directed to identical looking landing pages, each keyword will have its own landing page for the purpose of tracking and monitoring visitor behaviors and the effectiveness of the ad, keyword, landing page or Web site.

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This has a two-fold effect. It makes the potential customer's experience more pleasurable and in return increase the odds of securing revenues from that customer. However, you also get rewarded by the search engines. They rank a users experience based on a "quality score". If the keyword matches the ad and the landing page, Google for example will give your campaign a higher quality score. In return, they will rank your keyword and ad higher than your competitors and reduce your cost per click. It is there way of making sure someone who types in a keyword into the Google browser has a quality experience. Beneficial for both you and Google.

Online Media Categories

There are other places we can implement your marketing strategy. For example, if you feel that your target audience can be found on News, Finance, or Mortgage websites, we have the capability to get your ads on those sites. Based on competitive and industry analysis, we can determine the types of website categories you'd like to focus your attention and implement a strategy.

VoiceTrack

VoiceTrack is a strategy to capture leads from potential customers who find your site, but call your company instead of using your site. It is important to realize that your online marketing strategy captures online and offline users. The majority of these may call your firm.

If a campaign is generating a lot of traffic to your site by people who call your phone number, we will be able to track the success of this campaign. Therefore, you get the benefit of your website to those who would rather converse by phone.

Email Campaigns

This has been a very successful venue for some of our customers. We have the capability to send advertising emails to your targeted audience. This strategy would take some time to build as we have to create a database of email address while avoiding a general SPAM campaign and instead creating a high quality database of visitors to your site or those you currently do business.

We can create this email campaign, your ad copy, the correct landing pages, and the programming used to send out emails to strengthen your online advertising strategy.

Email has been a successful campaign for many of our clients and should be considered for your online marketing needs. Ads, promotions, and new products can be marketed through email getting your product line into the hands and minds of potential customers. Emails can be changed frequently and sent as often as you like. This is a strong campaign performer that can be tailored to your needs.

Display Advertising

Display advertising, when it is optimized, it can be a strong performer. We've seen this work very well for our clients, it just needs to be implemented correctly and with strong analysis. As for banner ad creation, this is a service we would provide as well as determining the websites to place your ads and the correct landing pages.

Company Analysis

Location, Location, Location

The most important thing in Real Estate and Online Marketing. Some services allow geographic targeting, some do not. Targeting certain locales is definitely possible, but there needs to be a determination of boundaries. This needs to be considered as we construct the implementation of the marketing strategy.

Actions

What do you deem as a successful action? In other words, what do you feel is the goal of your online marketing strategy? Do you want people to visit? Do you want them to register? Call your phone number? Do you want them to place an order? Do you want them to fill out a form?

Determining your action will help calculate your targeted costs and revenues and create an overall successful budget tailored to your needs.

Budget

Once a yearly, monthly, or daily advertising budget is calculated we will determine the ratios for different online media plans. However, budgets can also be tweaked based on the landscape of your industry. Some things to consider...

Is the end of the year a slow or busy period? Do things slow down or speed up during the holidays? Then maybe the monthly budgets should be adjusted to maximize potential during the busy months. Or, is there a weekly flow to your market? Is the weekend busy or do most orders come in during the weekdays? Either way, we have the ability to adjust your budget to maximize revenues for the busy season and avoid excess spend during the slow periods.

Time

Day parting is the process by which you can run your marketing plan during certain times of the day. Do you want to run 24 hours? Just weekdays? All is possible, so it comes down to picking the right time allotment that maximizes your revenue.

Target Audience

Many strategies including targeting a specific audience. You may want to target adults and not teens as potential customers. This in turn would affect your strategy. Avoiding advertising on "game" sites, while focusing more on business or finance sites. Do you want more advertising to be aimed at businesses vs. individuals? A ratio can be created to run more of your ads on a business website as opposed to an individual-targeted site, or vice versa.

Competition & Industry Analysis

Competition Analysis

We will always be watching your competitors so we know where we are and what they are doing. This will help us optimize ad copy, landing pages, website advertising placement, and keywords.

As important it is to determine your goals of an Online Media Plan, it is equally important to know what your competition is doing. We will perform an in-depth analysis of your competition.

1. Where are they advertising
2. What are their ads saying

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3. What is on their site
4. What type of ads running (display, email, text, search)
5. What are they offering

We will use the research of these factors to create, optimize, and implement your media plan.

Industry and Market Analysis

As we watch your competition, we watch the market landscape for the same reason. Data and analytics of your industry are crucial to the success and optimization of your campaign. Some factors to consider...

1. Trends
2. Pricing
3. Industry
4. Unknown Factors

Website Analytics and Reporting

Even the best strategies can always improve. Things change. Rates, competition, industry. Any change in any factors can urge you to change your strategy. So, we consistently monitor your online advertising campaign to prepare for these changes and optimize your plan. There is only one goal, maximize your Return on Investment (ROI).

While we can easily work with your current analytical tool, our WebWatch Analytics Tool provides online, real-time reporting on statistics such as who visits your websites, how they found your websites, how well your websites are converting and how effective your search engine optimization campaign is performing. Our website analytics tool is key to determining the overall effectiveness of your website and your search engine marketing campaigns. We'll be able to understand which keywords and search engines drive the most and best traffic and then adjust the programs according. Each web site would require their own unique WebWatch account.



WebWatch is accessed easily through www.advancewebdesign.com/login.aspx. Following implementation, our Search Engine Marketing Specialists will walk you through the program to help you understand how to access, read and understand the metrics and reports.

These statistics are essential for tracking your marketing efforts and the overall performance of your Web site. Pricing is based on traffic volume.

These statistics assist in helping to understand exactly what is happening on your site including the following:

How many hits (page views and unique visitors) your web site is receiving by hour, day, week, month and year. How many different people visit your site.

- Where your traffic is coming from: search engines, keywords entered, links from other sites, or other sources and referring Web site.
- What pages are visited most often
- How visitors navigate the site, where they enter and drop off. How long they remain on your site.

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- Provides feedback to determine if changes being made are increasing the number of visitors and the time on the web site.

Whether you want a report from WebWatch about site traffic, a search engine provider report, or any other reports from email campaigns or content match, we can provide them. We will be using them to optimize your strategy, so they can always be provide for you to see as well

Conclusion

Advance Design Interactive has a staff of experienced, professionals. Our approach to Online Marketing is consultative, meaning that we solicit and fully expect input from our clients every step of the way. We try to understand our clients' goals and expectations, and marry those with industry best practices to market your website on the search engines and grow your business.

Of course the goal here is to increase sales and revenues. How do we do that? The first step is to increase traffic to your website, or into your store, or both. Once we implement a marketing plan, we will take the steps to measure and optimize the performance of each campaign. The goal is to increase your ROI and your profits. This is something we would be more than willing to do for you.

We look forward to helping you build your presence online and being a partner in the growth of your website!

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Please Note: Information quoted in this proposal is current as of the date the proposal was created and is subject to change based on revisions to editorial guidelines and on market activity. Your listings may fluctuate between different rank positions given the nature of the dynamic marketplace and are subject to these changes without notice. Costs are based upon projected searches and clicks for the period. Actual searches and clicks may vary which may affect your overall cost. Due to restrictions in agreements with certain search distribution partners, certain listings may not be considered for inclusion with these partners. Consult your account executive for details. Orders are considered ongoing unless a specific end date is noted. ADI will bill for all traffic delivered to the specific dollar cap stated. ADI will automatically suspend your account when you reach your dollar cap or end date to avoid incurring unauthorized charges.

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