

PlanetDomain

Search Engine Marketing (SEM) Programs



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Introduction

What is Search Engine Marketing (SEM)

SEM is a form of Internet Marketing that promotes websites by increasing their visibility in the Search Engine results pages (SERPs) and has the highest proven return on investment (ROI) over other traditional marketing. According to the Search Engine Marketing Professionals Organization, SEM methods include: Search Engine Optimization (or SEO), paid placement, and paid inclusion.

Other sources, including ourselves and the *New York Times* define SEM as the practice of buying paid search listings, which differs from SEO which seeks to obtain better free search listings.

What does PlanetDomain offer our clients?

PlanetDomain represents a team of senior Information Technology and Marketing specialists in Search Engine Optimisation (SEO) and Search Engine Marketing (SEM).

Our expertise covers all levels of business strategy, marketing, usability, information architecture and technical delivery.

Our partnership enables our clients to access a full suite of talented professionals when considering a search strategy and Pay Per Click (PPC) program.

PlanetDomain's search strategies including two (2) forms of Search Engine Marketing in either complimentary or isolated capacities of

- Search Engine Optimisation (SEO) and
- Per Click (PPC) Paid Search Engine Marketing

PlanetDomain's first class Paid Search Engine Marketing capabilities provides our clients with an ideal environment for gaining maximum returns from their overall Website development, and Search investments.

Why invest your PPC program with PlanetDomain

If you already have a significant investment in your website development it makes sense to commission PlanetDomain to manage your Online advertising and natural search engine optimisation programs, to realize the website investment overall. Our integrated teams share all the reporting information, and often the insights and recommendations from a PPC program can drive strategic direction in your website content development and management or visa versa.

This cross pollination of information exponentially increases the investment you have made in PPC, content management or website investments that would otherwise not be shared when treated in isolation of each other.



Reporting

We provide reports for the activity across all engines, keywords used, their effectiveness, their response rates, costs and conversions on a monthly basis. This information will be analysed by PlanetDomain to outline the campaign to date and recommend an approach for the following months.

Strategic advice on campaign expenditure

We will evaluate the points below in respect to how we manage your search budget. If we recommend raising or lowering a budget we will take into account the factors attributed to an increase or decrease in spend.

- Raising bids
- Raising CTR (define) on existing listings
- Adding keywords
- Changing match types
- Turning contextual traffic options on

Competitive landscape, competitive response, and price elasticity

Why bid more on a basket of keywords if the competition always escalates bids into a war? If the competition responds to each of your actions, search engines are the only winners – you won't get much additional traffic, and costs increase while return on investment (ROI) drops.

In some of the most competitive industries, the engines' sales teams shuttle between competitors, getting each to escalate bids and spend more. They know this will continue until one gives up. When the reps try to sell more inventory, recognise it's already been purchased by your competition. You buy their position (for the time being, at least). Before escalating bids to increase spending, we will test the market for elasticity (level of competitive response).

Dynamic 1800 number generation

It is an incredibly accurate method to measure the success of an optimisation strategy however surprisingly few websites implement dynamic phone number generation. PlanetDomain can install a unique 1800 or 1300 phone number on your website that is changed dynamically depending on how a visitor arrives on your website.

One number is displayed when someone arrives via the sponsored links, a different number is displayed if a customer finds your website via the organic search results. Inbound: 1300 & 1800 & 13 Services are straight forward to obtain, Optus charges roughly \$35 per month for each number, PlanetDomain will arrange these on your behalf.



Our Approach to Paid Search

How does PPC work?

Pay per click (PPC) is advertising used on websites, advertising networks, and search engines where advertisers (or their agents, working on behalf of the advertiser) pay when a user actually clicks on an ad to visit the advertiser's website.

Advertisers bid on keywords they believe their target market will type in the search bar when they are looking for a product or service. When a user types a keyword query matching the advertiser's keyword list, the advertiser's ad appears on the search results page.

These ads are called "sponsored links" or "sponsored ads" and appear next to, and sometimes, above the natural or organic results on the page.

The example below shows the sponsored link placement on the right hand side of the search results.

The screenshot shows a Google search for "search engine optimisation". The search results are divided into organic results on the left and sponsored links on the right. The sponsored link "The Traffic Accelerator" is circled in red. The organic results include "Search Engine Optimise" from e-channel.com.au, "Search Eng. Optimisation" from exa.com.au, and "Search engine optimization" from Wikipedia. The sponsored links include "Search Engine Success" from melbourneit.com.au, "Search Engine Marketing" from ewebmarketing.com.au, "Search Optimization - SEO" from Search.Hitwise.com.au, "SEO Elite killer software" from www.dakubra.com.au, and "Optimise for search" from an unnamed source.

The advertiser only pays when the user clicks on the ad. So no click, no cost.

Depending on the search engine, minimum prices per click start at \$0.01 (up to \$50.00). Very popular search terms can cost much more on popular engines as advertisers try to outbid each other to gain the advertising space.

While many companies exist in this space, Google AdWords, Yahoo! Search Marketing, and MSN adCenter are the largest network operators as of 2007.



Management through bidding

The bidding process is competitive and sophisticated as many successful PPC management companies utilise automation technology that will validate the best terms used, their value and the potential opportunity to gain successful bidding rights. PlanetDomain utilises one of these sophisticated systems.

The advantage of using an 'automation' and 'optimisation' system is that we can actively determine the terms that are working, their value and whether those terms are delivering qualified customers. As you can image this is far superior to manually correlating whether or not a term is working and is less labour intensive. This also means that our clients do not incur ongoing costs for resource to do up to the minute analysis.

Step 1: Project brief

First we ensure that we all understand the set of requirements and parameters required when building a PPC Strategy, and that we are all working towards the same goal when acquiring prospects.

Some of the areas of exploration include:

- What is your budget?
- What is your paid search timeframe?
- What are you promoting e.g. Is this part of a broader marketing campaign or ongoing website promotion?
- Which qualified end users do you want? This can be described in terms of demographic, psychographic, trends, segmentation, habits or personas.
- What action do you want end users to perform when they click through to your site, if any?

Step 2: PPC Strategy

Based on the initial briefing and any extended discussions with you, PlanetDomain will create a PPC strategy that recommends an approach over the course of your PPC marketing spend. Our strategy will outline the following, but will be specifically tailored to each client's unique requirements.

- How we will weight your campaign, e.g. when to spend more and when to spend less. Depending on the type of client, campaign or target audience, this may be done seasonally over a period of a few months, or at a particular time of day or week etc.
- Recommended key word groups
- Which Search Engines to use
- Which audience segments we will target.
- What our success measures are
- How we will optimise the program and on what frequency.



PPC keyword research

Based on the project brief, client background, objectives and our experience, we will provide an investigative shortlist of keyword groups or phrases. A typical listing for a website may range from 50 – 400 key word groups. The number of groups required will be determined by the scope of the project targets.

The initial research creates hundreds of keywords and over the course of your campaign we systematically drill down to the most efficient keywords after deleting the ones, which are not relevant or cost effective. This is driven by live data from your campaign of what our target audiences are responding too.

We then study the optimum bid rate for bidding on these keywords based on various metrics, but not limited to: conversion rate, cost per acquisition and cost per lead. PlanetDomain uses technology that lets us study trends in keyword searches, both within Australia and world wide.

Step 3: Visitor conversion analysis

Based on the campaign objectives, finalised keywords and the keyword research we will study the suitability of your site's current pages to be the landing pages for the campaign or/and suggest the creation of customised landing pages (if required).

Step 4: Text ad copy creation

Following the keyword study and strategy planning we create specific text ads for the finalised keywords to ensure maximum visibility and Click Through Rate (CTR).

We also create attractive ad copy, specific to your audience needs, which increase the probability of a click from the search engine traffic or XML feed.

Step 5: Campaign set up

The next step is to create the campaigns in the Search engines as outlined in your strategy.

Step 6: Campaign management

Campaign management essentially involves PlanetDomain steps and analytical techniques:

- CTR management
- Bid management
- Campaign ROI analysis
- Campaign ads
- Keyword tweaking and campaign reporting
- Adding/Deleting keyword phrases



Using our strategy and target audience profile, we will use our automation system software to manage the PPC Campaign cycle. We will be able to determine which key words are working and optimise on a regular basis. Over time this gives us a clear indication of what terms are valued and what we should be bidding against.

The aim is best summarised as “high returns on low-bids”. This strategy brings down the average bid for the campaign.

Campaign monitoring and tweaking on a pre-determined basis

We will be monitoring and making changes to your campaign specification on a pre-determined basis. Our bid management software will check the bids twice a day or more for the keyword phrases.



Organic Search Engine Optimisation

What is Organic Search Engine Optimisation (SEO)

SEO is the process of improving the volume and quality of traffic to a web site from search engines via "organic" or "algorithmic" search results. Usually, the higher a site is presented in the search results pages, or the higher it "ranks", more people will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines..

As a marketing strategy for increasing a site's relevance, SEO considers how search algorithms work and what people search for. SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully indexing a site. Other, more noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users.

Keyword Research

Keyword research is the most effective technique used by SEO during search engine optimisation. Keyword research helps PlanetDomain to target keywords which brings more traffic to your website. There are many tools which give search count per keyword. According to search count we can determine keyword popularity so that we can target those keywords within the mechanics of your website.

However there is a problem because some keywords are so popular, lots of websites will use them which means we will face a lot of competition. We apply skill and hard work to compete effectively.

In deciding on the most lucrative keywords for your website we look not only at the historical searches conducted but also the predicted number of searches for any given term.

Link Acquisition

Ethical methods of SEO involve following the search engines' guidelines as to what is and what isn't acceptable in the optimisation of a website. Ethical Link Building adheres to search engine guidelines by establishing a community of quality websites. These websites offer similar services and content, providing further resources for the visitor as well as helping to position the website in the correct context for the search engine. Any methods used to promote a website that are considered by the search engines as 'unethical', run the risk of getting the site in question blacklisted. PlanetDomain strictly adheres to the accepted search engine guidelines to promote client websites.

Sitewide Optimisation

The problem for many websites is that although they may look good on the surface, they actually present themselves poorly to the search engines.

The Optimiser Report offers expert analysis of your entire website and delivers a step-by-step action plan to address any areas that need attention.



Process

Month 1

Step 1: An SEO consultant will contact you to discuss specific concerns about your sites performance and any specific marketing goals you have for the program, this will help us tailor the structure to suit your online business. We will also ask you to provide web statistics, documenting existing web traffic with regards to search engines. This report facilitates a successful comparison of results throughout the SEO campaign.

Step 2: We will ask you to provide a summary of your primary business activities. This should take into account your most profitable products or services, who you think your main competition is online and products or services you feel are under publicised on your site.

Step 3: Using a variety of techniques and Internet-based tools, an SEO consultant will research, analyse, and determine the most relevant and targeted keyword phrases.

Step 4: The list of significant keyword phrases is finalised and those that are most appropriate will be selected in line with the goals of the program. You will be emailed a keyword research report detailing the rationale for the selections.

Step 5: The next phase is designed to draw a line in the sand and establish a point of reference for continued improvement on the program. We produce a webranking report which you will receive a copy of, that shows your position in the search engines for your keyword phrases.

Step 6: And finally in this month, we produce a site analysis report which notes your online competitors and takes a cursory view of your sites current performance in the search engines.

Month 2

Step 7: An SEO consultant will then complete a thorough evaluation of your website, based on the predefined keywords. This is an in-depth analysis beyond the initial Site Analysis Report (in Month 1). We examine keyword density, body content, navigation, site mapping and other elements that may hinder search engines crawling or indexing your pages. An SEO consultant will also recommend changes to file name conventions and new page names, where appropriate.

Step 8: The recommended changes will then need to be implemented as we monitor the effect this has on your rankings for keyword phrases. If the website is built in html, and you are not able to make the recommended changes, PlanetDomain's design team will implement the changes at an additional cost. An SEO consultant can arrange these changes to be done for you.

Month 3



Step 9: We will begin the process of manually submitting your website to carefully selected moderated directories. To ensure maximum success, the inclusion of the site pages into each search engine index will be monitored closely.

Step 10: Some search engines and directories take approximately 5-10 weeks, after site submissions, to become listed and ranked. Clients will receive a report outlining any outstanding directory submissions in Month 5. Any issues of reference will be addressed and a strategy developed.

Month 4

Step 11: The next step is to identify websites which could be linked to your website to improve your link popularity. As a part of the link-building program, we aim to approach around 5 websites every month, who share similarities in keywords with you. More important than the number of links is the quality of those links. So we closely control the quality of them by making sure the anchor text and description are in line with your keyword strategy.

Step 12: We will provide a monthly report on the status of your linking partners as well as this we will be spending time onsite, looking at the performance of your site for your keyword phrases and providing ongoing marketing strategies for improving your initial goals.

Month 5

Step 13: The link-building program, which was initiated in Month 4, continues this month. Your dedicated SEO consultant will call to discuss any necessary modification to keywords, file name conventions or new page names. This will all be defined and completed this month.

In addition we will continue to monitor your progress and suggest new ways of looking at customer conversion and site performance.

Month 6 onwards

Step 14: After the initial six-month optimisation period, we will provide another web-ranking report to show your progress in the search engines for your keyword phrases. We will revisit your goals and establish outlining the results achieved from our SEO program. This Site Analysis will be directly compared to the initial report.

Content Proliferation

Google prefers large content rich websites. PlanetDomain is able to expand the size (copy) of your website significantly. While content is what drives traffic to your site, we must ensure that the information we place on your web pages is engaging and relevant to the customers you are trying to attract.

Conclusion

Search Engine Optimisation is an essential part of the puzzle when building a strong online presence. The Traffic Accelerator forms part of a sensible marketing expenditure. At the end of



the initial 6 month program, clients will roll over to a bi-monthly contract to continue to strengthen their search engine rankings and take more detailed look at inner pages and the growth and development of the site.