

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.

Since Google is the leading search engine with 67% market share, an effective SEO demands a deep understanding of its intricate algorithms and ranking factors. These are continuously developing to display the most relevant search results to users. 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?

Rank CTR

#1	36.4%
#2	12.5%
#3	9.5%
#4	7.9%
#5	6.1%
#6	4.1%
#7	3.8%
#8	3.5%
#9	3.0%
#10	2.2%

— Optify

The rank of your web pages on Google SERP is important because higher rankings result to higher CTR (Click through rate)

High CTR means more visitors, more leads and conversions.





SEARCH ENGINE OPTIMISATION

Improve visibility & rankings, increase traffic, leads & sales

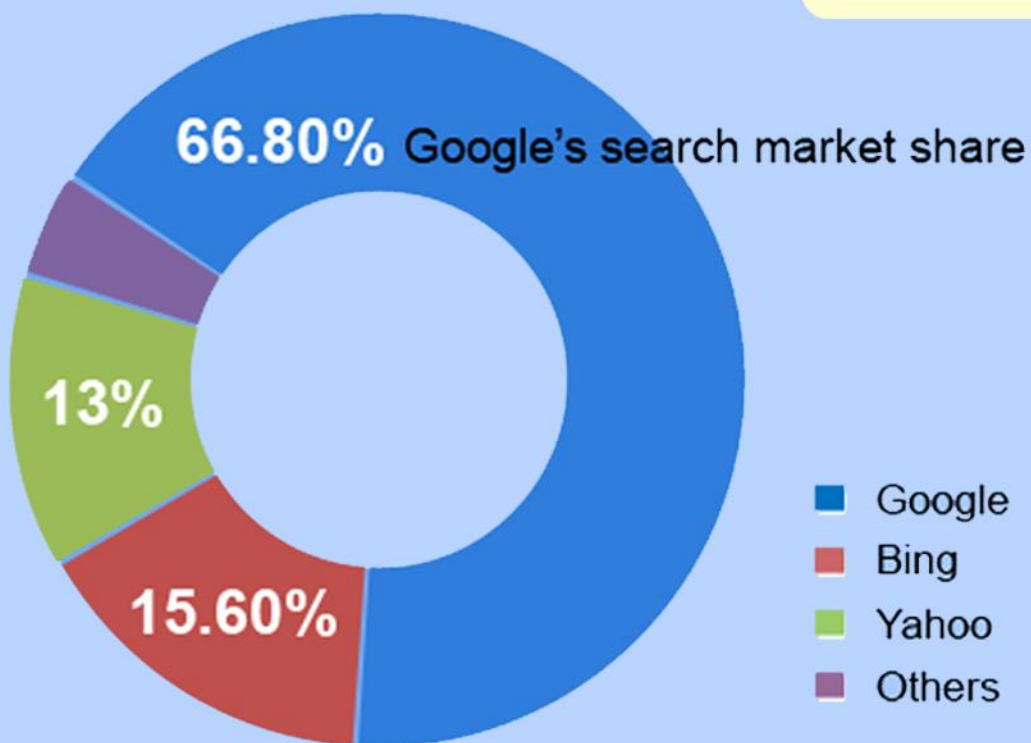
2 billion Internet users worldwide in 2012

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 the largest market share at 66.80%.

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 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).



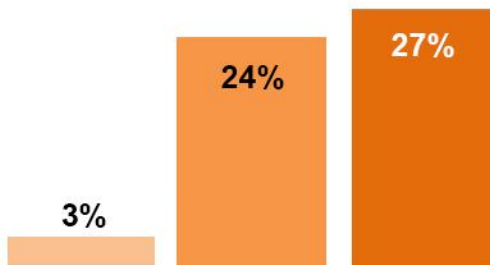
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Why Do You Need SEO?



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



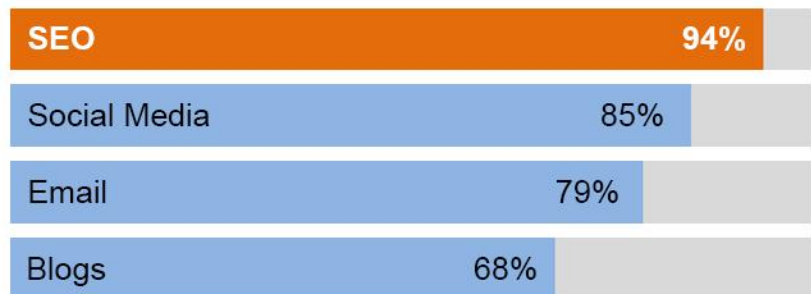
Doing SEO means increasing *free* targeted traffic or visitors to your website as opposed to getting instant, but paid, traffic through search engine advertising.

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 thus 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 realised / Resources are allocated for continuous optimisation to maintain position and for expansion / Continuous testing of additional tactics and additional keywords for diverse keyword rankings to grow traffic, leads and conversions.



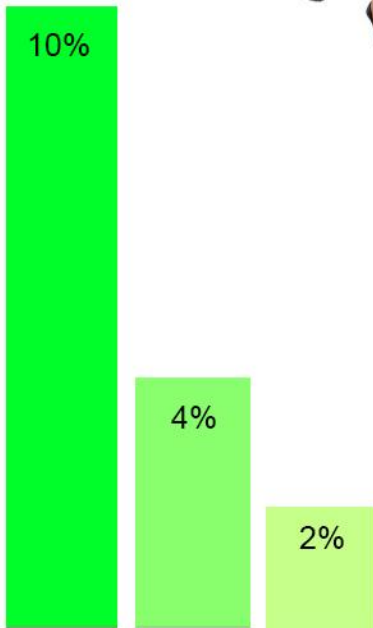
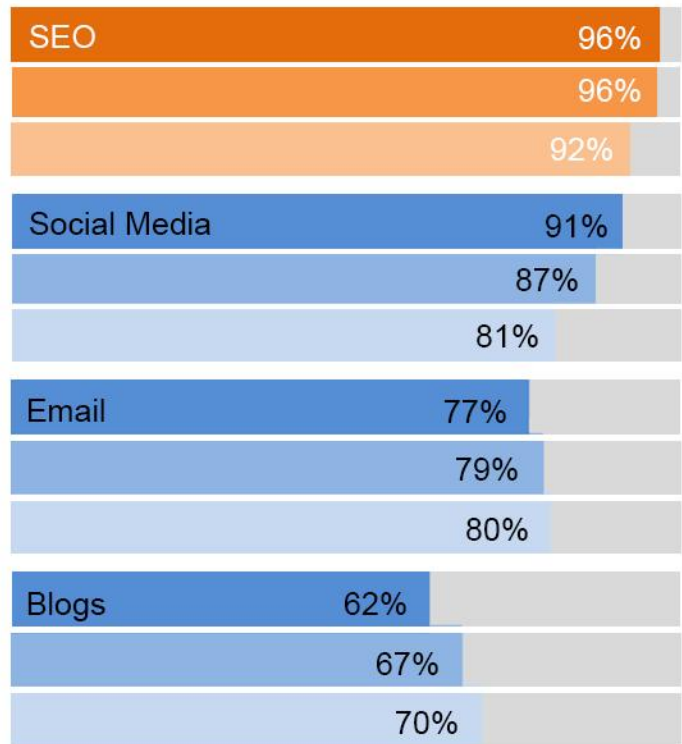
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SEO ranks highest with growing importance as a source of leads for businesses by business/market type

■ 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%

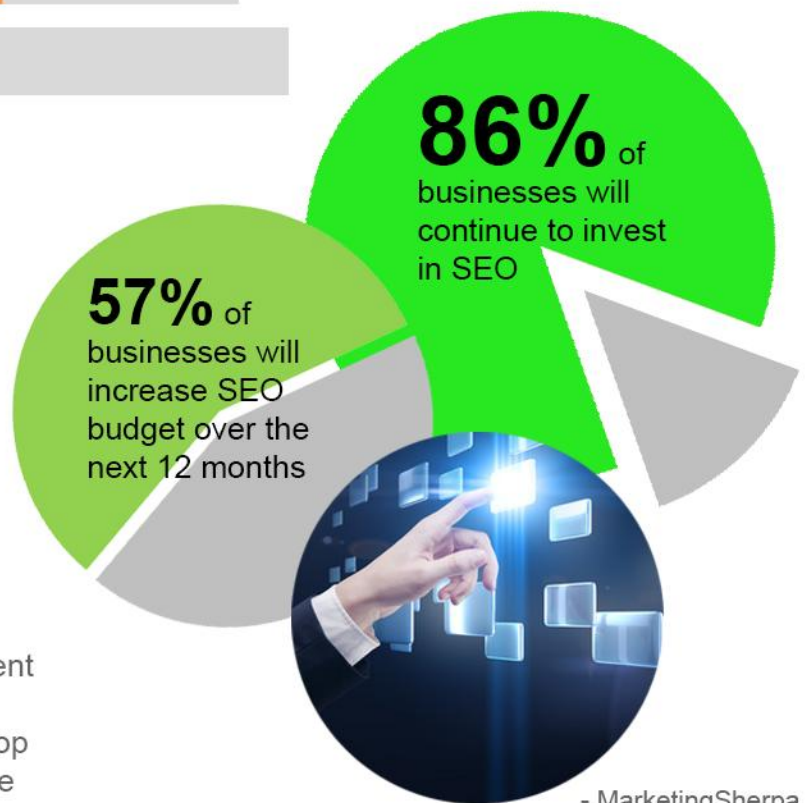
The Future

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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- MarketingSherpa

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.



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In-depth Consultation

For us to deliver exceptional SEO services to generate impact on your marketing, we take the time to understand your objectives and factor these into our SEO strategy. We then recommend a plan for you. We need information from you about your business, product or service, your target market, your past and current marketing activities to give us a clearer and bigger picture of how to help you and so ensure that we provide value with our SEO services.

We follow a cycle beginning with in-depth consultation to identify your needs and to determine the best strategy and implement the most suitable solutions. We then measure and analyse the results and listen to your feedback so we can apply continuous improvements to your campaign in order to make your SEO marketing successful.

➡ Needs Assessment

➡ Strategy and Planning

➡ Implementation

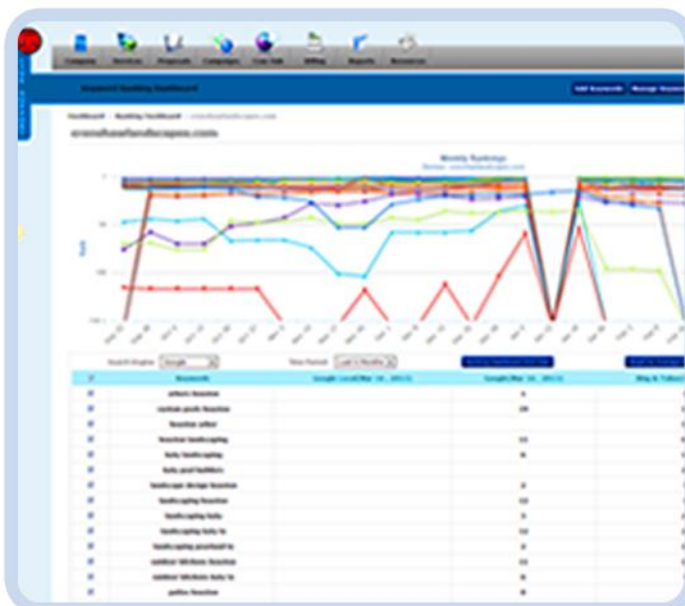
➡ Quality Control

➡ Measurement & Feedback

➡ Continuous Improvement

With our state-of-the-art online dashboard, you get access to reports and analytics such as:

- Keyword Ranking Report
- Keyword Competition Report
- Online Presence Report





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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 on 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, sales promotion content, 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 building 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.