



Bringing You To The World



Magnolia Development Group Internet Marketing Services

Internet Marketing

Search Engine Optimization is the process of making your site visible on the internet. There are many ways to accomplish this objective. The search business is complicated but can provide a considerable boost to your business if done properly. There are no shortcuts despite the proliferation of gimmicks and quick traffic services. If these worked, we would all be rich. Search engine marketing is hard work and generally expensive.

Most people underestimate the search engine aspect of running an online business because they don't understand it. If you are going to rely on search engines to drive traffic to your site and don't want to become internet road-kill then it will be vital for you to understand the basics of internet marketing.

Overview

In order to understand the work of search engine marketing it is important to have an understanding of search engines. The two major players in the search market are Google and Yahoo followed by MSN and AOL. As of November 2005 market share was Google 46.3%, Yahoo 23.4%, MSN 11.4% and AOL 6.9%¹. Since the majority of the search market is controlled by two companies (Google and Yahoo), we will focus on how they work. ¹

¹ As reported NetRatings for SearchEngineWatch.com



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Yahoo

Both Yahoo and Google provide similar services and functions.

- 1) A user types in a search term.
These listings are paid for by advertisers. These types of listings are called Pay Per Click (PPC)
- 2) Yahoo returns sponsored listings based on the search term.
- 3) Yahoo returns the organic or natural listings based on the search term.



How Yahoo PPC Works

The Yahoo PPC program is called Yahoo Search Marketing (formerly Overture). This program allows advertisers to bid on a group of search terms related to their business. The advertiser that bids the highest amount appears at the top of the list. What the advertiser is bidding on is the charge for one click. This means that if someone clicks on the advertiser's listing, they pay the bid price for that click. The advertiser does not pay anything if their listing merely shows up in response to a user's search. They only pay when the user visits their website.



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Pros

- Can achieve top placements very quickly
- Easy to control placement of listings
- Can write listings specific to each search term
- Can easily be turned on and off
- Ability to control spending
- Reaches users on other search engines

Cons

- Can be expensive, must pay for every click
- Has to be monitored
- Cannot be tailored to local geographic market
- Misses the organic/natural listings

The sponsored listings from Yahoo search marketing not only appear in Yahoo but also in the following search engines:

- Altavista
- CNN.com
- Infospace
- MSN

Yahoo Organic Listings

The organic or natural listings are the non-sponsored listings that appear on the left hand side of the page. The order of these listings is determined by Yahoo's ranking algorithm. Essentially Yahoo will display the most relevant pages first. The key to getting your page a good ranking is the level of optimization that has been done for the particular term the user is searching on. What is optimization? Well, it is a series of techniques that a search engine marketer employs both on the pages of your site and potentially on other web sites.

There are right and wrong techniques that can be applied to optimize your website. These techniques don't guarantee you will receive a good ranking in Yahoo. The application of the techniques generally take a period of months before the site owner will be able to see some benefits. Serious site optimization requires ongoing attention to maintain a good ranking. This a dynamic game with many players trying to accomplish the same goals. The table below shows the advantages and disadvantages of optimization...

Pros

- No pay per click charge
- Can have multiple pages appearing in rankings

Cons

- Hard to control
- Takes time to obtain good rankings
- Need to optimize on multiple terms
- Need to monitor and keep up with ranking



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Google

The Google system functions in almost the same manner as Yahoo.

- 1) A user types in a search term.
- 2) Google returns sponsored listings based on the search term.
These listings are paid for by advertisers. These types of listings are called Pay Per Click (PPC). In Google the program is called Google Ad Words. The ads can appear at the top and right hand side of the search results page.
- 3) Google returns the organic or natural listings based on the search term.

The screenshot shows a Google search for "Alabama Website Design". The search bar at the top contains the query and a "Search" button. Below the search bar, the results are categorized into "Web" and "Sponsored Links".

- 1** points to the search bar.
- 2** points to the "Sponsored Links" section, which includes an advertisement for "Professional Web Design and Marketing" by Magnolia Development Group.
- 3** points to the organic search results, which include links to various website design services in Alabama.

How Google PPC Works

The Google PPC program is called Google Ad Words. This program allows advertisers to bid on a group of search terms related to their business. This program is different than Yahoo in that it is difficult to predict exactly where you will be placed. Essentially the advertiser sets up a group or groups of terms with a specific ad. The ad group is assigned a maximum value for each click. The higher the maximum per click value, the higher in the list of sponsored listings the ad will appear. As with Yahoo, the advertiser does not pay anything if their listing merely shows up in response to a user's search. They only pay when the user visits their website.



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The advantages and disadvantages of the program are much the same as Yahoo's although Google's Ad Words can be targeted at specific geographic markets. Google Ad Words can also appear in following places:

- America Online
- Netscape Netcenter
- Earthlink
- And Others

What We Offer

General Services (For PPC or Natural Optimization)

Keyword Selection

We recommend starting any search marketing program with research to determine what keywords are being used to find your particular product or service on the internet. This service is especially useful for pay per click advertising but can also assist in the development of organic or natural optimization. The research program involves selecting keywords to determine what are the most used terms and what their bid costs are for pay per click advertising. Upon completion of the research we can generally recommend the best course of action for promoting your website.

Professional Fees: \$150 - \$350

Development of Landing Pages

Often times having a landing page that has been customized for a specific product or service can be an effective marketing tool which will increase conversions. The landing pages can help match a specific search to relevant information on your website. You may want to develop a landing page for a specific keyword or group of keywords.

Professional Fees \$75-\$150 per page. Complex pages can incur additional fees.

Pay Per Click Services

Pay Per Click Advertising

Upon completion of a Keyword Selection exercise we can setup a pay per click advertising campaign with Google, Yahoo or both. The setup involves the entry of keywords and development of targeted ads for each group of keywords. The ads are the titles and text bites that appear at the top and right hand side of the search results pages (see item 2 in the diagrams above). Once the campaigns have been setup they can be run by Magnolia Development Group or the client.

Professional Fees: \$150 - \$500 per account (up to 500 terms)

Pay Per Click Account Management

Once a Google Ad Words or Yahoo Search Marketing account has been setup we can manage the bidding on the account. The account management ensures that you maintain your bid positions and stay within your monthly budget thresholds. Our services also include the changing of ads to improve results and monthly reports and analysis of results.

Professional Fees \$150 - \$500 per month (up to 500 terms)



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Natural/Organic Optimization

Our natural optimization services are actually a bundle of specific tasks that will help boost the ranking of your site on certain search terms. You can combine optimization with pay per click advertising, however, doing so does not increase your chances of obtaining good natural optimization.

Submission to search engines

We will submit your site by hand to the major search engines. Directory fees not included.

Link Building

Link building is probably the most vital aspect of obtaining a good ranking in the natural listings. Link building is the process of obtaining links on other websites which point to your website. The quantity and quality of links are important. Basically, if other sites point to yours and view your information as relevant, then Google views this as credible and ranks your page higher. Links can be requested, purchased or rented on other sites. Link building is a vital part of obtaining good rankings. Part of our link building involves the analysis of successful competitors to determine their link development program.

Optimized Content Specific Pages

It can be very helpful to develop pages with content that is specific to certain search terms. These pages will have content written around a specific term or group of terms. The page itself might not be of much interest on the site but will get picked up by the engines and become a hook or entry point into your website.

Site Map Development

The development of a sitemap helps glue all of the pages on your site together. In some cases you may have content specific pages that will not be connected to your menu. The sitemap provides a path for the search engines to pickup all of your content.





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Glossary

Conversion: A positive action on your website that you want to occur. This could be a sale or the submission of a contact form.

Internet Marketing: The business of increasing the visibility of a website on the internet.

Keyword: A specific search word or group of search words (terms).

Link Building: The process of developing quality links that point to your website.

Natural Listings: The results of a search based on the search engine's ranking methodology (algorithm).

Optimization: The process of applying a series of techniques to a website to improve visibility in the natural or organic rankings.

Organic Listings: The results of a search based on the search engine's ranking methodology (algorithm).

Pay Per Click: A form of search engine advertising that charges the site owner for each click delivered to the website.



Natural Pricing

Level I

5 – 10 Keywords with up to 5 Optimized content pages

10 – 19 inbound links

\$995 one time fee

Does not include cost of directory submission or link rental

Monthly Reporting \$200

Additional Link Building \$200 - \$400 per 10 links

Additional Content pages \$75- \$100 per page

Level II

11– 20 Keywords with up to 10 Optimized content Pages

20 – 30 inbound links

\$1695 one time fee

Does not include cost of directory submission or link rental

Monthly Reporting \$250

Additional Link Building \$200 - \$400 per 10 links

Additional Content pages \$75- \$100 per page

Level III

21– 30 Keywords with up to 15 Optimized content Pages

31 – 40 inbound links

\$2295 one time fee

Does not include cost of directory submission or link rental

Monthly Reporting \$350

Additional Link Building \$200 - \$400 per 10 links

Additional Content pages \$75- \$100 per page