

THINK PRODUCTIONS

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Search Engine Marketing

Due to the volatility and variance inherent in the internet, Major Search Engine's algorithms and ranking methodology, and keyword saturation there is no such thing as a sure thing or guaranteed results in Search Engine Marketing. That being said, there are tried and true approaches that will increase your website's attractiveness to search engines and therefore increase your companies placement in the subsequent search engine results.

At Think Productions, we offer five facets of Search Engine Marketing: Website Research and Analysis, Search Engine Optimization, Link Sharing/ Reciprocal Linking, Pay-Per-Click Advertising, and Monthly Analysis.

Website Research and Analysis

The foundation of our process is research about our clients' target markets. The simple objective of the research is to discover the ideal keywords for the client, to match their website with the right customers. Often the keywords that a business believes are the best get relatively little attention from web searchers compared to others that may have been overlooked.

During this stage, our company focuses on our client's goals in relation to search engine marketing, search engine optimization, and keyword specific searches. In addition, we analyze local and industry competitors to better understand the client's environment and ensure better targeted search engine marketing.

SEO – Search Engine Optimization

Overview:

Think Productions utilizes what is known in the industry as Natural Search Optimization. This means we focus on techniques and strategies that are friendly for standard, "web-crawler" based search engines.

There are companies that offer less scrupulous variations of search engine optimization. These techniques are the internet equivalent of a shell game and may boost rankings for the very short term, but risk a company being booted by the major search engines if discovered.

We subscribe to the SEO Code of Ethics and all the optimization techniques we utilize are above board and will never risk the client's standing in a search engine.

Optimization:

Because the web is read by machines as well as people, websites must speak to both. Think Productions understands the balance between content that speaks to people while still implementing the strategic placement of keywords that tell the machines what the website is really about. Our websites are optimized for navigation, readability, and simplicity for both humans and software alike. We offer two standard search engine optimization services:

1. Initial Website Design or Current Website Redesign

If we're designing your website from scratch or simply redesigning your site, our company strives to make sure your website is optimized to be search engine friendly.

2. Optimization of Current Website

After a thorough analysis of the website, we develop strategies and solutions to make clients' sites more accessible and appealing to search engines. This is accomplished through streamlined and keyword-targeted content.

Optimization is not a simple process and can involve some restructuring of existing websites. We believe the organization and labeling of content areas of a website should consider the ease of use of the visitor, but also the impact that organization will have on keyword optimization.

Website Submission:

All search engines are not alike. And some barely get used by anyone. Other search engines may not ever be visited directly by web searchers, but their technology provides listings to the most popular search engines on the web. We make it our business to understand the search engine business. We know where the most important search engine results come from, which search engines are visited most, and whose visitors spend the most time searching. This is important information when deciding where to focus your search engine efforts and money. When the research is done and the website is optimized, we submit the website to the most important free search engines and the engines that fuel their results. Follow up submissions are performed if necessary.

Link Sharing/ Reciprocal Linking

Having links *to* a website can affect rankings in a few very important search engines. Think Productions can help with creating link exchanges, exploring profession directories on which to be listed, or suggesting other methods of gathering links to the website to help increase visibility as well as increase "link popularity."

Pay-Per-Click Search Engine Marketing

Pay-Per-Click (PPC) search engine marketing, through Google Adwords or Overture, is a method by which the client attempts to outbid the competition on keyword search terms in order to be favorably listed when someone types those terms into a search engine. These links are different from the "natural search engine" results, but are often displayed in a prominent position on the page. If the searcher then clicks on the link, the company must pay Google or Overture the agreed Pay-Per-Click amount. This amount can vary from \$.10 to several dollars, depending on the profitability of the keyword or keyphrase.

Though possibly expensive, PPC campaigns are a surefire way to drive traffic to one's site. They afford instant visibility and increased traffic to a participating website and if the ROI is profitable, make a great use of marketing funds.

Think Productions offers the following Pay-Per-Click services:

1. Keyword and Keyphrase Research

We determine which keywords or keyphrases would be best targeted and, thus, most profitable.

2. Copywriting

Our company will help the client best determine the language and wording of the advertisement in conjunction with the keyword and keyphrase research.

3. Pay-Per-Click Campaign Management

This entails our company managing the Pay-Per-Click campaign for the client.

Deciding to utilize a Pay-Per-Click campaign is an important decision to make, particularly given the trend in search engines to provide their top search engine ranking spots to websites that are willing to pay. Utilizing a PPC campaign should start with research about the target user, but it should also include an assessment of the potential Return on PPC Investment. Not all of the most popular keywords will draw in customers that will actually purchase or inquire about the product or service – some keywords are too broad, others are just off target. These misses can result in high PPC fees without much result and highlight the need for a researched PPC campaign. Think Productions has experience with several PPC campaigns.

Monthly Analysis

The competitive landscape for a client can change overnight. Meanwhile search engines can change algorithms or entire technologies. For this reason, a search engine ranking is never set in stone and may even change daily. Performing regular reports on search rankings, examining visits to the website, and adjusting the keywords, optimization, submissions or PPC campaigns as necessary are all part of the regular search engine maintenance we offer.

Think Productions will provide monthly assessments of the website, the keywords, visitors, and search engine rankings. This review should be performed in the first or second week of the month to collect the complete statistics for the site from the previous month. This will also allow time to create recommendations and other actions necessary increase success in the search engines.

In general, our work will target the following search engines: Google, Yahoo!, AOL and MSN. These four “major” search engines currently make up over 80% of the industry.

In order to understand and improve our clients’ success in the search engines, we will provide the following reports:

1) Keyword Ranking Report

This report will provide the ranking and page for up to 20 keywords for the website. This report shows where the website would be listed when a visitor types in a particular keyword for the following search engines: AllTheWeb, AltaVista, AOL Web Sites, AskJeeves, Excite, Google, HotBot, LookSmart, Lycos, MSN Netscape, Open Directory, Overture, Teoma, Yahoo Directory, Yahoo Web Matches. These may change as search engines switch results providers or even go out of business.

2) Link Popularity Report & Submissions

This report will list the number of links to the website from other websites and compare them to the top competitors for the main keywords. We will include any suggestions to list in paid directories in our list of recommendations for the month and our clients can then decide whether the cost to be listed is worth it.

3) Keyword Matrix

This report provides a monthly look at the keyword searches on a sample portion of the web for the previous month and tracks them over time. This report provides insight to potentially seasonal changes in searches for particular products or services, and also helps us understand which keywords are strongest and should be targeted for website optimization. Occasionally, the search numbers for the previous month are not available until later in the following month.

4) Complete Monthly Assessment

The assessment will provide an analysis of the visitor statistics, keywords used to find the site, top search engines, in combination with the above reports. Looking at all of the reports together will give the best picture of how visitors are finding the site, how they are interacting with it, how

the competition is performing in relationship to the client, and provides the best means for making recommendations for changes and improvements.

5) Recommendations

In addition to listing our formal recommendations for the improvements, we will work with our clients to come up with the best plan each month for changes to the site. Recommendations might include adjustment to copy on pages, changes to the structure of the website, changes to code, labeling of content and navigation, or potential directories listings. We will provide 1 hour of time to discuss recommendations with our clients, in person (if in the same city), by phone or by email, whichever is most convenient.