



Secret to Internet Marketing That Actually Works

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The Inside Scoop

For many years Corporate America has trusted and relied upon scores of so-called “SEO & PPC Experts” to help them manage and improve their search engine rankings and PPC return on investment. However, most have achieved marginal success at best. This white paper, will conclusively demonstrate that most Internet Marketing experts around the world have performed, and continue to perform, ineffective, time consuming and costly strategies that simply DO NOT work! They trap their clients into multi-year contracts, convincing them that a high “organic” search engine ranking for their website/s could take well over a year to achieve. And on the PPC side, they will often “plug and play & walk away” depending solely on their software to get the job done which is often a recipe for sponsored link disaster. While the trusting client waits for tangible results, their budget often runs dry and their patience wears thin. The reality is that roughly 95% of these clients will never achieve effective Internet Marketing results. For “Organic” SEO results, success begins with a high, page 1 ranking on the major search engines such as: Google™, Yahoo®, MSN®, etc... focusing on the proper keywords that will yield the best conversion ratio. For PPC Bid Mgt results, success begins with clearly understanding the client’s business model and target audience and then formulating that knowledge into a campaign that yields a higher ROI based on the same or lower monthly spend.

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SEO and PPC Services in Demand – The Market

SEO or Search Engine Optimization relates to “Organic Listings” while PPC relates to “Sponsored Links”. A most effective internet marketing campaign will incorporate a good mix of solid SEO along with proven, results driven PPC Bid Management. Every company that is seeking to grow will need expert advice and management regarding both services and we deliver at a very high level. Achieving solid, measurable results in these two areas for most organizations has often been just out of reach for many reasons. This creates great need and urgency for website owners to find a company that not only talks a good game but delivers extraordinary results as well. The bottom line is that regardless of whether the client prefers either one or both strategies to work in concert, we offer world-class, innovative and proven techniques that simply get the job done in a fraction of the time of its competition while maintaining a very competitive and cost effective pricing structure. In 2008 Google generated roughly \$25B in Sponsored Link advertising revenue. The market is obviously ripe and yielding fruit consistently. Every company wants to be more visible, to rank higher than others, to overshadow its competitors, to be seen as a leader in its space, to flat out, simply make more money than their competition. Internet Marketing is growing at a rapid pace while most other marketing mediums are suffering. Internet Marketing forecasts are strong and the industry is expected to enjoy steady growth throughout the foreseeable future. Experts say that the market itself is still in its infancy with nowhere to go but up! The internet may just be “THE” most important advertising medium the world has ever seen!

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The Significance of Google and How You Can Capitalize On It

Google is the “Big Dog”. They control almost 80% of the search engine market while all other search engines combined share the remaining 20%. If your website appears on Google’s page 1, you’ve arrived. There are only 10 Organic listings and up to 11 PPC results on page 1 so every company that is vying for a particular keyword phrase is competing for that small and most sought after piece of real estate in the internet marketing world. Both our SEO & PPC strategies are geared to increasing client presence and visibility on Google. A strong presence on MSN, Yahoo and AOL are nice but nothing compares to Google. Our SEO “Organic” strategy is based on a unique formula. This formula consists of 3 major components: Key Word Analysis, On Page Search Engine Optimization and Strategic Inbound Linking. The theory behind this technique is driven by the fact that Google craves these components and these components ONLY – Relevant, keyword rich, consistent and current content in addition to high quality inbound links - Period! We feed the monster what it craves in the proper doses, we satisfy its appetite and it generally responds favorably - we deliver extraordinary, stable results within 3 to 6 months.

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Our objective for SEO “Organic” clients is to get them highly ranked naturally and do it quicker and at a more affordable price than the industry norm. A client whose website arrives on Google’s page 1 “organically” will be perceived as a leading authority in their industry and is also likely to experience greater web traffic which results in increased sales, revenue and profits.

Our PPC Bid Management team meets with 4 Google team members each week to stay close to the ever migrating, consistent changes Google introduces on a regular basis. This means we always have our hand on the pulse of this living, breathing industry and the information we act upon comes straight from the horse’s mouth which serves to keep us forever one step ahead of our competition! Our objective for PPC clients is to keep them highly visible and increasing their ROI (Return on Investment).

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Our Proprietary Formula – An Unfair Advantage

This is where the rubber meets the road. Whether it's SEO or PPC, we enjoy an unfair advantage over our competition which puts our clients in a very enviable position.

SEO – We combine the 3 major components listed above to create a very powerful propulsion mechanism that moves our client's websites upward on the search engines.

95% of our clients reach page 1 "Organic" status within 90 days and within 180 days they can expect to be stabilized and anchored in those high positions.

1. **The Keyword Analysis (KEI)** - The first step in our SEO "Organic" strategy is the foundation of any successful internet marketing campaign. A first rate keyword analysis will help us determine which keyword phrase/s will bring the best results for a particular client. The client and will then together with us come to a joint decision regarding which keyword phrases to target based on expected traffic, ROI and ranking feasibility. With the proper keywords in place, clients can expect quicker than normal rankings and most importantly a high conversion rate which is usually synonymous with greater sales numbers.
2. **The On Page SEO** – Relates to our internal process of preparing a website to be more easily searched and indexed by Google. This often means making changes to a website to make it more search engine friendly. We insure that the keywords we are targeting are prominently displayed throughout the website so as Google's robots and spiders crawl the site from time to time in search of relevancy, they will value the site more highly and therefore begin moving it forward in their search results. This high level On Page SEO strategy will also encompass making any corrections and repairs needed on the site to minimize any and all obstacles (*Ex: improper meta and title tags, broken pages and links etc...*) that may hinder a high ranking result.



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3. **Strategic Inbound Linking (Our Network)** – “Link Juice/Pass Through Ratio” – This is the single most important component in Google’s Algorithm (**fancy math formula**) which determines where a website appears within the “Organic” search results. This component of our strategy is designed to increase the perceived value of a client’s website in the eyes of Google. We control/own a worldwide network of highly rated blogs, websites and social bookmark profiles that will steer or point high quality inbound links to the client’s website every month. This is our “**Unfair Advantage**”, as it relates to SEO. The function of our network, is to hyperlink or point the chosen keyword phrases to the client’s website in an effort to consistently deliver **high quality, essential one way links**. A high quality link is viewed favorably by Google as a “vote” and or “endorsement” of the client’s website. This is referred to throughout the industry as “Passing Link Juice”. Our team of professional writers will consistently write new, relevant content in our in house blogs and social bookmarks that relate to the clients business and industry. Often referred to as Blog and Social Marketing, this activity goes to the heart of feeding Google & the others what they crave – Relevant, keyword rich, consistent and current content about the subject matter the client seeks to be recognized for. These blog articles and social bookmarks will contain the chosen keyword phrases which are hyperlinked either back to the client’s main website and or dispersed throughout other social internet mediums in an effort to create a diversified yet powerful and consistent “**buzz**” about the client’s website..



Superior Ranking Results and Customer Service

SEO

Our unique SEO methodology has shown unprecedented results, reaching Google's page 1 for most clients (92%) within 90 days. We can expect high organic rankings to fully stabilize within 3 to 6 months. This type of result outperforms most competitors by at least 2 to 1 yet our pricing is very affordable.

PPC

Here we also enjoy an "Unfair Advantage" - Our world-class PPC Bid Mgt strategy is designed to reduce a client's monthly expenditure on Google and the other search engines for Sponsored Link advertising while increasing its ROI. We meet with 4 Google team members each week. We use state of the art proprietary software but our focus is on 60% human intervention which is where most of our competitors fall short. We manage the campaign in a granular fashion to be sure that the clients ads are in the right position/s, visible at the optimum times, taking advantage of which cities, states, regions are ringing the register best for the client because at the end of the day, it is all about Conversion Ratio and ROI. This granular attention to detail has allowed us to enjoy a 95% client retention rate for PPC Bid Mgt. Our customer service is top rated. Each client is put on either a weekly or monthly set schedule to discuss the intricacies of the campaign to insure that we are always working efficiently toward achieving optimum success.



The Facts

A website is generally created to increase profits and productivity, yet few sites enjoy this result

While 85% of all new website visitors find the product or service they are looking for through the use of a search engine such as Google™, only 3 to 5% of all websites are properly optimized to take advantage of the awesome power of the search engines. Most websites are as effective a marketing tool as having a billboard on the moon because no one can find them using the major search engines. A website is generally created to increase profits and productivity, yet few sites enjoy this result. When using a search engine, people expect to find what they're looking for on the first or second page mostly within the organic listings. Hence, if your company's website is not listed on page one of a major search engine organically and or you do not have a results oriented PPC Bid Mgt campaign in place, you truly have no chance and should not expect to compete in today's global Internet Market.



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Solution

Properly and efficiently harnessing the power of the “Internet” is the most effective way to increase website visibility and search engine ranking. Using our proprietary SEO and or PPC Bid Management methodologies, clients are now realizing unprecedented results within their internet marketing campaigns on the major search engines, especially Google™. What’s more, they are seeing “Organic” page one results **generally within 90 days and stabilized within 3 to 6 months**. Those that engage our PPC Bid Mgt Strategies are achieving high ROI & more cost effective spending within 1-2 months of starting our program. Of course, those clients who engage us for both strategies are enjoying significant results in the form of greater web traffic, sales, revenues and profits. These unique, world-class processes developed by our management deliver staggering, indisputable proven results. While most SEO/PPC firms are still toiling away with antiquated techniques that will take forever to deliver tangible results, if at all, we are singlehandedly revolutionizing the multi-billion dollar Internet marketing industry! The fact that we are the leading expert, pioneering the newest strategies and techniques available in the internet marketing arena means that our clients are also clearly ahead of the curve and well ahead of their competition.



Proven SEO Results

Clients that have engaged us for “Organic SEO” have enjoyed unprecedented search engine ranking results – Here is a small example snapshot of those results:

Party Supply Company

Moved to Page 1 of Google in less than 90 days
Keyword phrases: “party supplies” & “party supply”

Web Conferencing Company

Moved to Google’s Page 1 within 45 days
Keyword phrases: “webinar” & “webinars”

Online Check Sales Company

Moved to Google’s Page 1 within 3 months
Keyword phrases: “photo checks” & “checks”

Telecom Auditing Firm

Moved to Google’s Page 1 in under 40 days
Keyword phrases: “telecom audits” & “telecom audit”



Proven SEO Results

Record Storage and Management Company

Moved to Google's Page 1 first position within 1 month
Keyword phrase: "record scanning"

Online T-Shirt Shop

Moved to Google's Page 1 first position
Keyword phrases: "cool custom shirts", "cheap shirts",
"cheap cool shirts" and many more..
more than 900 keyword-phrases in Google's TOP5

Online Shoe Shop

Moved to Google's Page 1 first position
Keyword phrases: "cheap shoes", "cheap prom shoes"



Conclusion

There is simply no better way to get your company noticed and highly ranked either “organically” or as a “Sponsored Link” on the major search engines than by employing our proven techniques and strategies. When these two distinct strategies are working in concert, the results are generally well above industry norms. Better website visibility and good old fashioned brand name awareness is the best, most sure fired way to increase online sales, revenues and profits available today! Typical SEO and PPC strategies are often antiquated and largely ineffective. By engaging our internet marketing experts, you can and will put your company well ahead of your competition and well ahead of the overall search engine marketing curve.

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Our Services

- Web Design & Optimization
- Web Development
- Search Engine Optimization
- Linking Strategies
- Social Media Optimization
- Pay per Click Bid Management
- Press Releases
- Newsletter Service
- Corporate Branding
- & more

Outrank, Outsell & Outsmart

Your **BIGGEST** competitors **RIGHT NOW!**

Many Internet Marketing Co's Talk a Good Game, but the Proof is really in the **RESULTS!**