



Phone: 904.263.4535

www.Phillips-Hemphill.com

Email: info@phillips-hemphill.com

SERVICE BRIEF

PH Promote

-- Services to maximize Search Engine Visibility

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PH Promote Services

Phillips-Hemphill provides a full range of comprehensive Search Engine Marketing services that utilize both natural and paid-listing strategies to maximize search engine visibility for your website. Our offerings include: Search Engine Optimization (SEO), Pay-For-Placement (P4P), Competitive Analysis, Strategy Development, Search Engine Submissions, Secondary Domains, Link Development and Analytics & Reporting services.

Phillips-Hemphill approaches Search Engine Marketing projects via a proven, safe methodology that utilizes search engine-approved techniques to improve website positioning. Our mission is to enable you to cost-effectively achieve your online marketing goals and objectives.

The Need for Search Engine Marketing

Search engines and directories have become the most popular method of finding products and services while online. According to Forrester Research, over 80% of Internet users rely on search engines and directories to find the information they need. A Statistical Research, Inc. study reveals that 57% of online users search the web every day. Another recent report by Forrester Research further advises “search engines reach valuable, motivated and ready customers. To capitalize on search as a marketing tool, marketers should shift acquisition email and ad dollars to search...”

Despite the proven benefits, many marketers fail to address the importance of search engine marketing techniques toward achieving their goals. CyberAtlas Research found that nearly 46% of marketers surveyed allocate less than 0.5% of their annual marketing budgets on search engine optimization services. Only 10% spend more than 25% of their marketing budget on increasing their visibility on the web. Their inaction creates a huge opportunity for marketers who understand the importance of search engine marketing.

Search Engine Optimization (SEO)

SEO is the process of increasing a website’s ranking in major search engines and directories for a given list of relevant keyword phrases. This is accomplished by identifying the keyword phrases that are most beneficial to the website, optimizing the website’s meta-tags and page content, and removing barriers to search engine crawlers.

Phillips-Hemphill utilizes only ethical SEO techniques that strictly adhere to published search engine standards and recommendations. Once optimized, we submit your website to the most popular search engines and directories. The result is that the overall quality and quantity of website traffic is greatly improved.

Our SEO process is comprised of 4 major steps: Analysis, SEO Strategy Development, Optimization and Submission. Each step is detailed below.

Analysis

The SEO project begins with you completing a SEO Worksheet. The SEO Worksheet provides Phillips-Hemphill specialists with information about the business and its products and services, geographic considerations, the target audience profile, current marketing activities, your goals and objectives, competitor information, and a beginning list of keyword phrases.

The Analysis step then continues through four tasks: Competitive Research, Keyword Analysis, Website Analysis and Baseline Search Engine Rankings.

Competitive Research

During this task, in-depth research is conducted to determine the SEO strategies of each primary competitor. Competitive strategy research includes keyword selection, meta-tag contents, page contents, link popularity and search engine ranking. In short, we determine what is working and what is not working for each of your major competitors.

Keyword Analysis

Next, we work with you to define the keyword phrases that are relevant to your target audiences. We begin the process with an initial keyword list that is comprised of your current keywords and the keywords that are being promoted by your competitors. From that list, we begin researching alternate keyword phrases to determine the optimum set of keywords that a web searcher would use to find your company, products and services, industry and, geography. Our keyword research is based upon statistics developed from over 360 million web searches performed within the last 60 days.

Based upon the competitive and keyword analysis results, we create a keyword recommendation list that includes monthly search estimates. This list is then reviewed, edited and finalized by you.

Website Analysis

During this task, our SEO specialists study your website structure, loading speed, meta-tags, navigational elements, page content, search engine friendliness, and in-bound, outbound and broken links. Next, your website code is validated against the latest standards as specified by the World Wide Web Consortium (W3C).

The goal of this task is to identify the necessary changes to improve overall visibility in crawler-based search engines and to remove any website indexing barriers. Improving certain elements of your website's architecture and design can increase the number of pages that are indexed and will increase the likelihood that your pages will rank higher.

Baseline Search Engine Ranking

Finally, baseline search engine rankings are recorded to measure how deeply a website is indexed within the major search engine databases prior to the optimization and submission steps. Later, additional Search Engine Ranking reports can be recorded for comparison.

SEO Strategy Development

A SEO strategy is then developed with the goal of outperforming the highest-ranking competitors in each of the major search engines.

The SEO strategy includes comprehensive competitive analysis, the finalized target keyword phrase list, structural recommendations, optimized meta-tag content, optimized page content that reflects the relevant keyword selections while still portraying the proper messages, link development recommendations, and the baseline search engine index report.

Optimization

During this step, recommendations from the Analysis step are incorporated into your website. This task is required for the effective conduct of the Submission step.

Submission

After the Optimization step is complete, Phillips-Hemphill will submit your website to the top search engines and directories. Note that it can take up to 90 days for inclusion into the major search engines. Due to the volume of submissions received by the major search engines, repeated submissions may be necessary.

SEO Benefits & Deliverables

- SEO Strategy Document
- Comprehensive Analysis of each Major Competitor's SEO Strategies
- Finalized Target Keyword Phrase List
- Recommendations for Structural and Navigation Changes
- Creation of Optimized Meta-tag Content
- Creation of Optimized Page Content
- Link Popularity Development Recommendations
- Benchmark of Current Rankings
- Website Optimizations Implemented by Phillips-Hemphill or You
- Submission to the Most Popular Search Engines and Directories
- Increased Rankings

Pay-For-Placement (P4P) Campaigns

A well-designed and executed P4P campaign is an effective way to drive immediate web traffic. A P4P ad can reach up to 85% of all web users on the most popular search engines including Google, AOL, AskJeeves, Earthlink, Yahoo, MSN, AltaVista, Excite, Web Crawler, Metacrawler, Dogpile, and the auto-search feature of the Internet Explorer web browser. Our P4P programs give you complete budgetary control to spend as much or as little as necessary to achieve the desired results.

Our expertise in keyword research, creative copy writing, bid and budget management, geographic-targeting and other advanced techniques will produce a demonstrable return for your P4P advertising budget. P4P ads draw qualified website visitors and can produce results much faster than any other form of media.

Our P4P process is comprised of 4 major steps: Analysis, P4P Strategy Development, Ad Creation and Bid Management. Each step is detailed below.

Analysis

If an SEO project has not been conducted for your website, the P4P project begins with you completing a SEO Worksheet. The SEO Worksheet provides Phillips-Hemphill specialists vital information about the business and its products and services, geographic considerations, the target audience profile, current marketing activities, your goals and objectives, competitor information, and a beginning list of keyword phrases.

The Analysis step then continues through two tasks: Competitive Research and Keyword Analysis.

Competitive Research

During this task, in-depth research is conducted to determine the P4P strategies of each primary competitor. Competitive strategy research includes keyword selection, ad copy, average positioning for each ad, average cost-per-click per ad, estimated clicks-per-month per ad and total estimated P4P budget.

Keyword Analysis

If an SEO Keyword Analysis was not performed, it is performed at this time. We work with you to define the keyword phrases that are relevant to your target audiences. We begin the process with an initial keyword list that is comprised of your current keywords and the keywords that are being promoted by your competitors. From that list, we begin researching alternate keyword phrases to determine the optimum set of keywords that a web searcher would use to find your company, products and services, industry and, geography. Our keyword research is based upon statistics developed from over 360 million web searches performed within the last 60 days.

Based upon the competitive and keyword analysis results, we create a keyword recommendation list that includes monthly search estimates. This list is then reviewed, edited and finalized by you.

P4P Strategy Development

A P4P strategy is then developed with the goal of outperforming the highest-ranking competitors in each of the major pay-for-placement search engines.

The P4P strategy includes comprehensive competitive analysis and the finalized target keyword phrase list. The finalized list includes a combination of popular higher-cost keyword phrases and obscure lower-cost keyword phrases. The strategy includes ad copy, recommended positioning, estimated cost-per-click, estimated clicks-per-month and total estimated budget, recommendations for the use of broad-matching capabilities and exclusion techniques, and suggested geographic-targeted phrases.

Ad Creation

Once the keyword phrases and bid strategy have been determined, Phillips-Hemphill will create highly effective P4P ads designed to draw qualified visitors to the website.

Bid Management

Phillips-Hemphill can run your P4P campaign efficiently via our professional bid management program. We monitor your ads several times per day and adjust bids based on the pre-determined P4P strategy and your approved budget. Our specialists work to maintain bid levels to minimize lost revenue and ad dollar waste, and to reduce the damage from competitor's aggressive bidding strategies.

P4P Benefits & Deliverables

- P4P Strategy Document
- Comprehensive Analysis of each Major Competitor's P4P Strategies
- Finalized Target Keyword Phrase List
- Benchmark of Current Rankings
- Creation of Ad Copy
- Ad Placement within Pay-For-Placement Search Engines
- Ongoing Bid Management
- Immediate Increased Rankings

Additional Services

Secondary Domain Website Development

Secondary Domain Websites are typically a one-page website created and named for a single search term and optimized for placement at or near the top of the major search engine results pages. Secondary Domain Websites are usually designed to provide a prominent link back to the main web site.

Link Development

Link popularity has become increasingly valuable in boosting search engine rankings. Phillips-Hemphill will contact websites that complement the client's company and offerings to request inbound links to the website. Phillips-Hemphill will screen the prospective link sites to ensure that the inbound links originate from quality, non-competing websites that are likely to provide a positive effect on search engine rankings. Referral web traffic and increased brand awareness are spin-off benefits for this activity. As with search engine submissions, measurable results can take several weeks.

Analytics and Reporting

Search engine ranking results can change from week-to-week due to competition and modifications to search engine algorithms. Maintaining a top ranking requires constant monitoring and rework. Through this service, works to maintain search engine ranking gains while providing you access to near real-time website statistical tracking and analysis data.

Combining this service with our P4P program creates a "closed loop" marketing system that allows for the efficient use of your campaign budget. Phillips-Hemphill can optimize your P4P campaign by correlating relevant data from Overture, Google and third-party web tracking services to determine the performance of each keyword phrase by search engine. With this knowledge, we can react quickly to ensure your campaign is delivering the highest value by excluding keywords that aren't performing and expanding keywords that are.

All reports are formatted for business and marketing managers. They are not the cryptic log files that are typically used by IT managers. The data that we provide to you includes:

- Page Views (by Day, Week, Month and Year)
- Unique Visitors (by Day, Week, Month and Year)
- Traffic Origination
- Keywords Used by Search Engine
- Frequented Pages
- Visitor Information (Including Web Browser, Operating System, Country and Language)
- Traffic by Time of Day
- Navigation Paths

Conclusion

Since no two Search Engine Marketing projects are alike, our PH Promote Services have been designed to allow customization and independent execution. This flexibility allows us to tailor an engagement to meet your unique needs and to provide demonstrable results within any given budget.