



# Search Engine Marketing

## Service Overview

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### Definition

Search Engine Marketing is a series of actions to get your website featured as highly as possible in the search engine listings.

i-Marketing Asia covers all the bases, we carry out online research, review your sites architecture, identify appropriate keywords and review your links, the objective being to identify a series of actions that will ultimately ensure your site appears at or near the top of the search listings.



Repeatedly, research has shown that:

- Nearly 90% of search engine users abandon their query if the first 3 pages of results do not yield a result.
- 36% of search engine users believe companies with websites listed in top positions in natural search results are the market leaders in their categories.

### Who will benefit

- A business continually looking for new customers.
- Organisations looking to break into a new markets with a requirement to raise customer awareness.
- Who are looking to build their brand equity with existing and target markets.

- Search engines are the primary method of finding or reviewing information on a company and its products.
- Search based advertising is more effective in driving traffic and garnering leads than many other types of online marketing efforts.

Large/small, profit/not for profit, business to business, business to consumer, local and international organisations benefit from search engine marketing.

..and specifically for pay per click where:

- The market is too competitive for high natural search engine listings.
- The product is seasonal
- A launch is time dependent.

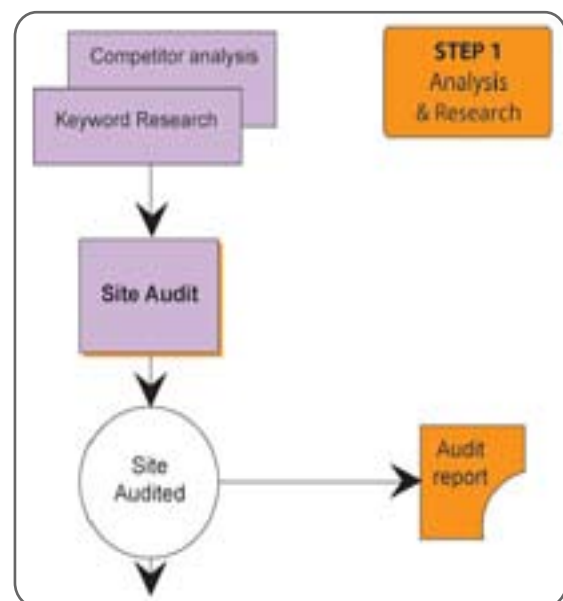
### What the service includes:

The service is split into natural search engine optimization and pay per click advertising. Normally we recommend both services are used.

For Natural Search Engine Optimization We operate a 3 step process:

#### Step 1 : Analysis & Research

Your sector and website is audited and this consists of a complete review of your site and your selected competitors for search engine friendliness. We look at your site from both the "on page" and "off page" aspect; on page being your actual site and off page being how well your site is established in the internet community.



Analysis & Research Process

**Site Research Areas:**

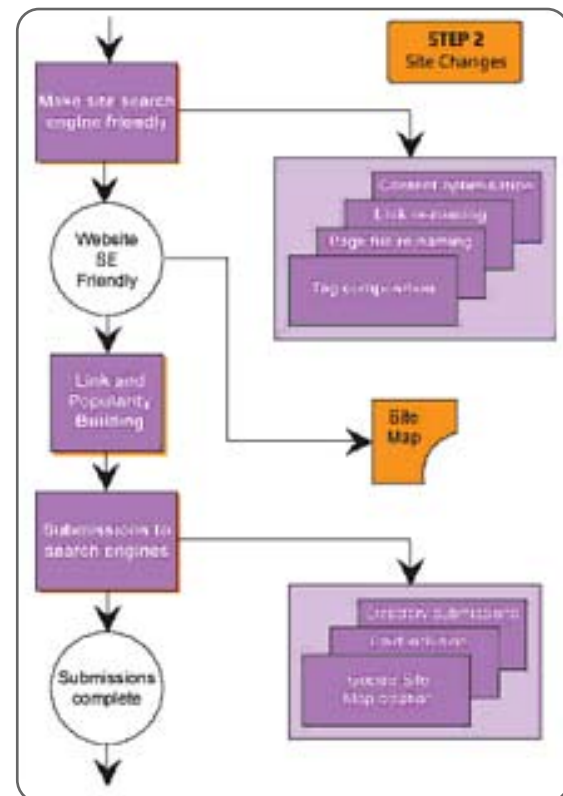
- Keywords & phrases
  - Content effectiveness & density
  - Metatagging
  - Content and copy
  - Links to and from the website
  - Link anchor text
  - Current analytics
  - Site indexing and site maps
- Website structure
    - o Site navigation
    - o Use of flash animation
    - o Image labeling
    - o Use of frames and iframes
    - o Site Architecture
  - Directory entries
  - Website hosting provider

**Step 2: Site Optimisation**

In Set Up we implement the audit recommendations. However, before we start work we agree a project plan to ensure our work fits with any of your key dates.

The areas we look to update:

- Content optimisation (application of key words at right density)
- Content development, if necessary
- Page, title and link re-naming
- Tag composition
- Site architecture
- Sitemaps
- Google & Yahoo sitemap submission.
- Link building activities – set up of links area and placement of requested links.
- Submission to relevant directories (Google, MSN, Yahoo Directory, Open Directory Project etc. as well as the source for many other directories e.g, AOL, AltaVista)



Site Structure Updates

**Step 3: Evaluation (Reporting)**

Once your site has been setup up to be search engine friendly the work doesn't stop. The search engine landscape is constantly changing. Your site will change, your competitor sites will change and perhaps more significantly the search engines are constantly changing to ensure searchers get delivered the most relevant sites.

The monthly Evaluation Report includes:

- Activity summary (traffic review)
- Site ranking reports and link review
- Recommendations



Evaluation Process

### Pay Per Click Marketing

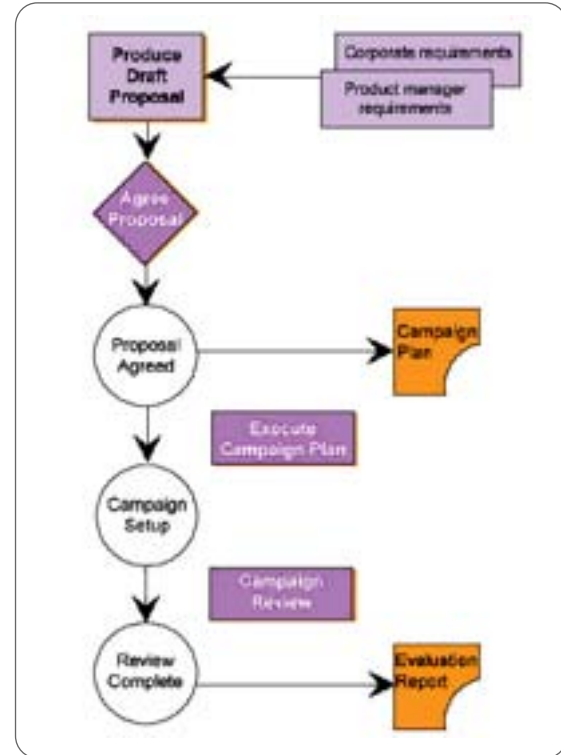
Ad copy and selecting the right keywords is essential, rather than, deep pockets.

Developing effective copy within a limited space is a unique skill. You need to identifying what the customer is thinking and how he will try and find you.

PPC charges are steadily increasing so it's more important than ever to manage your campaigns effectively & efficiently.

For this service we will:

- Identify your requirements - corporate, product or service level.
- Provide keyword analysis.
- Produce campaign plans.
- Set up campaigns on Google Adwords or Yahoo Search.
- Provide detailed performance reporting and recommendations.



The recommended number of bid terms will vary according to the business sector and size of target market.

### Pricing Search Optimisation

We operate a range of pricing models the most common structure being:

- Site review and Audit:** One off charge (Deducted if we upgrade site)
- Site Upgrade:** Per page rate with initial setup charge
- Report/recomendations:** Monthly fee

Charges depend on size of site, current status, keyword difficulty, competitor sophistication, current site architecture.

### Pay per Click

- Setup:** Setup charge to configure & plan campaign
- Monthly management:** Commission percentage of overall spend (Ongoing programme management to ensure maximum click through rates with best ROI.)

### About i-Marketing Asia

i-Marketing Asia is a marketing agency assisting companies in developing online business. Based in Asia, we bring together professional, qualified European marketers and strong technical skills which when linked to the low Asian cost base provide exceptional value. Using technology as an enabler and creatives designed to appeal to your target audience we optimize websites and develop marketing campaigns to ensure your products and services more visible.