

# WEBSITE + SEM + SEO + SMM DIGITAL MARKETING SERVICES



**PEER**  **365**.com  
Marketing Your Business Daily

**ON TARGET**

Why Page 1 Ranking is NOT ENOUGH?

# Agenda

*what your marketing person will not tell you!*



**Keyword Analysis & Research** - Business Mission Critical Process :: Why this is often missed!



**Search Compliant Website Design** - Critical Design Flaws :: How to design sites that CONVERT traffic into Leads & Sales?



**Google AdWords** - Google gladly take your money but produce limited results :: Why AdWords is not as easy as it looks?



**Organic Search Engine Optimization** - *Location, Location, Location* :: 3 most important facts!



**Local Business Search** - Google Local Maps | Google Places is mission critical to get ranked :: The death of Yellow Page!!



**Google Analytics** - Business Intelligence that is FREE but worth in GOLD:: Why you must spend time learning this tool?



**Cost of Online Marketing** - Competition is already spending money online and getting results :: Minimum ROI is 3x



# INTERNET MARKETING PROCESS

## Keyword Analysis

Competitive analysis and selecting keywords driving site traffic & converts into Leads & Sales

Keyword Analysis

## Website Design

Search Compliant Website that CONVERT Traffic into Leads & Sales

Website Design

## Google Maps

Optimizing for Google Places is simple. Google Local Maps ranking requires SEO for Maps

Google Maps (SEO)

## Google AdWords

Optimized / managed online Ads using Pay per Click generating Leads & Sales

Google AdWords

## Organic Search

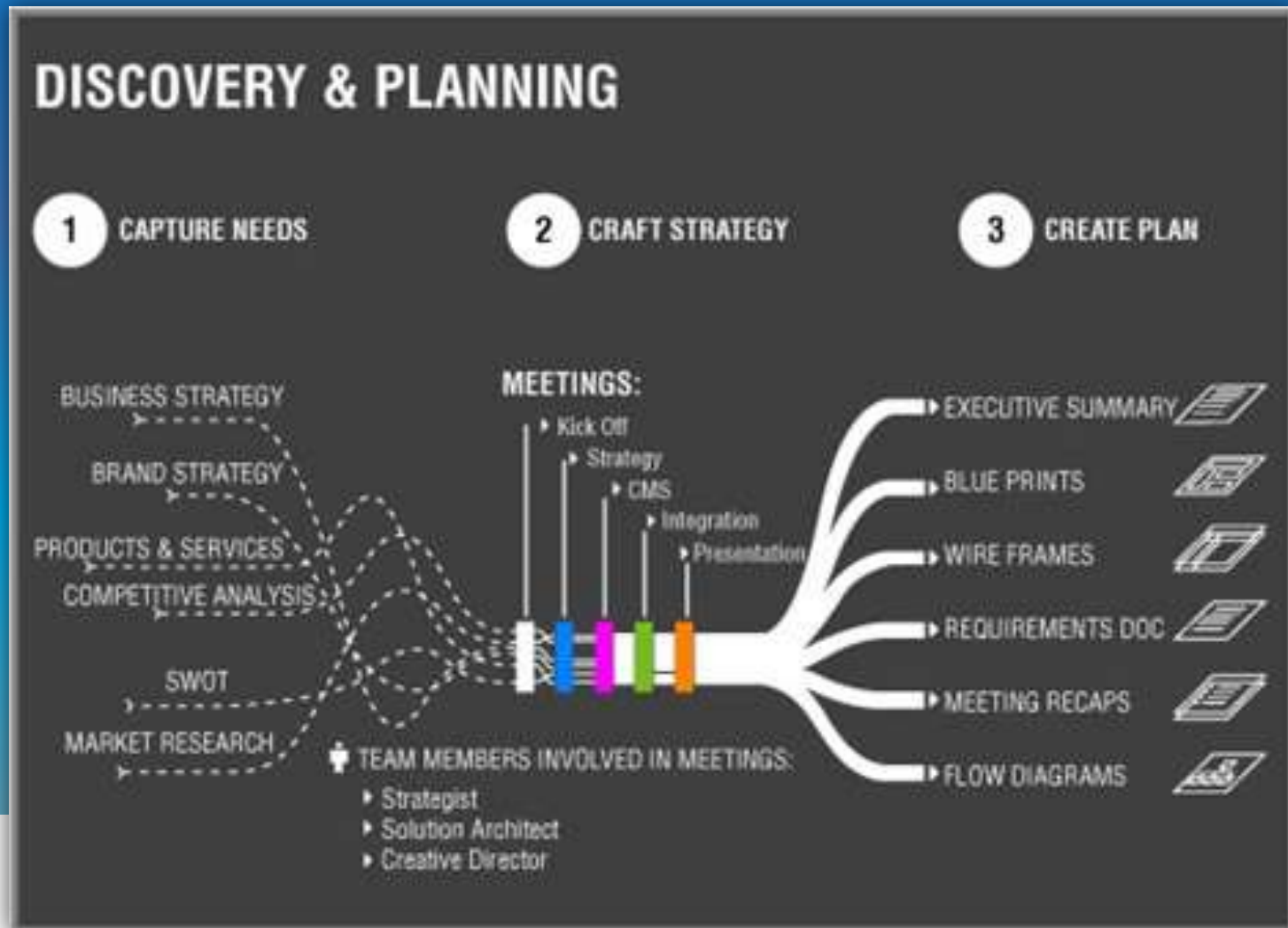
Delivering page 1 ranking is mission critical for maximum ROI – generating larger number of Leads & Sales @ fixed marketing budget

Organic SEO

**PEER 365** .com  
Marketing Your Business Daily  
**Online Marketing Services**

[www.Peer365.com](http://www.Peer365.com)

# INTERNET MARKETING PROCESS



[www.Peer365.com](http://www.Peer365.com)

# Search Platforms Main Objective?

*Google + Bing + Yahoo! = 92% of Search Market*

Provide **RELEVANT CONTENT** for Search Results!

- Be Precise
- Be Informative
- Be Specific
- Be Fresh

CONSISTENTLY **VALIDATE** YOUR BUSINESS

- What's on your website?
- What's outside your website?
- What customers are saying?
- Congruent information!



Keyword Analysis

# RESEARCH KEYWORDS



# Keyword Analysis - **Critical Task!**

## Competitive Analysis



*What keywords are being used by your competition and which of the keywords are delivering the best ROI for them?*

*Google Keyword Tools*

## Volume Analysis



Which keywords has the highest volume of searched results?

Why some keywords are harder to rank than others?

*Manual Process*



**GET THIS WRONG!  
FORGET ABOUT ROI!**



Search Compliant Website Design

# WEBSITES THAT CONVERT





# SEARCH COMPLIANT WEBSITE DESIGN PROCESS



[www.Peer365.com](http://www.Peer365.com)

# Before / After **Peer365** Design

Your Internet Marketing Partner

**Customer Filter**

- Lead Generation
- Trusted Site
- SEO Compliant



The screenshot shows the website for BDH Landscaping. At the top, it says 'bdh landscaping' with a logo and 'Serving North Houston, Cypress and Spr Call us today: (281)'. Below is a navigation menu with links: Home, About Us, Landscaping Design, Lighting Design, Service & Maintenance, Gardening Calendar, Photo Gallery, Testimonials. A large photo of a landscaped garden is featured. Below the photo is a welcome message: 'Welcome to BDH Landscaping Services. We provide high quality, professional landscaping design, installation and maintenance services in and around the Greater Houston area. If you are looking for a stunning landscape for your home or office, please contact us for a no-obligation assessment and quote. View our [photo gallery of landscaping projects](#).' To the right is a contact form with fields for First Name, Last Name, Email Address, Phone Number, Street Address, City, Zip Code, and Project Details. There are also sections for 'Return on Investment: Landscaping Makes You Money' and 'Award-winning Landscaping Designs'.

www.bdhLandscaping.com

## Trusted Consumer Information

*Video's designed to convert site traffic into leads & sales.*

*Placed on YouTube - Video Optimization*



Google AdWords - Optimized Campaign

**ONLINE ADS - PPC - WORKS**

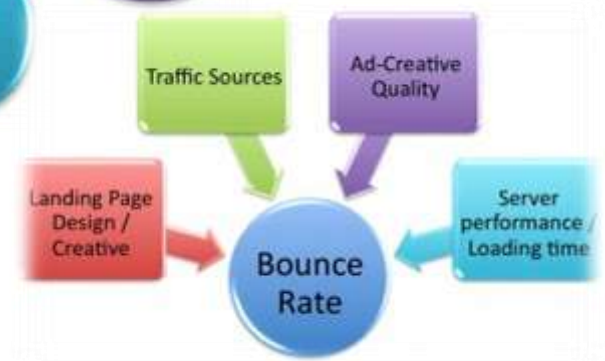




Reseller Partner

# AdWords

Measure Bounce Rate



## AdWords Its Easy to Spend!

AdWords is much more complex than what Google will have you believe.

- Watch out for “Bounce Rates”. Lower the bounce rate the better your ROI.
- Many Keywords do not convert into Leads / Sales.
- Negative Keywords management critical in long-term campaign conversion.



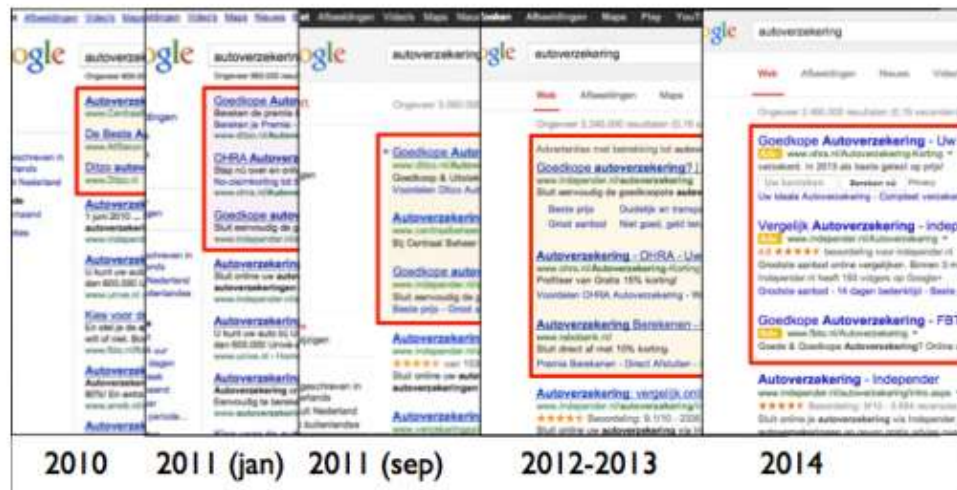
# Google results for 'hotpoint fridge'\*

The screenshot shows a Google search for 'hotpoint fridge'. The results are categorized as follows:

- Shopping Ads (paid ads via AdWords):** A row of five product listings for Hotpoint fridges with prices ranging from £142.00 to £229.00.
- Pay per click text ads (via AdWords):** Three text ads below the shopping ads, including 'Buy Hotpoint Fridge - Pay For the Biggest Brands (M By M)', 'Hotpoint Fridges - Free Delivery - ao.com', and 'Hotpoint fridges freezers, perfect freshness with our fridges'.
- Organic or natural search results:** A text-based search result for 'Hotpoint' from 'www.hotpoint.co.uk'.
- Google My Business listings:** A map showing the location of a Hotpoint store in London, with a 'Map to hotpoint fridge' link.
- Pay per click text ads (via AdWords):** Two more text ads on the right side of the page, including 'Buy Hotpoint Fridges' and 'Hotpoint fridges'.
- Below the fold:** A grey shaded area at the bottom of the page, indicating content that is not visible in the initial view.

\*keyphrase chosen to illustrate different types of results

## GOOGLE ADS SPACE GROWTH





DESKTOP



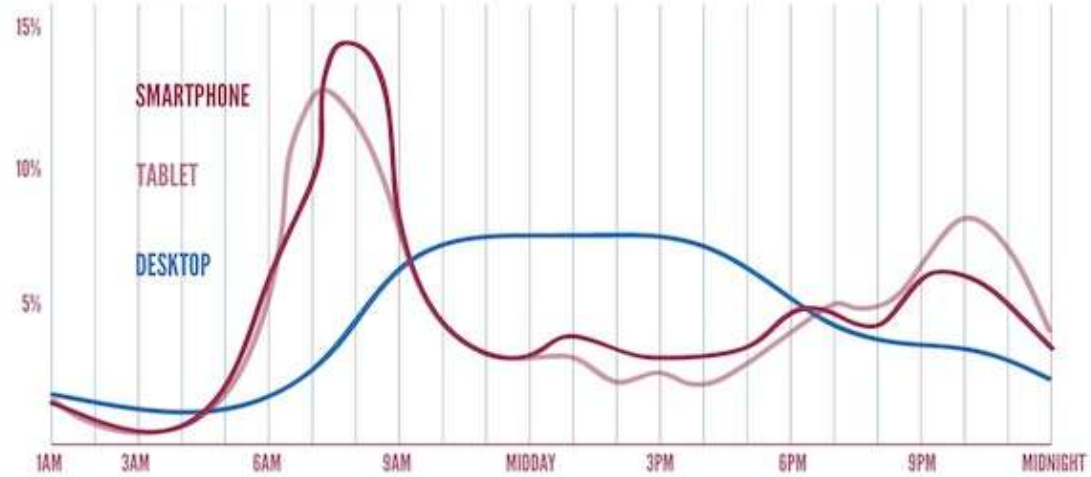
TABLET



SMARTPHONE

# MOBILE ADS & DESKTOP AD

CLICK TO CALL & CLICK TO WEBSITE



- On phone
- Downtown
- 7:30 pm



- On laptop
- At home
- 11:14 am

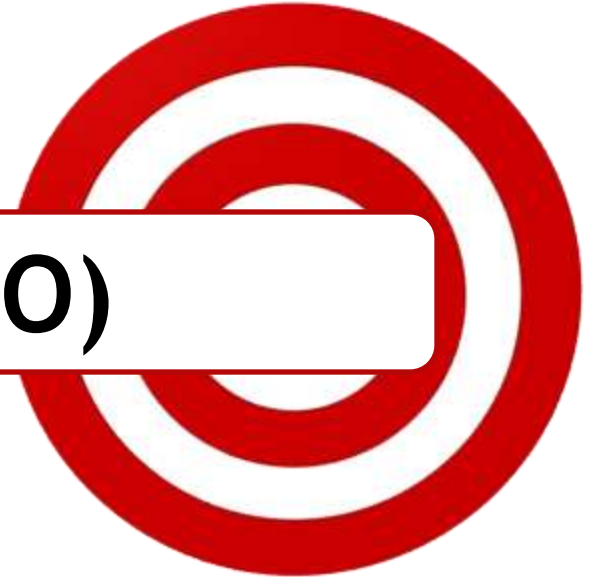


**Saratoga Pizza \$3 Slices**  
[m.saratogapizza.com](http://m.saratogapizza.com)  
 Enjoy our \$3 counter slices. Call  
 1.1mi  
 Directions - \$10 Dinner Specials

**Saratoga Pizza for Lunch – Order online, ready in 15 mins.**  
[www.saratogapizza.com/](http://www.saratogapizza.com/)  
 Fast, free delivery or dine in.  
 118 people +1'd or follow Saratoga Pizza  
 Order Online Now      2 Large Pizzas for \$15  
 Delivery Map              Party Menu & Delivery

Page 1 “business mission critical”

# ORGANIC SEARCH(SEO)





## Content is King!

Blogs, Silo, Keyword Structure, Title Tags, Meta Tags, Content Tags, Internal Link Structure, Site Speed, Site Errors, Robot.TXT, Sitemap, Categories, Alt Tags, Images, Navigation, etc



LINKS



### What Google, Yahoo & Bing - measures?

A link is a link is a link and that is what is currently being measured along with relevant content surrounding the link back to the website.

### *SEO - Technology Advantage!*

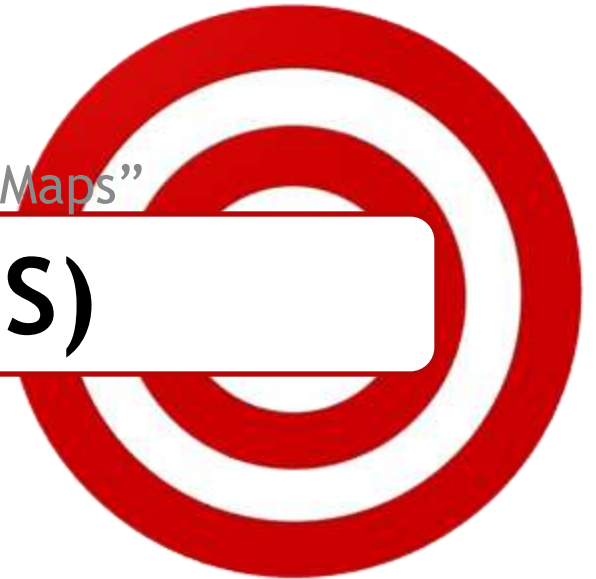
QUALITY, QUALITY, QUALITY of distribution of Links Critical.

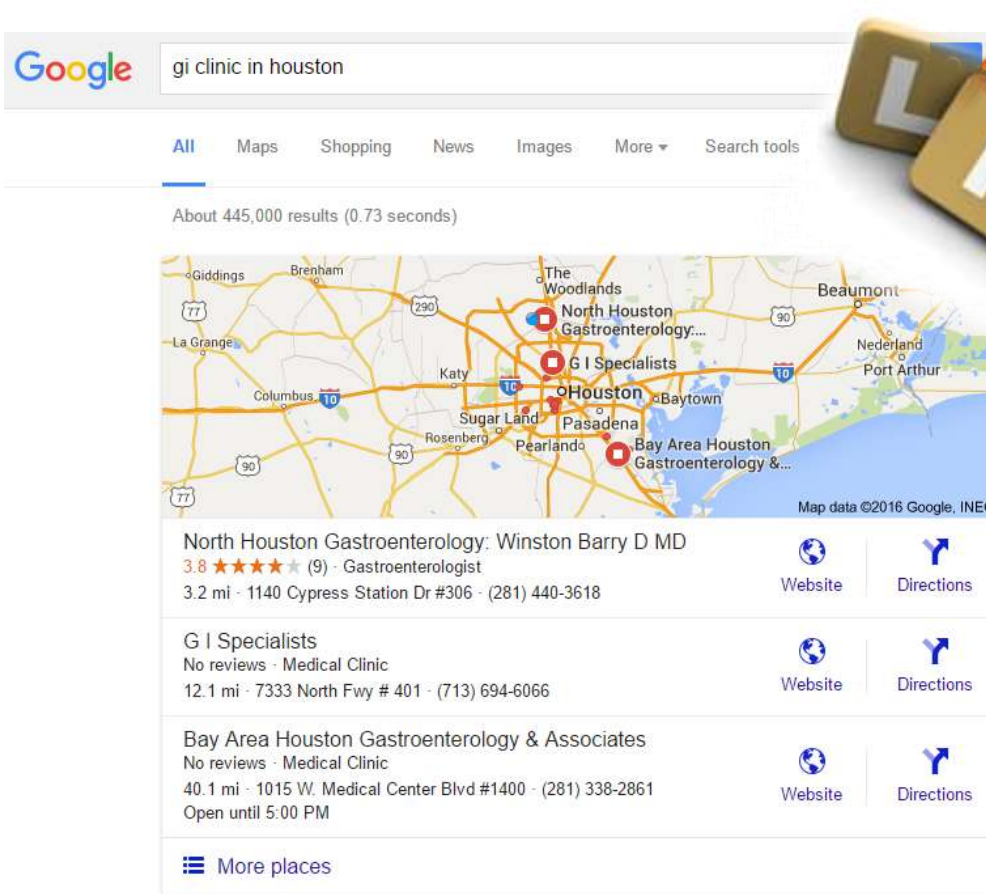
- How to design the link and content?
- Where to distribute the link?



Page 1 “local business marketing - Google Maps”

# LOCAL SEARCH (MAPS)





Google gi clinic in houston

All Maps Shopping News Images More Search tools

About 445,000 results (0.73 seconds)

Map data ©2016 Google, INEGI

<p>North Houston Gastroenterology: Winston Barry D MD</p> <p>3.8 ★★★★★ (9) - Gastroenterologist</p> <p>3.2 mi · 1140 Cypress Station Dr #306 · (281) 440-3618</p>	<p>Website</p> <p>Directions</p>
<p>G I Specialists</p> <p>No reviews · Medical Clinic</p> <p>12.1 mi · 7333 North Fwy # 401 · (713) 694-6066</p>	<p>Website</p> <p>Directions</p>
<p>Bay Area Houston Gastroenterology &amp; Associates</p> <p>No reviews · Medical Clinic</p> <p>40.1 mi · 1015 W. Medical Center Blvd #1400 · (281) 338-2861</p> <p>Open until 5:00 PM</p>	<p>Website</p> <p>Directions</p>

[More places](#)

DIFFERENT LINKS

## Google Place (Maps) - Changing Page 1 Rankings

Confirmation of Local Business on maps is cross checked across many listings on directories and outside website to confirm business location.

### *Peer365 SEO - Manual Submission!*

Peer365 SEO team identified well over 100+ local directories before placing specific information designed to boost confidence of the location for Google. Then further links are placed to promote maps ranking.



“Continuous Improvement & Measurement”

# GOOGLE ANALYTICS (MEASURE)





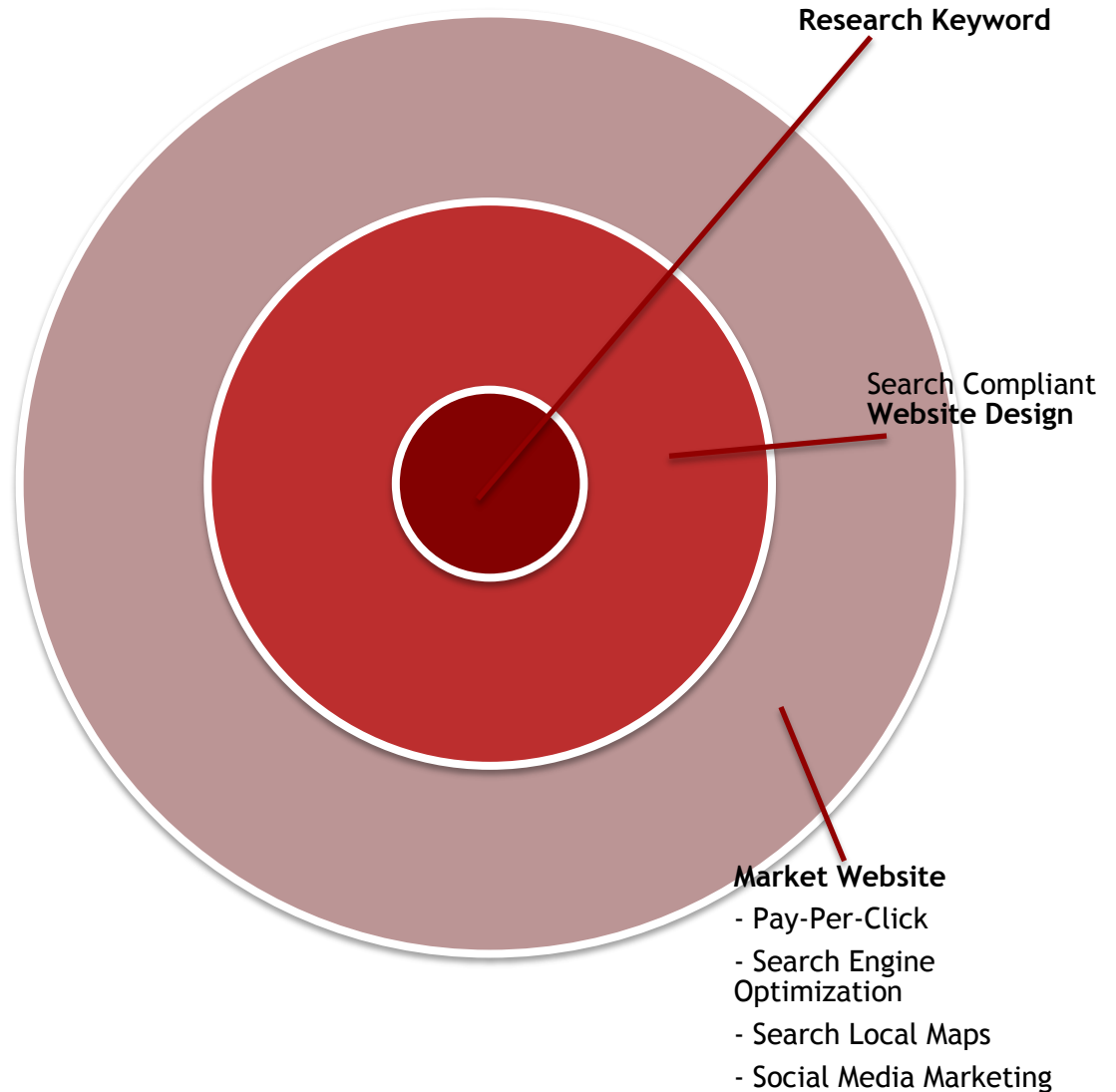
## Google Analytics - Mission Critical Analysis

Key metrics to monitor and improve are as follows: Bounce Rate, New vs. Returning, Time on Site, Traffic Volume, Keywords Searched



## SUMMARY

1. Business Mission Critical to get the Keyword Research done correctly.
2. Then Optimize the Website to be Search Engine Compliant & smart design that CONVERTS site traffic into Leads & Sales.
3. Designing an Online Marketing plan to promote the website using a combination of:
  - Pay-Per Click: Google AdWords campaigns
  - Search Engine Optimization (SEO) for organic
  - Local Maps - Search Optimization
  - Social Media Marketing



# Online Marketing



# Cost of Online Marketing



## Consulting Services

Provide oversight to existing marketing agency relationship as an internal marketing consultant



## Custom Marketing Services

AdWords - PPC / Mobile  
Organic SEO  
Social Media Marketing  
Blogs & Custom Content  
YouTube Video Production  
Website Design Services



## Full Service SEO Services

Packages Services to provide a complete Online Marketing Solution to delivery and drive business leads and sales.



Call Us!  
**(832) 713-6365**

