



INCREASING WEB TRAFFIC

Creating a great site is only the first step. Now you need to attract traffic to the site, which will result in increased sales and profits! Utilize a Site Marketing Plan to get the most action on your site. Optimizing your site for search engines is recommended, but keep in mind that these efforts (while necessary) can take a bit of time to have a significant effect. In the interim, we may also suggest a per-click Keyword Ad Campaign with Google (or other search engines), as well as Social Media Marketing.

Search Engine Optimization (SEO)

WHY SEARCH ENGINES: Search engines continue to be one of the major forces on the Internet. (Even the Internet novice knows of Google). The problems with getting listed in a search engines is the sheer competition. There are thousands (sometimes hundreds of thousands) of websites competing for the same keywords & phrases. The smart Internet Marketer knows that if you're not listed in the top 10-20 you will never get a notable amount of traffic/visitors.

HOW TO BE INCLUDED: Once engines know about your site (through manual free or paid submissions), they send automated programs (called 'spiders') to crawl your site and determine what it's about, whether to include you and where to rank you for a specific keyword/phrase. It often requires some 'extra work' to make the site attractive to search engines to see that your site is include within major engines, and that it appears high enough in the organic rankings to allow prospects to see it and click to visit your website, and submission utilities can help automate the process and see that the engines return to your site regularly to get updated site info.

INCREASING RANKINGS: There are many, many elements that can improve your rankings with search engines (the actual algorithm they use to do the rankings is a closely guarded secret) but they do share many major factors they use in this determination. Among other things, these include: content (text and other elements that make up your site pages, landing pages, keyword density, keyword placement, etc.), links (internal and external), click popularity, domain name (keywords within it, renewal dates, etc.) and many other facets.

Typically, a good SEO plan would include not one or two, but many different efforts-- all aimed at improving your site's rankings to get more traffic, which are ideally converted to new clients/sales. And many SEO plans will include some initial (one-time) efforts, combined with recurring monthly work. The recurring efforts allow us to review current ranking results, run 'scoring' for the site and then work on areas that are still in need of attention.

We suggest you have ODI review your site (or consider SEO as we develop your new site) and determine what additional efforts should be made to improve your website in the eyes of the search engine(s). This might include creating more keyword-rich landing pages for focal product/service pages, increasing cross-linking and cross pollination from external sites or Social Media platforms, purchasing additional domain names, improving keywords and more.

When optimizing your site isn't enough, we often suggest you combine these efforts with a good Keyword Ad Campaign (see below).



Keyword Ad Campaigns

Keyword Ad Campaigns, such as those offered by Google, allow a website to get 'immediate' results & good placement on a search engine. They also allow you to control that placement and get a more 'guaranteed' position by changing campaign settings. You can see examples of these ads by going to Google.com and typing in a word or phrase to search. The top listings you see under "sponsored links" are all ads. They are there because they have a campaign and are paying for each click they receive through the campaign. The only way to be there yourself is to setup a keyword ad campaign.

THE SETUP PROCESS...As you setup a campaign, you specify a list of words and phrases that will trigger your ad. You also setup one or more ad wordings. You also specify a dollar amount you are willing to pay per month for clicks. This amount can range anywhere between, say \$100 – \$10,000 or more per month. This equates to a daily budget. The campaign will ensure that it never exceeds this budget by turning your ad on and off if you have received enough clicks to reach your limit for the day.

HOW YOU PAY...Through your campaign settings, you determine what words trigger your ad. You do NOT pay for your ad to appear on the search page. You ONLY pay if someone actually clicks on the ad and visits your site. If you don't like your ranking among other ads, you can adjust your settings to improve your placement, for example increasing your Max CPC (cost per click) – the amount that you're willing to pay for each click, rewording your ad, etc.

ODI Charges you for setting up the campaign and then typically charges a ½ to 1hr maintenance fee per month to manage the campaign, ensure all items are active, and provide a summary report. (Some clients opt to manage their own campaign. If you wish to do this, notify us in advance and we'll setup your own username and password). ODI also collects your monthly budget, which is paid directly to Google for your clicks. If you budget \$500 per month and do not receive enough clicks to expend this budget, the remaining fees are left in your account for future use. Thus, you are NOT charged for anything you don't receive.

MAKING CHANGES...One great thing about the campaign is that you can make constant changes, increasing and decreasing your budget, adding new ads or keywords, pausing the campaign if you have enough business, etc. You are also not 'locked in' for a 1 year commitment, so are free to use the campaign as long as you see the benefit and no longer.

HOW TO GET STARTED...Contact your ODI rep for a quote on the fees required to setup your campaign. These figures are often quoted within your complete website development quote, as well. Once you give your approval, simply specify your monthly budget and you're finished. You may also opt to provide ODI with a list of competitor websites and/or a list of keywords that you would like to be included in your campaign, and give specific wording(s) for your ad--or allow your ODI rep to create this data for you. Once your campaign is activated, you'll see your listings appear almost immediately (typically within 24hrs of campaign activation).



Social Media Marketing

WHO TO USE: Social Media has become the buzz word in the industry. There are a variety of reasons that Social Media such as Facebook, YouTube, Twitter, Blogs and more all help work to drive traffic and increase the rankings of your website. What social media platforms to utilize is a decision that's highly specific and personal to your own business. ODI specialists can perform a web consult with you to determine where your efforts are best centered.

COSTS: Costs for setting up and managing social media campaigns vary significantly. Primarily, you need to:

- **Setup Social Media Page:** Have ODI setup your social media page with a 'branded' feel to mesh with your web site and other marketing graphics. We can integrate your logo, color scheme and other elements into customized banners, tags and graphics for use on each social media site. Let us do all the work to get your organization established in the Social Media world!
- **Manage / Create Postings:** Now that your social media page(s) are setup, you can have someone within your organization easily create posts, tweets and blog entries. Not sure what to do? ODI staff can train you on how to best use your new presence—then you take the ball and run with it! Don't have staff to handle this item? ODI can perform regular postings for you, sending you monthly summaries for review and approval prior to posting. It's that easy!
- **Create a Full Campaign:** For those serious about making the most of Social Media, have ODI design and manage a full social media campaign, including implementation, regular postings and monthly monitoring & adjustments to review your campaign performance and modify the campaign, as needed.

The choices are tailored to fit your needs and budget.

GET STARTED: Our team is well versed in many of the elements of creating an effective Site Marketing Campaign. Contact us today for a free consultation. Call 941.746.9560 or email info@odiconsulting.com for scheduling.