



HOLISTIC
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Search Engine Marketing

SEARCH ENGINE OPTIMIZATION (SEO) & PAY PER CLICK (PPC)



Search Engine Marketing

WHAT IS SEARCH ENGINE MARKETING (SEM)?

DEFINITION

Search Engine Marketing (SEM) is a branch of Internet Marketing that employs a number of techniques with the sole objective to improve the ranking of a web site in the Search Engine Result Pages (SERP) of major Search Engines.

IN ENGLISH PLEASE!

We use techniques that will make your site to appear in the early pages of search engines such as Google™, Bing™ and Yahoo!™ for specific phrases that are related to your web site.

WHAT ARE THESE TECHNIQUES?

SEM mainly consists of Search Engine Optimization (SEO) and Pay Per Click (PPC).





SEO vs. PPC

WHAT IS THE DIFFERENCE?

	SEARCH ENGINE OPTIMIZATION (SEO)	PAY-PER-CLICK (PPC) e.g. Google Adwords™
Process	Optimization of the structure and content of website so that websites regard it as reputable and valuable	Establishing a set of keywords and then develop an ad using those keywords to link to your site
Traffic	May take months for your website to obtain high ranking and be able to see visible increases in traffic. In the long run it tends to bring 3x – 5x more traffic than Pay-Per-Click	Drives traffic to your website instantly since your website ad will start appearing immediately
Time Frame	Provided that SEO is an ongoing process (observation and maintenance), then the tendency is that the ranking improves over time	Depending on your Pay-Per-Click budget and campaign length. If you do not extend your campaign, then the ad ceases to appear
Conversion	Higher conversion rate than Pay-Per-Click – interpreted by people as being more trustworthy	Unless your ad appears in the sponsored links at the top of the search results, there is a tendency that your ad is not viewed as trustworthy. To get that position, you need to bid the highest for that particular keyword / phrase
Cost per Visitor	FREE (The cost per visitor coming to your website is free. This excludes the cost of SEO). Still, although SEO needs a big initial investment, it requires less long term financial investment	The higher your bid is for a keyword and the lower competing websites for that keyword, the higher your positioning and cost.



SEO vs. PPC

OUR VERDICT

Both SEO and PPC have their advantages and disadvantages over each other. Based on our experience, we recommend that the website is first made Search Engine friendly via SEO and then you embark on a PPC campaign when you launch it. Thus, the site benefits from a rapid influx of web traffic generated through PPC. This obviously increases the relevance of the site to certain keywords – something which aids SEO and will benefit the website ranking in the long run

The screenshot shows a Google search for "Buy perfume". The search bar contains "Buy perfume" and the search button is labeled "Search". The search results are displayed below the search bar. The results are divided into two main sections: "Sponsored Links" and "Organic Results".

Achieved through Pay-Per-Click (indicated by red arrows pointing to the sponsored links):

- Perfume Shop** (Sponsored Links)
mt.StrawberryNet.com StrawberryNET Official Site, Beauty Products 50% off. Free Shipping
- Cheapsmells Official Site** (Sponsored Links)
www.CheapSmells.com/Perfumes • Up to 80% Off RRP on **Perfume** • Disptach within 24hrs / P&P 95p
- Buy Buy Clothes Online** (Sponsored Links)
Buy Armani Versace D&G09 Save 51-71% on jeans, shirts, shoes DocleFugo.com
- FM Perfumes?** (Sponsored Links)
how FM **Perfumes** can help you achieve the lifestyle and want? FM**Perfumes**.deslaine.co.uk
- Shop Cosmetics Fragrances** (Sponsored Links)
Buy designer brands at great prices. Free shipping worldwide. www.pret-a-beaute.com

Achieved through Search Engine Optimization (indicated by a green arrow pointing to the organic results):

- Perfumes, Designer Fragrances and Colognes: Shop Perfume.com**
Shop designer fragrances, **perfume** and cologne. Shop over 800 luxury brands, discover your favorite celebrity's scent and more. Free shipping.
www.perfume.com/ - [Cached](#) - [Similar](#) -
- Perfume Fragrances Online - The Perfume Shop**
Our top 10 features the most popular mens **perfumes** of the moment. ... Fragrance makes the perfect gift for anyone and at The **Perfume** Shop we have a huge ...
www.theperfumeshop.com/ - [Cached](#) - [Similar](#) -

Results 1 - 10 about 25,800,000 for **perfume**. (0.26 seconds)



Search Engine Optimization (SEO)

THE PACKAGES OF SERVICES THAT WE OFFER

	STANDARD	PRO
SEO Audit	✓	✓
White Hat SEO Techniques	✓	✓
Keyword Research (up to 10 keywords)	2 Pages	10 Pages
Meta Tags, Meta Description & Title Tags	2 Pages	10 Pages
Content Audit & Optimization	2 Pages	10 Pages
Directory Submissions	5 Directories	10 Directories
Search Engine (SE) Submissions	25 SEs	100 SEs
Human and Machine Friendly URLs	✗	✓
Google XML Sitemap creation	✗	✓
Google Webmaster Account Creation & Configuration	✗	✓



Search Engine Optimization (SEO)

THE PACKAGES OF SERVICES THAT WE OFFER

(...continued from previous page)	STANDARD	PRO
FaceBook Fan Page Creation & Configuration	✘	✔
FaceBook Social Plug-ins integration in web site	✘	✔
Twitter Account Creation & Configuration	✘	✔
Display of your Tweets in your web site	✘	✔
LinkedIN Account Creation & Configuration	✘	✔
Display of RSS Feeds on your web site	✘	✔
Quarterly SEO Report on Results & Recommendations	✘	✔
One-Time Setup Fee	\$ 900	\$ 1,200
Monthly Charge for Optimization	-	\$ 150



Search Engine Optimization (SEO)

INFORMATION ABOUT SOME OF THE SERVICES RENDERED

SEO AUDIT

Through the SEO Audit, we will analyze your current website in terms of the optimization that it currently has. Our expert staff will then be in a position to determine its current level of SEO and make recommendations to improve visibility. If you are still in the process of developing a website, we will provide a report on what SEO requirements need to be implemented for you to achieve high ranking on Search Engine Result Pages.

KEYWORD RESEARCH

Keyword Research is the technique of finding words and phrases that your potential customers may search for. Choosing the right keywords for SEO is an art in itself and takes much more than a simple choice of copying what others are doing. Our comprehensive service includes a thorough analysis of the keywords that are related to the content of your website and your target market. Once we choose the most relevant and important keywords, we will provide you with a priority-sorted short listing of keywords, based on factors such as Keyword Effectiveness Index (KEI) and Annual Search Trends. Overall, this service involves a blend of human interpretation and analysis of thorough results that we achieve using a number of software programs that we have at our disposal. The choice of keywords is extremely important since the overall search engine optimization strategy will be determined on it. We will make our recommendations about which to focus on. The final selection of keywords will, of course, be up to you.



Search Engine Optimization

INFORMATION ABOUT SOME OF THE SERVICES RENDERED

CONTENT AUDIT & OPTIMIZATION

Our expert staff will thoroughly analyze the content of your current website and will optimize it to improve your ranking position in Search Engines. If the website is not live yet, we will also propose recommendations on the content that you would like to place in your website. We would then optimize the content once the site is live. Such optimization will involve techniques such as increasing the location, prominence and density of your keywords and altering your current HTML to make the structure of your website search engine friendly.

WHITE HAT SEO TECHNIQUES

The way Search Engines work is that they provide the most relevant quality content depending on the keywords being searched for. The toughest and most intricate aspect of SEO is to ensure that your website is appropriately structured and contains relevant content for the selected keywords. Through a combination of expertise, experience and analysis of the results that emerged from the other services, we would be able to identify and make the alterations and additions that are required. Whilst we make use of analytical tools to obtain certain SEO parameters and values, we interpret and implement the modifications manually. Irrespective of what these modifications may be, we have the technical expertise to handle them efficiently and effectively using white hat SEO techniques only.



Search Engine Optimization (SEO)

INFORMATION ABOUT SOME OF THE SERVICES RENDERED

SEARCH ENGINE & DIRECTORY SUBMISSIONS

Following the implementation of SEO on your website, we manually submit your website to a number of search engines and directories (the exact amount depends on which package you choose). It is worth pointing out that all submissions and their respective follow-ups are done manually (including the registration of accounts where required) and not through auto submission. This completely ensures that your website is actually submitted and included in that particular search engine or directory.

QUARTERLY SEO REPORTS ON RESULTS & RECOMMENDATIONS

We are interested in what you want to achieve through your website. We are interested in your company, your products and your services. In other words, we are interested in anything that pertains to your company and we will take all the time we need to understand it. Only then will we be in a position to offer tailor made recommendations.





Pay-Per-Click (PPC)

THE PACKAGES OF SERVICES THAT WE OFFER

	STANDARD	PRO
Consultancy & Support Services	✓	✓
Keyword Selection	✓	✓
Campaign Setup	✓	✓
Campaign Tuning	✗	✓
End of Campaign Report	✗	✓
One-Time Setup Fee	\$ 250*	\$ 800*

*THE SETUP FEE DOES NOT INCLUDE THE CAMPAIGN COST

Although we provide assistance in recommending budgets for each campaign, it is entirely up to you how much money you allocate per campaign. The setup fee that is quoted here does not include this amount.



Pay-Per-Click (PPC)

INFORMATION ABOUT THE SERVICES RENDERED

CONSULTANCY & SUPPORT SERVICES

We constantly involve you in the planning of your campaign so as to ensure that our recommendations of keywords, campaign duration, budget and wording for the advert will be in line with your company's campaign strategy. During the running of the campaign, we will contact you should we have any recommendations so that we implement them with your consent.

KEYWORD SELECTION

The process initially starts similarly to the Keyword research service in SEO. The reason is that some PPC's such as Google's Adwords™ may double the price of a keyword if based on its own mathematically determined "opinions", it finds it not relevant to the content of your website. Keyword selection for PPC also involves taking notice of the cost of each keyword.

CAMPAIGN SETUP

This aspect of the PPC service involves the creation of your PPC account with the search engine where you will be running the campaigns. This includes the setting up and configuration of the actual campaign/s such as the time and days when they will run, for which searches coming from which countries will your ads appear, for



Pay-Per-Click (PPC)

INFORMATION ABOUT THE SERVICES RENDERED

which keywords will they appear and the maximum bidding on each keyword so as to win the top rankings without spending too much per click. These and other settings are set depending on your requirements, targets and budget.

CAMPAIGN TUNING

We constantly monitor your PPC performance and apply the necessary tweaks so that we ensure that the money you are spending yields the maximum return on investment and attain peak performance.

END OF CAMPAIGN REPORT

A report detailing the performance of your PPC campaign will be submitted following the end of a campaign. This report will not only provide you with statistical information but will also contain recommendations that will assist you when planning your next campaign.





Interested? Give us a Call!

OR CONTACT US USING ANY METHOD BELOW



POSTAL ADDRESS

DotNetMushroom
c/o Holistic IT Group
10, Amabile Sisner Street,
Fgura FGR1451, Malta (Europe)



Telephone : (00356) 23977000
Fax: (00356) 21667246



E-Mail: info@dotnetmushroom.com
Website: www.dotnetmushroom.com

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c/o Holistic IT Group
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Fgura FGR1451
Malta, Europe