

# Marketteering™

Organic is 8.5x more likely to be clicked than Pay-Per-Click (PPC)

## What is SEO?

Search Engine Optimization (SEO) is the process of enhancing your website so that it appears toward the top of the search engine listings. This is referred to as the organic search results.

## How do we search?

- 89% of professional users find sites via search engines
- 5.7 billion internet searches are made daily with Google
- 88% of searchers use Google (Bing, Yahoo, and a few more make up the rest)

## SEO beats PPC ads

- \$10 billion is spent annually on Pay-Per-Click (PPC) vs. \$1 billion on SEO
- Organic search results are 8.5x more likely to be clicked on than PPC
- PPC (e.g., Google AdWords) may work for a short-term campaign
- SEO offers much more value and long-term benefits

## What helps ranking?

- Keyword research, analysis, and thorough integration
- Audience-specific content that is continually updated
- Coding and programming with proper SEO practices
- Responsive website design

## So, SEO works?

- When Borns optimizes a site, traffic typically doubles, as do page views, return visits, and new visitors
- 77% of the visitors to a client's site are from organic search (our record to date)
- Borns' clients get more leads from their new sites

*89% of professionals use the internet when searching for other business offerings. Business people search for specific types of products and services billions of times per day. It is imperative to optimize your website so that the prospects you want to reach see your site in their search results and are encouraged to click-through. This is known as Search Engine Optimization or SEO.*

## Googlebot: always on the crawl

Capturing 88% of all website searches, Google is clearly the leading search engine. It uses software robots that continually crawl the web to retrieve information from sites and add it to their database.

## Don't guess which words to use

When keyword research is done properly, the precise terms and phrases for finding particular products or services that are relevant to a specific type of business and industry are identified. This is one of the most crucial steps in website optimization.

Borns has a thorough and effective methodology that compares keywords, search frequency, and the number of websites that incorporate such terminology. Borns identifies the specific words and phrases that will enable us to optimize the content of our client's website. Once we have fully vetted the list of keywords it typically totals hundreds of terms. We then integrate the keywords throughout the website.

Our approach to website research and planning takes into consideration the applicability to your business; priorities for online marketing; the market segments that are most desirable; your competitors' websites, etc.

Keyword research can also provide branding and marketing insights. Research results have helped us re-brand entities, products, and services. In other cases, research has revealed interest in the market for products and capabilities—compatible with our clients' offerings—that are not included in their existing websites.

## ROI on the SEO

What do you want to achieve with an SEO initiative? Do you want to rank higher in search results, or increase website traffic, or get more qualified website leads and conversions? Whatever your objective, defining it will help you plan for and attain the desired results and generate a return on the SEO investment.

## Clicks from the search results?

Achieving top ranking in search results is great, but will prospects click-through to your website? The meta description or meta tag is the short paragraph included in the results that describes the content of a web page. Another crucial step in developing an optimized site is writing a meta description for each page that encourages the searcher to click on your search results.

## They're here!

So they clicked-through, but will they stay or return to your site? Your search terms must be relevant to your offering, to keep people engaged to your site. Once prospects click-through to your site, how can you keep them there? What action do you want your visitors to take once they reach your site? How will you encourage them to return?

Relevant website content must take priority. This must be high-value content that caters to the prospects and customers you want to reach. Site visitors like content-rich sites and so do the search engines. Websites can be optimized based on a variety of customer segments however, you need to focus on the primary audience you want to serve and then dedicate the majority of the site to their needs.

Also consider creating content and on-line tools that allow you to gain high-quality viral links that bring traffic to your site. By regularly updating your site with creative, unique content, others will want to link to your site.

An effective objective-based site will be searched for and found by prospects. Even think in terms of things that will force competitors to talk about your site.

Strategic business-to-business marketing is about bringing targeted, qualified prospects to your site.

### ***SEO vs. PPC***

The SEO process should be included in the development of a new or updated website since it is more costly to overhaul an existing site later to incorporate SEO. With Pay-Per-Click (PPC), participants bid against each other for top positions for specified keywords. Typically, the higher the bid, the higher the web ad ranks. These search engine listings appear in a separate column on a search results page and are typically identified as a 'sponsored listing' or 'sponsored result' to indicate that these are paid listings or advertisements.

PPC should only be considered after SEO is implemented or short term for a product/service introduction.

### ***Organic really is better?***

SEO is directly related to organic search results, but is oftentimes considered only after a site has been built. When SEO is implemented throughout the discovery and planning phases of initial development, it becomes a powerful on-line marketing strategy.

Studies confirm that Google users click on organic search results 8.5x more often than paid search results. While a search engine campaign may include both SEO and PPC methods, proper SEO should be the foundation of your campaign. Otherwise, you could be

missing out on the 88% of the internet users searching with Google.

### ***The truth about SEO***

- Beware of a guarantee to be #1 in search engine rankings. Search trends change every day, and spiders love fresh content!
- Nothing automates SEO rankings. It is an ongoing process.
- Duplicate site content utilizing a different website domain name can be penalized by Google.

### ***Is SEO a one time effort?***

Your site needs to evolve and keep up with what's happening in your company, products/services, and industry. New websites come on-line, competitive sites will likely be enhanced, and search engines continually change their search algorithms, so SEO should be an ongoing marketing initiative.

One of the key benefits of SEO is the excellent return on investment (ROI). Increased brand visibility, targeted traffic, and qualified leads are some of the main benefits of implementing SEO on your website. It will also help in building client loyalty.

### ***Borns' SEO philosophy***

Borns' website discovery and planning process ensures proper keyword research; keyword placement; and link and popularity strategies.

We are seasoned branders and marketers who have seen technological hype come and go, but some things remain basic. We believe that...

- Effective SEO starts with adding new site content on a continuous basis (visitors want to see fresh content!).
- All copy must be optimized with the proper keywords and phrases.
- Site content must be integrated with your overall marketing efforts.
- An ongoing site plan should be in place, taking into account all updates and site expansion.

### ***A new SEO factor***

In 2015 Google announced that it was planning to release an addition to its search algorithm and that the update would change how the search engine evaluated and organized mobile-friendly and non-mobile-friendly sites. Google said it would favor sites that

looked good on small screens, used bigger text and separated links so that they are easier to tap.

***Well, they weren't kidding***

A report from Adobe found that traffic to non-mobile-friendly websites from Google mobile searches fell 12%, relative to mobile-friendly sites, two months after the search algorithm changes took effect. Adobe tracked traffic to more than 5,000 sites, and

divided sites into mobile-friendly and non-mobile-friendly. Responsive web design (RWD) means higher rankings in Google search (88% of searches use Google).

Contact Randy Borns at **616.842.1666 ext. 22** or [randy@borns.com](mailto:randy@borns.com) about how your website can be a more strategic part of your marketing as a result of optimization and RWD.