

ZIONTECH

Online Marketing Solutions



Online Marketing

Internet marketing, if done right, need not be a second choice. When it's carried out expertly it can be your web site's first choice for publicity. We're all about making your site available to anyone who needs your information, products or services.

Internet Marketing

Internet marketing is becoming increasingly necessary in directing traffic to your website. With 100's of millions of websites available on the World Wide Web, competition is high in all fields and reliance on just the quality of your website for quality leads is not enough.

Internet marketing boosts the website's profile with a view to directing traffic to your site above your competitors. We achieve this by using two different methods:

- **Search Engine Optimisation** aims to improve website position on the natural search engine listings.
- **Pay-Per-Click advertising** generates highly targeted leads from extremely cost effective web adverts on the search engines.

Foundation Optimisation

Our Foundation Optimisation is the essential starting point for any of our packages. It lays the ground work by preparing your site for submission to the main engines. We add background information to your web pages to make them more attractive to the search robots, helping your site stand out amongst your competitors. This is an ongoing process, with constant review and adjustment as necessary. This includes:

- **Site Optimisation** (Site analysis, keyword generation, 'meta tags', 'Robot guidance' list)
- **Common engine submissions** (Google, Yahoo, Windows-Live (MSN), AOL search, Netscape, CompuServe, AltaVista, AlltheWeb, Lycos)
- **Constant review**

Sitemaps

A unique XML file written for your website informs Google, Yahoo and MSN of any changes, guaranteeing automatic re-submission to these popular engines.

Directory Submission

Many search engines use directory databases as a primary resource for their search results or as a supplementary data source. Additionally, inclusion in web directories can create multiple back links to your site, boosting your search position.

- **Manual submission to the Open Directory Project (DMOZ)** used by Google, Yahoo, AOL and MSN among others
- **Manual submission to the Yahoo UK and Ireland Directory**
- **Expedited submission to Yahoo!.com** (extra fees apply)

N.B. Inclusion in these directories cannot be guaranteed, but success will greatly improve search engine result page positioning.

'Google Local' Listing

'Google Local' is searched everyday by millions of people looking for products or services in their local area. By submitting to the Google Local Business centre, your listing will appear next to a map of your exact location with directions, company contact details, a description, opening hours, payment details and even reviews. Consider this to be the Yellow Pages or Thomson Local for the internet.

- Assessment of your company's requirements prior to submission.
- Manual submission to the Google local/maps listings.

Submission Extra – 400 search engines

Our Foundation Optimisation package will have submitted your site to the top search engines. However, this supplemental package will submit your site to many more, potentially increasing your website's visibility worldwide.

- Automated submission to 400 search sites worldwide – (Some of the search engines we submit your site to, distribute your URL to multiple directories, thus, the actual number of search engines could run into thousands)

Competitive Analysis and Pay Per Click

At Ziontech we can professionally manage your entire Pay Per Click marketing campaign on your behalf, taking the leg-work out of the process. Our fees are based solely on performance so if you don't get results, you don't pay!

Site Content and Competition Analysis

We will analyse your site's content so that it more accurately reflects your main business area's key words and phrases. This will increase your site's relevancy and enhance your site's search engine positioning.

Having a competitor constantly above you in search engine results can be frustrating. We will analyse the content of your website and compare it to that of your competitor. We will investigate how the optimisation of both sites differs and make recommendations to you.

- **Full review of the actual content of your website.**
- **Comparison to competitor's website with recommendations**

Analytics

This is a great way to monitor your website's performance. For this option:

- **We install a tracking code into your website.**
- **Set up a 'Google Analytics' account** for you and give you access to over 80 reports on your website's traffic. (e.g. keyword performance, visitor demographic, traffic sources, page views etc)

Traffic Reports

Once your Analytics account is set up, we will email you weekly/monthly reports detailing your website's performance.

Guerilla Marketing

A very good way to improve your search engine listing position is to have clickable links from other web pages. If you have links from relevant and important websites, your web page itself will be seen by search engines as more relevant and important.

Sites such as Wikipedia, Myspace and YouTube are some examples of the types of website we would use to achieve this. Please discuss options with our marketing team.

Pay-Per-Click (Google AdWords)

Google have a system of paid advertising called AdWords. These highly targeted ads can be seen as 'sponsored' links at the top and to the right of the Google natural listings. Advertisers "bid" for placement of these adverts. It is by far the BEST and most cost effective method of paid advertising you can do because you don't pay for the actual exposure, you pay for the results! Potential customers have to search first and then choose to click your advert, essentially qualifying themselves twice as a potential lead **BEFORE YOU PAY.**

The cost of a click on your ad can be a little or as much as you choose. The cost element is kept under control by specifying your exact budgets – i.e. No more than \$20 per day and no more than \$0.50 per click (this example would guarantee at least 40 qualified visits per day!) – PPC should be viewed as an on-going marketing campaign. Pay-Per-Click links keywords with adverts and landing pages.

Ziontech are one of less than 100 Google Qualified Professionals in the UK. This qualification is based on an exam and proven AdWords performance.

Advantages: Highly targeted advertising; guaranteed listings; Instant inclusion; real-time stats; full budget control; full editorial control.

Disadvantages: Ongoing spending required.

This package comprises:

- **Campaign Management**
Site analysis, positive and negative keyword generation, adverts for your product/service, regular review of advert performance, monthly campaign report.

Pricing and Contact Information

Product	Set Up	Ongoing
Foundation Optimisation – Metatags, Manual Submission to Leading Search engines, Robots.txt	From £250*	From £10 pcm*
Sitemaps – tool to assist web crawling robots.	£50	Renewable annually
Directory submission Open Directory Project and Yahoo UK & Ireland directory – 4 attempts over a 1 year	£50	n/a
Expedited submission to Yahoo.com	£200	n/a
Google Local Entry	£50	n/a
Automated Submission to 400 Search engines worldwide	£100	Renewable annually
Site Content and Competition Analysis	From £200*	n/a
Analytics – access to your websites analytic data	£50	Renewable annually
Reports – weekly emails with analytic data	n/a	£2 per report
Pay-Per-Click – Google AdWords campaign management	£25 per campaign	15% of ad cost pcm
Guerrilla Marketing	POA	

Please Note: Sites that use flat HTML or HTM pages will require modification of the meta tags - We will provide you with the correct tags to insert into your web pages. Sites that use .ASP files will need to upload an include file that will be inserted into all pages.

*Prices will vary for some larger sites or sites with dynamic content, please contact us for more information.

ADWORDS™

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**QUALIFIED
INDIVIDUAL**
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