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Search Engine Optimisation

Online Marketing - SEO
November 2010

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What is SEO?

'..is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid search results..'

wikipedia.org

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Why use SEO?

- * If potential customers cannot find you they cannot buy either the products you are selling or the services you provide
- * Leverage investment you have made in your website and like any other promotional activity increases your bottom-line
- * Brand awareness – A website having a high ranking means more people see your brand and become familiar, even if they haven't made a purchase or enquiry
- * Long term cost benefit – unlike PPC once you achieve a good ranking for specific keywords you don't pay for traffic. Although it has a higher entry cost, long term, it becomes very cost effective
- * Brand credibility – higher level of brand trust when found organically
- * Your competitors – Keeping ahead of competition in organic search results can help boost the perceived position of your company

In-house vs Outsource

* Technical skills required

- * html coding
- * copy writing skills
- * experience of Analytics and Reporting tools
- * knowledge of the importance of web design, development, web usability, accessibility & standards

* Factors to consider

- * budget
- * time frame
- * desired results

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SEO - The Basics

- * Conduct SEO audit
- * Competitor Analysis
- * Prepare Browser
- * Homepage - First impressions
 - * title tags, meta description, keywords
- * Global Navigations
- * Category Pages
- * Content

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What works?

- * Not 'one size fits all'
- * Factors to consider
 - * sector
 - * size of company
 - * budget
 - * time scales
 - * campaign outcomes e.g. sales, enquiries or brand awareness

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Evaluating SEO

- * Review Campaign
- * Did it achieve objectives
- * ROI measurement
- * What can be done better



Other Online Marketing Mix Elements

- * Pay Per Click (PPC) - Google Adwords
- * Social Media
- * E-mail Marketing
- * Link Building
- * Online PR - build quality content
- * Blogs
- * Video Marketing

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