

# Search Engine Marketing Solutions

*Search engine marketing solutions to help your business get noticed on the Web*

## INTRODUCTION

In today's cluttered and ultra-competitive marketplace it is increasingly difficult for businesses to get noticed. Nowhere is the clutter more apparent than on the Web. Typical online searches can return links to thousands of Web sites. Businesses that do not have a search engine marketing strategy risk losing significant revenues to those businesses that are doing a better job of getting themselves noticed on the Web.

Why is it so important to have a search engine marketing strategy? Research shows that over 80% of prospects use online search to find product and service information. Without a comprehensive search engine strategy, you risk never connecting with those prospects. In short, without a search engine strategy, you will lose prospects to the competition.

With a comprehensive search engine marketing program designed, developed, and managed by Novaris Group, your business will get noticed on the Web. You'll attract prospects to your Web site, which will lead to more revenues and will empower you to beat your competition.

## HIGHLIGHTS

As a full-service marketing agency, Novaris Group is positioned to offer a much more comprehensive approach to search engine marketing than those firms whose sole focus is search engine marketing.

Novaris Group approaches search engine marketing as a component of a company's overall marketing strategy. This ensures that your search engine activities are aligned with your overall business and marketing objectives.

Before implementing your search engine program, Novaris Group conducts a thor-

ough analysis of how your competition is performing on the Web, and then works with you to develop a thorough understanding of how your business needs to be positioned on the Web. Novaris Group will not design your search engine marketing program until these analysis activities are completed.

After the search engine marketing program is implemented, Novaris Group provides you with a comprehensive monthly report that clearly explains how the program is performing. Based on how the program is performing, Novaris Group also makes specific recommendations to constantly fine-tune the program to achieve maximum results.

Novaris Group works to get your Web site noticed on all of the major search engines: Yahoo!, Google, MSN, AltaVista, InfoSpace, Inktomi, Excite, AlltheWeb, AskJeeves, Lycos, and AOL.

## DETAILS

Novaris Group takes a multi-disciplinary approach to search engine marketing. Any effective search engine marketing program requires the synthesis of many activities. A comprehensive search engine marketing program from Novaris Group typically encompasses five broad areas:

- Search Engine Optimization
- "Pay Per Click" (PPC) Management
- Trusted Direct Feed
- Link Building Program
- Monitoring and Reporting

Novaris Group's search engine marketing solutions are designed as a single integrated package, but we are also able to provide any solution on an individual, "a la carte" basis.

## SEO

SEO (Search Engine Optimization) forms the core of any search engine marketing program. Typically Novaris Group engages in the following activities to implement and manage SEO for your business.

### Keyword Research

Keyword research is the foundation of any SEO campaign. Keyword research involves determining which search phrases are most commonly used by prospects searching for information on your products or services.

Novaris Group uses a combination of research tools and methods to determine which keywords are appropriate for your Web site. These tools can include surveys, interviews, focus groups, and industry benchmarking.

Once the research is completed, a final keyword list is drafted. This keyword list assists in preparing site content, submitting the Web site to search engines, and setting up "pay per click" strategies.

### Search Engine Ranking Audit

The search engine ranking audit determines how your Web site ranks in search engine results before implementing your SEO campaign. It serves as a crucial baseline against which the success of all future SEO activities are measured.

### Web Site Optimization

Web site optimization involves a number of activities that enhance your Web site to improve its "natural" search listing results. "Natural" search engine results can be gained without purchasing sponsored links or placement advertising. Good natural search engine results represent one of the primary goals of any comprehensive search engine marketing program.

To optimize your Web site, Novaris Group typically engages in one or more of the following activities:

- Re-structures your Web site to ensure that search engine results are effective at linking to relevant information on your Web site.
- Re-codes your Web site, as appropriate, to be more search engine-friendly.
- Re-writes your Web site's content to be more effective in search engine results.

### Pay for Inclusion

In the early stages of SEO, a quick way to build traffic to your Web site is to pay for inclusion in search engine listings. This is an important strategy to employ while natural search engine results improve over time through the use of various Web site optimization techniques.

Pay for inclusion involves a strategy for purchasing sponsored listings on search engines. These sponsored listings display when users enter specific keywords in their online searches. This is a very quick way to build targeted measurable traffic.

### Web Site Submission

Novaris Group manually submits and registers your Web site with the top search engines and directories. By using a manual, "hands on" approach, Novaris Group ensures that your Web site is set up perfectly on each individual search engine.

### "Pay Per Click" (PPC) Management

"Pay Per Click" (PPC) systems provide an excellent way for quickly generating visibility across the top search engines. PPC works on the principle of paying on a cost per click basis each time a user visits your Web site using your chosen keywords.

Managing your Web site on these PPC systems is a complex process. Novaris Group engages in the following activities to manage your PPC program:

- Researching and managing keywords
- Writing actionable ad copy
- Monitoring site traffic
- Managing bids
- Calculating ROI
- Conducting management reporting and reviews

### Trusted Direct Feed

Some search engines have the capability to import all of your Web site's pages directly into their databases. This capability is referred to as a "trusted direct feed."

Trusted direct feed is a pay for performance method to get any Web site content included in search engine rankings and obtain highly qualified Web traffic within a short time span.

Novaris Group optimizes your Web site for trusted direct feed and works with all of the major search engines that accept trusted direct feeds to ensure your Web site is receiving highly qualified Web traffic in as little time as possible.

### Link Building Program

Most major search engines look at the number and quality of links to a particular page to determine how high that page should rank in their search engine results. In short, the number and quality of inbound links to a page are becoming as important as any other factor in determining how well a page will rank in search engine results.

A typical link building program is basically a type of affinity marketing. Novaris Group seeks out potential partners who may have complementary interests and encourages them to link to your Web site.

### Monitoring and Reporting

As a part of any search engine marketing program, Novaris Group captures data on how well your search engine marketing program is performing and provides you with a monthly report.

The monthly report details how much traffic you are receiving, where that traffic is

coming from, and how much of that traffic is resulting in prospect inquiries or orders.

However, the monthly report goes beyond simply reporting statistics. Novaris Group uses the monthly report to provide you with specific, actionable recommendations to improve on those areas that are underperforming.

### BENEFITS

With a search engine marketing program designed, developed, deployed, and managed by Novaris Group, your business is positioned to reap many benefits:

**Improved visibility.** Nowhere is today's cluttered marketplace more cluttered than on the Web. With a search engine marketing program from Novaris Group, your Web site will become much more visible. Your Web site will be more visible on all the major search engines: Yahoo!, Google, MSN, AltaVista, InfoSpace, Inktomi, Excite, AlltheWeb, AskJeeves, Lycos, and AOL.

**Improved market position.** With a focused approach to accurately categorized and implemented keywords, your Web site and the products and services it promotes can be positioned much more effectively on the Web. This enables you to out-distance competitors who don't have a strong search engine strategy. With Novaris Group as your partner, you are positioned to dominate your market on the Web.

**Enhanced revenues.** With a well-implemented and managed search engine marketing program from Novaris Group, your Web site will become much more visible in search engine listings. This drives more prospects to your Web site, creating more conversion opportunities which ultimately drive more revenues.

**Maximized ROI.** Many businesses spend thousands (or even millions) of dollars on their Web sites, yet make no effort to invest in search engine marketing. A Web site that is not visible to prospects is of no value. With Novaris Group at the helm, you are assured of a return on your Web investment.

**Increased control.** Many businesses invest thousands of dollars in search engine marketing, but have little information on how well the strategy is working or little control over how the strategy is managed. With a search engine marketing program from Novaris Group, you have detailed monthly reports with specific recommendations that give you the information and control you need to do what's best for your business.

## SEARCH ENGINE MARKETING MYTHS

Because search engine marketing is still a relatively new marketing discipline, there is a lot of misinformation about it. Unfortunately, there are many practitioners of search engine marketing that will make exaggerated or false claims about what is possible with search engine marketing.

One common misconception is that it is possible to guarantee your Web site will be consistently positioned at the top of the search engine rankings. While it is true that a good search engine marketing program will generally help improve your Web site's positioning (often dramatically), no one can truthfully guarantee that your Web site will consistently be in a particular position. This is because the search engine companies are constantly re-programming their software to ensure that no Web site has an unfair advantage.

Another common misconception is that is possible to guarantee instant results (a common false claim is 48 hours or less). Oftentimes, especially with "Pay per Click" (PPC) services, it is possible to achieve quick results. However, no one can truthfully guarantee that you will achieve those results within a specific timeframe.

Yet another common misconception is that there is some value to submitting your Web site to dozens (or hundreds) of search engines. Some search engine marketing firms will make impressive claims about submitting your Web site to dozens of search engines. The fact is that the top

10 search engines account for well over 90% of all online searches. Other search engines should only be considered if they are specific to your industry segment.

Dramatic improvements in Web site traffic and customer conversions are very easily achievable with a good search engine marketing program. However, customers should shy away from those marketing firms that make promises that sound too good to be true.

Novaris Group's commitment to you is to never mislead you with false expectations. In our experience, we have observed that dramatic improvements to Web traffic and customer conversions are certainly possible with search engine marketing, but there are no shortcuts to this success. Our approach is "hands-on" and practical, with a view towards building a search engine marketing program that helps with your long-term success.

## THE NOVARIS GROUP ADVANTAGE

Any successful search engine marketing program demands an integrated approach. The Novaris Group advantage is this integrated approach. With Novaris Group, you get a "big picture" approach not only for search engine marketing, but for all your marketing, creative, design, and technology needs.

Novaris Group' search engine marketing solutions are a subset of the Novaris Group Roadmap, which is Novaris Group's premier solution set. The Novaris Group Roadmap is the sum of all of Novaris Group's marketing, design, creative, and technology services, customized to suit your needs and available to you for a monthly fee.

With the Novaris Group advantage, you can be assured that your search engine marketing program will fit seamlessly within your broader marketing and business strategy.

Novaris Group is a new breed of creative services agency serving the needs of businesses competing in the new economy.

Novaris Group's services span the full spectrum of marketing activities. This broad skillset in business, marketing, creative services, and technology leaves Novaris uniquely well-suited to tackle both large and small projects.

**Novaris Group, LLC**  
27642 Water Ash Drive  
Wesley Chapel, Florida 33543-8751

**Web:**  
[www.novarisgroup.com](http://www.novarisgroup.com)

**Contacts:**  
Jim Ekstrand  
813 731-8773  
[jim.ekstrand@novarisgroup.com](mailto:jim.ekstrand@novarisgroup.com)

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