



## How to Improve Your Business with Search Engine Advertising

Are spammers promising to get you more clients? **Do not** trust promises without proof and evidence!

RPDesign will in simple, understandable terms, explain to you how we can save you money at the same time that your business can bring in more revenue. We have the experience and the successful clients to prove our claims.

In these crazy competitive, economically unstable times, we have all learned that a professionally designed site will get you noticed.

However, these days, in order to stand out from the crowd of competitors and/or to get the attention of your audience, a *Search Engine* advertising campaign is a **must**. Even word-of-mouth referrals use the Internet to look you up. Using real world experience, RPDesign works with you to create a custom campaign to pinpoint who your target customers are, and the most effective ways to attract them to your site.

We examine **your particular business** and its competition. We analyze the traffic to your site -- where it's from and what the visitors are looking for. Then, taking your market goals and budget into account, we

- Select and Register a domain if you do not have one
- Continue to analyze your business and that of your competitors to determine
  - Your top target customers and the best way to “optimize” the site and make it more effective to reach them
  - Your Required return on investment (ROI)
  - Your budget
- Set up a *key term* list that includes the terms we expect your targeted prospects to use to search for your site
- Set a baseline to assess future improvements in traffic to your site
- Decide on the best Advertising campaign to use: Search Engine Optimization, Paid or both. Note: usually a combination gets best results

**(A) Search Engine Optimization:** Customers are driven to the web site by pages that are specifically created for the search engines to give them a high placement ranking. This effort has to be continuous as more and more web

sites are listed each day, competing for "top spot" listings. To increase **your** page placement, we will

- Modify content, both hidden and visible, to impress target visitors **and** search engine robots (automated search engine programs)
- Create satellite sites that refer visitors back to your main site
- Use other sites to reference **your** site using mentions that are relevant to **your** business.
- Use the latest web authoring technology to have the site readable by visitors as well as to the search engine programmed robots
- Publish Blogs, Forums, Social Network entries to drive traffic to your site
- Submit the most advantageous information to the search engines for viewing
- Verify the popularity of the terms used on your site and compare to those of your competitors

(B) ***Pay-for-Click (local and nationwide)***: Pay for Placement programs have the advantage of quickly routing targeted prospects to your web site. But until local pay-per-click, it had not rivaled the Yellow Pages for dentists, plumbers or other small businesses that rely on local customers. With pay-per-click, advertisers fork up only when someone actually clicks on the ad and is sent to their web site. We will

- Register your paid advertising campaign program with search engines such as Google
- Author advertisements for target customers
- Set budgets for key terms
- Program site so you can verify visitors who have clicked on your advertisement(s) and filled out your web site contact form

(C) ***Combination of Both Campaigns***: this is often the most effective approach and to keep the campaigns current RPDesign will periodically

- Appraise Progress
- Track Results
- Review site analytics
- Assess ROI
- Update Key terms, budget and content
- Create monthly and annual status reports

Bottom line—in more ways than one —call or e-mail us at RPDesign so that we can help you move your business ahead!!!