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CHESSMEN WEB SITE REVIEW & MARKETING STRATEGY PROPOSAL:

I. OVERALL SITE REVIEW

On the Home page you have a cool image of the blurry chess pieces. HOWEVER... the same image appears on subsequent pages. I recommend we put page-content related pictures unique to each page wherever possible. It helps people to navigate and remember various pages of the site, and also adds depth to the page.

These pages are in need of unique pics:

<http://www.chessmen.biz/individual-career-development-planning-resume-writing.html>

<http://www.chessmen.biz/employers-corporate-outplacement-services.html>

<http://www.chessmen.biz/about-job-interview-preparation-job-search-networking-tips.html>

<http://www.chessmen.biz/contact-job-search-strategies-in-a-recession.html>

FURTHER: If you decide to go with the video marketing option, I would strongly recommend that we create a stand alone video to show on the Home page. A “Welcome to Chessmen, here is what we do, how we do it and why it’s such a good thing” approach. NOTE: After spending some time reading several Yelp reviews, I think we know the issues people might have after reading some of those, so that would be the “angle” to the video: In a positive way, refuting those “bogus claims” with info, details, success stories, etc.

You know, it’s funny. I did NOT go to Yelp before I chose to work with you, I trusted my gut. There may be an angle in there somewhere:

“Go ahead. Go to Yelp and read some great reviews, and read some bad ones. Then come on down and meet with us and see. Trust your gut. Folks who do always get what they came for.”

II. SEARCH ENGINE OPTIMIZATION SETUP aka SEO Setup

In order to be “found” in Google when specific phrases are searched, you must code your site in a specific way with those phrases to be included in the search results.

The ideal way to make a website appealing to a given phrase, is to have a page of the site literally “devoted” to that phrase in a variety of strategic ways.

That said, I do not see but a few pages on your website. So for the most part, the task at hand of marketing the Chessmen site with SEO first involves the creation of numerous pages to support the phrases under which you want to be found.

I’ve done the research to help us determine the best phrases on which we want to focus.

The attached report shows about 64 phrases. There is a number to the right of the phrase. That number is a Google number indicating the average number of times the phrase is searched per month. I look at this number as a “value indicator” for the phrase. The number to the LEFT of the phrase is a 1-10 rating on the relevancy of the phrase. What I do is search the phrase in Google to determine if it indeed is a good phrase. If the results are competitors -- a group we want to be included in -- then it’s a good phrase. The higher the rating the better chance I feel we have of getting a good ranking for this phrase.

II-B. SEARCH ENGINE OPTIMIZATION MONTHLY MAINTENANCE - *Optional*:

Once we set things up, we will get a “bang” of listings/rankings, and our report will show these. If we do nothing, over time those will slowly drop off. What we do to combat that is the ongoing SEO Monthly Maintenance. This involves:

- * Update the Monthly Report to track our phrases over time
- * Prepare Site Activity PDF Reports for traffic data at a glance
- * Update and “massage” those pages that are not climbing in the rankings
- * Create two NEW pages each month that tie into the EMail Marketing topic
- * Turn ONE of these new web pages into a Press Release and post it to a dozen FREE sites, or, if you have a paid account already with a press release site, we publish it there as well. NOTE: Paid accounts publish a LOT faster. Free accounts can take time and sometimes never publish!

III. EMAIL MARKETING:

SEO is the most important first step in marketing a website. Once that is done, then we can move on to EMail Marketing.

Simple Text-Only EMail Approach.

We may want to get started off with a simple text-only blast so we can get the mailing list together and get the whole process going. Then after a few mailouts we will have some viewing/open data and we can bring in the video to see how it boosts engagement.

Video Blast EMail Approach:

I think adding A video to the blast would go a long way toward making a great impression and really stand out for the people who receive the blast. People are far more prone to watch a video than read. I think you have a LOT of good things to say about Chessmen, so preparing a video from the content standpoint would be real easy.

IV. VIDEO MARKETING

VIDEO OUTLINE EXAMPLE:

* Start off with some snappy music for 5-8 seconds

* Have the Logo “fly in” in above of a very business-like image

* A short Voiceover intro with a positioning statement:

“Chessmen. Your strategic Job Partner for over 25 years”

* Open up with a very short, generic intro from Richard.

NOTE: We would us this into for each video so the verbiage is not specific

* Switch to the “TOPIC OF THE MONTH” - I would do the voiceover for this part.

The topic of the month could be based on:

- Local business news item
- Local business climate
- Job Interview Tip
- Best Online Job Sites for San Diego
- Comprehensive Job Search Tip
- Local Company Profile
- San Diego Inside Job News (news about a company that might indicate they will be hiring soon...)

* Develop graphics, charts, animated text to depict the message being spoken in the voiceover.

- Where applicable, we can get “stock video” in much the same way as stock photography so we can add actual video footage without resulting in added filming costs.

* Finish off with the topic and then: Add a plug for Chessmen at the end with Mason saying a few words:

“Come down and talk to us and see how we can make a dramatic difference in your job search success.”

* Add a Call To Action:

“Call or email Chessmen today to get a jump on the job hunting competition.”

The whole clip should be no more than 90-120 seconds, otherwise people won't watch it.

We could add something “gimmicky” at the end if we want i.e. the “Job Hunting Joke Of The Month” that we could pull from any of these sites:

<http://jobhuntexpress.com/job-jokes-blog.html>

https://www.google.com/search?q=job+hunting+jokes&biw=1486&bih=972&tbm=isch&tbo=u&source=uni-v&sa=X&ved=0CCMQsARqFQoTCP6anpWZ_McCFQGMDQodg1AJIw

<http://theundercoverrecruiter.com/career-jokes/>

This way, we close with a light touch, we set people up to expect the joke every month, so they will always watch the clip until the end for the joke!

STEP-BY-STEP PROCEDURE FOR EACH MARKETING OPTION

FOR SEO:

- 1) Determine from the list of 60+ rated phrases I've provided, the TOP 30 you want to focus on to get started.
- 2) I create a page of text for each of these phrases. I try to use as much current content as you have and build the pages from that.

Here are a few examples of such pages I've prepared for other clients so you can see the length of the pages as well as the fact they are filled with links and formatted (bold, italic) text:

http://www.drericjohnson.com/orange_county_dentist.html
http://www.tristartelecommunications.com/Used_Telephone_Systems.html
<http://www.gopackagingstore.com/service/furniture-shipping/>
<http://www.stacki.com/open-source-server-provisioning/>
<http://imanilee.com/social-media-expansion/>

In addition to what you can read on these pages, there is also "hidden" of META text that describes the page to Google. Each of these pages will get us ranked for the target phrases.

- 3) I prepare a report showing the ranking on both Google and Yahoo/Bing for where you rank -- if at all -- for each phrase. This is the benchmark report that will be run again one month AFTER we get the SEO pages posted. We will begin to appear in the search results for the targeted phrases. This is the "PROOF OF VALUE" for the SEO campaign as we can see how we are doing for all of the targeted phrases.

Here is an example of such a report for a San Clemente dentist, and the the local San Diego tech company I may have mentioned (the one that did the Google pay-per-click campaign that got them three downloads for a total spend of over \$3,000.00!!)

** San Clemente Dentist - Dr. Eric Johnson:

http://www.woznymedia.com/ma/drj/Dr_Johnson_SEO_Report.html

** Stacki Server Software:

http://www.woznymedia.com/ma/stackiq/StackIQ_SEO_Report.html

- 4) I create a set of site maps for the site:
 - For users
 - For Google - Submitted directly to them
 - For MS/Bing/Yahoo - Submitted directly to Bing

The submitted site maps will prompt Google and Yahoo/Bing to "spider" the site to take note of new content to begin ranking the site.

FOR EMAIL MARKETING:

- 5) If you choose to also do EMail marketing, that is the next step:
-- Begin the generation of a mailing list.

I can give Lesley some pointers on how to prepare and send email names to me to routinely add to the master list. It is the type of task where she can work a half hour on it or two hours -- whatever time she has -- and send me any number of names to add to the list.

-- Begin the process of developing content

I find it's nice to have a couple of email blasts ready to go "in the can" so you're never rushed to prepare one.

-- I develop a graphical "shell" we would use for the blast. It will mimic the look of the website to deliver a consistent message.

-- I use a FREE Mailing service called "Reachmail". I will set up an account and begin the test mailouts of the blast so we can all review them on our various devices (smartphones, desktops, tablets, etc.)

-- We pull the trigger on the blast and send it out.

-- in 24-36 hours I will prepare a blast status report. Here is an example of such a report:

http://www.woznymedia.com/ma/hdc/HDC_Blast_STATS_Running.htm

NOTE: This example is using an email package called "Vertical Response". We will be using a FREE application called Reachmail, so the reports will look a little different.

FOR VIDEO MARKETING:

6) If you decide that you want to eventually add a video to your blasts, here are the steps:

* We develop an Intro script for Richard and also Mason if he wants to say a few words. Typically we shoot more than we need so we have some extra "in the can" if we ever need to make some edits/changes.

* We develop the voiceover script for the Blast Topic of the month.

* I prepare the video and we post it to YouTube where we can all review it and feedback with any changes.

* We set up a regular blast, but THIS TIME, 80% of the text message is GONE with only a few hints and/o teasers about the topic, and the main focus is the video clip. When folks click, they go right to YouTube to watch the video.

* In 24-36 hours, I prepare the Blast Stats report and we see how we did.

* After we've created a couple of videos, we add a "Chessmen Videos" page to the site and post them all there to provide more valuable content to visitors, AND, to satisfy Google's "need" for fresh content which then boosts our rankings in the search results.

TIME FRAMES:

For SEO:

Takes about 6-8 weeks from when we begin phrase research to when we can have a set of 30 or pages built and taken live.

For Ongoing SEO Attention:

As soon as we finish the primary SEO activity, we begin the ongoing on a monthly basis.

For EMail Marketing:

Takes about 3-4 weeks until we can send out our first email blast.

For Video Marketing:

Takes about 2-3 weeks to prepare a video. First one may take a little longer because of added filming in the office.

PRICING:

1) ADD PHOTO IMAGES ON KEY PAGES \$250.00 (one time cost)

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2) SEO SETUP -- BASED ON 30 PHRASES/PAGES \$2,250.00 (one time cost)

2B) SEO MONTHLY MAINTENANCE - Optional \$425.00 / month

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3) EMAIL MARKETING \$445.00 / per email blast
Recommend one per month

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4) VIDEO CREATION \$795.00 / per video
Recommend one per quarter minimum, monthly is optimum.

4B) HOME PAGE VIDEO CREATION \$595.00 (one time cost)

Please call or email with any questions or a go ahead to proceed.

Thanks,

-Dale

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Signature

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