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## **PPC Campaign Setup and Execution + SEO Page Setup • 5-19-2015**

### **INITIAL PHRASE RESEARCH**

\* Compile a list of possible phrases which may total up 60 and provide research data on each phrases as I've done with the sample batch -- *2 days*

\* *Stack IQ returns list of 60 phrase and whittle it down to 25 -- 2 days*

\* With product differentiating data provided by StackIQ, I will develop a series of PPC ads for review. I will start by researching the current PPC ads and find those *I believe to to be the best and improve upon them by using powerful differentiating points.* -- 3 days

### **FIRST ADS POSTED -- (Week Two)**

\* We will target a daily PPC budget maximum and run the ads during the full week. Preferably 24 hours. With the data we collect from this test in terms of popular days and times of most of our visits, we will be able to zero in on those days/hours only to maximize our spend -- *One Week*

\* With data collected and reviewed form that campaign we will be able to to determine three things:

- 1) The best phrases
- 2) The best ads
- 3) The best time and day for out spend

\* We toss out those phrases we feel are not in the top group. I use the ad popularity to zero in on the best "hot buttons" we've pushed with regard to the ads themselves. I will update a few ads and toss out several. -- 2 days

### **SECOND ROUND OF REFINED ADS POSTED (2 weeks, 2 days in...)**

\* With the previous weeks data considered, we whittle things down to maybe 8-10 phrases/and maybe 1-2 ads per phrase.

\*We select campaigns with specific days and hours.

\* We run it for a week and then I prepare a snapshot of the results to consider the data. We may need to make some tweaks here and there, but we should be getting some eyeballs on the site by this time.

*continued...*

\* We may want to tweak the daily spend up or down on certain days, like maybe more on a Monday and less on a Friday, but otherwise, it should be smooth sailing by this time.

## **SEO**

Now that the PPC campaign is on "auto-pilot", We can turn our attention to SEO at this time.

\* I create a "Benchmark Report" showing all of the phrases we are dealing with, insofar as what (if any) pages currently appear in the top 100 results of a Google and a Bing search.

Here is an example of such a report for a current client who is a dentist:

[http://www.woznymedia.com/ma/drj/Dr\\_Johnson\\_SEO\\_Report\\_Online.html](http://www.woznymedia.com/ma/drj/Dr_Johnson_SEO_Report_Online.html)

\* I return to the benchmark in 30, 60 and 90 days to make updates to the standings of the pages. In this way we track the SEO efforts.

### **\*\*\* *The SEO Page Preparation Procedure:***

We use the exact same phrases we had compiled for the PPC campaign and assign the most logical phrase -- sometimes two phrases, to each page of the website. The phrase we select must pertain directly to the prime content of that page.

For example, we might use "Bare Metal Servers, Metal Server" for the home page. 50-60 characters is our maximum length.

NOTE: I am estimating we end up with approximately 25 final pages. It looks like you now have 28 drop-downs on your site. I expect we will prep all of those, but MAY need several additional pages as a "Contact Us" page does us no good for SEO unless it has some product-related content we can leverage.

So we may have to generate 4-8 new pages before we're done.

### **THE STEPS:**

\* I craft a page description tag unique to each page.

It will be based on the PPC ads but elaborated on a little about to make them 3-4 times as long and feature the primary phrase(s) of the page. We're shooting for 150-160 characters in this text.

\* I compile unique set of "keywords" META tags for each page by repeating the Page Title Tag for the keywords with additional words used within the visible content of the page interspersed with the Title Tag phrases. Ideally 6 - 10 phrases.

*continued...*

\* I do this for every page uniquely. If we have extra pages -- as we had discussed, we would do well to create additional pages of "juggled" content with the information pertinent to the additional, important keyphrase up front.

\*\* NOTE: When creating these alternate data pages, content MUST NOT be cloned!! In other words, the visible content -- just like the META data behind the page -- must be unique. So it must be re-worded to pertain more to the keyphrase we are "pushing" with the page. Given that I am not fully versed in your technology, I would expect StackIQ to provide the content for each of these (I am guessing  $\pm$  six) pages.

\* We add Google Analytics code to each page and post the updated pages to the server.

\* Then, as noted above, I return to the benchmark in 30, 60 and 90 days to make updates to the standings of the pages. In this way we track the SEO efforts.

\* We can always pull data from Google Analytics. The best way to do this is for you to let me know what YOU want to know about your visitors and I can set up "Shortcuts" in Analytics so you can login anytime and just go look at the data you want to see without having to hunt around for it.

Some people want to glut out on this kind of data, and others just take a quick look at it and get back to business. So I would ask which kind of person you are and we can approach this kind of data review based on that.

**TOTAL for PPC Campaign setup and execution: \$1,650.00**

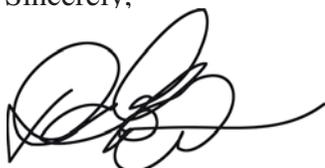
**TOTAL for SEO Page Preparation for entire site: \$1,150.00**

**Grand Total is: \$2,800.00**

*I ask for a 1/3 deposit of \$933.00 to begin work.*

I look forward to working with StackIQ and delivering superior PPC and SEO services that meet -- and exceeds your expectations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dale Wozny', with a long horizontal flourish extending to the right.

Dale Wozny