



Simply Clicks builds search engine marketing campaigns that help you create new customers.



The Internet - 2006

The Internet for growth.....

- Sales via the Internet are growing 30% per annum, whilst traditional channels falter.
- The Internet now accounts for 15% of UK retail sales.
- In some categories – travel, insurance, music - it is already the dominant channel.
- Mobile technology is widening the reach of the Internet.

.....but it is increasingly crowded

- With growth, the Internet is increasingly cluttered
- 75 million sites, 20+ billion documents
- Traditional Internet advertising has a high entry price and poor linkage to results.
- Intrusive marketing, such as pop-ups and e-mail is increasingly blocked.
- How do you get found amongst the clutter?

Search engine marketing is the ultimate and most powerful “permission” marketing tool



Your website and new customers

Your website and new customers

- For prospective customers, the entry point to your business is increasingly its website.
- Do you know how prospective customers find it?
- Do you know how they find your competitors?
- Do you know how visitors behave once they reach your website?
- Do you know how your website turns visitors into customers?

Your website and new customers

- Don't know the answers? - You are not alone
- Most organisations do not:
 - Measure website traffic
 - Track their website visitors
 - Analyse their search engine rankings
 - Measure the impact of their marketing expenditure.
- Most organisations are therefore wasting huge amounts of marketing expenditure.

How prospects find your website 1

Some ideas. From:

- An offline advertisement
- An address on a business card or piece of corporate stationery.
- Direct mail
- An offline directory
- Word of mouth recommendation
- Guessing your domain name

Is this being measured?

How prospects find your site 2

A more systematic approach could be from:

- An organic search engine listing
- A sponsored search engine listing – pay per click advertising
- A link in an online directory or other website
- A link from a blog
- A bookmark from a previous visit
- A link from an e-mail, online publication or stationery

All the above are search marketing related – they can be measured and dramatically improved

Prospects may carry out various actions

- Gather information about your brands, products or services
- Bookmark the site for later reference
- Download a brochure, a report or presentation
- Note your contact details
- Leave their contact details for you to follow-up
- Make an immediate telephone enquiry
- Make an immediate e-mail or online enquiry
- Place an order for later payment
- Place and pay for an order

***Your website is now a crucial tool in the sales chain
Are you measuring these actions?***

Crucial information:

- What search terms, from what search engines are best at attracting prospective customers?
- What terms are best at converting website prospects into customers?
- Does your website fail in converting prospects into customers?
- If it fails, where?
- How can this process be made more effective?

10 key principles of online marketing

1. **Analyse and plan** – Have idea what you expect to achieve, before you start
2. **Costs** – Budget and record how much you spend on each activity
3. **Measurement** – Record what happens when you spend
4. **Trackability** – Follow activity through to the sale
5. **Results** – Measure the key conversions and linkages
6. **Return** – Calculate sales and margins relative to costs
7. **Effectiveness** – Divert spend behind the most successful activities
8. **Test** – Try different approaches to improve results
9. **Speed** – Real time change is best, ahead of competitors is crucial
10. **Learn** - Replicate and improve on campaign outputs

You will need to apply all 10 principles to maximise your return on investment

Simply Clicks

Powering your Internet marketing

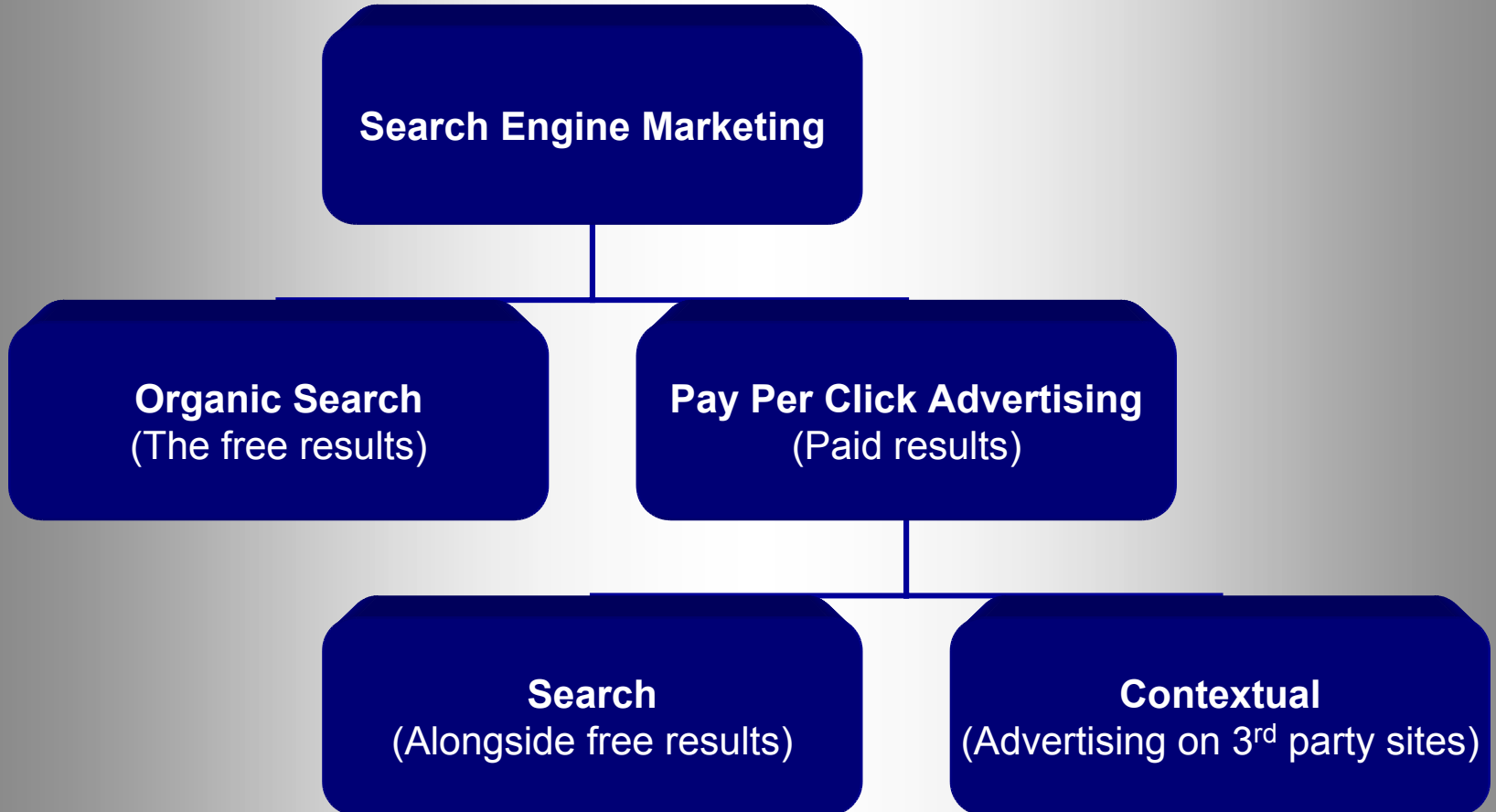


Search Engine Marketing

Search engine marketing

- Search engines seen by customers as useful and friendly.
- Google is now amongst the UK's favourite brands in any market category.
- Combined market value of Google and Yahoo now more than £90 billion.
- The value of meeting an information need
- >80% of websites are found via search engines
- High return on investment compared to other forms of marketing.

Basic approaches to search marketing



Organic search

- The free and most valuable form of search
- Organic results generally preferred by informed searchers.
- An increasingly competitive market place
- Page 1 results account for 75% of click traffic
- First 3 pages, generate 90+% of click traffic
- Beyond that, you are effectively invisible
- Getting to page 1 via organic search engine marketing is increasingly difficult.

Search engine optimisation (SEO)

Search Engine Optimisation (SEO) is the process of improving organic ranking, using:

- Detailed keyword research and selection
- Writing site and page titles
- Correct use of meta tags
- Writing relevant copy
- Sound technical design
- Creating a portfolio of quality inbound links - especially crucial for Google.

“Ownership” of high keyword rankings on the major search engines, is now the essential online brand property

SEO - Downside

- Upfront investment, with unpredictable impact
- Typically focuses on one engine – usually Google
- High rankings difficult except across a narrow range of terms
- May take several months to reap benefits
- Rankings boost may be short-lived
- Time consuming nature of off-site activity to maintain rankings
- Key engines constantly change their algorithms in order to outmanoeuvre SEOs – so it's a moving target.
- Sites with dynamic content are difficult to optimise
- New sites are at a disadvantage - especially in Google

Pay per click advertising

- Sometimes called sponsored search, sponsored links or cost per click. Abbreviated to PPC.
- A £7.5 billion global market
- Lower upfront costs and monthly management fees
- Costs known and controllable in advance
- Can guarantee top of page 1 visibility if necessary
- Clear linkage between costs and site traffic
- Ability to instantly access a wide network of search engines accounting for 90+% of UK searches.
- Access to an almost unlimited range of search terms

Other pay per click benefits

- No need to pay search engine listing fees
- No need to change or optimise your site
- No need for a high level of inbound links
- Can get campaigns up and running in 3 days
- Good performance reporting systems
- Once campaign is live, changes can be implemented almost real time.
- Provides useful feedback for your organic search campaigns.

Pay per click downside

- Most reputable search engines reveal that your Pay Per Click advertisement is sponsored.
- Some research implies organic listings outperform PPC listings by 2:1.
- Each additional click costs you money – once you stop paying, the PPC clicks stop immediately.
- In competitive categories, cost per click can get very expensive.
- Click inflation evident across most mature categories
- Exposure to click fraud

Google Adwords vs. Yahoo

- 2 main networks are Google Adwords and Yahoo Search Marketing.
- Combined, cover 90% of the UK search market
- Google Adwords delivers more volume
- But Google cost per click tends to be higher
- However, good campaign management lowers Google costs.
- Google deployment more flexible
- Yahoo better for analysing competitor activity
- Google has better management interface

The Yahoo Search Marketing network



About 20% of the UK search engine network

The Google Adwords network



About 75% of the UK search engine network

***What Simply Clicks can do
for your business***

What we can do for your business

- **Prepare** - Build an integrated search engine marketing campaign.
- **Launch** - Organic and pay per click programmes
- **Monitor** - Track clicks and website activity daily
- **Report** – Reporting back activity and results
- **Review** - Analyse components of the campaign for sales effectiveness.
- **Revise** organic campaign - Adjust your website meta tags and content.
- **Revise** pay per click campaign - Amend bids, test and amend copy. Add or remove keywords terms. Switch budgets between networks.

Preparing your campaign

- What market category are you in?
- What are its particular characteristics?
- What is your role in the value chain?
- B2B, B2C or a combination?
- What sort of customers are you trying to attract?
- How do you currently attract those customers?
- How do you generate revenue and margins?
- What part does your website play?
- Who are your key competitors?
- How much is being spent to secure new business?

Getting to know your business

Your campaign – Getting started

- Assessing the organic competitiveness of your own and competitor websites.
- Researching search marketing activity in your market category.
- Researching and selecting keyword terms
- Making recommendations for organic and paid activity.
- Agreeing an outline budget

Specific Search Data

- We will provide the following information:
- The size of the relevant UK search market
- The number of searches by term
- The best search terms for your business
- An estimate of how many searches you may attract
- Who's active in the category
- How much they are bidding in the PPC market for each key term.
- How well optimised they are for organic search
- The likely costs you will incur

Search Marketing - Competition

- Who are you ***really*** competing with?
- What online marketing strategies do they pursue?
- What are their online strengths and weaknesses?
- How well optimised is their website?
- Do they use pay per click advertising?
- If so, what strategies do they employ?
- How do you aim to compete?

We will advise you on the most cost effective approach

Managing your PPC campaign

- Selecting keyword terms
- Writing and testing copy
- Making initial bids
- Monitoring click through rate and website performance
- Revising keywords, copy and bids
- Providing reports and discussing feedback

How we work - Ethically

- Totally legal and ethical
- We like to explain and inform as we go
- No “blackhat” or spamming techniques
- No cloaking, doorway or throwaway sites, no keyword stuffing, no link farms.
- Spamming techniques risk banning by the major search engines.
- Costs are open and agreed in advance
- We can even offer to train you to create and run your own campaigns!

How we work - Practically

- We work back from the sale and related conversions
- We prefer to oversee both your organic search and pay per click advertising campaigns across the Google, Yahoo and MSN networks.
- We prefer to use an analytics package with direct access to your website.
- This way we can integrate all your search marketing activity and gain a clear overview of what works.
- This way you maximise your return on investment
 - Finding keyword terms and copy that sell
 - Reducing exposure to click fraud
 - Optimising budget deployment

Live Example 1

- DMC Distribution - www.dmcdist.co.uk
- Simply Clicks' client since January 2005
- 10+ Google No.1 organic rankings
- 20+ Yahoo and MSN No.1 organic rankings
- Google PageRank 4
- Integrated campaign utilising organic and pay per click advertising.

Live Example 2

- MTM Drains - www.mtmdrains.co.uk
- Simply Clicks' client since December 2005
- 4 or 5 Yahoo and MSN No.1 rankings within one week of website launch.
- First Google No.1 ranking within 1 month of launch.
- Google PageRank 3
- Integrated campaign utilising organic and pay per click advertising.
- ROI on investment exceeds 1,000%.

Some of Our Clients

DMC Distribution

Focal Design

Global Travel Group

Go Travel

Aspects of Spain

Fastnet Finishing

Montenegro Premier Properties

The New England Shutter Company

Beds on Legs

Pure Property Group

Interport

Dune Design

Starwood Hotels

MTM Drains

Dash Products

Stone & Webster

The Drinks Place

Hotel des Deux Alps

Holiday Mate

The George in Rye

Adate2day

The PC Man

Simply Clicks

- ***Simply Clicks*** is 3 years old
- ***Simply Clicks*** has been involved in 20+ search engine marketing campaigns across both B2C and B2B market categories.
- ***Simply Clicks*** is led by David Burdon
- David has extensive board level marketing experience with multinational companies such as Carlsberg, Stena Line, Cosmosair and Hi-Tec Sports.
- David created the www.somewhere2stay.com “accommodation only” online travel brand.

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