

INCREASE ROI THROUGH SEO

WHITEPAPER

All techniques used in the online campaign are meant to improve ROI (Rate on Investment). SEO (search engine optimization) stands out from other promotion elements and techniques by the specific features and implementation techniques. A SEO campaign adds value to website, increases targeted traffic and lowers the cost of the entire online marketing campaign, especially for SEM.

Summary

I. Terms

II. Why SEO?

- II.1. SEO is more effective
- II.2. SEO Process

III. How it works

- III.1. Relevant website through relevant keywords
- III.2. Increase awareness through site visibility
- III.3. Relevant website through relevant references
- III.4. Decrease Costs for Paid Campaign
- III.5. Improve Quality of Lead and Conversion Rate

IV. Benefits

I. Terms

SEO (Search Engine Optimization) – process of improving the volume and quality of traffic to a website. (wikipedia.org)

SEM (Search Engine Marketing) – is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of search engine optimization, paid placement, contextual advertising, and paid inclusion (wikipedia.org)

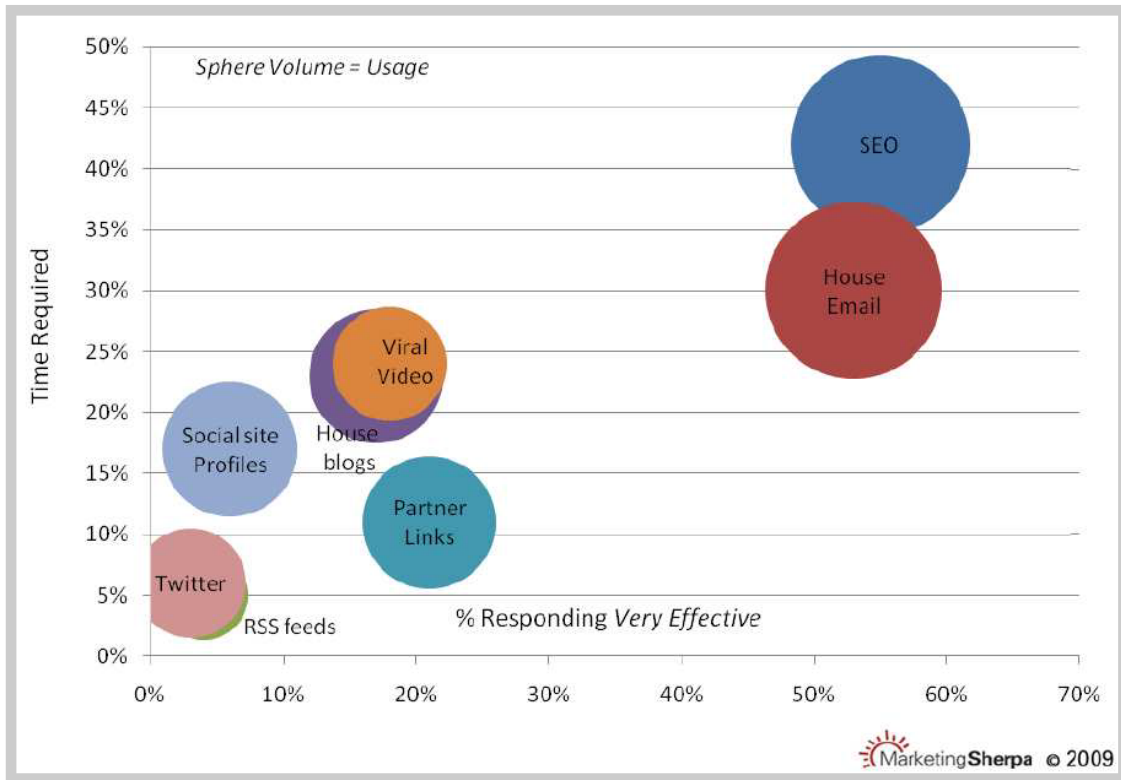
Keywords - the words that are used to reveal the internal structure of an author's reasoning. A website that wishes to rank itself in the search engine result pages must have their most related keywords ready before they begin their Search Engine marketing program. (wikipedia.org)

Inbound Links - incoming links to a website or web page.

II. Why SEO

II.1. SEO is more effective

It turns out that general access to the Internet grows through search engines: this fact is also due to convenience, but mostly because of growing trust in search engines. Due to the high level of trust held by search engines, SEO is more effective than email, blogs, links, viral videos and social media.



Recent surveys have shown that more and more people these days go to search engines when they are interested to find out more on a product or service or even to purchase it.

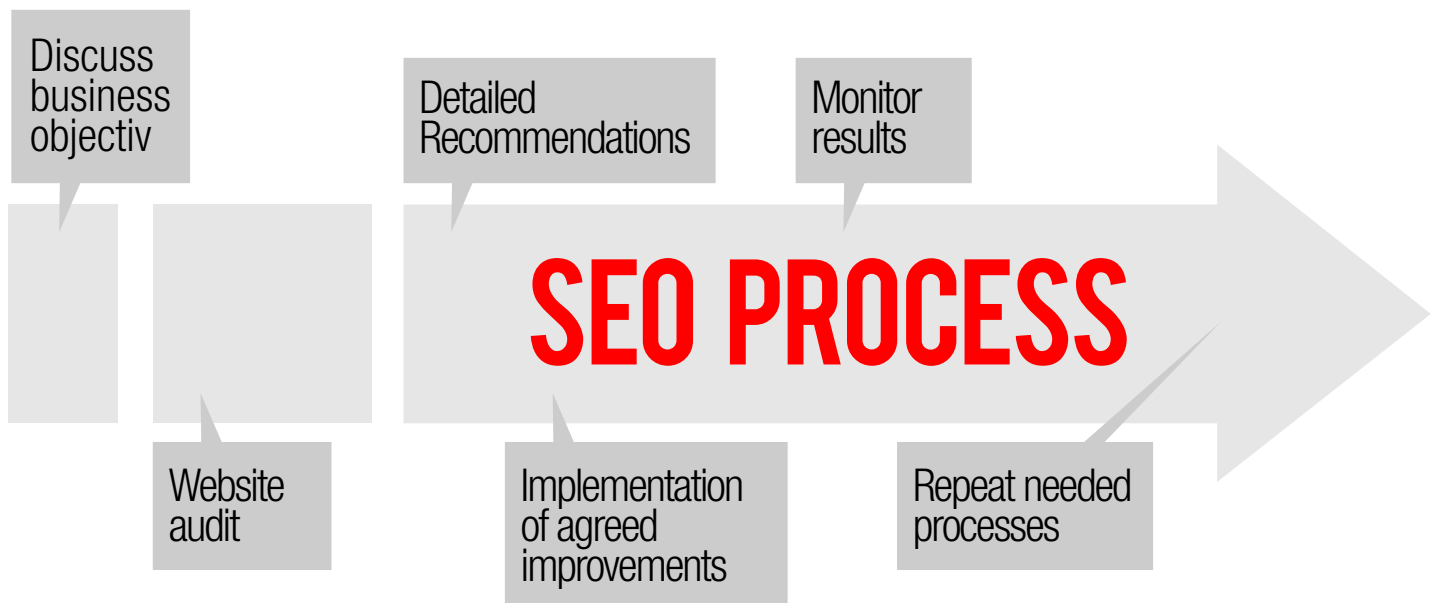
A sustained SEO campaign is more effective than a campaign on other channels. This does not mean that SEO is the online marketing panacea. On the contrary, it is recommended to have an SEO campaign that is also supported by campaigns on other channels as well.

A SEO strategy should come first. The results of a SEO strategy can help with your media planning for the online marketing campaign.

II.2. SEO process

Workflow:

1. Discuss business objectives
2. Website Audit
 - a) Keyword Research & Analysis: initial keyword analysis; identify the keyword / landing page combinations; competitor's keywords analysis
 - b) Search Engine Results Pages
 - c) Baseline ranking and traffic reports: initial Key Indicators Analysis; Indexed Pages
 - d) On-site Analysis: code analysis
 - e) Off-site Analysis: Inbound Links
3. Detailed Recommendations
4. Implementation of agreed improvements
5. Monitor results
6. Repeat needed processes



SEO is a simple and continuous process, but difficult in executions. This process is also long lasting and the results are not instant. Immediate results are visible only if the rules of SEO are violated (a procedure also known as Black Hat SEO). Short-term effects are pleasing for the moment (bringing about traffic growth), but on a medium and long term, that particular website that resorted to Black Hat SEO will be penalized by search engines according to their terms and conditions. Penalties can even go as far as a domain ban, in which case the site becomes non-existent for the search engines.

III. How it works

III.1. Relevant web site through relevant keywords

At the beginning, the online information (website) is not available for the search engines to store. Information must be found first, then read and stored. The software spiders of search engines, also called crawlers, robots or bots, are responsible for finding the information.

Spiders usually start from a popular site and read existing information (mostly the text and code), sending it to the search engines afterwards.

Search engines select some of the information sent by robots, based on the most popular words of content, called keywords. Beside the keywords from the text, the code tags will also be analyzed. To select the basic information from the site page, search engines use a series of algorithms that separate relevant information for robots.

By carefully selecting keywords in the desired area, the site content will be considered relevant for search engines for the aforementioned keywords. This will drive targeted traffic to your website.

III.2. Increase awareness through site visibility

Once a page has been read by robots and information was sent to search engines, we can say that that particular page is indexed by search engines. New information is indexed when robots read the site again. It is recommended that the web pages are visited often by robots: search engines will provide updated information from websites. We can determine the frequency shift by checking the date of spider cache.

The spiders will navigate through the site, analyzing the menu and the internal links, thus indexing many internal pages. You can control the areas in which robots have access to information with the help of a file in the site root called robots.txt (in this file, the areas with available information to be read and indexed is communicated to the robots).

Also, the existence of sitemap helps the robots to view all the internal pages to be indexed in a short time.

The benefit of site indexation by search engines comes from the fact that search engines will look for information in more internal pages. Indexed data will be accessed whenever search queries will be performed. A website with as much indexed information as possible is a more visible website for the search engines and, ultimately, for the visitor. Increased site visibility (indexed pages number) will also help increase brand/site awareness.

III.3. Relevant web site through relevant references

After reading a page, the spider will follow the site links present in the content (internal or external). The quality of the referral(external links that lead to your site) is very important and it is known as the reference site or inbound links. A reference site with relevant content will be much helpful than a general reference site. Inbound links also help improve the site rankings.

In other words, the reference site will recommend the new site to the search engine. Getting listed by popular search engines also increases your brand credibility.

III.4. Decrease Costs for Paid Campaign

For an optimized website, the marketing campaign approach will be focused more on targeting conversion. Awareness campaign cost will be lower. Overall, the costs for a paid campaign will be lower than of a similar campaign for a non-optimized site.

III.5. Improve Quality of Lead and Conversion Rate

Increasing targeted traffic to desired niche helps send our message more clearly visitors of our site. Visitors who fit into your target will be more receptive to communicate and more likely to interact (complete a form, call for information, send an email, request more details about a product, request for a proposal or offer, online sales), thus improving quality of leads and conversion rate.

IV. Benefits

Increase Visitors to Website			
Increase Visibility	Improve Messaging to Target Audience		
	Get Market Share from Competitors	Get Exposure to your Niche	
Increase Awareness	Decrease Costs for Paid Campaign	Improve Quality of Lead	Improve Conversion Rate

INCREASE ROI THROUGH SEO

Search results are getting more personalized and individual for users. A good site needs to appeal to a general public as well as its core and niche market. SEO aims to optimize overall site quality to increase ranking for relevant queries with both audiences. If users can see the importance of the site to their need and feel comfortable on a site, conversions are achieved more easily. Both parties win and you can Increase ROI through SEO.