

SEARCH MARKETING SERVICES FOR DEMANDING CLIENTS

ORGANIC SEARCH / SEO SERVICES FROM IVANTAGE



Natural Search, Organic Search, Search Engine Optimisation, SEO are all terms used to describe the same process – the process of building a web site and developing its content so that relevant pages from the site stand out from the competition near the top of the search engines’ results, in response to relevant searches.

ivantage's approach

Excellent, repeatable and relevant results are what every site publisher should strive for. They are the key to attracting visitors and online profitability.

But they do not come by applying a formula or following a standard process or running a program. They come as the result of making your site accessible, relevant and authoritative. They come as the result of your site’s excelling within the community of related services – where the competition is ready to eat your lunch. This is where you need the close support and focused advice of ivantage’s services.

Natural Search optimisation has the specific goal of delivering high visibility in the search engines. However, long experience has shown that the way we create real value for our customers is by ensuring their site responds to the needs of visitors at the same time as being optimised for search.

Our process begins as we combine inventive keyword research with creative best practice. It continues with link building programmes and community development. It results in effective organic search engine optimisation confirmed through regular management reporting and improved by continuous feedback using web analytics. The result is that we deliver consistent, visible results and excellent return on investment for customers of all sizes.

ivantage’s services for natural search result in:

- More frequent customer visits – to both build customer confidence and deliver the consistent achievement of site goals
- Improved brand visibility – so creating a direct route for your customers to find you, avoiding the distractions of competitors
- ROI calculation and reporting – to confirm the value of your investment in natural search and to direct future investment
- A service to fit your overall business model – building an optimisation strategy to suit the aims and objectives not only of your online business, but all of it

ivantage’s services for Natural Search are effective not only in the early days of a campaign, but improve over time – because we strictly avoid spam, cloaking and similar unethical techniques. Our methodology has evolved over time into one whose characteristics have defined its name – HESEO.

ivantage is a search marketing specialist

ivantage is a leading Internet marketing agency specializing in Web search marketing services for demanding clients. We focus on promoting clients’ web presences and building online business. We also work with digital agencies, using our expertise to extend their services so as to achieve the same for their clients.

Ivantage is:

- a **Google Analytics Authorized Consultant (GAAC)**
- a **Google Adwords Qualified Company**
- an **Urchin from Google Authorized Consultant**
- a member of the **UK IAB**
- a member of the **Web Analytics Association**
- a member of the **IAB Search Council**
- a Gold Member of **e-consultancy**



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Holistic Ethical Search Engine Optimisation™ (HESEO™)

ivantage's approach to SEO has to continually adapt as search engines improve and develop their technology to provide the most relevant natural search experience. Our particular methodology for SEO is branded HESEO™ (Holistic Ethical Search Engine Optimisation™). We consider every aspect of a website, its content, direct and indirect competitors, both online and offline together with the offline and online marketing campaigns that run from time to time to promote it.

SEO strategies that focus only on a restricted set of attributes have a limited effect on a website's visibility and rankings amongst the crawling search engines.

Holistic strategy

As search engines become more sophisticated in their ability to identify high quality websites and promote them to the top of their rankings through surrogate techniques such as link popularity and relevance, SEO requires an increasingly comprehensive, holistic strategy that affects every area of a website including its architecture, design, usability, information architecture, accessibility and content.

In short, the only SEO strategy for long term success is one that focuses on a continuous improvement of the online user's experience.

Ethical methods

Experience clearly demonstrates that the most effective, and only ethical (colloquially known as "White Hat"), way to optimise a website for search engines is to optimise all aspects of the site itself. Site publishers should always avoid agencies that guarantee positions, use spam or cloaking, use gateway pages, doorway pages or micro-sites for the purposes of SEO.

In February 2005, BMW, were famously banned from Google for cloaking their content – misrepresenting their content by sending one version of their site to a search engine and a different version to users. Over-optimising a site or engaging in practices against the terms of a search engine's service is a real risk but can be avoided by being familiar with search engines' webmaster FAQs and Terms of Service.

When you engage with ivantage, we only ever advise changes to your website that would be considered ethical by search engines. We never use spamming or cloaking techniques or request that you install doorway pages or information pages. We do not use link farms for link-building, link triangles or reciprocal links, all of which can result in exclusion from some search engines. We focus on long term, strategic links that are difficult for your competitors to match.

Measuring your SEO Campaign

It is important for both you and ivantage to be able to measure the success of a Natural Search campaign. As part of our HESEO™ methodology we work in partnership with you and your key SEO campaign stakeholders to define specific, measurable, achievable, realistic and tangible ("SMART") goals. These goals, objectives and Key Performance Indicators (KPIs) are measured with web analytics, either those already in use or installed by ivantage.

We also use ivantage Position Insight to measure the performance of your SEO campaign by monitoring the positions achieved in organic searches in response to specific key phrase queries.

ivantage Position Insight

Measuring the positions your SEO campaign achieves across the main four crawling search engines is another important metric to obtain in order to monitor progress. Position Insight is our tool that monitors your positions in response to your chosen keywords and key phrases. Progress is recorded weekly and results are plotted over time. Your reports are sent weekly and you have the option of logging in to access the reports for yourself.

Web Analytics

Web analytics are the techniques and metrics used to record and analyse the behaviour of visitors to web sites or web applications. For e-commerce companies, they assist the identification and analysis of the aspects of the website which contribute to its business objectives.

Site owners often use web analytics software to measure quantitative details such as how many people visited their site, how many of them were unique visitors, how they came to the site (e.g. if they followed a link, typed in the URL or were referred by a search engine), which keywords they entered on the site's search engine, how long they stayed on a given page or on the entire site, which links they clicked and when they left.

Web analytic software can also be used to monitor whether or not a site's pages are treating visitors properly. With this information, web site administrators can determine which areas of the site are popular and which do not get traffic. They can use the data to improve a site to create a better user experience and improve visitor outcomes.

Your Web Analytics Package

Measuring visitors, visits and keywords is most effectively performed by a commercial web analytics software tool. To distinguish between clicks sourced from an organic result and those which derive from a paid result (Google Adwords, for example), web analytics tools require that the links in paid results are individually identified with tracking URLs. Traffic coming from the same search source but not using tracking URLs are assumed to be organic. It is critical for the effective measurement of your SEO campaign that your own web analytics tool is able to differentiate paid search campaigns from organic search traffic.

Google Analytics and Urchin from Google

If you do not have a web analytics package we would recommend you install and use **Urchin from Google** or **Google Analytics**. ivantage is one of only a few Google Analytics Authorized Consultants (GAACs) in the UK so we are ideally placed to help you.

Monthly reporting

Using a combination of web analytics, ivantage Position Insight and/or any other backend website performance measurement tool you may have, we compile – every month or in-line with your specific financial periods – a report about how your website is performing from a traffic and conversion perspective and what the SEO campaign is achieving.

On-page and off-page SEO factors

SEO generally involves both changes to the physical website being optimised – the so called “on-page” or “on-site” SEO factors – and the process of building links to the site – the so called “off-page” or “off-site” SEO factors.

SEO and “on-page” factors

Although every website is different, on site changes usually include actions such as:

- making URLs friendly
- updating website code
- improving the default page
- editing Meta Tags
- editing Title Tags
- creating or updating sitemaps (html and xml versions)
- editing or creating a robots.txt file
- enhancing content

All such changes should be made to enhance and develop your existing website’s content and functionality so as to appeal to human visitors – never to fool, spam or cloak search engines.

SEO and inbound (external) hyperlinks

Once a site can be found, read and correctly indexed by search engines, its ranking compared with other sites is very dependent on inbound hyperlinks. This is because search engines value the principle that a site with many high quality incoming links (from external sources rather than internal links) has gained recommendations from the sites linking to it. Search engines use these assumed endorsements as a technique for judging the quality and trustworthiness of the website.

SERVICE DESCRIPTIONS – Search engine optimization

Optimization of web sites to give good results in the Search Engine Results Pages (SERPs) – aka SEO – should be the ultimate goal for any site owner seeking long term, low cost visitor traffic. However, clients often resist engaging in an SEO project for reasons which include the following:

- it is necessarily a long-term commitment
- it demands reliable and consistent cooperation from the web site’s development crew
- it can be slow to bear fruit, and therefore
- may have an extended ROI period.

Despite all the above being generally true for SEO work, clients usually understand the importance of starting SEO work as soon as possible so as to minimise the time before the essential benefits materialize. However, there will be a lag before success is detectable and it is for this reason that a Paid Search campaign must commence at the same time.

An effective, full-specification SEO project should normally last for at least 12 months and costs upwards from £2,000 per month. However, a site can benefit from such a campaign only if it has sufficient content to support the keywords and inbound links. In any SEO project, ivantage therefore provides analysis and advice to complement the owners’ own ambitions in this area.

There are three SEO-related service packages which ivantage can provide. The decision on which one or which combination depends on the overall budget allocation. They are summarised as follows:

1. The groundwork which should always precede an SEO campaign – namely an “IP and Domain analysis” and site review. This makes sure that the site is properly positioned to present itself most favourably to the search engines and is not configured in such a way as to inhibit their indexing work.
2. Our basic SEO service – SEO Manage
3. Our full SEO service – SEO Consult – which includes the full HESEO™ process (Holistic, Ethical, SEO) and which can contain several optional elements such as PR and linking from social networks.

Components 2 and 3 are described in more detail below:

SEO Manage (the basic service)

Target: to achieve page 1 rankings for 9 keywords as soon as possible in Google and the three other crawling search engines, Yahoo, MSN and ASK, by means of the following components:

On-page optimization:

1. Keyword research and confirmation of the 9 focus keywords
2. Writing new keyword-rich optimized copy for three focus website pages (600 words each, 1.5%-3% keyword density)
3. Optimization: Title and Meta description tags for three focus website pages
4. Optimization: Title and Meta description tag advice for remaining website pages
5. Creation of robots.txt file
6. Creation of a sitemap auto-discovery directive in the robots.txt file
7. Creation of a Google Webmaster Central account
8. Creation of an MSN Live Search Webmaster Center account
9. Creation of a Yahoo! Site explorer account
10. Generation of a new optimized HTML sitemap
11. Submission (if required) of the HTML sitemap to Google, Yahoo!, MSN and ASK
12. Generation of a new optimized XML sitemap
13. Submission of the XML sitemap to Google, Yahoo!, MSN and ASK
14. Submission of Product database to Google Base for Google Products

Off-page SEO – Link building with ANLA (Accelerated Natural Link Acquisition) methodology:

1. Establish 30 Relevant Comment links
2. Establish 50 Directory links
3. Establish 10 Blog Reviews
4. Establish 30 Blog Review links
5. Establish 30 Social Book-marking links

Account Management, Reporting and Refinement:

1. Nominated account manager available via email, phone, chat and mobile.
2. Weekly search engine position reports comparing your performance to three nominated competitors.
3. Monthly performance reports summarising Google Analytics results, search engine position movements and link activity.
4. Monthly account reviews via WebEx, at ivantage (London) or on-site (expenses charged at cost)

SEO Consult

For large, complex or highly competitive web sites, an advanced enterprise-wide search engine optimization (SEO) strategy and action plan is critical for developing sustainable competitive advantage.

SEO Consult is the brand name we give to our advanced enterprise SEO consultancy and advisory service. Within SEO Consult we utilise our HESEO™ (Holistic Ethical Search Engine Optimization™) methodology, spending time understanding your business and analysing your website's visitors, customers, competitors, configuration, hosting environment and content.

We then build and present you with a bespoke SEO strategy based on our analysis which will include suggested and prioritised on-page changes to help search engines find, crawl, read, index and rank your entire web site and a comprehensive plan for us to build inbound hyperlinks to your site which are used by search engines to assess the quality of a site in order to rank it.

We discuss the SEO strategy with you and the resulting priorities, actions and tasks and make any necessary refinements. Once agreed we help you and your internal or external resources implement the changes and carry out the necessary tasks. We also set to work with our one way link building services using our link build methodology – ANLA – and social media marketing techniques in order to build sustainable, high quality, relevant inbound hyperlinks.

SEO Consult deliverables include:

- A nominated, experienced Account Manager having overall responsibility for the success of the campaign, providing project management and centralised communication
- A HESEO onsite strategy workshop conducted by nominated Account Manager and including ivantage's Principal Consultant and Head of Technical Services
- A HESEO IP and domain analysis report and recommendations
- A HESEO on-page analysis report and recommendations
- A HESEO off-page analysis report and recommendations

- Development of a bespoke SEO strategy formed with our HESEO analysis, nominated Account Manager, other Account Managers, Principal Consultant and Head of Technical services.
- An SEO Strategy Report and presentation meeting
- ivantage Change Requests
- ivantage Extranet access
- Implementation of CMS-administered change requests
- Extensive online link development programme with ANLA™
- Weekly ivantage Position Insight reports and online access
- Monthly performance reports
- Monthly face to face account review meetings
- Ad-hoc advisory, support and guidance via WebEx teleconferences, email or telephone

Optionally, in addition to SEO Consult with HESEO and in order to further enhance your link equity and generate more traffic to the site, we recommend an extensive and customised online public relations and social media marketing programme using ANLA. Here the objective is to develop a viral buzz around your site that encourages visits and link equity.

Also additionally, we recommend the development of a customised news feed for your site in order that it can be included in search engine news feeds to generate additional traffic, distributed to additional aggregators developing link equity and enticing search engines to crawl more frequently.

Client projects

Ivantage manages several continuing projects and campaigns in the broad area of Search (Engine) Marketing (SEM). The greater proportion of clients favour paid search because their sites are relatively new and they are understandably impatient for results. However, projects which contain a large proportion of SEO work include:

- Blockbuster Entertainment (www.blockbuster.co.uk)
- Argos Business Solutions (www.argosb2b.co.uk)
- Open Systems Management (www.cosbatch.com)
- Confetti Network (www.confetti.co.uk)

The following are multi-channel retail clients who retain ivantage Limited to run paid search projects:

- Argos Business Solutions (www.argosb2b.co.uk)
- Bonsoir of London (www.bonsoirdirect.com)
- Bon 'A Parte UK (www.bonaparte.co.uk)
- Brackets R Us (www.bracketsrus.co.uk)
- Denner Cashmere (www.dennercashmere.co.uk)
- Élégance UK (www.elegance.co.uk)
- Home from Home (www.homefromhome.co.uk)
- Moshulu Shoes (www.moshulu.co.uk)
- Vitabiotics UK (www.vitabiotics.com)
- Vitabiotics USA (us.vitabiotics.com)



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