

Expanding Your Web Presence

Overview

In the world of Organic Marketing, there are 2 styles of engagement. The primary and more typical style is a “hands-on” approach where Organic Marketers (often 3rd party companies) actively engage in every element of an optimization campaign. This style is more of an organizational ‘line’ function with measurable contributions and results. The “hands-on” approach requires at least a moderate level of site access and makes the assumption that website architecture is search engine friendly. But these two requirements are rarely the case for large corporate websites where complex document management systems are used and 3rd party access is nearly impossible for security reasons. E-commerce environments (specialized document management systems) are equally problematic for similar reasons. In these cases, Organic Marketing companies offer consulting services for marketing and IT personnel. In a consulting capacity, Organic Marketers function more in a ‘staff’ role.

Consulting Style

The consulting style of Organic Marketing is fundamentally different because the consultant must first conduct a site-wide technical discovery. Then, based on this discovery work, inform the web manager of the technical obstacles and possible remedies.

The first possible obstacle is site architecture. Large corporate sites with content management systems and e-commerce environments often employ dynamic web pages. Links to these pages often pass multiple variables in their URLs that can cause the search engine spider to fail. Session tracking through URL session IDs is another condition that causes spider errors. Both these conditions can significantly limit the success of any optimization effort.

The second obstacle is more common to e-commerce sites. Unless the e-store is selling proprietary products, product descriptions are likely to be the same as the suppliers approved descriptions. These descriptions are proliferated throughout the Internet. Google, in particular, is penalizing web pages and websites (depending on the

percent of ‘near duplicate’ content found across the site). In most cases, e-commerce store pages are actively ‘neutered’ by Google. In these cases, a ‘near duplicate’ content test must be conducted to establish the degree to which duplicate content may be a threat.

Sloppy html code can also be a significant issue. Dynamic website pages are generated from server scripts (typically .asp, .php, .net, or .cgi). These server scripts ‘build’ HTML pages on demand. The HTML code that is produced may not conform to HTML standards. They may show well in a browser, but they may not spider well and search engine spiders may error as they crawl these pages.

Lastly, administrative interfaces for content management systems may not permit the easy addition of body content or modifications to meta tags at the page level. Although most newer e-commerce environments do allow users to change each page’s meta tags, many of the older designs do not. And limiting the addition of unique body content beyond that of a product description may limit success.

Deep Technical Analysis

Therefore, a site must be examined in detail. This discovery work should cover items like:

- Redirecting Domains
- Internal Link Structure
 - “Home” page links
 - URL structure
 - Spider navigation
- HTTP header check
- HTML validation check
- Page modification capability
- Duplicate or ‘Near-Duplicate’ content check

Different Roles

At this point, the role of the consulting Organic Marketer shifts from technical discovery to trainer/teacher. The consultant needs to properly articulate the technical obstacles that currently prevail and possible remedies. Based on this information, website managers can make informed decisions which enables the consultant to develop a comprehensive Action Plan.

In many cases, the Action Plan must include a commitment to change or modify the current website design so that the site may become more ‘search engine friendly’ and allow for optimization enhancements. **This is perhaps the most significant and problematic step as such a commitment to change may be politically charged.** If for no other

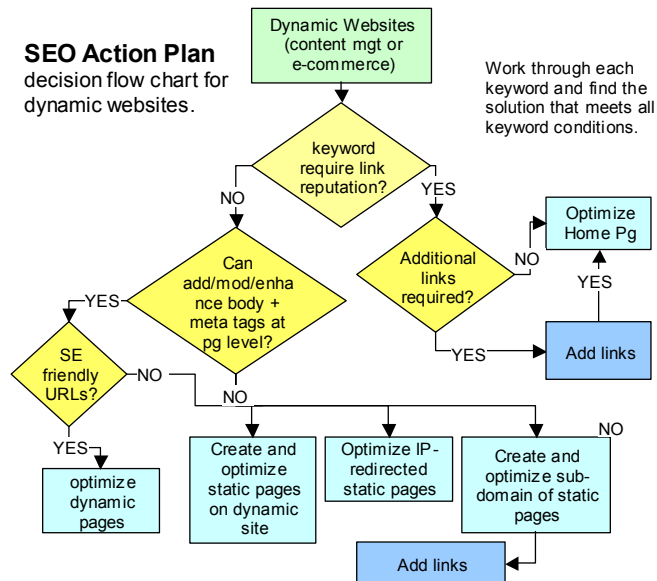
This table describes the Search Engine Optimization (SEO) tactical implementation plan developed for each keyword across distinct website pages.

Page	PR	Target PR	Optimize for PR?	Current Level	Target Level	Keywords									
						juicy couture	true religion jeans	citizens of humanity	citizens of humanity jeans	rebecca taylor	antik denim	diane von furstenberg	jeans jeans	paige jeans	gemma jewelry
Competitive PR						5.0	4.3	4.5	4.5	4.0	3.8	4.0	4.0	3.0	4.0
Competitive Density						8.0	2.1	4.4	1.1	2.4	4.3	1.9	0.5	0.7	5.1
Required Links						175	15	76	4	2	1	2	1	0	1
http://www.CLIENT.com	S	6	No	1	1	X	X								
http://www.CLIENT.com/juicy-couture-clothing.php	-	5	Yes	2	2	X									
http://www.CLIENT.com/sweats.php	-	5	Yes	2	2	X	X								
http://www.CLIENT.com/jacketsandcoats.php	-	5	Yes	2	2	X									
http://www.CLIENT.com/tops.php	-	5	Yes	2	2	X									
http://www.CLIENT.com/truereligion.php	-	5	Yes	2	2	X						X			
http://www.CLIENT.com/denim.php	-	5	Yes	2	2	X									
http://www.CLIENT.com/citizensofhumanity.php	-	5	Yes	2	2		X	X							
http://www.CLIENT.com/pants.php	-	5	Yes	2	2		X	X				X			
http://www.CLIENT.com/rebecca-taylor.php	-	5	Yes	2	2				X						
http://www.CLIENT.com/antik.php	-	5	Yes	2	2					X					
http://www.CLIENT.com/diane-von-furstenberg.php	-	5	Yes	2	2						X				
http://www.CLIENT.com/jeansjeans.php	-	5	Yes	2	2							X			
http://www.CLIENT.com/paigepremium.php	-	5	Yes	2	2								X		
http://www.CLIENT.com/adina.php	-	5	Yes	2	2									X	

This is a sample of one element of the Action Plan that serves as a roadmap for Page Optimization success. The map includes target page URLs by keyword. The map is developed after the initial SE ANALYST report and Deep Technical Review is reviewed with the web manager.

Organic Marketing Consulting Engagement

reason, the web staff must be brought into these discussions early in the consulting process.



The 3rd role of the Organic Marketing consultant is project management. This role not only includes monitoring the tactical implementation of Action Plan items, but also the reporting of ranking progress and competitive conditions. Reporting is conducted monthly through a combination of written reports and phone consults.

The 4th and final role of the Organic Marketing consultant is to implement 'passive' optimization activities that may be recommended or included in a comprehensive Action Plan. Passive optimization activities do not require direct access to a website. Rather they are optimization services that can be performed on behalf of a website manager.

Passive activities may include:

- Premium Directory Submissions
- Article Creation and Submission
- Text Link purchases
- Google Sitemap creation

Conclusion

In the end, a consulting engagement is more intensive than a traditional 'hands-on' campaign. The 'hands-on' approach assumes that the website does not contain technical obstacles that an Organic Marketer cannot control or remedy. If hidden technical issues prevail, a 'hands-on' optimization campaign is likely to fail. A consulting engagement does not make the same assumptions and conducts in-depth discovery. Even though the consultant does not conduct active (on-page) optimization enhancements himself, the added burden of increased communication, reporting, training and review of enhancements more than makes up for the time had he done them himself.

Position Research Consulting Engagement

The following table covers basic consultancy activities and deliverables. Initial fees include 8 months of SE ANALYST reports, Deep Technical Review & Action Plan development. Monthly fees include Position Eyes ranking reports and SE ANALYST Commentary - including a 45-minute consultation. Additional optimization services may be purchased on an 'A-La-Cart' basis.

	Activity	Provided	Cost	Position Research Note
Initial Review	Manual Site Review	After Receipt of Order	Included	No report
	Initial SE ANALYST Report with evaluation			30 keywords max. 1 custom URL (client home page). More than 30 keywords may require extra charge.
	Deep Technical Review		\$750	Detailed review of website construction and vulnerability within 10 business days ARO. Includes written report and 45 min consultation.
	Action Plan Development with keyword map		\$250	Detailed Action Plan and recommendations resulting from Technical Review, initial SE ANALYST report and Consultation within 5 business days of consultation call.
Reporting	PositionEyes Daily Rank / 5 Search Engines	Daily	\$75/mo	Available daily through web interface. 20 keywords max.
	SE ANALYST Reports	Every month: Rotation: Google, MSN, Google, Yahoo [repeat]	\$ 378.00	Based on keyword map and 360 Datalines ¹ (e.g. 12 keywords; 10 custom URLs; 20 deep). Pricing based on 1000+ Dataline rate, 40% discount when paid in advance.
	SE ANALYST Commentary		\$350/report	based on SEA Report - includes 45 min consultation

Initial fee (non-refundable) \$ 4,024.00 Includes Deep Technical Review + 8 months of SE ANALYST reports

Monthly fee \$ 425.00 After 8 months, fees are \$425+SE ANALYST Report fees

Total 8 month engagement \$ 7,424.00

Terms:

8-Month Engagement

After 8 months, automatic month-to-month renewal - cancelable with 30-day notification.

Notes:

¹ A Dataline is a single record, a row of metrics for a single ranked website page or custom URL.

Organic Marketing Consulting Engagement

Additional Optimization Services Available

	Activity	Provided	Available Services	Cost	Position Research Note	Optimization Influence		
						On-page KDA	Backlink Reputation	Page Rank
Passive Optimization Activities	Premium Directory Submit	On request or made part of the Action Plan	✓	\$ 600.00	13 paid directories + ~15 free directories		minor	✓
	Premium+ Directory Submit			\$ 950.00	20 paid directories + ~15 free directories		minor	✓
	Articles Creation and Submission to 10 directories		✓	\$299/article	20 min interview OR white paper doc. Approx 600 words. One re-write. 10 directories. Added cost if longer interview and/or more words.		minor	✓
	Article Submission (only) to 10 directories		✓	\$149/article			minor	✓
	Web page content creation		✓	\$135/page	20 min interview OR white paper doc. Approx 300 words. One re-write. Added cost if longer interview and/or more words. (Does not include page optimization)	✓		
	Search Submit (Yahoo)		Advise only	N/A		Applies to Yahoo rankings only		
	Text Link Purchase (advertisement)		✓	At market Value + 15% admin	Market cost + 15% admin fee (client's credit card required)		✓	✓
	Google Sitemap		✓ or advise	\$125/hour	Requires FTP access - otherwise advise only (partial hour = full hour billing)			
	RSS Generation		advise only	N/A			minor	✓
	Blog		advise only	N/A			minor	✓
Affiliate Program	advise only	N/A				✓		
Active Optimization Activities	IP Re-directs (Cloak)	On Request	✓	add \$75/mo.	This is an added price to page optimization	✓		
	Static Pages creation (no content)		✓	\$75/page		✓		
	Initial Page Optimization		✓	\$150/page		✓		
	Post new visible pg to site (upload)		✓	\$35/page	FTP access required;			
	Page Optimization Adjustments		✓	(\$25/pg/mo) x (number of pgs in campaign)	Assuming PR did initial/prior pg optimization otherwise, Initial Page Optimization applies. \$30/pg if word doc pages. Includes internal SEA report (min \$375 or 15 pgs). Add \$300 for client SE ANALYST Commentary.			
	Architecture		✓ or advise	\$495/site	Limited to changes made to max. 20 files			✓
	One-Way Links		✓	\$17/link	\$199 setup fee per campaign		✓	✓
	One-Way Link monthly maintenance		✓	\$79/\$99/\$149 per month	Link campaigns with links: <50 ; 51-99; >100 respectively.		✓	✓
	Mod Re-writes		advise only	N/A				

Passive - No touching Site

Active - Requires touching site

Organic Marketing Consulting Engagement

Items Covered in a Deep Technical Review

Redirecting Domains	Website Owners may possess several domain names, mirror sites, etc. for various purposes. Search engines must resolve these appearances of exact duplicate content so that only one instance is displayed in their rankings. There are 2 valid redirect methods: 301 redirects (host level) and DNS redirect (registrar level). All other redirection methods (including 302 redirects, meta refresh code, and JavaScript code) are consider inappropriate, and can cause site banning or ranking demotion.
Internal Link Structure	
"Home" links	Some sites use internal page URLs to link internal pages to the "Home" page rather than using the domain name. Use of different URLs for the "Home" page can confuse search engines that are attempting to determine the real home page URL which will be shown in their Search Engine Results Page (SERP).
URL Structure	URLs can pass many variables, even session IDs. In the most extreme conditions, Search Engines will ignore pages that may contribute to 'spider traps'.
PageRank Optimization	Website navigation may be crafted in such a way that it maximizes PageRank on specific pages. This technical check tests for the possibility of these conditions.
Duplicate or 'near-duplicate' content	Duplicate and 'near-duplicate' content is identified by Google as un-natural and can cause site-wide ranking penalties. This check will test for the likelihood of this condition on up to 25 top-level pages.
Host log file review (if available)	Hosting files include refer analytics These analytics are commonly used to track website visitation traffic. One of the most common metrics is search engine refers. This value shows the number of unique visitations (typically delineated by unique IP address over a period of 30 minutes) per search engine per time per keyword. If available, this check can reveal subtle conditions symptomatic of larger issues.
Parent site HTTP Header	Header information gives us added insight to any special conditions, such as local re-directs and cookie setting.
HTML Validation	This check includes up to 25 top-level pages and tests each page to ensure that HTML conforms to standards.
SPAM HTML Code Check	Up to 25 top-level site pages are checked using GRSEO to detect many SPAM coding techniques.
Parent Site Spidering	
Broken Links	A local spider is launched to check for various conditions. If the site is constructed as a spider trap, this function cannot be run.
Site Map	
Outbound links	
Hijacking potential	A Hijack check tests to see if other website domains are using in appropriate redirects to your site home page.
Deep External Backlink Analysis	A detailed review of parent site backlinks can reveal subtle conditions symptomatic of larger issues.
Directory Listings	15 public directories are checked to see if the parent domain is listed.
Keyword Rankings	A single run ranking report for each of the 3 major engines is run for all keywords conducted in the initial SE ANALYST report.

Sample Strategic Keyword Map

An integral part of Organic Marketing planning includes the development of a Keyword Strategy (example shown at right). Keywords with competitive attributes are listed at the top while website pages best suited to support chosen keywords are listed along the left side. Columns next to each page are used to itemize specific optimization tactics that positively influence search engine rankings. "X" values mark which website pages are to be optimized for each keyword.

<p>This table describes the Search Engine Optimization (SEO) tactical implementation plan developed for each keyword across distinct website pages.</p>			Keywords										
			Competitive PR	5.0	4.3	4.5	4.5	4.0	3.8	4.0	4.0		
			Competitive Density	6.0	2.1	4.4	1.1	2.4	4.3	1.9	0.5		
			Required Links	175	15	76	4	2	1	2	1		
Page	PR	Target PR	Optimize for PR?	Current Level	Target Level	juicy couture	true religion jeans	citizens of humanity	citizens of humanity jeans	rebecca taylor	antik denim	diane von furstenberg	joes jeans
http://www.domain.com	5	6	No	1	1	X	X	X					
http://www.domain.com/juicy-couture-clothing.php	-	5	Yes	2	2	X							
http://www.domain.com/sweats.php	-	5	Yes	2	2	X							
http://www.domain.com/jacketsandcoats.php	-	5	Yes	2	2	X							
http://www.domain.com/tops.php	-	5	Yes	2	2	X							
http://www.domain.com/truereligion.php	-	5	Yes	2	2		X						
http://www.domain.com/denim.php	-	5	Yes	2	2		X						
http://www.domain.com/citizensofhumanity.php	-	5	Yes	2	2			X	X				
http://www.domain.com/pants.php	-	5	Yes	2	2			X	X				
http://www.domain.com/rebecca-taylor.php	-	5	Yes	2	2					X			
http://www.domain.com/antik.php	-	5	Yes	2	2						X		
http://www.domain.com/diane-von-furstenberg.php	-	5	Yes	2	2							X	
http://www.domain.com/joesjeans.php	-	5	Yes	2	2								X