

Expanding Your Web Presence

Overview

There are 4 basic types of websites.

1. E-Commerce (online stores)
2. Publishers (online news / magazines)
3. Directories (lists of websites)
4. Lead Gathering / Information (corporate, general business)

Although some websites combine these types, all require a blend of supporting services to sustain their web presence. As the web matures, companies must integrate more web services to maintain a competitive presence. And these additional service costs create an increasing need to better manage and maximize their contribution to your business.

Supporting Services

Position Research has provided various web services for 9 years. Although our focus has been on providing professional Organic Optimization and Hosting services, we have considerable experience in Web Design and Application development for corporate and general business (lead gathering) websites. More recently, we have expanded our services to include:

- Website Public Relations (a complement to our Organic Optimization services)
- PPC Advertising (small to mid size campaigns < \$1000 spend per month).
- Landing Page Testing (optimization of visitor conversion)
- Analytics Analysis (complements Landing Page Testing)

Hosting

Truepath.com, a sister company of Position Research, has been offering business level hosting for 9 years. It uses a "best-in-class" control panel offering functionality only found in more expensive services. Truepath.com has distinguished itself as a professional host with excellent customer support and uptime. Hosting plans start at \$4.95 per month.

Organic Optimization

Position Research has been providing Organic Optimization (SEO) services for 7 years.

Unlike competitors, we place significant emphasis on developing a keyword strategy that produces higher rankings for our clients. This strategic approach is best appreciated in the public release of SEANALYST (seanalyst.com).

Typical campaign costs range from \$3,500 to \$5,500 setup and \$350 to \$550 per month. Consulting services available at \$150/hr.

Website Public Relations

Organic Marketing has become more and more competitive. In order to maintain and strengthen rankings for our clients, we have developed a comprehensive Website Public Relations Program, which is designed to improve our client's market visibility and backlink structure. Engagements start at \$2,500.

PPC Advertising

Position Research manages small to mid size Pay-per-click (PPC) advertising campaigns for:

- Google Adwords
- MSN adCenter
- Yahoo Search Marketing

Our services include regular bid management and keyword and ad copy recommendations for campaigns between \$250 and \$1,000 per engine.

Landing Page Testing

Increasing visitor conversion rates through landing page testing requires a mixture of:

- creative marketing design
- technical web programming
- and analytics interpretation

Position Research uses A/B split test and partial factorial – multi-variant testing models to achieve 20% to 200% improvements. Testing costs range between \$2,500 and \$10,000 per engagement for websites with 2 to 75 conversions per day.

Analytics

Analytics is the capturing and study of website visitor behavior. Observations based on this data may be used to correct website deficiencies and improve visitor experience.

Position Research offers installation services of Google analytics and assessment on a consulting basis.

