

Search Engine Optimization and Google AdWords™

Why is search engine optimization so important?

In today's competitive marketplace you cannot afford your website not to be optimized and garnering more direct traffic for you.

Increased website traffic typically leads to more leads and thus more paying clients. Mind you, a website is not the end all and be all for most businesses BUT it can be an extremely cost-effective way of reaching your niche market and for that reason it shouldn't be overlooked or underestimated.

There are two primary methods used to get higher ranking positions in search engines...

Method 1: Organic Search Engine Optimization (free searches)

Method 2: Paid Listings (paid search engine advertising – ie. Google Adwords™).

The image is a screenshot of a Google search results page for the query "mortgage broker seo". At the top, the Google logo is on the left, followed by a search bar containing the text "mortgage broker seo" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the text "Free Search Results" is written in red, with a red arrow pointing to the first organic search result. The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 935,000 for mortgage broker seo. (0.28 seconds)". The first organic result is "Real Estate Website Design, Mortgage Broker Website Design, Search ..." from "Roar Solutions" with a URL "www.roarsolutions.com/". To the right of the organic results is a "Sponsored Links" section, which is highlighted with a red box. The first sponsored link is "Meridian Mortgages" with the text "Beats the major banks' posted rates No hassles, no negotiating www.meridiancu.ca". Below this, there are other sponsored links for "Check your MBS for Free" and "MBS Services at \$100". At the bottom of the sponsored links section, the text "Paid Search Results" is written in red, with a red arrow pointing to the sponsored links section.

How Can Roar Solutions help me get more website traffic and leads?

Basically there are 2 methods we have to help you out...

Method 1: Organic Search Engine Optimization

Organic Search Engine Optimization (or SEO) is basically a method to help your website rank higher for certain keywords that people would use in an online search using a search engine such as Google or Yahoo. This is also sometimes referred to as free search rankings.

So for instance if you were a mortgage broker in say Mississauga, Ontario you might want your website to rank higher for the keywords "Mississauga Mortgages" or "Mississauga Mortgage Broker". Most websites are not optimized and/or targeted to help them rank for specific keywords that may bring you targeted traffic and leads.

Here's what we do...

- Modify your website content to be geared for up to 3 specific keywords you wish to target for. We will typically modify some website content (with your permission) and/or create new pages in the website that help search engines recognize your site.
- We will setup and install Google™ Analytics for your website
- We will setup and install Google™ and Yahoo™ sitemaps. These aid the search engines as far as indexing all of the pages and content in your website to help get those better rankings.
- We will resubmit your website, by hand, to the 3 major search engines, Google™, Yahoo™ and Microsoft™

What do you mean by keywords?

Keywords are the words users would type into a search engine that would hopefully lead them to your website. So for example if you were a mortgage agent in Calgary, Alberta who specialized in 2nd mortgages you might target the keyword of "Calgary second mortgages".

The more detailed the keywords that are targeted the better. For instance, trying to target for the keyword of "mortgages" would be a next to impossible task as google.com returns close to 100,000,000 results! The odds that your website would even show up in the top 50 pages is remote at best. Typically most users refine their searches... so a person in Calgary looking for a second mortgage is likely to type just that into a search engine versus typing the word mortgages.

What's the cost?

This is a special introductory offer priced at **\$495.95 +gst**

Normally this service is priced at \$1500 – that's a savings of over 65% off our regular price!!!

Monthly Maintenance Program: \$49.95/month

- provide a report to show how your site is ranking for your optimized keywords
- If we see that certain keywords don't seem to be generating traffic we can modify your site for new keywords (limit is 1 set of keywords per month)
- Max 30 minutes/month of work allotted. If more time is needed extra billing for that month will be applied

Why the discount?

We believe in building long-term relationships with our clients. And part of this is providing our clients with the best tools and solutions on the market today in hopes of helping their business succeed and prosper in today's online world. So if we can provide cost-effective solutions that help our clients build profitable businesses than we both prosper and succeed, it's that simple.

Method 2: Google AdWords (Paid or Sponsored Listings)

Paid or Sponsored listings are obtained when you pay (or bid) on a particular keyword or position within a search engine results page. The most popular Pay Per Click method involves placing ads with Google's Adwords™ program.

So this method involves setting aside a monthly budget and using that budget to place bids on certain keywords that will help drive traffic to your website. So whenever a user clicks on your paid advertisement, Google™ keeps track of this amount and keeps a running total and at the end of the month you pay Google™.

Here's what we do...

- Setup a Google Adwords™ account on your behalf.
- Determine what keywords you wish to target and what geographic regions (ie. Canada versus entire globe)
- Keyword Research – we'll help you determine exactly what keywords to target
- Creation of Campaigns and Ads within Google Adwords™ (up to 5 ad campaigns)
- Determine your total monthly budget you wish to spend. Minimum budget is \$60/month to see effective results.

What's the cost?

- 1-time set-up fee: **\$149.95+gst**
- Plus the cost of your monthly budget (may not always reach max budget allotted)
- Monthly management of Google Adwords™ account: **\$49.95** (up to 30 minutes of changes)
Monthly maintenance is a great option to allow us to fine tune your campaigns

Monthly Maintenance Program: **\$49.95/month**

- provide you with a monthly traffic report as to where leads are coming from
- create new campaigns as needed (max 30 minutes/month) If extra time is needed then extra charges for that month will apply.

What's the difference between the 2 services you offer?

The main difference is that the organic search engine optimization is a longer term and sustained approach in which your site starts naturally ranking higher and higher for targeted keywords and you do not pay the search engines for these naturally higher rankings (free search result rankings).

The Paid advertising method is just that, you pay a search engine provider (ie. Google, Yahoo) to appear on their advertising spaces for specific keywords you target.

So the Organic search engine method typically has higher up front fees and takes a bit longer for the rankings to naturally occur while the paid advertising you can see instant results BUT those results only last as long as you are paying the search engine providers. Once you stop advertising your search results will no longer appear in their paid advertising spots.

However utilizing both methods together not only builds your websites natural rankings but also allows you instant exposure as well via Paid advertising route all to help generate more traffic and more leads to you and your business.