

SEO



Consumers Start the Buying Process Online



Are They Finding Your Website?

Introduction

SEO can be one of the most important parts of the online marketing mix, as natural listings in the search engine results will typically receive a higher percentage of clicks than paid for listings. Users also assign more credibility and trust to higher listing websites and this can help improve your conversion rate.

Google has more than 100 Billion documents in its index. While not all of these are targeting the same group of keywords you are, the fact is that the ease with which a website can be constructed combined with the convenience of doing business online means that even the smallest niche will be highly contested.

The other main challenge of SEO is the complexity of the algorithms used by the search engines. Google now use over 200 signals in their algorithm for scoring and last year there were over 540 quality improvements to their search algorithm alone – that's more than one change per day!

What is SEO Exactly and Why Do I Need It?

SEO is Search Engine Optimization. It's the work that goes into your website to show search engines, like Google, that you're the best result when customers are searching for your product or service. The ultimate goal of SEO is to get your website to the top of the list. So how does Google know which sites to put on the 1st page of results?



Google evaluates your website based on two things:

1. Does Google think your site is **RELEVANT**?
2. Does Google **TRUST** your site?

Relevance = Onsite SEO



HERE IS WHAT GOOGLE LOOKS FOR ON YOUR WEBSITE



Source Code



Content



Site Speed



Mobile Friendly



Google Analytics



Google Maps



Videos/Images

Trust = Offsite SEO



HERE IS HOW GOOGLE DECIDES TO TRUST YOUR SITE



Content Marketing



Outreaching



Blog Posts



Site Bookmarking



Infographics



Business Directories

Why should you consider Search Marketing?

- ▷ 93% of all experiences online begin with a search at a search engine.
- ▷ 89% of people use search engines in their decision processes when making a purchase.
- ▷ Nearly 90% of visitors find websites through search engines.
- ▷ 50% of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase.
- ▷ Search is the #1 driver of traffic to content sites, beating social media by more than 300%
- ▷ By the end of 2018, there will be 73 billion phone calls generated from mobile search alone. Calls from search are growing by 42% a year.
- ▷ SEO leads have a 14.6% close rate, while outbound leads have a 1.7% close rate.

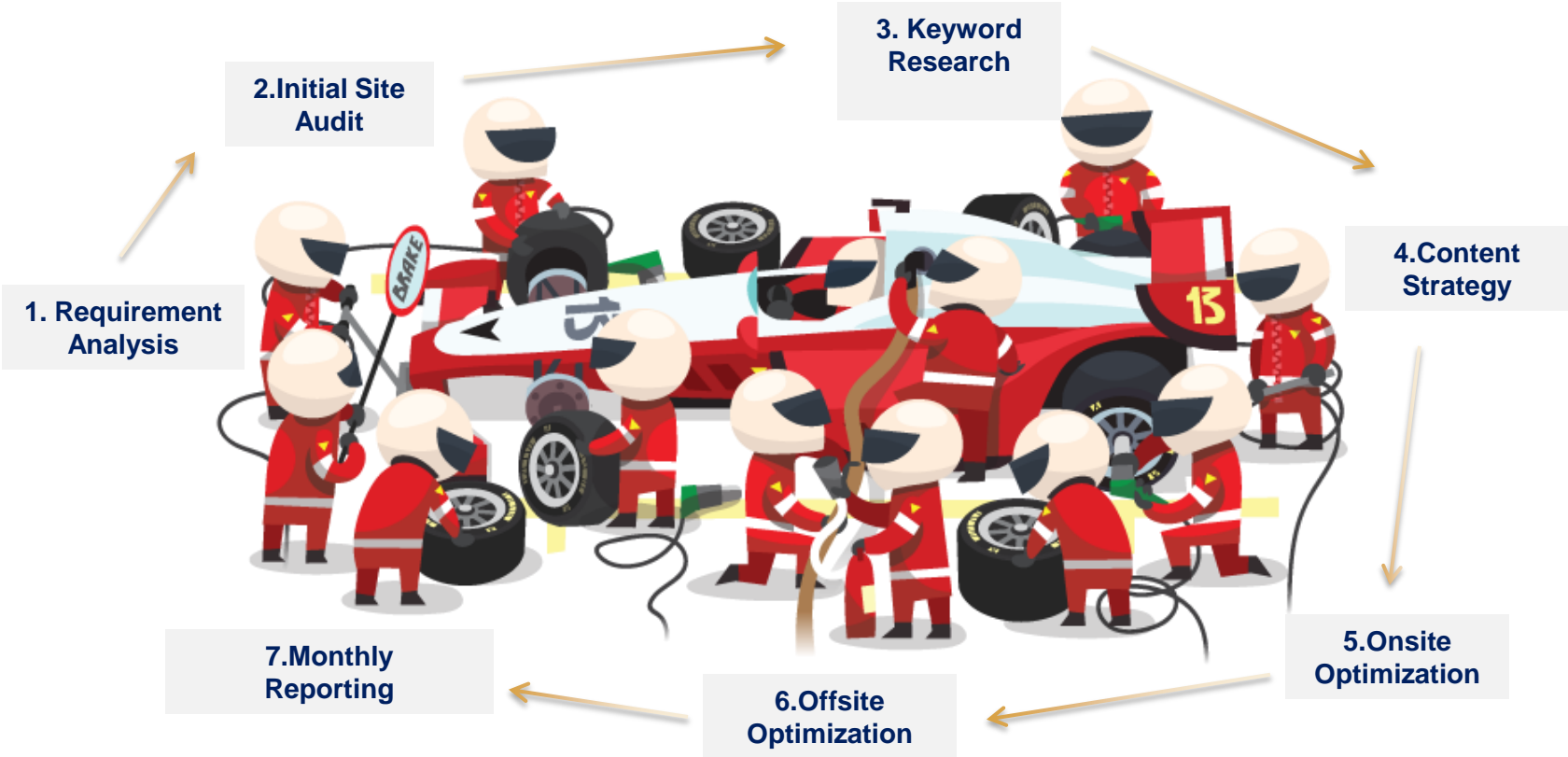
Benefits of SEO

- ▶ Increase Brand Awareness - An increased number of consumers spend a considerable amount of time on the internet searching for products and services. Our SEO services will give you the advantage of being found when your prospects are in the process of searching. Customers tend to trust the sites that they find listed in the top pages, it is just human nature.
- ▶ Increased Lead Generation - Each day millions of consumers begin their buying cycles online. Consumers are becoming immune to most traditional forms of advertising. When consumers search for your services rather than the other way around they are much more receptive to your marketing message.
- ▶ Low Customer Acquisition Costs - Search engine marketing leads are less expensive compared to traditional marketing methods. With search engine marketing, you are spending much less while you are reaching more people who want your product or service.

Our Working Methodology



Campaign Lifecycle



How Much Does SEO Cost?

Two main factors:

1

Market Competitiveness

2

Industry Competitiveness



Small market, smaller budget



Big market, bigger budget

Also cost of SEO depends on the number of keywords desired for ranking and the competitiveness of those keywords. More keywords for ranking require more SEO time and, therefore, more SEO spend.

We select the body of SEO work that will get you the best results at a budget you can afford.

- On Page Optimization
 - Site analysis
 - Mobile usability check
 - Keyword research
 - Page speed analysis and recommendation
 - Crawler compliance implementation
 - Site architecture audits and recommendations
 - Title & Meta tags optimization
 - Optimization of robots.txt
 - Implementation of XML sitemaps
 - URL rewriting
 - Pages H tags optimization
 - Broken links audit
 - Image & hyperlink optimization
 - Anchor tag optimization
 - Google & Bing webmaster tools setup
 - Google analytics setup & integration
 - Onsite blog optimization
- Link Development
 - Article engagement
 - Website bookmarking
 - Business directory submissions
 - Custom blog publication
 - Custom article publication
 - Infographic syndication
 - Offsite content marketing
 - Local citation building

Who We Are

We are a one stop full-service advertising agency with web & internet, design, digital and audio/visual capabilities. Whenever possible, we see our projects from concept and design development through production and post-production, but we readily provide any combination of services and production phases.

No matter how large or small the assignment, we bring our highly-developed knowledge of consumer behaviour, command of branding strategies, and creativity to all our work to achieve the all important image or message that conveys the dynamic essence of our clients.

We are motivated by our clients to unlock innovative ideas so that we can continuously evolve and apply new solutions to new challenges.

Case Study



Industry: Beauty & Healthcare

Competition Level: High

Project Duration: 12 Months

Project Goals: Increase rankings and organic traffic, Increase conversions, Technical improvements across the site, Increase revenue.

Overview:

The Sri Lankan beauty market has been steadily growing over the last 10 years. The explosion of the internet and social media over the last 5 years, fuelled by urbanization and increased disposable income, have generated a growth in the purchase of beauty and personal care products.

Essentials.lk is an e-commerce website dedicated to offering a personalized online experience with exceptional customer service and competitive pricing. Partnering with industry leading local and international brand houses and distribution agents, they aim to be a credible and informative site that will focus not only on products but will offer a platform for consumers to engage with others, industry experts on beauty trends, tutorials, and beauty tips and recommendations.

Case Study



Potential Obstacles:

Through client assessment, we identified possible hurdles to campaign success:

- ▷ Highly competitive niche
- ▷ Thin content on converting pages
- ▷ On-site and usability issues
- ▷ Poorly optimized linkable assets
- ▷ Internal linking issues
- ▷ Off-site issues
- ▷ Poor social media presence
- ▷ Less targeted traffic and low conversion rate

Case Study

essentials.lk
beautiful everyday

Execution:

Key Results:

- ▷ Revenue earned from search increased by 1387%
- ▷ 2689% increase in online store sessions over 1 year
- ▷ 177% increase in number of keyword ranking

Won the award for Best e-commerce & e-banking website in 2018



Q & A

