



# Digital Marketing Services *SEO & PPC*



# Digital Marketing Services Stairs



**Build the Brand**



**Establish Online Presence**



**Get Found Online**



**Build Relationships**



**Find New Customers**

# What is Search Marketing?



**SEO**  
Search Engine  
Optimization  
Organic Searches

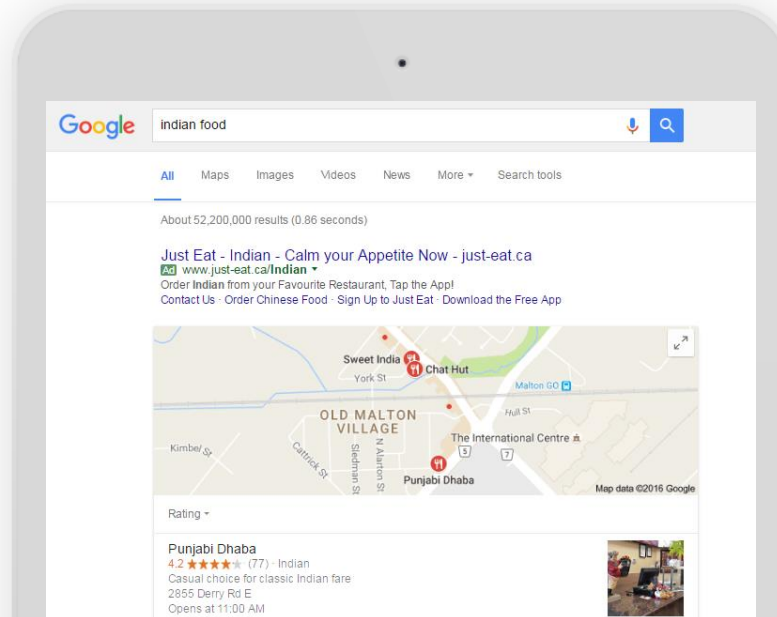
**PPC**  
Pay Per Click



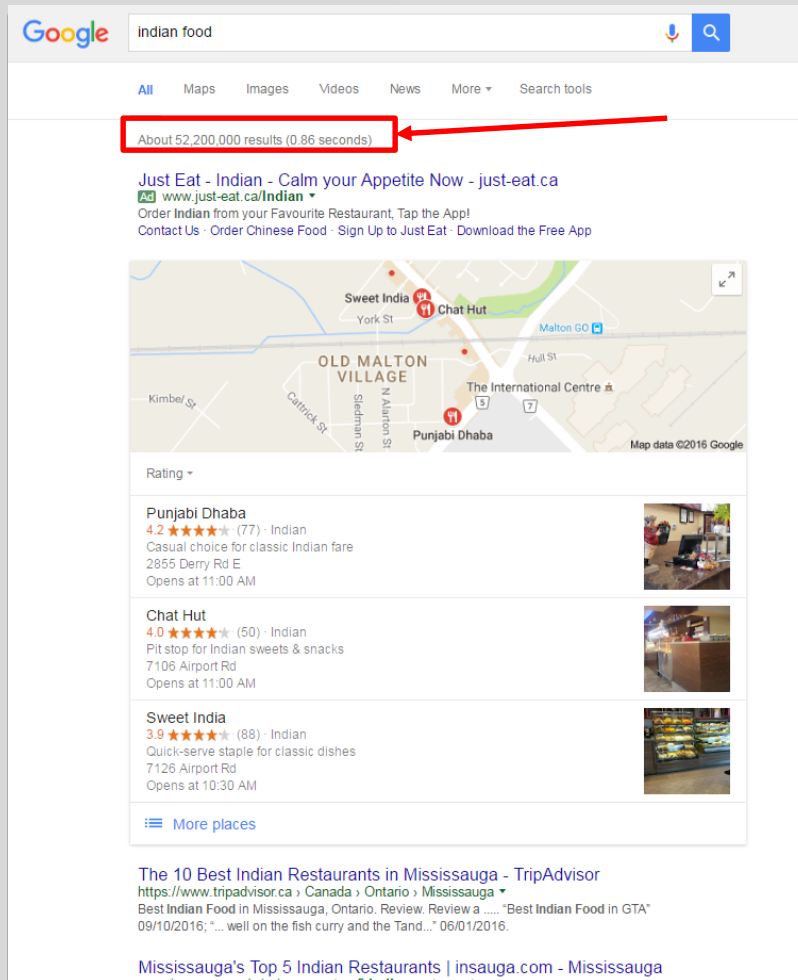
OneList Plus Online  
Directory Listings

# SEO Value Proposition

We help businesses increase exposure to draw in potential customers. We expose businesses within organic search results on major search engines, directories and across the web. This results in highly relevant traffic and campaign focus.



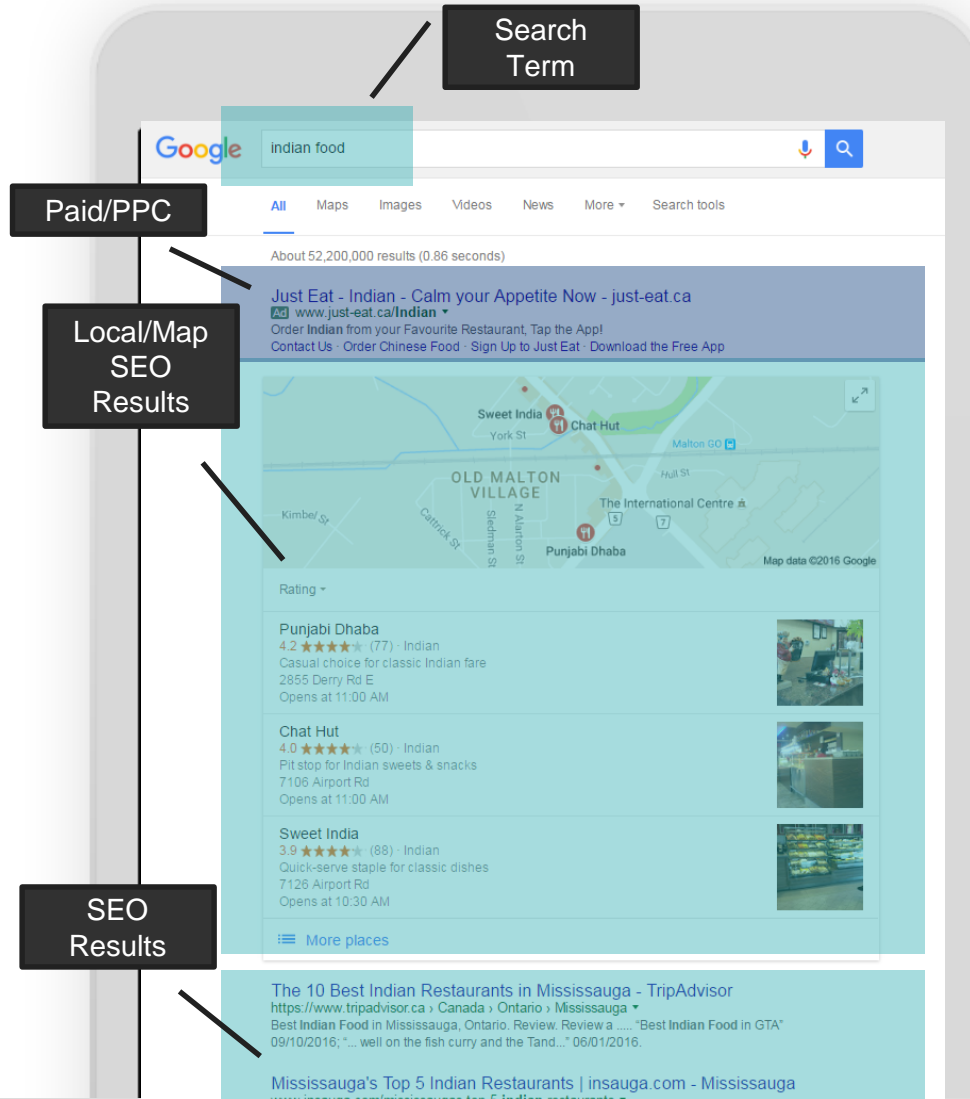
# What is SEO? Why is it Important?



## You know this:

- Businesses need to show up online where people are searching and compete for online real estate
- Google (and other SEs) only work if they're connecting searchers with the right results
- Search Engine Optimization, or SEO, is the name given to activities that attempt to improve search engine rankings and drive organic and referral traffic from across the web

# What is SEO? Why is it Important?



## SEO is like your credit score

- Many contributing factors
- Algorithm information isn't shared
- Adjustments can be made to improve your credibility
- Results are built up over time

## PPC

- Paid versus earned approach
- Quick and measurable
- Less trusted by consumers

# SBs know SEO is important, but it's hard.

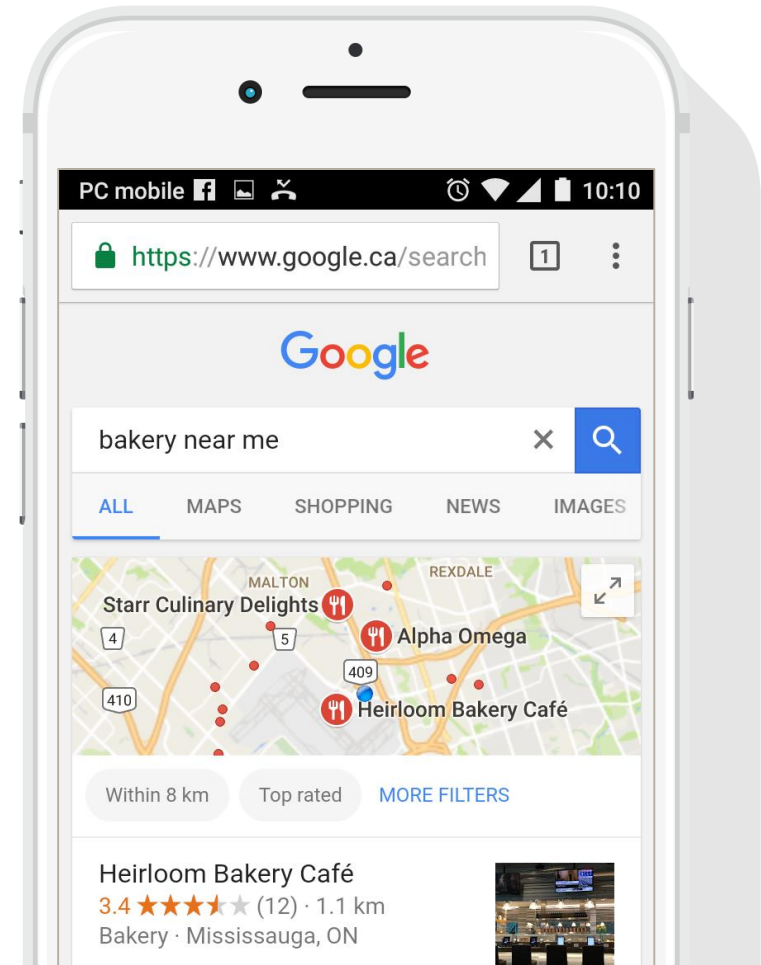
- SEO **was the top answer** in areas of website improvement for small businesses (2016 survey).
- Yodle found that **66% of SBs cite finding and targeting leads and getting noticed over competition** as the most difficult part of acquiring new customers.
- 50% of small business clients spent between **\$500 - \$2,500** per month for online marketing.



# Google is constantly changing its algorithm

## 500-600 algorithm changes per year!

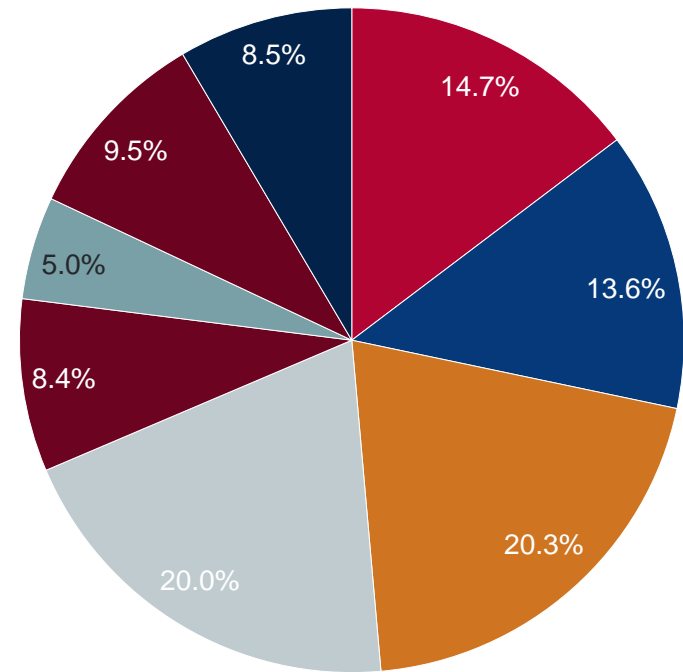
- Nov 10, 2016 Unnamed major update
- Oct 6, 2016 Penguin 4.0, Phase 2
- Sept 27, 2016 Penguin 4.0, Phase 1
- Sept 23, 2016 Penguin 4.0 announcement
- Sept 13, 2016 Image/Universal drop
- Sept 1, 2016 “Possum”
- May 12, 2016 Mobile-friendly 2
- May 10, 2016 Unnamed major update
- Feb 23, 2016 AdWords shake-up
- Jan 8, 2016 Unnamed update
- Oct 26, 2015 RankBrain
- July 17, 2016 Panda 4.2
- May 3, 2015 The quality update
- Apr 22, 2016 Mobile Update AKA Mobilegeddon
- Etc.





# Contributing Factors

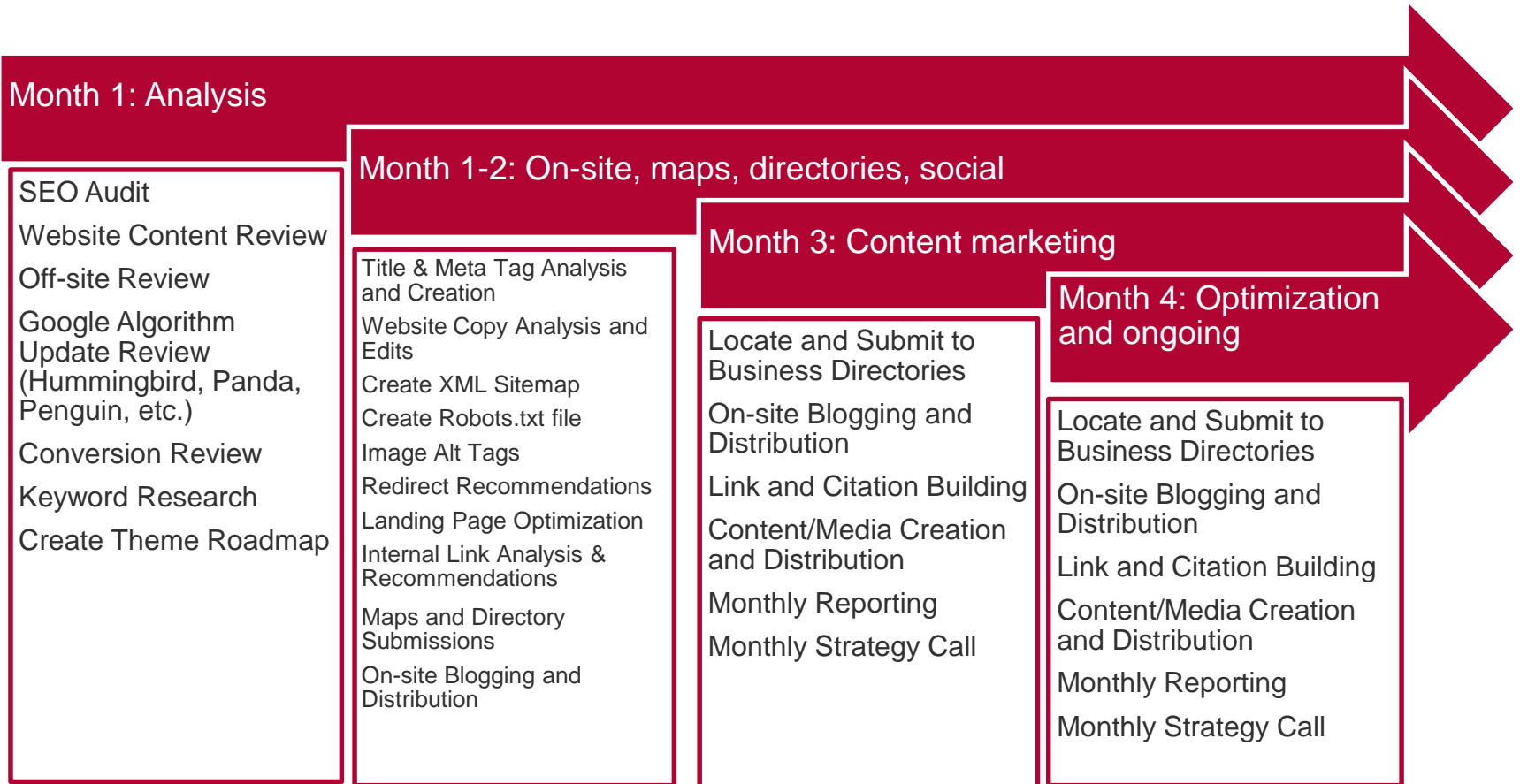
- Google uses over 200 ranking factors to ensure that its search results are **useful** to users.
  - **Useful**
  - Relevant
  - Accurate
  - Current
  - Not Spammy
- These ranking factors can be broken down into 8 categories.



- My Business Signals (Categories, keyword in business title, proximity, etc)
- External Location Signals (IYP/aggregator NAP consistency, citation volume, etc)
- On-page Signals (Presence of NAP, keywords in titles, domain authority, etc)
- Link Signals (Inbound anchor text, linking domain quantity/authority, etc)
- Review Signals (Quantity, velocity, diversity, etc)
- Social Signals (Google+ authority, Facebook likes, Twitters followers, etc)
- Behavioral/Mob. Signals (CTR, mobile clicks to call, check-ins, etc)
- Personalization

# Customized Approach

No two websites are exactly alike. Therefore, no two SEO roadmaps are exactly alike.



# Components of SEO Product Campaign

## Presence Building:

- Maps Claiming & Optimization
- Directory Network Management
- Monthly Directory Submissions

## On-site Optimizations:

- SEO Analysis
- On-site Optimization
- Site Wide Fixes
- Blogging

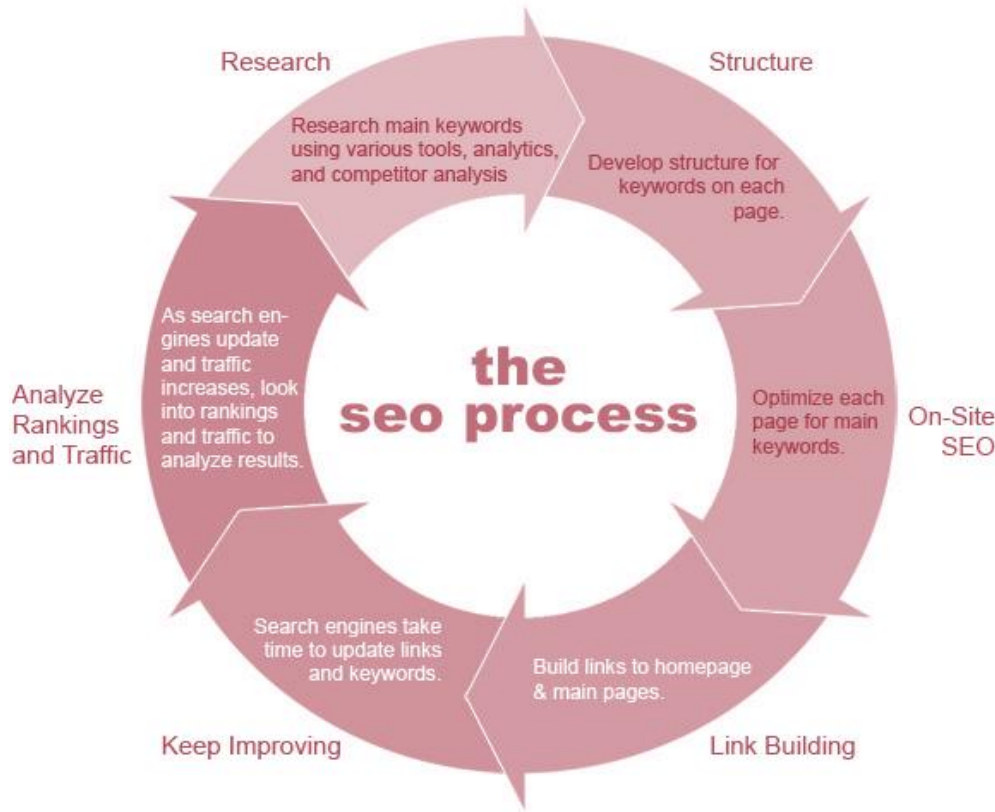
## Off-site Optimizations:

- Content Distribution
- Outreach & Link Building
- Infographics and Videos

## Campaign Management:

- Welcome Call
- Campaign Launch Call
- Monthly Reporting
- Monthly Strategy Updates

# The SEO Process



## On-Site Optimization

- Each campaign tracks keyword themes of up to **20 target keywords per theme**
- Research and focus on keywords that have the best potential
- Keywords tracked within reporting dashboard

## Off-Site Optimization

- Campaign managers work with content and outreach teams to target relevant publishers and external sites
- **Industry-leading track record** in this area

# How Do We Measure Success?

**The number one goal is to increase website traffic.**

Our SEO experts look at a number of factors and discuss results with customers.

- Organic Traffic
- Referral Traffic
- Direct Traffic
- Organic Impressions
- Site Domain Authority
- Total Ranking Keywords

# Why Our Approach to SEO Works

- **Wider keyword targeting**

Allows for a more natural and effective marketing campaign

- **Presence is important**

We set up and manage, and unify client's presence on the major maps platforms, as well as 40+ of the major, top-tier directories

- **There is more than just rank**

Keyword ranking is a top line metric that on its own has very little bearing on bottom line success for a company; we also optimize campaigns for overall increase in traffic to the site from various traffic sources

- **Content is king**

- Blogs
- Article
- Infographics
- Video

# Pay Per Click

# What We Offer

## Paid Search Pay-Per-Click

Pay-Per-Click (PPC) puts the customer's business at the top of search engines like Google, even above the organic search results.

Paid ads put businesses in front of customers fast.

### **Tried and tested**

Our PPC experts use the latest technology and algorithms to build and manage campaigns to meet and exceed customers' goals.

### **Google-certified**

Each of our PPC team strategists are Google-certified and are dedicated to helping customers' achieve their needs.

### **Customer Dashboard**

Track the campaign's performance straight from the dashboard

### **A/B Testing**

Our team will work on creative alternatives to test and ensure that ads perform optimally for click-through conversions

### **Mobile Compatible**

Our PPC campaigns ensure that ads are shown on all smartphones



# What is PPC? Why is it Important?

The screenshot shows a Google search for "indian food". The search bar contains "indian food" and is highlighted with a "Search Term" label. Below the search bar, the results are categorized into "Paid/PPC" and "Local/Map SEO Results".

**Paid/PPC:** A blue banner advertisement for "Just Eat - Indian - Calm your Appetite Now - just-eat.ca" is displayed at the top of the results. It includes the website URL, a brief description, and links for "Order Indian from your Favourite Restaurant", "Tap the App!", "Contact Us", "Order Chinese Food", "Sign Up to Just Eat", and "Download the Free App".

**Local/Map SEO Results:** A map of the Old Malton Village area in Mississauga is shown, with several Indian restaurants marked. Below the map, a list of restaurants is displayed:

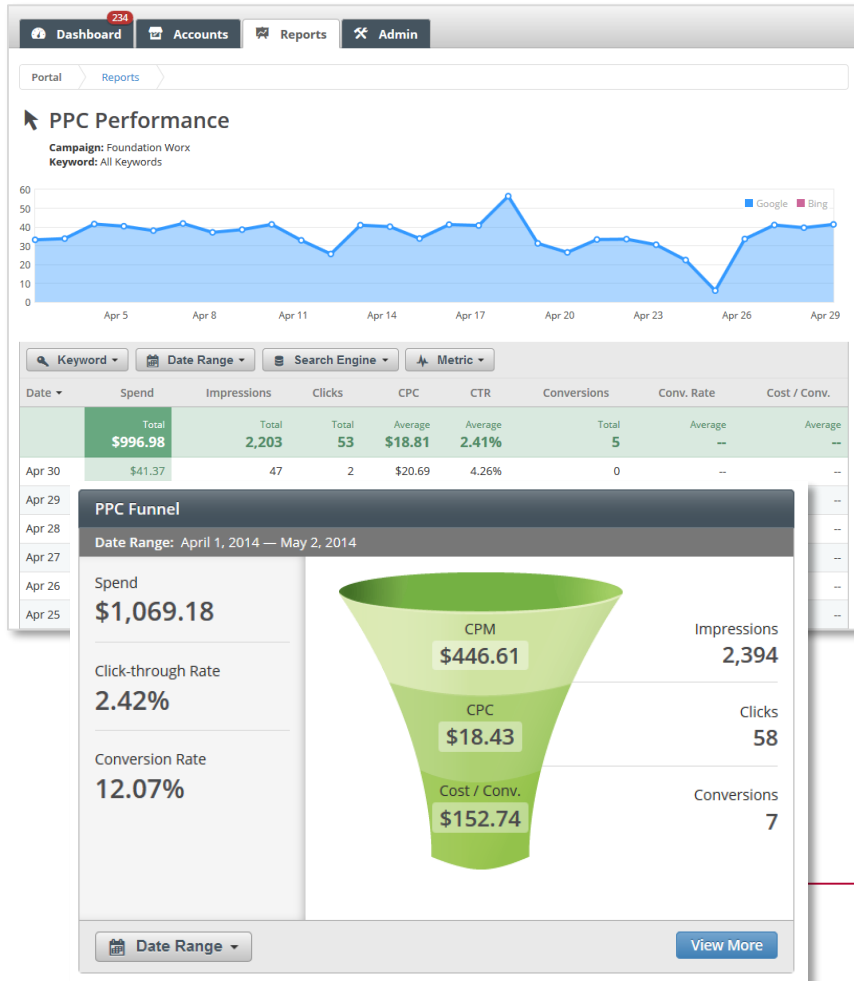
- Punjabi Dhaba:** 4.2 stars (77 reviews), Indian, Casual choice for classic Indian fare, 2855 Derry Rd E, Opens at 11:00 AM.
- Chat Hut:** 4.0 stars (50 reviews), Indian, Pit stop for Indian sweets & snacks, 7106 Airport Rd, Opens at 11:00 AM.
- Sweet India:** 3.9 stars (88 reviews), Indian, Quick-serve staple for classic dishes, 7126 Airport Rd, Opens at 10:30 AM.

Below the map and restaurant list, there are organic search results for "The 10 Best Indian Restaurants in Mississauga - TripAdvisor" and "Mississauga's Top 5 Indian Restaurants | insauga.com - Mississauga".

## PPC

- Paid versus earned approach
- Quick and measurable
- Less trusted by consumers

# Why is Pay-Per-Click Important?



## Why it matters for businesses

- Two-thirds of people are actually buying something they clicked on through paid ads
- The top three spots on search engines like Google receive over half the number of clicks
- Click-through rates on PPC are **600 times** higher than Facebook Ads

# What We Offer – Search Pay-Per-Click

## SEM Optimization Process



Each element plays a key role in the process to drive results.

# Quality Score Impact

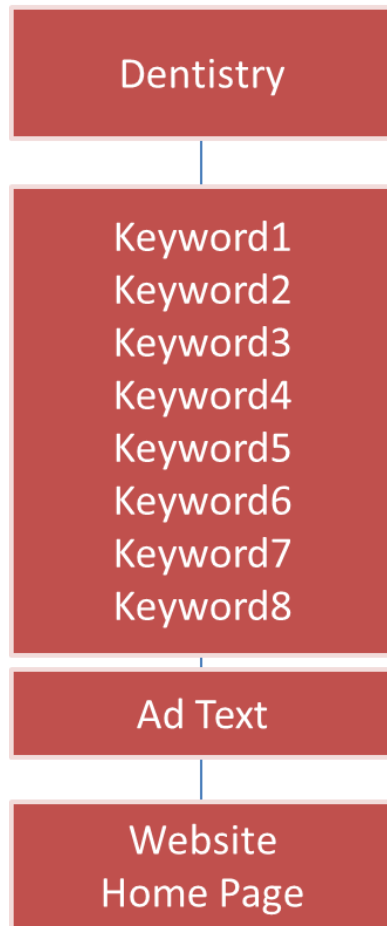


## How Quality Score Impacts Campaigns

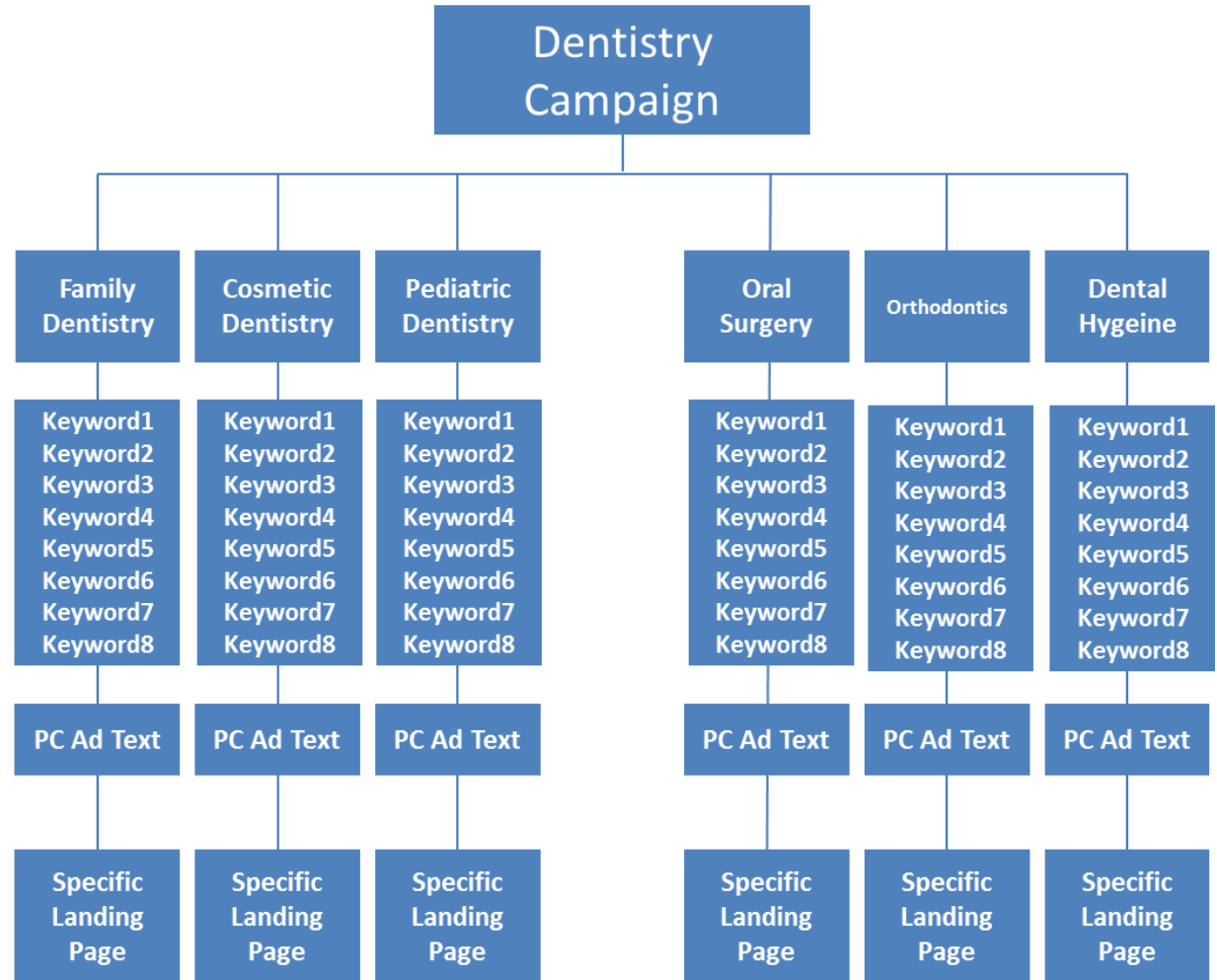
- Total score out of 10
- 7/10+ is goal
- Adjusts over time
- Impacts CPC and Ad Placement

# Our Approach to PPC

## Typical Approach



## Safeguard's Approach



# Putting It All Together

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SEO  
Search Engine  
Optimization  
Organic Searches

PPC  
Pay Per Click

**Scenario #1**

**Business Goal:** *Increase online brand exposure, comfortable with current customer base*

**Product:** SEO (including OneList Plus) best accomplishes this goal

**Value Proposition:** SEO builds a lot of exposure over time; it's the best online strategy for branding *and* pays off over time

# Putting It All Together



**SEO**  
Search Engine  
Optimization  
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**PPC**  
Pay Per Click

**Scenario #2**

**Business Goal:** *Increase lead flow as soon as possible*

**Product:** PPC best accomplishes this goal

**Value Proposition:** PPC provides immediate lead conversions



# Putting It All Together



**SEO**  
Search Engine  
Optimization  
Organic Searches

**PPC**  
Pay Per Click

**Scenario 3:**

**Business Goal:** Increase online exposure and lead flow, good customer base

**Product:** SEO & PPC best accomplish this goal

**Value Proposition:** SEO builds a lot of exposure over time. By mixing in PPC to drive awareness and conversions through, for instance, banner ads it will draw additional exposure to your brand quickly. It will increase exposure, and may, also, increase lead flow.

