

TFG

The Politically Incorrect "SEO Hired Guns Brings ROI Killing" Report

Also Known As:

"Texas-sized Marketing Strategy for Increasing Traffic to Your Business's Website"



Traffic...Traffic...Traffic...

If you have a website promoting your business the main thing I'm sure you want out of it, other than sales, is traffic to that site. And not just any traffic either. You want qualified visitors with the right actionable intent. Without it, you just won't make sales. Sure, you might have a lot of visits but you'll also have people bouncing out of there faster than frogs from a frying pan. So the real question then is, "how do you generate qualified, traffic to your site?"



It's a big question and although the answer could be convoluted and complicated, we promise not to go techno-geek on you. Instead, we'll explain how a business like yours can increase traffic significantly in a short amount of time.

This white paper will guide you through the process of boosting your visibility on the Internet using a case history example of a business that was considering closing its doors to the opportunities of the web forever.

What is SEO?

Before we tell you about our case history, there are a few terms you might need to understand. A new vocabulary has emerged since the advent of the Internet and it contains a lot of crazy acronyms and technical jargon. Tech folks love acronyms like ASAP, CYA, FUBAR, and of course, SEO, which is knee-deep in Internet Marketing.

SEO, which stands for "Search Engine Optimization," has a major impact on the overall success for most websites. It's the term that webmasters, web designers, developers, and Internet marketing folks use to describe making a site more visible on the Internet. The ultimate goal of SEO is for a website to appear at the top of page one for the major search engines like Google, Yahoo, and Bing when a search query is by entered by someone searching the Web.

How can a site gain a top ranking position with the search engines? This brings us to some important SEO concepts: keywords, content, authority, and promotion. Pretty dry stuff, but stay with us, we promise to add some Habanero Tabasco to keep it spicy and keep you alert.



SEO Factors - Keywords

Keywords are the relevant search terms that you want to rank well for when users search for your site. Keywords are strongly tied to your content in that they must be relevant and actually used within the copy of the page. Placement, prominence, and usage are important here. Placing your keywords within the page title and throughout the copy will go a long way to bolster your on-page optimization. There are all kinds of elements that can be optimized on the page itself to help humans and search engines alike distinguish what your page is all about. But watch out, this can be easily overdone causing more harm than good! So experience and balance is key. That's where a good search engine specialist comes into play. And we just might know a few.

SEO Factors - Content

If you've read anything about Internet marketing then you've probably heard the phrase "Content is King." There's some truth to that statement but only if that content is quality and offers a value. Even then, it isn't the whole truth. For now, let's focus on the critical part of the equation— valuable content.

Without valuable content that's relevant and unique, it won't matter how carefully chosen your keywords may be or where they're placed on your web pages. Showing up on page 10 of a search ranking is the equivalent of not existing— you will not be found. Your content has to be important enough that someone actually reads it and takes some sort of action as a result. Good content gets bookmarked, recommended and talked about. It can also close sales and establish a site as a trusted authority in a given industry. Bad, irrelevant or duplicate content tends to get ignored and buried in the rankings.

There's another factor that isn't talked about nearly as much as content though. Just as important as good information is the successful promotion of that content. Without the sharing, spreading, and buzz of your content, it just won't produce the results you're looking to get.



SEO Factors – Authority and a lesson from Scarface

To paraphrase Tony Montana, “You gotta get the authority first. Then when you get the authority, you get the traffic, then when you get the traffic, you get the sale.” Trust and credibility are hard won and rarely if ever come overnight. It comes as a result of three things – “On-Page” and “Off-Page” factors and a compelling call to action.

On-Page Factors include:

Keyword density (ratio of keyword to word count), total number of words, placement and emphasis of keywords, ratio of textual content to HTML/scripts, keywords used within links. Important factors but it certainly shouldn't result in clunky, hard to read copy.

Off-Page Factors include:

Off-page factors are external sites of authority and relevance linking back to your website (“back-links”). More is not always better. The quality and relevance of those links matter a great deal. Think of this as the trust-factor. The search engines are a lot like people. They pay more attention to well-established websites of authority just like we do with recommendations that come from people we trust and respect. Trust us, we know!

Make Them an Offer They Can't Refuse!

Wow! A Scarface and Godfather reference for the same admission price! Without a clear call to action, most visitors just won't register, contact you for a quote, or put the item in their cart and proceed to checkout.

Your site should also have a compelling reason for taking that next step— like an immediate bonus if they act now. It should be for a limited time or quantity to create the sense of urgency. Simply tell them what to do next and why they need to do it now.

SERPS

SERPS, short for “Search Engine Results Pages,” indicate the search engine page rank and a site’s position on that page after someone searches for a term. A good SERP ranking means that your site is consistently showing up on the first two pages when a query is typed in— the closer to the top of page number one, the better. Organic SEO is a major factor in a site’s SERP ranking. Remember, showing up on page ten is the equivalent of winning aluminum in the Olympics— no one cares. Well, mom will.



Go Organic For Long-Term Health of Your Web Rankings

There are two types of search results— paid listings or advertisements and non-paid or “organic” results. Paid placements results usually show up on top and/or side of the search results page (SERP) under the heading “Sponsored Ads.” These paid advertisements are also called Pay-Per-Click (PPC) ads and certainly worthy of a discussion all their own. You can think of these paid for ads as short-term investing with immediate potential for results. I say potential because there’s no guarantee that clicks will result in sales unless of course all the other pieces we mentioned before (compelling content, great offer, and a clear call to action) are in place.

The non-paid search results make up the rest (which is most) of the search results page. At the risk of being repetitious and redundant, we’ll say it again— ranking in a top spot is a major factor in getting the results you’re after. Unlike PPC, however, organic results are more like long-term investing. It usually takes a while to gain those top spots. Depending upon the competitiveness of the top sites (including things such as their authority, relevance, backlinks, etc.), it could take anywhere from 3 months to over a year of steady effort to climb to a page one ranking. The great thing about it though is once you’ve made the investment it tends to stick whereas Pay-Per-Click requires continual investment to reap the rewards.

What do Search Engines Want?

Search engines like Google, Yahoo and Bing want you the business owner to be successful, but even more than that, they want to be successful by displaying the most relevant, fresh and authoritative content for each search term.

Relevancy Matters, A Lot!

Nothing's more frustrating when searching the Internet for something only to retrieve a list of results that are completely irrelevant. We don't like it, others don't like it and neither does the 800-pound gorilla-engine— or in this case spider. In fact, Google really hates when this happens more than we do. And no business owner wants to anger an 800-pound GOOGLEy-eyed mechanical arachnid. Shudder! What if they banished the offending website to the nether regions of cyberspace?



Not likely to happen unless you employ super secret ninja tactics in attempt to fool the engines with crazy slight of hand redirects, hidden text, or keyword stuffing. Put simply, do any of those crazy shenanigans and you'll swear that you actually heard your web traffic come screeching to a halt.

If you want to be among the top search results, you're going to have to follow the rules and demands of the search engines. Yep, they make (and enforce) the rules. That means your keywords have to be relevant to the topics of your website, your copy should be well written, and you'll need plenty of patience. They're the grammar teachers of Internet Ranking 101. So forget the voodoo web magic and rely on hard working SEO experts, copywriters, and content craftsmen to help you get there and stay there.

Good Writing For The People By The People

So what is this all about? Simply good writing (yes, literacy does matter). Write for your audience and not for what you think the search engines want. If you aren't a good writer, hire someone who is.

A site that's poorly written and stuffed with keywords might get the attention of the search engines, but only temporarily. Like chewing your nails when you're really craving a triple-triple from Whataburger, it just won't satiate for long. Shoddy content will end up pushed to the back of the line where it belongs. And we won't go into what that'll do to your manicure.



Getting traffic to your website is a bit like speed dating and the search engines are like a dating service matching and introducing based on criteria. First, you have to get noticed and you can't do that unless you go where the people are. When you have relevant content and you've done your SEO homework, the search engines will reward you with qualified searchers (Oh Yeah! A date. Boy, we need to get out more often). From there, it's up to you to stand out from the crowd and make a good first impression. To get their attention you have to have a great page title and description. Consider this your page's elevator pitch to get them to take the first action—clicking YOUR link instead of your competition's. Then it's all up to you to seal the deal! (wink)

A Case History of Success

And now, what we've promised you - a tale of success! This is a story of a family-owned exotic animal hunting ranch in Texas, called V-Bharre Ranch.

Mike and his family own a beautiful 1,000-acre piece of property in one of the most beautiful locations in Texas. The land has pastures, rolling hills, fish-stocked lakes, a beautiful hacienda-styled lodge, and a menagerie of wild exotic animals roaming about.

The ranch had a website that they felt was outdated but even worse, was not receiving much traffic. This of course meant that they were also not getting many leads, sales were down, and they were seriously considering calling it quits.

Running into an acquaintance one day Mike told him of his disappointing venture into Internet marketing for the ranch. His friend had worked with the Fowler Group, aka TFG, and suggested that he call us before he gave up on his business.

Mike was already tossing thousands of dollars at Google AdWords, so why not see what the creative team at TFG could do? Fast-forward and six months later V-Bharre Ranch were ecstatic with the results— the animals...not so much.



Mike just told us that while at a recent hunting convention, hunters and other ranchers flocked to their booth with all kinds of questions and comments.

“Where did you guys come from?”

“Your site has just exploded!”

“We see V-Bharre coming up everywhere on the Web.”

“Those shoes are fabulous!”

It became clear that the people searching knew about V-Bharre Ranch. What about the results of those informed searchers? It gets better— their registrations for hunting went through the lodge roof!

How did this happen in such a short amount of time? There were several major factors resulting in such a successful turnaround for V-Bharre Ranch:

- A complete redesign of the site - Great Design Matters!
- SEO content that works for both people and machines— Good relevant writing with well-researched keywords
- Search Engine Optimization
- Consistent Effort and Stick-To-Itive-Ness that businesses need!

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The Results

** Top ranking on the first page of Google out of almost 3,600,000 search results! **

Highlights of V-Bharre's Search Engine Campaign

Less than a year ago, V-Bharre Ranch had little to no web traffic. In just nine months, from April 2010 to August 2010, The Fowler Group accomplished the following traffic results for them:

- “Non-paid Search Traffic” increased from 94 to almost 4,875 monthly visits in just 9 months
- Visits to the BOOKING REGISTRATION page increased from 316 to 741 in 3 months
- Visits to the PRICES page increased 1,250 in just 1 month (July to August)

NON-PAID (ORGANIC) SEARCH TRAFFIC 497 VISITS APRIL 2010



NON-PAID (ORGANIC) SEARCH TRAFFIC 4881 VISITS NOVEMBER 2010



RANKED #1 ON FIRST PAGE OF GOOGLE OUT OF OVER 3,600,000 SEARCH RESULTS!



Even more important, the return on their investment has been staggering. They've had an unprecedented number of bookings, business is booming and testimonials are pouring in for these guys.



If you'd like to learn more about how The Fowler Group can support your marketing efforts and drive consistent qualified traffic to your website, we'd love to help.

Call Us Today at 866.478.5890 and mention you read our "Orange Paper".

You'll receive a FREE Website Analysis (design, site usability, and SEO report tailored to improving your website for better returns). CALL NOW before your competitor does. Once the openings are filled— they're gone!

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