



B-to-B Search Optimization

“SEO” (Search Engine Optimization): Why it’s worth the investment.

The ROI of SEO isn’t immediately clear making it difficult for company management to understand the benefits of SEO and its impact on website traffic, leads, and sales. But, the reality is that SEO is a crucial component to online marketing success, and without it, websites simply *cease to exist* to potential customers.

Consider these facts about organic Google search:

- For most brands, 2% of their keywords bring in over 80% of their traffic, opt-ins and sales.
- Taking a high performing keyword from #2 to #1 in Google search ranking results 3.5 times more monthly sales.
- Similarly, a drop in rank from #1 to #2 results in a 350% sales decrease in sales and traffic.

The ratios for keyword terms not ranked #1 or #2 aren’t as dramatic as these, but nonetheless any brand holder can see how Google organic rankings can dramatically affect” their online sales channel.

SEO Services: Choosing the right company.

Concept 5 has managed numerous SEO campaigns over the last six years for businesses of various sizes. Our proven, 3-step SEO approach is comprised of:

1. **Research.** Working with the company we utilize specialized software to uncover what keywords the website currently ranks in (if any), and also what the most desirable keywords are for the website to rank in (to raise natural, or “organic” position in Google’s search result listings for said term). Keyword desirability is influenced by a number of factors, including brand relevance, current rank, competition rating and SEO value.
2. **Execution.** Our staff works in a number of ways to improve rank for top keywords:
 - Content Marketing - Copywriting and suggested copy changes (in coordination w/Client).
 - Website code changes – numerous SEO best practices made directly by SEO team or directed to company’s web programmer into the website’s html code files.
 - Additional Needs – Set up xml sitemap, Google Analytics and Webmaster account, etc.
 - In-bound links – a crucial component of SEO is quality in-bound links. SEO specialist works with client’s marketing or PR Team on a plan to grow in-bound links from relevant websites, content specific blogs, online directories and social sharing networks.
3. **Measurement and Benchmarking.** It’s vital to set realistic, achievable SEO goals as well as to measure the results of one’s efforts. Positive SEO work will show:
 - An overall increase in Organic search engine traffic to the website.
 - Upwards movement in website rank for core keywords and phrases.
 - An overall increase in Referral search engine traffic to the website.

Because of the time required to positively influence Google’s rankings, detailed SEO reports are typically compiled and delivered to the client on a quarterly basis.

Client Case Studies: SEO strategies that work.

Using real-life ranking reports (removing brand related keywords to protect our clients' privacy), here are two examples of what positive SEO has achieved:

The Client

A major sunglass manufacturer, licensee and brand holder

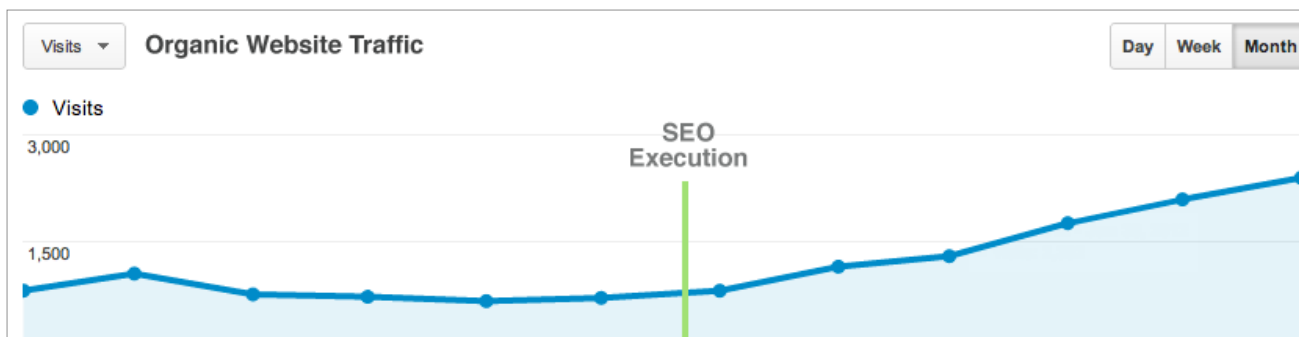
The Challenge

The overall goal was to increase traffic to the website to attract both licensors and brands. Until this time, the website was primarily used as a branding site, not as a lead source. Site visitors primarily found the site through networking and word-of-mouth in the industry and, its core keyword category was extremely competitive.

The Results

Using our 3-step approach:

- All of the client's top 20 keywords established Google rank
- 6 terms achieved #1 position, and 12 of the 20 terms achieved a Top 10 ranking position.
- Organic website traffic increased 300%, with a 500% increase in non-branded targeted traffic.
- Overall the Client experienced a 3000% increase in website's organic rankings
- Increased website lead generation resulting in new partnerships, increased sales and new business opportunities



Keyword Rank Reporting

Keyword	Competition	US Searches	Google Rank	Google Rank
			Mar-12	May-12
brand name	12%	12,100	1	1
brand name sunglasses	66%	58	2	1
eyeglasses	71%	3,350,000	-	15
brand name typo	6%	590	1	1
brand name eyewear	-	-	2	1
brand name sunglasses	-	90	5	1
wholesale sunglasses nyc	99%	170	-	2
wholesale sunglasses supplier	95%	480	-	1
private label sunglasses manufacturers	94%	28	-	2
wholesale women's sunglasses	-	-	-	2
private label eyewear	82%	170	36	3
wholesale sunglasses suppliers	87%	320	-	3
wholesale sunglasses new york	98%	320	-	6
New York sunglasses manufacturer	-	-	-	10

wholesale sunglass manufacturer	-	-	-	11
glass sunglasses	45%	1,000,000	-	10
wholesale name brand sunglasses	90%	210	-	14

The Client

A high profile, traditional Public Relations firm servicing a specific geographic location.

The Challenge

The overall goal was to gain #1 ranking for keywords in their industry and geographic location to ensure that new clients could easily find them while demonstrating their firm's leadership and industry dominance.

The Results

Using our 3-step approach:

- The #1 position was achieved for nearly all of client's top 50 ranking keywords.
- Desired focus terms (highlighted yellow) moved from >100 to <5 organic rank in turn moving direct competitors downward in valuable organic rankings
- A 250% increase in organic (highly targeted) Google traffic to client's website.
- Dramatic increase in website lead generation resulting in increased sales and new business opportunities.
- Increased brand cache, and a perceived increase in the company's size, stature and prestige.

Keyword	Google Rank	Google Rank
	JUL 12	DEC 12
long island pr	3	1
long island public relations	3	1
public relations long island	3	1
best li pr agency	2	1
best li pr firm	5	1
best li public relations	2	1
best li public relations agency	2	1
best li public relations firm	2	1
best long island pr agency	4	1
best long island pr firm	4	1
brand acronym pr	-	1
brand acronym pr agency	-	1
brand name pr	2	1
brand name public relations city ny	2	1
li public relations	2	1
long island pr agency	2	1
long island pr agnecy	2	1
long island pr companies	4	1
long island pr firm	2	1
long island pr firms	2	1
pr agencies long island	5	1
pr agency long island	2	1
pr firm long island	3	1
pr firms in long island	4	1
pr firms in long island ny	8	1
pr firms long island	10	1
pr firms on long island	4	1
pr firms on long island ny	4	1
pr long island	3	1
pr on long island	2	1
public relations company long island	7	1
public relations form long island	13	1
public relations long island firms	12	1
public relations long island new york	5	1
public relations long island ny	4	1

public relations on long island	11	1
top long island pr firms	2	1
tristate pr agency	119	1
tristate pr firm	157	1
brand name pr	2	2
owner's name public relations	1	2
pr companies located in long island ny	1	2
llong island public relations firms	5	3
long island public relations firms	3	3
public relations in suffolk long island	47	3
crisis public relations li	103	4
crisis pr li	8	6
best pr firm	25	8
best public relations firm	109	9