

A Guide to online marketing services

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1.0 Introduction

1.1 Purpose of this document

This document provides supporting information on:

- The techniques we use to develop your online marketing strategy
- The different packages and options that we offer
- Information on Anicca Digital Solutions
- Case studies and testimonials

2.0 Why use Anicca Digital Solutions?

2.1 Our Experience

Anicca Solutions is a Leicester-based digital agency, which has been providing web design and development; plus a full range of digital marketing services to businesses (and other marketing agencies) since 2004.

We are passionate about providing a helpful, friendly and quality service to our customers and we pride ourselves in being technical experts in database-driven websites and search engine marketing.

East Midlands Accredited Supplier

We have been approved by East Midlands Development Agency (EMDA) and Business Link through the EMBrokerage.co.uk to provide grant assisted services to local companies (this involves providing 6 good references and Professional Indemnity Insurance). This allows us to obtain grants for clients to undertake certain types of projects.

2.2 Accreditations



We were among the first ten companies in the UK to be accredited as a [Google AdWords Certified Company](#) and manage over 25 pay per click accounts on behalf of clients and other agencies.



We are also a [Microsoft adExcellence accredited company](#)



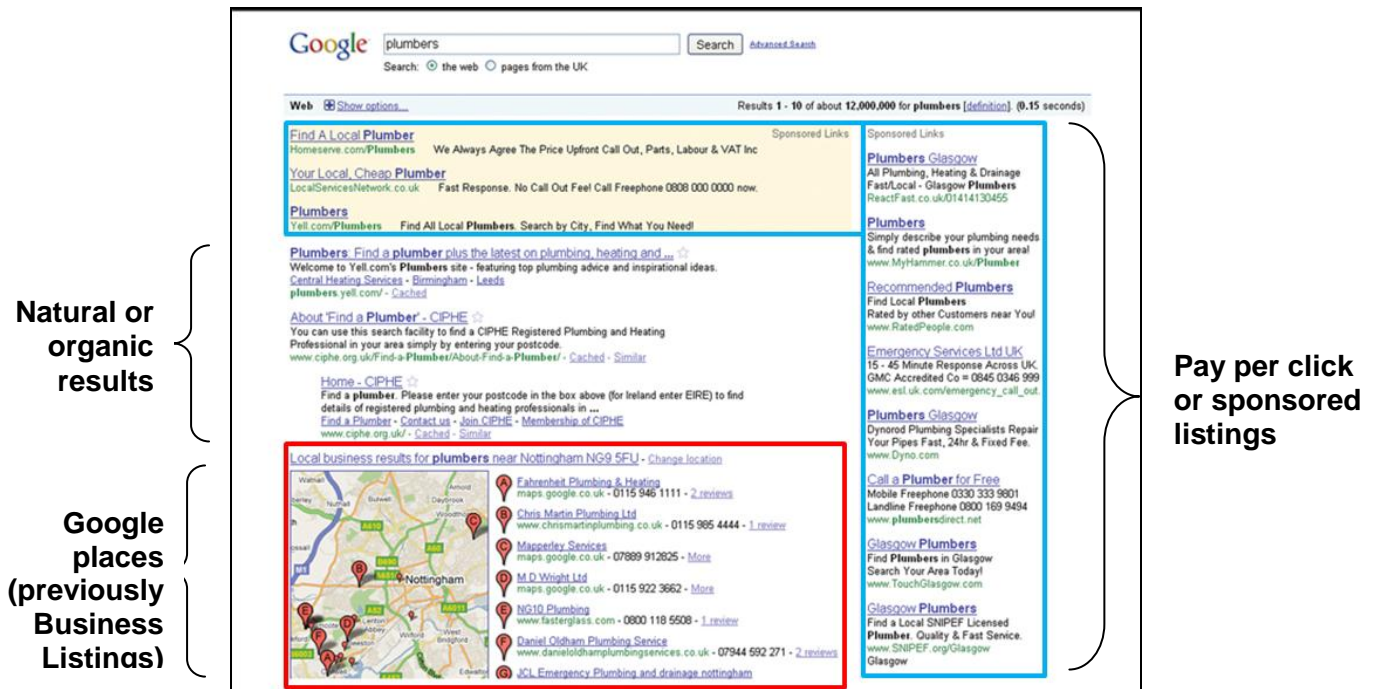
We are one of only a handful of web developers in the country that are a member of the Guild of Master Craftsmen.

Ann Stanley is a member of the Chartered Institute of Marketing and is qualified as a Chartered Marketer

3.0 Introduction to search engine marketing

3.1 Understanding search engine results

The screenshot below shows the different types of results displayed in the search engines.



3.2 What is Pay per click (or sponsored listings)?

Pay per click or PPC is a form of online marketing where you bid on hundreds (or thousands) of specific keyphrases that your potential customers would type in to find you. Pay per click marketing can be used to get top positions in the search engines, even when you cannot get positions in the natural results.

When used correctly PPC can be a highly cost effective way of driving targeted prospective customers to your web site, as you only pay when the searcher actually clicks through to your site. See section 4.0 of this report for a full outline of our pay per click services.

3.3 What is natural or organic listing?

The natural or organic search engine results (sometimes called SERPs), normally appear on the left of the results. The following elements will be displayed for each website:

- The title of the page
- The description (meta description) or a snippet of relevant text from the page
- A link to the live web page
- Some search engines will show other information, such as links to pages within the site or other information.

The results are displayed according to how relevant the web page and website is for the search term. The process used by the search engine to determine the relevance of a web page consists of a number of steps:

- Search engines use an automated spider (crawler or robot) to retrieve information from the html code of web pages. The spiders also follow links within the site and out of the site, so they find other pages
- The data is stored in a central database(s), however this is updated regularly, every time the spiders revisit the web pages
- When a searcher enters a search term into the search engine, it returns the results in order of relevancy. The order is determined according to its algorithm (or formulae). For example Google takes into account over 200 factors when determining the relevancy of a web page (see below).

From Google: The software behind our search technology conducts a series of simultaneous calculations requiring only a fraction of a second. Traditional search engines rely heavily on how often a word appears on a web page. We use more than 200 signals, including our patented PageRank™ algorithm, to examine the entire link structure of the web and determine which pages are most important. We then conduct hypertext-matching analysis to determine which pages are relevant to the specific search being conducted. By combining overall importance and query-specific relevance, we're able to put the most relevant and reliable results first.

PageRank Technology: PageRank reflects our view of the importance of web pages by considering more than 500 million variables and 2 billion terms. Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results.

PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value. We have always taken a pragmatic approach to help improve search quality and create useful products, and our technology uses the collective intelligence of the web to determine a page's importance.

Hypertext-Matching Analysis: Our search engine also analyzes page content. However, instead of simply scanning for page-based text (which can be manipulated by site publishers through meta-tags), our technology analyzes the full content of a page and factors in fonts, subdivisions and the precise location of each word. We also analyze the content of neighboring web pages to ensure the results returned are the most relevant to a user's query.

3.4 What is search engine optimisation (SEO)?

Search engine optimisation or SEO, is the process we use to create or modify a website to ensure that it is found in the search engines for the relevant phrases used by potential customers. A more complete outline of the search engine optimisation techniques is described in section 5.0 of this report.

3.5 The differences between organic search listings and pay per click

	Natural or organic listings	Pay per click (PPC)
Process	Search engines spiders your site and indexes it for different keyphrases found in your content	You bid on specific keyphrases; when user searches on these phrases your ads are displayed
Cost	Time (or cost) of any initial optimisation and ongoing link building – generally significantly less than PPC costs	Pay for each click, but you can limit your daily and monthly budgets
Level of control over process	None – you can only follow best practice by optimising your site and getting inbound links (increasing the authority of your website)	Total control over when and where your ads are displayed, budgets, amount paid per click, ad copy etc
Advantages	Trusted by users & lower ongoing costs Once you have an optimised site it is likely to maintain its positions – as long as it contains relevant content and you continue to build credibility and inbound links	Control – timing and cost Speed – get immediate traffic Applicable to all sites - get sites to the top that cannot be spidered or have poor natural listing
Disadvantages	New sites generally have poor listings and need PPC to get traffic Some sites cannot be spidered Each search engine has a different algorithm, which changes with time	Can be an expensive ongoing advertising cost (eg 10p-£1 cost per click for most sectors)

3.6 What is Google Places (or Business Listings)?

Google now displays more relevant search results based on your location. So if you search on a phrase like “plumber”, “solicitor” or “travel agent”; you will see the local map with local listings based on the IP address of where you are when you searched. This is because Google realises that you are probably looking for local services, so by default it displays the local map and local listings.

In order to take advantage of the localisation of results we will create a listing for your company in Google Places:

- Google allows businesses to upload full details and images of their products
- This is then displayed in location specific search results

- These results are shown with a map detailing where the businesses are located
- A businesses full address and contact information is also displayed, as well as a brief description of the business
- The 'more info' button allows a prospective customer to view more detailed information about your business as well as customer reviews, photos, videos etc....
- A good quality, relevant business centre listing is therefore a crucial component in an SEO strategy

If you contract us to undertake any of our other online marketing services we will set-up an optimised Google Places listings for free. If you are specifically trying to target local customers we can also link your Google Places listing with your Google AdWords account in order to display your contact details (and if applicable enable "click to call" on SmartPhones).

3.7 What is Google Universal Search?

Google will also display other types of results, such as videos, images, news shopping results (Google Merchant Centre) in addition to the main search results and Google Places (local listings). This is known as Universal Search and can also be used to help get traffic to your website.

4.0 Pay per click marketing

4.1 Reasons to use pay per click

- Get search engine rankings even when organic listings are poor
- To maximise leads or sales (especially for new websites)
- Sales promotion for clearing excess stock
- Time sensitive campaigns, such as Valentine's day or reacting to big news items
- New product launches, test new products or messages
- Complementing off line campaigns

4.2 The advantages of pay per click

- Quick to set up
- You pay only for the traffic you receive
- Possible to achieve immediate top listings
- Turn on and off on demand
- Budgetary control
- Easy to measure return on investment (ROI)
- Produces useful information to guide your SEO strategy

4.3 Why start with pay per click

- Your Google campaign will "go live" within 1 week of you approving your "PPC Plan" - although it can take another week to get phrases approved by the other engines
- You have total control:
 - Daily & monthly budget
 - What you are found for (keyphrases)
 - Where your ad is seen (where in the country & your position in each PPC engine)
 - Your brand and advert (ad copy)
 - What happens on your site and what you get the visitor to do (landing pages and calls for action)
- You only pay for successful clicks and we can focus on keyphrases that get the best conversions
- You will see immediate results, whereas other techniques take time to work (eg search engine optimisation or affiliate marketing)
- We can use the PPC data to quantify and improve the conversions on your site and to develop your search engine optimisation strategy

4.4 Pay per click (PPC) techniques

Our strategy for developing our PPC campaigns is as follows:

1) Campaign set-up

We set-up a very detailed campaign and ad group structure, with separate campaigns for search and content network and any location-specific campaigns (geo-targeting). We also research and add hundreds of exact match keyphrases and then clone them to have a phrase and broad match of each (plus use of negative phrases). This approach helps relevancy and ensures we have high quality scores. It also allows us to test different ads and landing pages to maximise click through rates (CTR) and conversion rates.

2) Optimisation to increase quality score and reduce the cost per click

We optimise campaigns immediately (and on a daily basis) until the account has stabilised - this is to ensure quality scores of greater than 7 out of 10:

- prune phrases with low click through rate (CTR)
- adjust the cost per click to achieve positions 3-6, in order to maximise CTR without entering a bidding war with competitors trying to be in the top 3 results
- test and prune ads to increase CTR

These factors help us to improve the quality score for each keyphrase and the account as a whole.

Quality score is very important because it influences the position you achieve in the PPC results and the amount you have to pay. For example, if you have a keyphrase with a quality score of 8 out of 10 you will pay half as much for the same position as a competitor with a quality score of 4 out of 10.

3) Optimisation to increase conversion rates

Once we know the base-level conversion rate for your campaign; we start to prune keyphrases and ads that do not achieve our target conversion rate. This way the budget is spent on the best performing phrases. If required we will also turn off content and the search network. In some cases companies may want to achieve the maximum number of conversions; so in this case we prune less and focus on trying to improve the cost per click (CPC).

4) Integration with Analytics, testing and reporting

All accounts will be linked to Analytics, as this allows us to track the effectiveness of individual keyphrases and landing pages and also to compare PPC conversion rates with goals and ecommerce data from Analytics (if appropriate).

Our service includes monthly reports and regular phone and face-face meetings. If required, we can also work with you to do A:B and multivariate testing using Google Optimiser.

5) Cloning Google campaigns to other search engines

Once we are happy that the Google campaign is performing well, you have the option of us reproducing the campaign in the other search engines, such as Yahoo and MSN.

4.5 Reporting and ongoing management

We provide a range of reports to present the results and recommendations for all the activities. This includes both graphical and tabular data (monthly and historical data for the last 12 months) for the following reports:

- PPC traffic (clicks costs, CTR position, conversions and conversion rates) by company, development, location, campaign, ad group (if applicable) and top keyphrases
- Analytics results integrated with AdWords to separate paid vs. non-paid traffic plus key statistics on traffic sources, bounce rate, customer behaviour (dwell time and page views), keyphrases, content viewed, location, goals and ecommerce results (if applicable)

4.6 Comparison of different pay per click platforms

The table below uses our “TALC” model to show the differences between the major pay per click platforms.

Type of pay per click	Platforms	T	A	L	C
		Targeting	Ads	Landing page	Conversion tracking
Search	Google Google Search network MSN (Bing) Yahoo	Keyphrases	Text ads, plus local links, click to call and product images	Your website	Autotagging
Content networks – (automatic display on third party websites)	Google Yahoo	Keywords	Text ads Display ads Video	Your website	Autotagging
Content network – managed placement network on third party websites	Google	Choose sites	Text ads Display ads Video	Your website or video	Autotagging
Social networking sites - consumer	Facebook	Profile settings – demographics, location and interests	Text ad with image (plus quizzes and other formats)	Your website, or pages on Facebook, (eg events or group)	Facebook conversion tagging, or use of Analytics tracking codes on links
Social networking sites - Business	LinkedIn	Profile settings – country, company size, job title, sector	Text ad with logo	Your website	Use of Analytics tracking codes on links

4.7 Paid social (YouTube, Facebook, Twitter, MySpace, StumbleUpon and LinkedIn)

The new social networks have generated new advertising opportunities. We would review the use of these paid social platforms to target customers of the correct demographic or for specific locations.

4.8 Pay per click management services

Our PPC service – what you get?

- Take over of your PPC account or set-up of a new account
- Set-up of conversion tracking and Google Analytics
- Set-up of your campaigns and ad group structure
- Ongoing optimisation and management in order to reduce cost per conversion, typical savings of 20-50%
- Access to our online reporting system giving complete transparency
- Monthly reports with AdWords and Analytics data and recommendations
- Full ownership of the account – you can take it back at the end of the contract (either 6 or 12 months depending on whether we take over an existing account or set-up a new account)
- Half day training or review meeting every 6 months (if required)
- Optional set-up in Yahoo and MSN
- Optional set-up in paid social platforms such as Facebook or LinkedIn

4.9 Pay per click management packages

	Starter service (monthly ad spend of £500 - £2500)	Ecommerce & multiple products/ services (monthly ad spend £5000- £10,000)	Premium service (monthly ad spend >£10,000)
Ad Groups	Up to 500	500-1000	1000-2000
PPC set-up costs <ul style="list-style-type: none"> • Create new or take over existing Google PPC accounts • Creation of new or restructure current campaigns • Setting up any PPC tracking codes and Analytics • Advertising spend to be paid directly by Client 	£750 for first 100 ad groups	£1500	£2000
Ongoing management of account and monthly reporting	£300 per month	£500 per month	10% of agreed budget (fixed)
Total for 6 months contract	£2550	£4500	TBC
Setup cost spread over 6 months with discount	£400 per month	£700 per month	From £1250 per month

The minimum PPC contract is for 6 months and in most cases the ad spend is paid directly by you to the search engines via a credit card or direct debit.

Additional options are available for setting up pay per click on alternative platforms such as MSN, Facebook, LinkedIn and Twitter.

5.0 Search Engine Optimisation Techniques

5.1 Principles of Search Engine Optimisation (SEO)

There are 4 main factors required to ensure a website is found in the organic listings of search engines:

- The pages in the website are indexed by the search engines – the site has to be submitted to the search engines and be built using search engine friendly technology so that it can be “spidered”
- The website contains the relevant keyphrases used by the searchers (“on-page” optimisation of content)
- The website is considered “authoritative” by the search engines for the topic (age of domain, domain name, location where it is hosted, inbound links, updated often and regular addition of new content onto the site, speed of the website)
- There is sufficient time to develop authority, inbound links and to achieve visibility in the local search engines

5.2 Search Engine Optimisation process

We use the following process when carrying out a search engine optimisation project for your website:

- Initial audit of your site and your competitors’ websites
- Keyphrase research (or use keyphrase data from the PPC campaigns) to identify the keyphrases that drive traffic and conversions
- Prioritise keyphrases according to a number of factors including levels of competitiveness between other websites
- Creation of an optimisation page plan to match target keyphrases and topics (1-2 keyphrases per page)
- Technical set-up and optimisation of your website
- On-page optimisation of your website
 - Addition of optimised text on existing web pages
 - Develop new optimised content with 2 objectives – useful information for the user and to target specific keyphrases

These processes are explained in more detail in the rest of section 5.

After the initial set-up and optimisation, there will be subsequent and ongoing activity to develop ongoing content and the authority of the site, through;

- Link building project to increase authority of the website
- Ongoing content creation on the site and third party sites
- Use of social marketing and other platforms
- Ongoing reporting and recommendations for further work

These processes are explained in more detail in section 6.

5.3 Initial audit, keyphrase research and optimisation plan

Initial website audit – carried out prior to commencing the project

We will carry out an initial audit of your website and your SEO results. If available we will also review your Analytics results and Webmaster Tools.

This will cover the following issues:

- Current level of visibility of website and competitors (including initial keyphrase volumes and current positions)
- SEO audit – on-page factors
- Technical issues
- Inbound links
- SEO Recommendations
- Review of Analytics results (or other statistics package) – if available
- Review of Webmaster Tools – if available
- Website effectiveness

Competitor Research

We will look very closely at your main competitors. We will look at their website, their SEO and other marketing methods. We will run link reports on your competitor's sites and use this to compile a list of relevant websites that link to your competitors. We will then use this as part of our link building campaign. If we can encourage these sites to link to your site it will eliminate any advantage your competitors have as a result of that link.

Keyphrase research and prioritisation

We use a range of tools to identify our target list of keyphrases. We then prioritise the identified phrases according to the following criteria:

- Popularity and search volumes eg using Google Keyword Tool
- Effectiveness – eg which phrases lead to conversions identified by any existing pay per click campaigns
- Current positions in the search engine results – so initial effort is focussed on phrases that are outside of the top 5 of the results
- Level of competitiveness – is the keyphrase “saturated”. The level of competition for the phrase (“saturation”) is measured by determining the number of search results returned in Google.co.uk.
 - A keyphrase is likely to be too generic (and difficult to optimise) when there are more than 500,000 search results for the “phrase match version” of the search term, (ie in inverted commas, so it only matches pages exactly in the same word order as what is entered)
 - A more accurate measure of competition is to use the number of pages returned for a phrases found in the title tag or anchor text (as this is indicative of the number of other websites specifically targeting these phrases)
 - If there are many websites trying to target a saturated keyphrase, it may be more realistic to target a less competitive phrase.

We then build our optimisation page plan based on the “best phrases” (i.e. lots of conversions, not too competitive and no top 5 positions). However, if a website

already has a high level of authority it may be easier to optimise for more popular and competitive phrases, as compared to a new website or when the authority of a site is very low. In such cases it is best to focus on more targeted or localised phrases.

Optimisation plan

Once we have produced our target list of keyphrases (typically 10-30 per product or service), we will group these together into a topic plan. This will consist of one priority keyphrase and 1-2 similar or secondary phrases. In more competitive sectors we will focus on one keyphrase per page:

- targeting singular and plural phrases eg “Leicester plumber” and “Leicester plumbers”
- the same words but in a different order eg “Leicester plumber” or “plumber Leicester”.

Once we have produced a topic plan we map this to the pages that already exist on your website. This means that we can optimise existing web content for some of the topics on our target list. Any remaining phrases will require new additional content that will be created, optimised and added to your site (typically in the footer or via a sitemap – for example the footer menu on www.spiceyorks.com).

5.4 Technical set-up of your site

There are a number of “technical tasks” that may need to be carried out on your site at the start of the project. This does not involve any major recoding of your website, but will involve setting up a series of third party tools (such as Analytics or Webmaster tools) and ensuring that the settings on your website are as search engine friendly as possible and that the site loads quickly (these tasks are listed in the packages below).

In order for us to successfully carry out these tasks we will need access (username and password) to your content management system, your FTP server, and existing third party accounts such as Analytics, Webmaster tools etc.

If necessary we will set some of these up for you, or work with your web developer if you do not have direct access yourself.

Note: In most cases your web developer will charge for any changes you request resulting from this project; such as adding new pages, content, titles and descriptions (particularly for websites that do not have a DIY content management system).

5.5 Initial optimisation of the website

You can choose the number of pages you wish to have optimised by either;

- choosing one of our optimisation packages (10 or 30 pages)
- or we can use the results of the keyphrase research (and topic plan) to recommend a number of pages.

When we optimise your website content we will either be optimising existing pages, content you have provided or new content we have created on your behalf.

On-page optimisation will include the following elements:

- Page URLs
- Anchor text and internal links
- Full on-page optimisation of title tags, header tags, unique & informative content, keyword density, alt tags and metatags.
- Image optimisation – file names “alt tags” and captions on all images
- Methods to reduce the page-loading speeds

5.6 SEO packages for set-up and initial optimisation

Initial consultation

	Initial consultation	
Initial audit of your current site <ul style="list-style-type: none"> • Initial SEO audit of your website and your competitors sites <ul style="list-style-type: none"> • Current level of visibility • Technical issues with the current site • Inbound links • SEO Recommendations • Review of Analytics results and Webmaster Tools (if installed) • Website effectiveness • Presentation of the results and recommendations 	4-8 hours	free

Set-up and initial optimisation -

Tasks marked with * are only included in the Premium Package

	Standard	Premium
Technical audit, keyphrase research and optimisation plan <ul style="list-style-type: none"> • Full technical audit of the current website to assess the current on-page and off-page SEO • Initial ranking analysis and KPI's • Identify the main competing websites • Analysis of competitors on-page SEO and link building strategy • Keyphrase research using keyword tools or PPC data, if available • Provision of an optimisation plan 	£600	£900
Technical set-up <ul style="list-style-type: none"> • Google Analytics installation (if not already done) • Google Analytics filters and goals creation (Conversion URL Destination, Time on Site, Pages/Visit) • Creation and validation for search engine webmaster tools (Google, Bing Yahoo) • Optimisation of Webmaster Tool settings • Creation of xml sitemap for website • <i>Xml sitemap including images and image descriptions of the main pages*</i> • Submission of the xml sitemap with search engine Webmaster Tools (Google, Bing, Yahoo) • <i>Optimisation of integrated blog settings*</i> • W3C HTML validation (Standard 10 pages, Premium 	£600	£900

30 pages) <ul style="list-style-type: none"> • Creation and optimisation of robots.txt file • Creation of 404 error page • Page load time optimisation to ensure that times are reduced as far as possible • htaccess optimisation • Url keyphrase optimisation with 301 redirects • Set-up and optimisation of Google Places (Local Business listings) 				
On-page optimisation Existing pages & content <ul style="list-style-type: none"> • Full on-page optimisation of title tags, header tags, unique & informative content, keyword density, alt tags and metatags. • Image optimisation – file names “alt tags” and captions on all images Optimisation of new pages <ul style="list-style-type: none"> • As above • Creation of links and anchor text within static site map or footer 	10 pages	£1000 (Extra pages @£75)	30 pages	£2000 (Extra pages @£60)
Total costs	£2200		£3800	
12 month payment plan	£183.33 per month		£316.67 per month	
6 month payment plan	£366.67 per month		£633.33 per month	

5.7 Payment plans

Once you have selected a package you can spread your payments over 6 or 12 months. You will be invoiced for the full amount of the work and payments will be made by a monthly standing order.

6.0 Link building and increasing the authority of your website

After completing the initial set-up and optimisation of your site; it is essential that we carry out ongoing work on your website to increase its authority and the number of quality inbound links. This is because Google's algorithm is heavily biased towards these off-page factors (it is estimated that this accounts for 70% of the rankings).

6.1 Link building

There are many ways of generating links. Some of them are considered good, some of them less so. Search engines are currently working on ways to discredit links created via 'spam' techniques. We will only ever look at building good quality links that will help to give your site/page authority.

6.2 Paid Directories

Directories are still considered an important part of link building strategy. However, some require you to pay a fee to have your site reviewed for inclusion (submission).

The cost of our ongoing packages does not include third party submission costs to paid directories. If necessary we may recommend directories that would benefit your site. We will manage the submission to these sites, but any listing costs would be charged separately.

6.3 Ongoing content creation and content on third party sites

Search engines love new, regular content being added to a website. It encourages them to keep coming back and indexing your site. The same loyalty is often replicated with visitors to your site. We will work very closely with you on this and create a number of high quality articles, both for your site and for distribution on third party sites. Good quality, informative content also encourages other sites to link back to yours.

- Development of a blog on the company website – this would allow additional content to be optimised and added to the website and also allow for distribution by RSS feed or newsletter (i.e. the content creation should be integrated with your email newsletter broadcasts).
- Blog articles could be re-written and submitted to Squidoo, article-directories and other similar sites.
- Additional articles can be created for specific article websites or other websites taking user generated content (UGC)

6.4 Online PR

Online PR is very powerful for developing link building as many PR sites, article sites and book marking sites permit links through to your main site.

A number of PR articles would be written and optimised for your target keyphrases. These can be distributed via a combination of channels:

- International PR syndication websites such as PR Web.com
- Regional or local PR syndication websites including PRLog
- Local media websites or sector-specific sites

6.5 Social media

We would also use a range of social marketing techniques;

- Social bookmarking – we would undertake a social book marking campaign, which has a similar benefits to link building. Book marking would be encouraged on your site by the use of the book mark icons on content and blog pages, for example:



- Depending on your target audience we will create profile pages, company profiles and/or groups on social networking sites, such as Facebook or LinkedIn
- We would set-up a Twitter account and use Tweet Deck to follow keyphrases relating to your sector. This would allow questions to be answered and links made to the relevant pages of the website
- We would also propose setting up a YouTube channel to develop a series of videos - these videos can also be embedded in your main site
- We will monitor these sites and take advantage of any new features as they become available

6.6 Reporting and ongoing management

We provide a range of reports to present the results and recommendations for all the marketing activities. This includes both graphical and tabular data (monthly and historical data for the last 12 months) for the following reports:

- Analytics results integrated with AdWords (if required) to separate paid vs. non-paid traffic, plus key statistics on traffic sources, bounce rate, customer behaviour (dwell time and page views), keyphrases, content viewed, location, goals and ecommerce data (if applicable)
- Search engine positions for top 100 phrases for each site (including the ones targeted for the SEO project)
- Key external KPIs – Google Page Rank, pages indexed, inbound links and Alexa ranking for your sites and competitors
- Summary of findings and recommendations for future activity
- Reviewing any important algorithm changes, or other new developments and their impact on our link building tactics

6.7 Ongoing link building and content creation packages

The ongoing packages can be taken separately or in combination with the start-up packages. There is no minimum contract period but there is a 2-month notice period. Where necessary companies can choose additional hours per month; for example if they have a new website or are in a more competitive sector.

Task	Anicca 5		Anicca 10	
	5 hours/month	£350/month	10 hours/month	£700/month
Link building and directories	<ul style="list-style-type: none"> • Creation of a link building plan to highlight and target key niche sites relevant to the website sector. • Link building through a range of relevant and authoritative sites • Directory registration • Recommendations for any paid directories will be given and then submission managed (if approved) 			
Content creation and social marketing	<ul style="list-style-type: none"> • Article Submissions, Press Release distribution of supplied content • Optimisation of supplied blog post content • Social bookmarking 		<ul style="list-style-type: none"> • Creation & optimisation of additional news/blog items including submission to social networking and bookmarking websites • Creation of articles and content on third party sites • Website content will be reformatted to create linkable/downloadable material – eg ebooks/guides – pdfs which can be optimised. • Creation and maintenance of profiles/groups on relevant or key social networking websites eg LinkedIn, Facebook, Twitter. • Creation of YouTube or Vimeo channel for any video content supplied. 	
	Reporting and meetings	<ul style="list-style-type: none"> • Monthly reporting and management 		<ul style="list-style-type: none"> • Monthly reporting and management • Quarterly review meetings

6.8 Integrating PPC and SEO

We believe that the pay per click data should be used to determine your SEO strategy and that these techniques should be integrated to maximise their effectiveness.

Choice of keyphrases

When running pay per click campaigns we find that certain phrases are often less effective than their search volumes might initially indicate.

- Some keyphrases have large levels of searches (impressions) but do not result in clicks onto the site, even when the ad copy is tested. This is because the phrases could be used in another context or be too generic.
- Other phrases may generate a lot of traffic but are not effective, for example:
 - the customer is looking for something else so they hit the “back button” (resulting in high bounce rates),
 - the user is not ready to respond (eg they are researching a product or service and they are not ready to buy). Consequently they do not complete an action (so the phrase does not result in a conversion).

In order to combat these issues we try and target phrases for SEO, that have already achieved high conversions when used in PPC. This way we are focussing on phrases that we know are effective rather than just phrases that have large search volumes.

Applying lessons from PPC ad copy

As part of the PPC campaign it is necessary to develop and test different ad copy to encourage high click through rates and conversions. Many of the calls for action and lessons learnt from the PPC can be transferred over to the SEO project by using the most effective ad copy in the description tags for the pages on the main site.

Using landing pages for PPC and SEO

In most SEO projects new content is required to target specific phrases. These “landing pages” will generally look identical to the main site and have strong calls for action to encourage the users to register for a newsletter, buy a product or book an appointment. As these landing pages are focussed on one specific topic they also make highly relevant landing pages for the PPC campaign.

Bidding on PPC phrases where you have SEO positions

Recent results published by Google show that bidding on brand terms and other phrases where you already have organic positions can give you a synergistic effect and can boost the click through rate for both the paid and organic result.

We also recommend bidding on your brand phrases as these are generally very cheap and will result in high click through rates, which will boost your quality score – this also keeps out competitors, who could take a position above you.

7.0 Email marketing

7.1 Email marketing service

Email marketing is a very powerful tool for providing ongoing communications and sales opportunities. By developing your own list of willing recipients it is possible to provide useful ongoing newsletters or blog articles, which can be sent out regularly. Apart from providing useful or interesting content the content can be peppered with sales messages.

Anicca can provide the following email marketing service:

- We provide training and consultancy for companies wishing to use email marketing
- We provide an email design and broadcasting service for your company (using MessageFocus from Adestra)
 - A fully serviced package using our web based email broadcasting system
 - A DIY solution using our web based email broadcasting system
- We can help you implement your strategy or help train and oversee your in-house team

7.2 Encouraging registrations and developing your database

Typically websites will only generate 1-2% leads or sales, however it is often possible to achieve 2-5% registrations for a newsletter or another form of ongoing marketing, such as signing up for a blog. The number of people signing up can be increased by offering incentives, discount and promotions. Offline databases can also be imported to boost the number of recipients. Alternatively you can consider buying data from one of our recommended data partners,

7.3 Developing your email template design

Where possible we will develop an email template design (usually based on your web design). This has to be converted to html and uploaded into our broadcasting system. Below are some examples of email designs.

Once the template is installed it can easily be modified by changing the text and/or images, every time you want to send a new email. This is done through a WYSIWYG editor (what you see is what you get!).


The main advantages of our Adestra email broadcasting system, as compared to DIY online email systems (such as Mail Chimp or Constant Contact); is that you can upload and modify your own template design. With these other systems you are restricted to their templates. In addition the Adestra broadcasting system is based in the UK and is "Whitelisted" by most UK ISPs – this means that the delivery rates are generally much higher than the USA email broadcasting systems.

WYSIWYG interface for editing HTML emails

Open Template Save Save As File Undo Redo CSS Source Preview Close Editor


Style Font Size B I U Text alignment Link File Link Data Function

Latest Property Deals From Worldwide-Property.com
Click the link for web version of this email [*link.webversion*]



WORLDWIDE-PROPERTY.COM
"Property investment specialists"

0845 474 0341
info@worldwide-property.com




Credit Crunch - What Credit Crunch?
If you have a clean credit history, then we have some great cash-positive deals!

The team at Worldwide Property and New-Homes-Direct have some great property deals with low cash input, high equity, cash-back and guaranteed rentals!

UK - BMV - Invest £2500 with cash back & 10% rental yield!

We have access to an unlimited supply of TENANTED UK Property up to 40% Below Market Value (BMV) with up to and above 10% Rental Yields. These Properties also have CASHBACK on completion. For an initial investment of £2500, you will end up with £500 cashback on completion, a property with a minimum of 25% equity, and a positive cashflow from day one. All legal and brokerage costs are paid.

[Click here to register your interest](#) - so we can send you more information on discounts and rentals.



Examples of other email designs



Extra Special
special offers

Sales Hotline: 01332 875544

Amazing Offers
for a limited time only

Extra Special Special Offers from Parry
MSF - Flat Top Mobile Serveries with 55% off List!

Available now - call sales on 01332 875544 for details - Offer valid until Dec 23rd 2008

MSF - Mobile Serveries, Flat Top
The ultimate work-horse server range at an unbeatable price. Our MSF range of serveries are both extremely flexible and also built to take whatever you throw at them. With a range of optional extras to ensure it meets your needs it really is the perfect server for any job.

MSF9 List £1,132 Offer £509
MSF12 List £1,252 Offer £563
MSF15 List £1,290 Offer £581
MSF18 List £1,470 Offer £662

At a glance...

- Hygienic & easy to clean
- Stainless Steel construction
- Corner bumpers



RED5

Find the perfect gift this Christmas at RED5
21 Gadget Buying Days Left!

If you are using Outlook 2007 or you can't see this email then click on the link below to view it in your browser
<http://red5.mafso.com/g/18Bjdarm0kdw>

21 Shopping days till Christmas!



Rovio Wi fi Robot

Rovio is a WiFi enabled robotic webcam that easily moves in any direction and can be controlled remotely from anywhere in the world via the internet! You would be forgiven in thinking this amazing wi-fi robot has just come back from a mission to mars! **Only £249.99**
[Click for more>>>>](#)



Table Football

The beautiful game is now available in miniature. An iconic addition to bars and pubs all across the world can now be played at home! Swivel, trap, block and shoot your way to victory with this miniature table football game. Fun for kids of all ages! **Only £20**



If you cannot read this message correctly, please click here

Stunning Aerial Photos of YOUR School for over 50% less than our standard price.
A great school deal from the UK's leading Aerial Photography specialist

commission air
the aerial photographers

**SIMPLY
STUNNING
AERIAL
PHOTOS OF
YOUR
SCHOOL**



I WEEK LEFT!
Don't miss out on our Special School Offer & Save Over 50%.
Order NOW!

20 Images
only
£149
PLUS VAT
Order now for
our June flight
Offer Ends 1st June



zoomed-in image

Testimonials

With over 20 years of experience, we are the leaders in professional aerial photography.

20 Stunning images at 1 great price

During June Commission Air will be flying in YOUR area! At your request we will take at least 20 different stunning images of your school.

Our special Schools Offer costs only £149 and is only available until 1st June - A saving of over 50% on our standard price.

High resolution means stunning detail

We use the best equipment at Commission Air providing you with the best images. Our 24.5 Megapixel camera captures amazing quality detailed images that are so good students will be able to zoom in to see the smallest of detail.

7.4 Email set-up and management

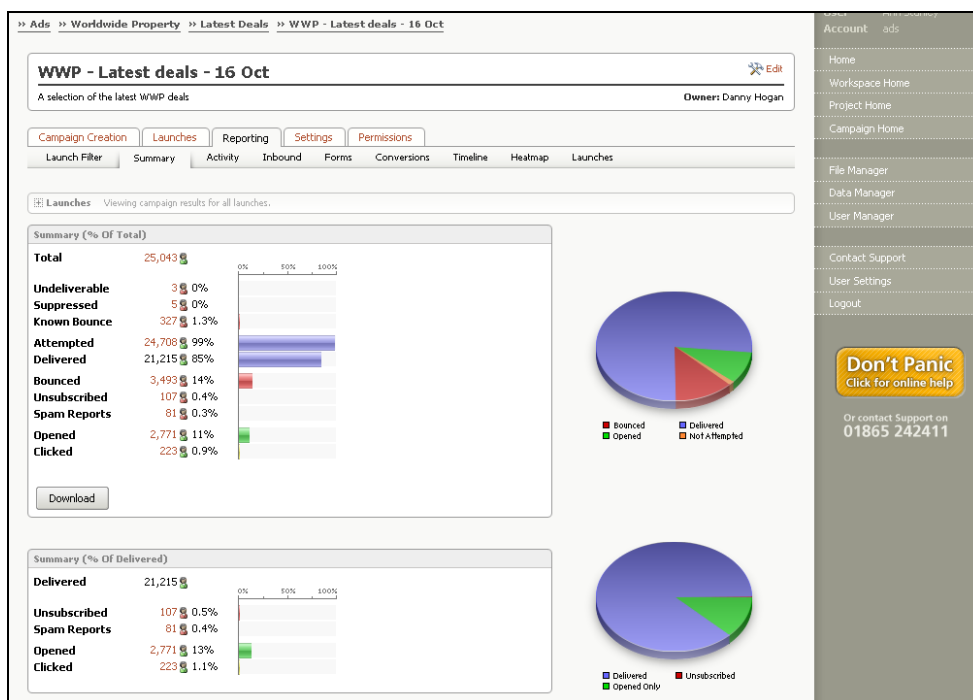
Features of our email management service:

- Packages
 - The first email is set-up and managed by us
 - You can then choose from a fully managed, or DIY solution via web based interface
- Management of your customer database
 - Import your customer database from CSV file
 - Personalisation and segmentation of your database
- Email template design and modification
 - Creation of a bespoke design and convert into an email template
 - Ability to change text & images online using WYSIWYG editor
 - Create a text version for some Smartphone or PDA's (Blackberry)
 - Test how the email will look in different email systems, check spam and send test emails
- Broadcasting and reporting
 - Schedule broadcasting (date and time)
 - Online reporting – you can see who opened the email and clicked through to your website. You can also track sales by using conversion tracking or Analytics

7.5 Email reporting

Irrespective of whether you choose to manage your email campaign yourself or you let us do everything for you; you will still have online access to the reporting system where you will be able to immediately see the success of your campaign. This includes opening rates, click through rates, unsubscribes and when linked to Analytics - conversion rates. You can even click onto the data to see the individuals that opened your email or clicked on your links.

Below is a screen shot from one of our campaigns



7.6 Email packages

Email marketing	Set-up (one-off cost)
Set-up and initial broadcast <ul style="list-style-type: none"> • Design of bespoke template and conversion into html for email • Set-up of broadcast system including import of database of names • Segmentation of database as required • Broadcast of first email using new template (up to 20k emails) • Broadcast of follow-up email <ul style="list-style-type: none"> ○ Modification of template (images and text only) ○ Sent to same database within 2 weeks of original email ○ Up to 20k emails for second broadcast • Training and hand-over (based on a half day visit) <ul style="list-style-type: none"> ○ Training on use of online reporting system ○ Training on use of WYSIWG editor and broadcasting system (for clients wishing to DIY manage their email broadcasting) 	25 hours or £1500

DIY Email marketing	Package 1 (1-10k emails)	Package 2 (1-50k emails)
<ul style="list-style-type: none"> • DIY Broadcast of emails (unlimited number of broadcasts within one month) • DIY online reporting – so you can monitor the effectiveness of the campaign • Choose to broadcast up to 10,000 or 50,000 emails per month (minimum charge £100 per month) 	£100 per month	£250 per month

Managed Email marketing service – subsequent emails	Costs Per email
<ul style="list-style-type: none"> • You provide images and words (via email) • We create and broadcast your emails using your template • DIY online reporting – so you can monitor the effectiveness of the campaign • Up to 20k emails per broadcast 	£150 per email

Extras	Set-up (one-off cost)
<ul style="list-style-type: none"> • Additional emails broadcast in first email or within one month 	£10 per 1000
<ul style="list-style-type: none"> • Additional templates designed and converted to html 	@£750

8.0 Other online marketing techniques

8.1 Affiliate marketing and commission based sales

Affiliate marketing is a technique that gets other people to market your products on your behalf. This technique is mainly used for ecommerce sites where sales can easily be quantified. We can work with you to setup an affiliate marketing campaign either by using a suitable Affiliate network or by implementing your own Affiliate tracking software.

8.2 Advertorials

Advertorials are advertisements designed as editorial content. Placement of advertorials on newspaper and trade websites with high traffic volumes and good Page Ranks is an excellent way to increase your brand's online presence, gain referral traffic and improve search engine rankings. Anicca Solutions can, in consultation with you, plan, write and place advertorials on high quality websites related to your business.

8.3 XML feeds, Google Merchant Centre, shopping comparison sites

This technique is used to export your database via an xml feed to third party websites such as:

- free shopping directories like Google (via Google Merchant Centre)
- marketplaces such as eBay or Amazon
- paid shopping comparison sites like Kelkoo and Price Runner
- other third party sites specific to your sector (eg property, travel or other portals).

8.4 Understanding Analytics and Conversion Optimisation

We can review your Analytics and benchmark your results compared to industry standards. If you have high bounce rates or low conversion rates then we can work with you to determine methods of improving the effectiveness of your website. If required this can include running A:B testing using Google Optimizer, to determine the effectiveness of alternative page designs (eg for your home page or action pages, such as registration or shopping cart pages).

8.5 Integration of the offline and online marketing activities

We believe that your offline and online marketing should be fully integrated. Our team have practical experience of generating integrated campaigns and depending on your needs our designer can provide a range of design and print services (for all your off-line marketing materials, logos, corporate branding, advertising and brochures).

9.0 General Company Credentials

9.1 Company Information

- Anicca Digital Solutions was formed as a web development company in 2004 and became a full digital agency in 2006
- We are an East Midlands accredited supplier and carry out work on behalf of Business Link. This means we can often obtain grant funding to support all or part of your project.
- In addition to working directly with clients; we have collaborative partnerships with other agencies and technology companies and carry out work for them on a sub-contract basis
- We have a number of sub-brands including Online Marketing School and Reflex Website Content Management System.
- The directors include:
 - Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a Chartered Marketer and a Google AdWords Professional
 - Alex Fowler (Technical Director) is responsible for building clients' websites and developing and maintaining our Reflex website platform

Strengths

- Website experience having built ~30 websites and developed our own Reflex website platform
- Anicca were one of the first 10 agencies to become Google AdWords Certified Partners in the UK. We manage ~25 PPC accounts with a combined monthly ad spend of >£75k per month
- We use a quantitative approach – for example using Analytics and PPC data to develop SEO strategy
- We own our own websites and know what it is like to manage online content and run an online business (www.everymenu.co.uk) (www.new-homes-direct.com, www.overseas-homes-direct.com now dormant)

9.2 How we keep-up-to-date with the latest technologies

- Ann Stanley teaches for Business Link and presents at a range of conferences and exhibitions, she recently appeared on the [BBC's Working Lunch programme](#).
- All staff attend conferences and exhibitions to keep up to date with developments in online marketing and web development techniques
- We also use online resources such as forums and blogs.
- We are able to test different approaches and techniques on our own websites

9.3 The team

- Consultancy and training - Ann Stanley (director)
- SEO content creation, social marketing and link building - Luke Glassford, Jonathan Potter, James Murphy
- Paid Search account managers – Gurpreet Bassi & Aaron Luckie
- Graphic design for websites, email, logos and print – Gareth Edwards
- Technical development and programmers – Alex Fowler (director), Colin Wilkinson

9.4 Contact details

Address : 5 Castle View

Town/City: Leicester

Post/Zip Code: LE1 5 WH

VAT number: 906 7796 81

Company Number: 05037718

Account director: Ann Stanley

Email: ann@anicca-solutions.com

Tel: 0116 29 86 460

Mobile: 0793 0384 443

Fax: 0871 4290 499

Technical director: Alex Fowler

Email: alex@anicca-solutions.com

Mobile: 0794 0215 186

Appendices

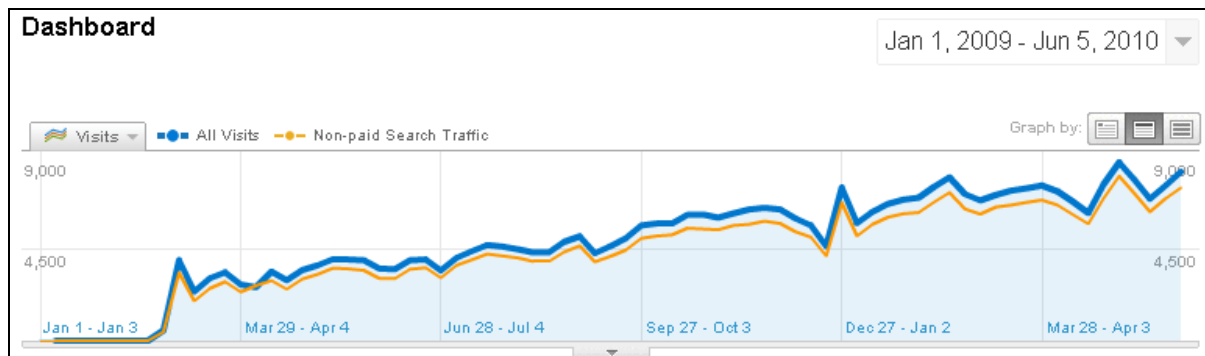
Testimonials

Name and Company	Project	Testimonial
<p>Andy Taylor – head of marketing and product sales at InfoGroup www.InfoUk.com</p>	<p>Pay per click and SEO</p>	<p>“By bringing in this level of external PPC expertise we have achieved much more cost effective results and our PPC activity is working much harder to drive traffic and sales online.</p> <p>“We have been really impressed with the results, and, more importantly we now have a detailed strategy in place in which to gain even better results and ROI from our planned online marketing campaigns, including SEO – utilising and benefiting from the lessons learnt from this PPC campaign”</p>
<p>Simon Scott, Marketing Director, Haddonstone Ltd www.haddonstone.com</p>	<p>SEO audit and consultancy</p>	<p>“At Haddonstone we are renowned worldwide for fine garden ornaments. We needed advice and guidance on the best way to optimise our global web presence via www.haddonstone.com – Anicca Solutions provided us with helpful and constructive information on all aspects of SEO.”</p> <p>“We are currently doing a lot of natural optimisation in-house and have seen our unique visitors double as a result...at some stage, I am sure we will be back in touch so that we can take things to the next level.”</p>
<p>Sonia Rabone, Marketing Manager - Fast React Systems www.fastreact.com</p>	<p>Pay per click and 1-2-1 training</p>	<p>“The team at Anicca have been great to work with; really helpful and extremely knowledgeable. Trying to manage the PPC in addition to all of the other marketing responsibilities at FastReact was simply not viable so we selected Anicca as they have a strong track record in this field.”</p> <p>“The campaign has proved to be very effective, significantly reducing the cost per conversion consistently month on month. I would recommend Anicca Solutions to anyone; whether trying to get started in PPC or to simply improve the structure, quality and results of existing campaigns.”</p>

SEO results

Website	Keyphrase	Google.co.uk position	Google.co.uk Level of competition
www.Everymenu.co.uk	Restaurant menus	9	4,510,000
	Takeaway menu	5	1,090,000
	Chinese restaurant Leicester	4	664,000

Everymenu.co.uk – weekly traffic (orange line from organic/non-paid)



www.infouk.com	Business leads	1	1,290,000
	database lists	7	1,870,000
	Mailing lists	8	928,000

Infouk.com – monthly traffic from organic/non-paid



www.thetogethernetwork.co.uk	Northampton singles	1	65,000
	singles nights Northampton	3	28,500

www.anicca-solutions.com	international pay per click	10	2,100,000
	how to use google editor	2	1,100,000

	leicester website development	6	1,050,000
	online marketing leicester	1	294,000

Anicca-solutions.com – monthly organic/non-paid traffic



Search engine optimisation and Pay per click case study – InfoUK.com

infoUK best use of search in a B2B marketing campaign

Summary

Utilising best practice techniques, Anicca Digital Solutions's PPC campaign for infoUK has played a leading role in informing and educating the company's online marketing activity to help achieve its overall objective of becoming a leading UK B2B data provider. With a peak of 4,614 clicks per month following the implementation of the PPC campaign, the online activity has allowed infoUK to increase its online presence – driving further traffic, customers and sales online to www.infouk.com – which is still less than a year old.

As a campaign it is a great example of how focused attention on cost effectiveness and return-on-investment (ROI) delivers results. Within six months, the PPC campaign improved infouk.com's Alexa ranking, enhanced its quality scores to achieve higher ad positions at a lower cost, improving the conversion rate from 1.2% to 3.2% (within the first month). The 375% campaign ROI figure is impressive especially when you consider that the results have been achieved over a relatively short period of time.

The campaign and the intelligence gleaned in terms of the most effective keyphrases and what works with regards to conversion, has also gone on to inform and dovetail into infoUK's ongoing search engine optimisation and other marketing activity.

About infoUK

infoUK are a new company offering data management services and a range of web tools to provide searching, segmentation, data cleansing, email broadcasting and online list purchase.

Objectives of the campaign

- Use pay per click (PPC) to drive traffic to the new website (www.infouk.com)
- Increase online sales and registrations
- Reduce the cost per acquisition (CPA)
- Use PPC data to develop search engine optimisation strategy (SEO) and other marketing activities
- Develop new optimised pages and directory registrations to improve the visibility of the site.

Business and marketing strategy

The company's main objective is to generate online sales from www.infouk.com. The search marketing activities were integrated with other marketing activities – helping to drive registrations for email and also identifying keyphrases for inclusion in online PR and thought leadership articles.

The target audience

- Small and medium-sized businesses (SMEs)
- Larger businesses with in-house marketers
- Marketing agencies.

Timescale of the campaign

- A small PPC campaign started in November 2008
- The new PPC campaign set-up by Anicca Digital Solutions in January 2009
- Six weeks of PPC data used to develop the SEO plan
- The first optimised pages uploaded in March 2009
- Directory registration started in February 2009.

Budgets

PPC ad spend was £4,000 per month, but increased during March 2009 to £7,000.

SEO

- Five pages of optimised text per month
- Management, strategy development, meetings, reporting and link building – two days per month.

Work undertaken and results

Pay per click strategy

- Improving the relevancy (quality score) of the ads to achieve better positions at a lower cost per click (CPC)
 - Nine campaigns created with 1000's of keyphrases (with different match types)
 - Modify CPC to achieve positions of 4-8 (the 'Goldilocks zone' – top right)
 - Testing and pausing different keyphrases and ads to maximise CTR and CPA.

Pay per click results

Spend and traffic

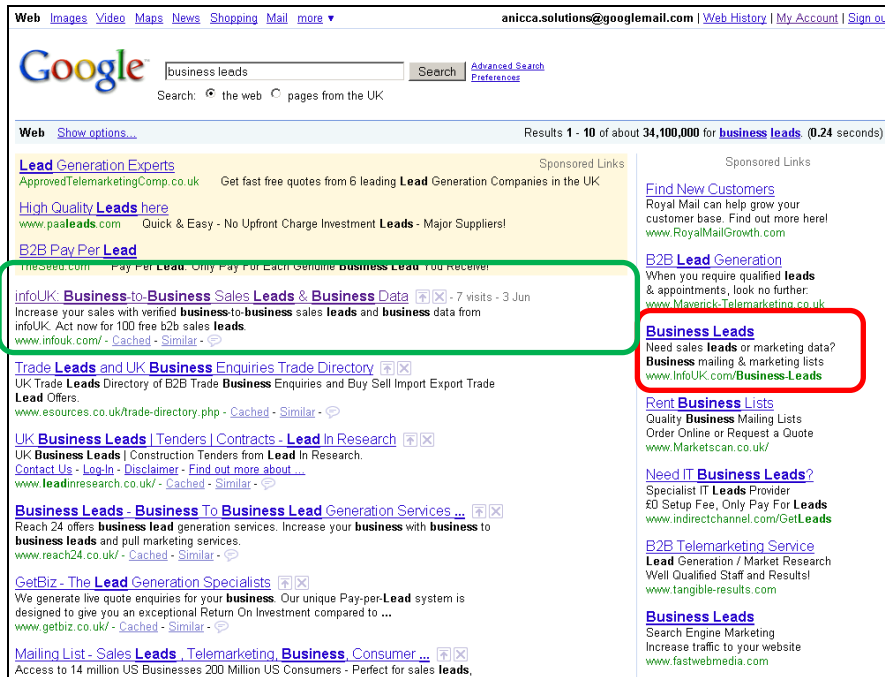
- January 2009 had 3,066 clicks (compared with 443 clicks in November 2008 and a peak of 4,614 in March 2009)
- In January the CPC was increased to £1.30 (from 88p) in order to obtain first-page positions
- The CPC has been reduced from £1.38 in February 2009 to £1.18 in April 2009.

Conversions

- In January 2009 there was 97 conversions (for '100 free leads') at a conversion rate of 3.2% and CPA of £40.91, this compared to 5 in November 2008 (1.2% and £77.96)

- At the beginning of February 2009 the CPA was around £20 – saving £50 per conversion!
- The conversions peaked in February 2009 with 137
- After the 20th February the offer was changed to ‘50% off the first order’ – causing the conversion rate to drop
- In March the conversion rate (50% offer) was 1.0% or £132.33, this improved in April to £107.5 a further saving of 19%.

Screen-drop showing both organic and PPC result for “business leads



Graph to show weekly traffic to the site (all sources, paid and non-paid)

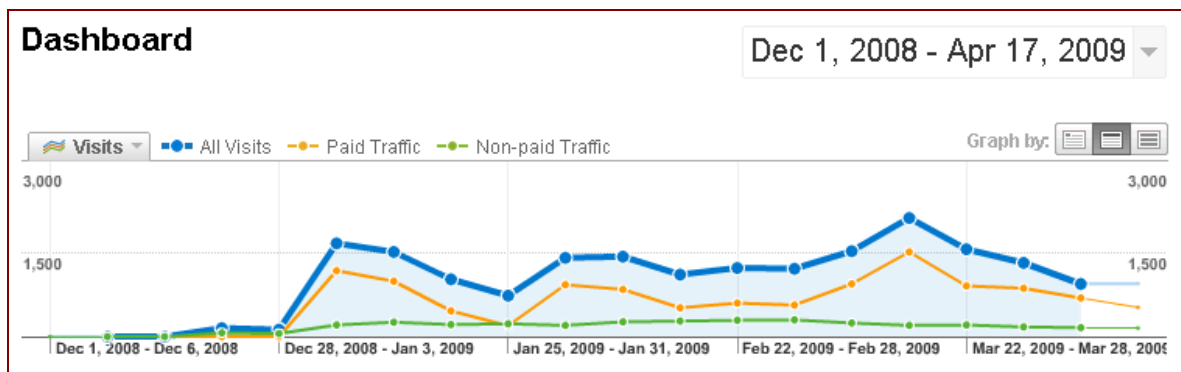


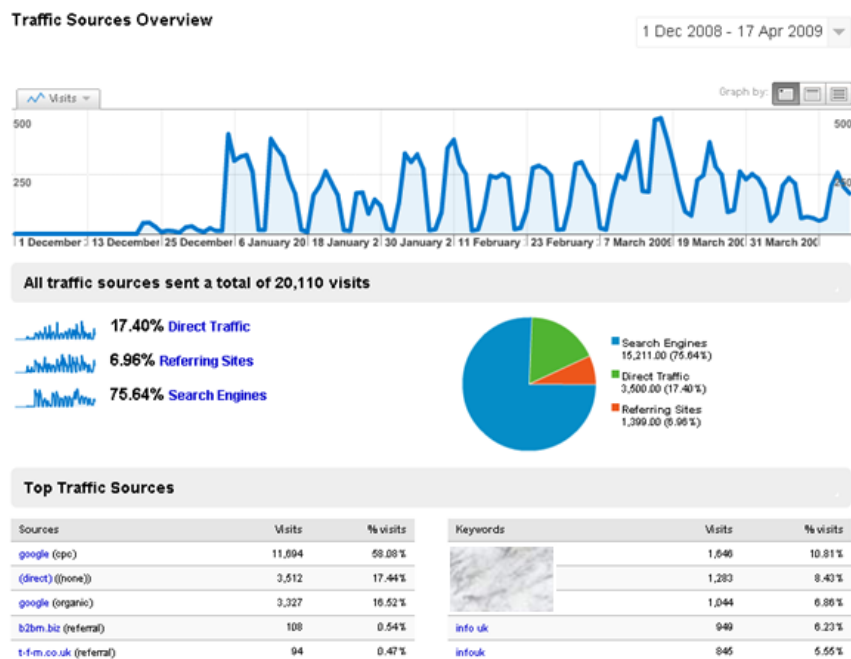
Table to show results of the PPC campaigns

	Apr	Mar	Feb	Jan	November (part month)
Clicks	3,003	4,614	3039	3066	443
CTR	2.70%	3.56%	3.56%	2.54%	0.75%
CPC	£1.18	£1.32	£1.38	£1.30	£0.88*
Cost	£3,547	£6,086	£4,194	£3,974	£389
Average position	3.86	3.80	3.58	3.9	4.3
Conversions	33**	46**	130 7**	97	5
Conversion rate	1.10%	1.00%	4.51%	3.16%	1.15%
Cost per conversion	£107.50	£132.33	£30.62	£40.91	£77.96

*CPA increased to ensure page 1 positions

**Conversions changed to 50% off your first order – this reduced the conversion rate.

Overall traffic to the site showing weekly cycle and traffic sources



Search engine optimisation strategy

- PPC data used to identify the keyphrases that converted

- Gap analysis to determine the keyphrases with conversions but no search engines positions
- Optimisation page plan created – grouping the target keyphrases by topic
- Five optimised pages were created per month and loaded onto the websites

SEO results

- During this period 18% of the traffic was from organic searches (non-paid) versus 58% from PPC
- The majority of non-paid traffic to the site is from brand terms (illustrating brand recognition achieved from events and PR etc.)
- The visibility for other keyphrases is low. However this is expected for a new website
- The increase in traffic from the new optimisation started to kick in after the 17th April (as expected).

Directory registration and link building

Link building and directory registrations were used to improve the authority of the site. The improvements in KPI are shown below:

	Google Page Rank (high is best)	Alexa (low is best)	Indexed pages (high is best)	Google inbound links (high is best)
1 st April	5	712,184	62	25
4 th March	5	816,928	55	23
4 th February	5	833,490	53	24
December	4	932,967	59	17

Conclusions

PPC

- CPC was decreased by 20% (due to detailed PPC structure and by maximising quality score and CTR)
- CPA reduced by 75% (on 'free leads') and a further 10% (on '50% offer') by focusing on keyphrases and ads that convert
- ROI was 375% over the period of the campaign.

SEO

- The Google Page Rank has increased to 5 due to link building activities
- The Alexa ranking has improved from 932,967 to 712,184 due to the PPC activity
- The number of pages indexed increased to 62 in April 2009, when the first optimised pages were indexed

- There has been insufficient time for the SEO to work and the current organic traffic is from the brand phrases and the original site content.

Overall

- Businesses wanting to market a new site should use PPC, as traffic is guaranteed; whereas SEO can take longer to work
- It is possible to significantly improve the cost per acquisition from PPC if the budget is spent on the best performing phrases
- PPC data should be used to develop SEO and other marketing strategies by using keyphrases that result in conversions rather than traffic.

Client testimonial

Andy Taylor, head of marketing and product at infoUK, said:

“By bringing in this level of external PPC expertise we have achieved much more cost effective results and our PPC activity is working much harder to drive traffic and sales online.

“We have been really impressed with the results, and, more importantly we now have a detailed strategy in place in which to gain even better results and ROI from our planned online marketing campaigns, including SEO – utilising and benefiting from the lessons learnt from this PPC campaign”

Pay per click case study – RF Training

Brand/Client Company Name:	RF Training
Brand/Client URL:	www.trainingandcareers.co.uk www.rftraining.co.uk
Key Brand/Client Contact:	Mick Fitzgerald
Date of case study/campaign launch:	March 2010
Publication else where?	No
Title	RF Training pay per click – Strategies to halve the cost per enquiry from Google AdWords
Summary	
<p>RF Training was using Google AdWords to generate enquiries for their training courses. The cost per click was >£2.50 and the cost per lead was >£22. Within 24 hours of restructuring the CPC dropped to less than £1.50 and the CPA to ~£15, equivalent to a monthly saving of £5000-£10,000.</p>	
Brief	
<p>RF Training provides courses for people wanting to become qualified in trades such as plumbing, electrician, and locksmiths. They have two training centres in Birmingham and Manchester.</p> <p>The company has 4 websites. The oldest website www.RFTraining.co.uk has the best organic traffic but has higher bounce rates and lower conversion rates. The newest website www.trainingandcareers.co.uk has the lowest bounce rate and highest conversion rates but has little or no organic search traffic.</p> <p>Pay per click is an effective technique for generating enquiries but it is very competitive. With so many companies bidding on the same phrases, the cost per click is often £1-3 for top 5 positions. The sign-up rate is 5-10%, so the cost per acquisition can be over £20.</p>	
Strategy	
<p>The AdWords account had been poorly managed with a number of significant problems:</p> <ul style="list-style-type: none"> • ad spend appeared to have been inflated by deliberately bidding for top 2 positions (which was resulting in very high cost per click of >£2.50). • the conversion tracking was not set-up – so it was not possible to determine if any of the phrases were not performing • the account was targeting the whole of the UK, even though leads outside of the midlands and the north were significantly less likely to convert into a sale • campaigns contained a mix of search and content network • the daily budget had been limited and the ads were not being seen for 50-75% of the day • there was little or no ongoing optimisation <p>Anicca Digital Solutions were asked to restructure and manage the campaign in order to try and achieve the target CPA of <£15 and a minimum of 1000 leads per month.</p>	
Execution:	
<p>On taking over the account the following improvements were made:</p>	

Structure and set-up

- Addition of conversion tracking (linked Goals)
- New more complex campaign structure with detailed ad groups to improve relevance and quality score
- Better use of geo-targeting, as the courses were held in Birmingham and Manchester the targeting was limited to a 100 mile radius of these locations.
- Stopping the content network and taking into consideration the much lower CTR's in the search network (eg when pruning phrases for low CTR's)
- Addition of long-tail keyphrases and use of all match types
- Paused generic and added negatives; as the broad match phrases were resulting in ads being displayed for unrelated trades such as welding
- Increased budgets
- Changed landing page to the most effective of the 4 websites owned by the company

These changes are summarised below:

	Old account	New account
Number of campaigns	3	5
Number of ad groups	56	446
Number of keyphrases	1271	6399 (including 3 versions of each phrase)
% of keyphrases with a quality score of <5/10	13%	6.5%

Ongoing management and optimisation

- Reduce maximum bids in order to target lower positions (resulting in a drop in CPC of £1.30-£1.50)
- Good understanding of the importance of click through rate and quality score – this resulted in pruning phrase with low click through rate (CTR)
- Ongoing pruning of keyphrases and ads that were not converting
- Monthly reporting including provision of an online reporting system that the client could access themselves

Integrated approach

- Use of Analytics data to understand user behaviour
- Use of PPC data for developing ongoing landing page strategy and integrated SEO strategy
- Use of Facebook (with Yahoo and MSN to follow)

Results:

Timelines of taking over the account

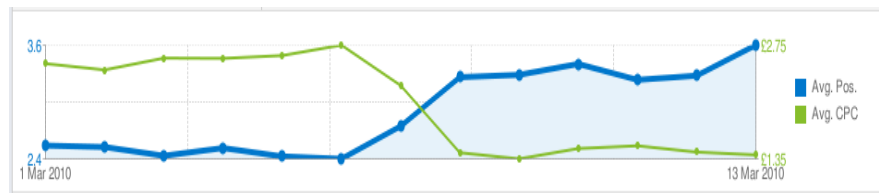
- Account taken over on the 8th March – initial changes to reduce bids, pause content network and change geo-targeting

- New restructured campaigns went live 14-15th March
- Destination urls changed from www.RFTraining.co.uk to www.trainingandcareers.co.uk on 17th March
- Conversions recorded from 21st March (linked from Analytics goals)

Cost per click

We were able to see an immediate drop in cost per click from £2.75 to £1.40 within 24 hours of taking over the campaign. This was due to

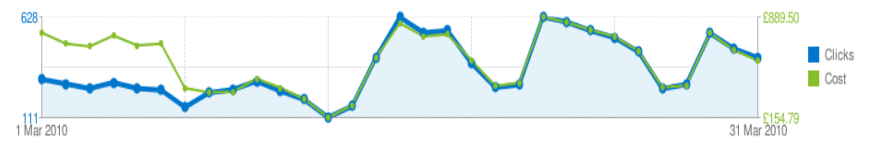
- setting the max bid to aim for positions 4-7
- improving the quality score (by restructuring the campaigns and ad groups to improve relevancy).



Volume of traffic and cost (clicks vs costs)

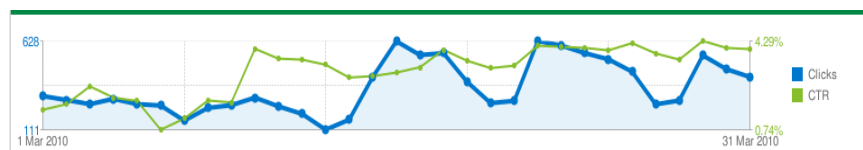
On taking over the account the amount of traffic remained the same (250-300 clicks per day) from the existing campaigns, but the daily cost nearly halved (£675-£775 down to £300-£450).

Once the new campaigns went live and the budgets increased this resulted in a significant increase in traffic 450-650 clicks per day (during the week) and a cost of £650-£900.



Click through rate (CTR)

The previous PPC structure had all 3 networks within the same campaign. The search network had very low CTR's, although this does not influence quality score it does make it more difficult to decide which phrases and ads are not performing well in Google and should be pruned. By pausing the content network and any keyphrases with a low CTR this resulted in an immediate increase in % CTR.



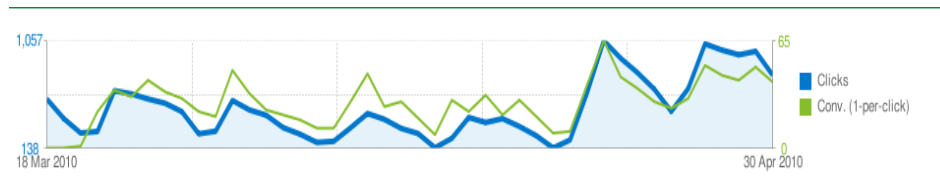
Cost per conversion and conversion rate

Prior to the introduction of the conversion tracking it was not possible to calculate the PPC conversions rates. However RF Training had monitored the total conversions from the website (including approximately 10% from non-PPC traffic). It was then possible to compare this to the cost of the PPC campaign. This table shows the comparative conversion rates before and after the restructuring.

	1st - 7th March	8th - 14th March	15 - 21st March	22 - 28th March
All Leads	203	157	279	289

Cost Per Enquiry	£22.86	£13.28	£15.44	£16.22
Enquiry Rate	11.2%	10.8%	9.0%	8.8%
Clicks (PPC)	1818	1450	3083	3296
Impressions	122,271	52,711	94,051	82,722
CTR	1.49%	2.75%	3.28%	3.98%
Spend	£4,641.39	£2,085.25	£4,306.99	£4,688.37
Cost per click	£2.55	£1.44	£1.40	£1.42

Once the PPC conversion tracking was fully implemented the PPC conversion rate was found to be ~7.7% or £18.54 (for the first half of April). In the second half of April the scope of the campaign was increased to target the whole of the UK and the addition of the content network. Although the conversion rate dropped to 5% the overall number of conversion increased significantly.



Facebook

An initial trial has been carried using Facebook to target 18-45 males within 50 miles of Birmingham and Manchester. Two ads were created for each targeting plumbing and electrician courses with a corresponding image and text. The results showed a CTR of 0.02 % and a CPC of £0.42, approximately a third of the CPC of Google.

Conversion tracking has only just become available in Facebook, so we added URL tracking for Analytics, and the produced a custom segment for Facebook traffic. The conversion rate was approximately 1% significantly lower than Google.

Train As An Electrician



Become a fully qualified electrician in just 7 weeks.
100% pass rate in Birmingham. Contact us today!

What's next?

- Conversion rates will be improved by pruning of the poorer phrases
- MSN and Yahoo
- Use of PPC results to determine keyphrase strategy for optimisation of the websites

