

fatwax

*Serious about search...*

*Search Engine Specialist*

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**36% of people believe that *LEADING BRANDS* should occupy  
*TOP POSITIONS* in the worlds major search Engines.**

***But have you thought...***

***When people are searching to buy your products and services,  
*ARE THEY FINDING YOU?****

*Improving the volume and quality of traffic to a web site from search engines*

*Improving your business returns and revenue*

**fatwax**

*Optimizing your results and quality from the top Search Engines*



**Google™**

**msn™**

**Ask Jeeves®**

**YAHOO!®**

## Essential facts you should know about S.E.O.



- Many online surveys show that 85% of all traffic on the internet is referred through search engines.
- Search engine marketing is 6 times more effective than Banner Ads.
- Search engines deliver qualified leads / traffic to your website.
- 55% of online purchase transactions are made on sites found through search engine listings.
- Most of the websites on the Internet aren't even indexed in search engine databases, most are poorly optimized and get very little traffic from search engines.
- 90% of all users don't look past the first 30 search results (most only view top 10).
- Search engine marketing is a cost-effective form of advertising.
- Clear and measurable ROI (Return On Investment).
- Operates under the following assumption: **More (Relevant) Traffic + Good Conversation Rate = More Sales / Leads.**

## What is Search Engine Optimisation (S.E.O.)?

Search Engine Optimisation is the process of combining a unique set of analytical and IT skills in order to achieve top positions and maximum exposure for websites in the worlds most popular Search Engines.

## What is best for my business? SEO (Search Engine Optimisation) or SEM (Search Engine Marketing)?

Both are effective in their own way. If branding and long-term investment is important to your business then S.E.O. is a powerful way to target customers that are researching your products and services online. It's also, on average, 10-30% the cost of PPC advertising.

If your new to e-marketing and are looking to explore the benefits of search engine exposure then PPC could be the right solution for you. PPC allows you to manage your day-to-day marketing budget with ease and can be either a high-impact or carefully-considered marketing campaign that can be tailor made to fit your business and budget.

## How can this be profitable for my business?

Imagine occupying top positions in Google and other major search engines and reaching literally thousands of potential customers per month for a relatively low cost.

How much money would you have to spend in vain on other forms of advertising trying to guess how and where your new customers (if any) have found you?

Do you know how profitable your marketing campaigns are? Can you really prove that the money you maybe spending on other forms of advertising is really making you a profit on your capital investment? With our SEO (Search Engine Optimization), SEM (Search Engine Marketing) and PPC (Pay Per Click) advertising we can show you exactly how and where you make your money through online advertising and how to build on those results to make your business even more profitable.



## S.E.O. Marketing Benefits

### Cost Effective Marketing

S.E.O. is arguably the most cost-effective form of marketing. Once your website reaches top ten search engine positions it's a relatively low monthly cost to maintain them providing that your SEO Expert has used 'White Hat' S.E.O. techniques and has continuously updated themselves with Googles ever-changing algorithms.

*At Fatwax we love to research new S.E.O. techniques and thrive on developing exciting new ways to promote and market our clients objectives.*

## Credibility and Branding

### ➤ Your customers will find you time and time again

60% of internet users and potential customers who are searching regularly and comparing products and services recall the same search term they used to find your web site in the first place.

Also, this search term may be used up to 5 times before bookmarking or remembering your web site.

*"36% of search engine users believe that the companies whose websites are returned at the top of the search results are the top brands in their field" (Ibid, 2006)*

## How does our S.E.O. work?

Our specialist **SEO** team can get your website to the first pages of **Google** and other major search engines, and keep you there. We'll build a detailed, accurate profile of your web site and it's current position within the major Search Engines by using industry-leading search software programs.



## Monthly performance tracking and Reports

Our software helps us to determine why you may rank poorly on essential keywords, it delivers monthly reports to track your web sites journey up through the Search Engine rankings and it helps us to maintain and develop new strategies in order to continuously improve your web sites performance.

We'll also conduct in-depth keyword analysis and find keyword terms that pay. We'll analyze your competitors to find ways and measures to pip the to the top of the search results.

## How much does our service cost?

**FATWAX** has a unique set of Search Engine Tools and software that can analyse how much it would cost to get your web site onto the first page of google. This is very detailed and can take up to 48 hours to complete.

We can pin point within a 15% margin of error the effort required and time it will take to get you that first page presence. **Fatwax** will have to quote you on each job based on the keywords you'd like to optimize for.

You'd give our team a list of keywords that you'd like to be found for, then indicate your monthly budget.

Within 48 hours our Search Engine Team using dedicated Search Software will be able to calculate:

**a) The best strategy**

**b) Estimated cost**

**c) How long it will take**

to get a **FIRST PAGE POSITION** based on the budget you have and the search terms you want to acquire.



## ➤ S.E.O. is an Ongoing Race

It is important to bear in mind that S.E.O. is an ongoing activity. There is no such thing as a “permanent” position. Search Engines are constantly changing their ranking logic/ Algorithms and they don't publish this information.

SEO techniques are also constantly changing and evolving to meet these changes.

## ➤ There is a Difference Between Good S.E.O. and Bad S.E.O.

It is very important to select your SEO agency carefully. There are many SEO techniques that are not condoned by Search Engines, and if your SEO Agency utilises such techniques, your website maybe permantly banned or blacklisted by the Search Engines.

## How do I distinguish between a good S.E.O. agency and a bad one?



1

### **Should be focused on ranking results**

A Good agency should be able to assess if a first page position is possible, how long it will take and how much it would cost.

2

### **Should not offer services on a once - off basis.**

If the agency does not have a monthly retainer to work towards and maintain, then it's likely they're simply implying a no-promises service. An agency must work hard every month in order to improve a web sites Page Rank and trust with Google.

3

### **Should not ONLY offer a 'Keywords' or 'metatag analysis or report.**

Agencies that focus primarily on updating your website's content to get you a better position is unlikely to rank your web site well. These are simply 'On-page optimization' techniques and will NOT get you a good ranking without utilizing other SEO strategies.

4

### **Does not publicly advertise previous success stories on their web site.**

Agencies who do so are telling the search engines under no uncertain terms that they have manipulated the search engines logic in order to gain these positions. Search Engines do not like this and if they find web sites that have manipulated thier way to first page positions there is always a chance that they'll black list/ban the website.

# fatwax

is an agency that...

**CARES**

**PROMISES**

**SAFEGUARDS**

and more...

1

**Cares about your results and your rank above all others**

We're only interested in building a long term relationship in which we assist you to become the market leader on Search Engines.

2

**We do offer promises**

Unlike other agencies, we are able to make certain promises to our service levels and expected results. We understand that if we can't attain and maintain a Search Engine Ranking for you, we'll soon lose a customer.

3

**Has a 100% SEO safety record**

We will monitor and ensure that your web site does NOT utilize any SEO techniques that may harm your web site or brand.

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