



ONLINE MARKETING SERVICES

Before we begin...

In order to have any meaningful conversation or plan about online marketing it's crucial to outline the goals of the process. Without these, even the best campaigns can be devoid of any measurable benefit to the business. Our process at Asenka always starts by detailing goals, then building a strategy, followed by implementation and ongoing structured measurement. This measurement (usually analytics based) is always tied as closely as possible to the direct business goal, rather than rank or clicks or other non-essential elements of the campaign. Initial strategies and tracking strategies are developed in unison and price varies based on complexity. All the services detailed below operate within the Plan-Execute-Measure framework.

Search Engine Optimization (SEO)



This is the practice of getting a website to show higher in the free or "organic" search results for specific related keywords (usually other than the name of the company or products). The goal here is generally finding new business and customers from people searching for general terms that relate to your products or services. Below are details on the 2 core areas of focus.

On-Page SEO

This is mainly centered around keyword research to determine the most highly searched words related to your market, the competition facing those search terms, and then the strategic integration of chosen keywords into content (and code) on specific pages of your website. Usually single pages can be used to target multiple words. Some level of ongoing content generation is helpful but not essential to support this initiative. Other best practices of site content, structure, tools, schema, code, even server and DNS structure can find their way into plans under this effort as well. An optimized site will embody an understanding of keywords as they relate to what market segment is using them, the behavior of the traffic on the site, and what traffic is most valuable to the company.

Off-Site SEO

This area is geared around increasing the overall site strength in search engines, rather than for specific keywords. The main types of tactics used here are building inbound links (usually from high page ranking sites, related industry sites, or directories) as well as generating reviews on 3rd party review sites, and leveraging key influencers. Other tactics could include a products feed or video campaign which are an alternate angle to be found in the organic listings and grab more eyeballs. The end result is a stronger core site rank which, in turn, supports the specific keyword efforts of the on-page work. Together these 2 form a complete (non-local) organic optimization effort.

Paid Search Engine Marketing (SEM) or Pay-per-click (PPC)



This is the fastest way to get new traffic to a site. All the keywords, ad text, geography, budget and bids are in our control. Unlike the SEO initiatives, we don't have to depend on the search engines for how well we rank, or exactly what we want to say. The most successful campaigns usually have an easy to measure, targeted landing page(s) to point this traffic to and measure results. The process of optimization here happens over time but results in a succinct list of keywords that best convert to the desired actions. This can often be a useful start to an SEO effort. Our optimization efforts are billed separately than any click fees paid to the search engines.



Local Optimization



As search engines are refining their local search functions, fewer and fewer people will be searching with specific geography in keywords. The search engines are making great leaps to determine that for the user. What this means for businesses who survive on clients mainly within a smaller (local) geographic radius is an increased effort to be found in the many local search results becoming available. Local results are organic (or free) in nature. We use a combination of on-site and off-site tactics to optimize for it. These include a host of ever changing elements including; local map listings, NAPs (Name Address Phone) directories, inbound links from specific local sites, on-page schema and tags, reviews, and major GPS and feeder directories, just to name a few.

“Freedom” Optimization Plans



Google is constantly changing. Your strategy should be just as flexible. We've designed the Freedom packages to give you the flexibility to focus on the areas of promotion that your site needs most. That means one month we could be optimizing paid ads, the next working on some of the local efforts listed above, then next month we might be building keywords into your text to show up in the free (organic) searches, etc. Rather than force you into a contract that looks great now, but in time makes very little sense for you, we just shift the plan to meet your needs. Our initial term is 6 months and after that it goes month to month. We even include a little time for regular maintenance on the site if necessary. Larger development projects would be outside this, but small updates and improvements can be rolled into any plan. **The only thing not included in the plan are the Google click-fees** which are determined by available resources and how aggressive you want to be.

Our Freedom plans start at **\$500/mo.** and go up to the thousands with the primary difference being the amount of hours each month allotted to working on your visibility. Aggressive companies who want to make fast progress will prefer the higher plans, but the lower priced plans can get you to the same place, it just takes a longer. All the plans include goal-based analytic reviews monthly.

OPTIMIZED CONTENT DEVELOPMENT

Social Media and Ongoing Content Creation



Beyond the more measurable marketing efforts above, we offer support for Social Media and other blog-based efforts. This is not to say that we would suggest that everyone has a social media effort. For us it's no different than other marketing or even a website build, it has to make sense and have a strategy. That being said, Social Media efforts are generally less directly measurable and should have different expectations than SEO/SEM type initiatives. At the core of social media strategies is always some element of fresh content. In addition to a detailed strategy and measurement plan plus setup for these services themselves, we can support ongoing content development with a specific eye towards SEO keyword integration. Pricing for this, as you might imagine, varies greatly based on the amount of work required each month.