

Thank you for contacting Level 2 Marketing. To save time, we have compiled a list of frequently asked questions to provide you with preliminary information on Search Engine Optimization and how SEO can benefit your business.

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Level 2 SEO Services & Prices: If you have a limited budget, we can facilitate optimization services on a keyword by keyword basis to fit your needs. For example, if your SEO budget is \$500-\$1000 per month, the suggested number of links per keyword is 7-10 one way links per month. This allows you to (test the waters) and achieve results while limiting out of pocket expense, until you validate the effectiveness of our methods and achieve ROI for your keywords. To get started, give us a call to set up an initial appointment.

Our initial consultation fee is a minimum of \$500 or more depending on initial meeting location and time needed to design a report that outlines the specific action plan for your business and industry.

Services offered on retainer. ([Do you have a marketing plan?](#))

- Market and Keyword Inspection
- Article Writing and Publishing
- Link Building Services
- Press Releases
- Directory Submissions
- Social Media Marketing
- Website Optimization
- [Marketing plan creation](#)

What Is SEO and Why Do I Need It?

SEO is an acronym for “**Search Engine Optimization**”. Search Engine Optimization involves making changes to a website to increase relevance for specific keywords and popular key phrases consumers use when searching for products or services in search engines. The more relevant keywords your website appears for, the more traffic conversions (leads, inquiries and sales) your website can receive.

A successful SEO campaign results in increased search engine visibility and a higher percentage of click-through traffic from Google, Yahoo and Bing to your website. There are two types or categories for optimization (1) on page optimization and (2) off page optimization.

On page optimization involves:

- Making structural refinements to website navigation.
- Modifications to site architecture.
- Refinements to the programming platform responsible for rendering content and html.
- Adding more relevant content or internal links (from page to page) with relevant anchor text (the text in the link).

Off page optimization (the second type) involves:

- Link building - building **one way links** (websites linking to your website) to create more relevance and improve rankings.
- Reducing server load time (as load time is a ranking metric).
- Content syndication and promotion (creating a larger footprint for inbound links and traffic).

Unlike traditional brick and mortar off-line businesses using traditional marketing promotional tactics (television, radio and print advertising); online markets are teething with fierce competition. Just as **location, location, location** is important for a physical storefront, location i.e. positioning in the search engine results pages (SERPs) is the online equivalent.

The success of a website and online campaign depends primarily on **keywords** and **traffic sources**. While there are various ways to drive traffic to a website, nothing compares to the effectiveness and ROI of organic search engine optimization. Proper on page and off page optimization can result in more traffic, leads and sales for your business.

What Can I Expect from SEO?

SEO is not an overnight process,(requires consistent monthly planning and implementation) but there are ways to achieve short term results (for less competitive keywords) which serve a dual purpose. Depending on your approach (mild, moderate or aggressive) determines the degree of optimization or range of the keywords you target.

Websites come in all shapes and sizes and depending on:

- a) The keywords you are targeting
- b) The size and volume of market
- c) The competitors in the market
- d) Your website platform
- e) How old your website is – and
- f) Whether or not any links or citation exist

The variables mentioned above determine **what type of optimization** and what extent of fine-tuning is required to bypass existing competitors already ranking for those keywords in search engines.

Later, we will cover more specific topics about the importance of the keywords you select and competitiveness of those keywords as a benchmark to determine the timeline for a campaign, but in the meantime, establishing context and precedence is required.

How Long Does SEO Take?

Each keyword is a campaign with its own timeline and barrier to entry. The amount of time required for each keyword depends on the 3 critical factors outlined below. If it were easy, then everyone would rank in the top 10 results, but as there are only 10 spots for any given keyword, those ten spots are a commodity and represent tremendous value when you consider the worth of a popular industry specific commercial search query.

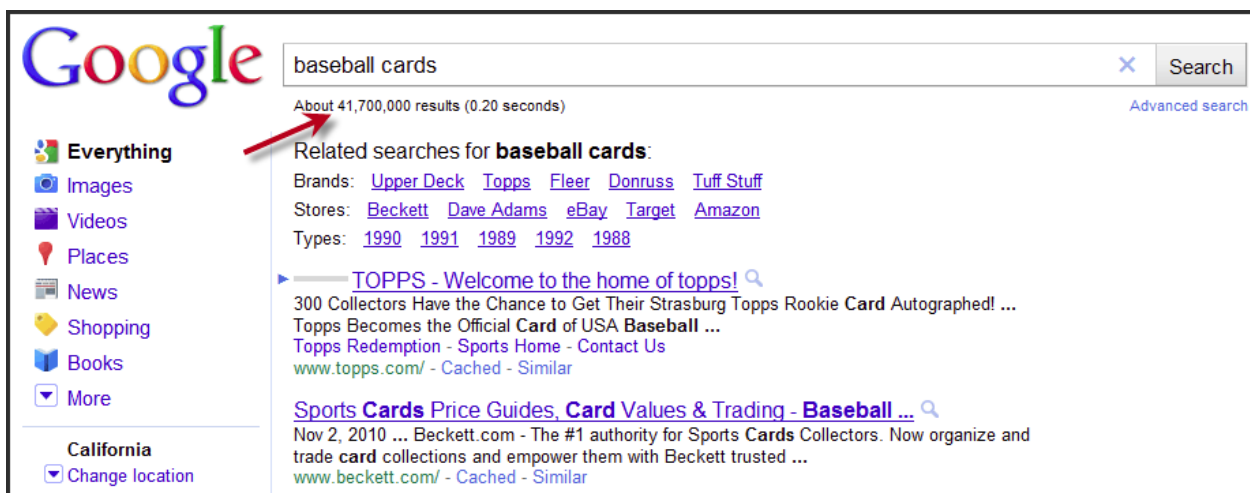
When considering the amount of time it will take to gain traction for a keyword, factors such as:

- 1) Does the website have on page authority, rankings or relevance (to scale to barrier to entry from results grandfathered in by search engines or competitors) for the keyword or related keywords?
- 2) Does the website have authoritative (off page) themed or quality links the page or the website with “optimized anchor” vs. generic phrases like “click here” for the desired keyword?
- 3) Does the website exhibit proper site architecture and on page SEO friendly structure, or are there problems with indexation or search engines crawling or indexing the pages?

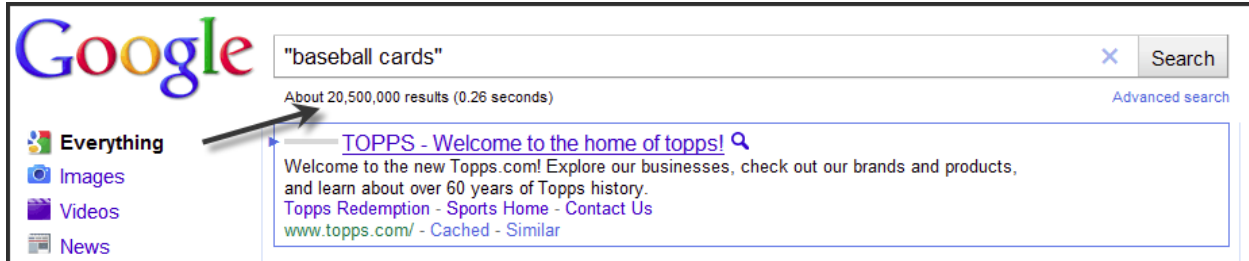
Using competing pages (how many pages are competing for a keyword in the top 1000 results in Google) as a barrier to entry metric is often useful in determining the amount of time it will take to reach the top 10 for a specific keyword.

Based on the competing pages metric, by taking the keyword and placing it “**in quotes**” in a Google search, you can determine how many pages are targeting the keyword. This is known as “**phrase match**” in Google and removes a great deal of the noise associated with “**broad match**” keywords which are anything with any of the keywords on the page.

Using the keyword **baseball cards** as an example the results using a normal search brings back 41,000,000 competing pages (or 41,000,000 occurrences in the top 1000 results of Google’s index) in broad match (broad match is Google’s default when you conduct a search).



However, the same search in “**phrase match**” using the keyword “**baseball cards**” in quotes returns 20,500,000 competing pages. Google “**phrase match**” provides a more specific metric for the barrier to entry (this is a competitive keyword) which could take 1 – 1 ½ years for *a new website* to achieve a top 10 ranking (due to the age and authority of the pages in the top 10).



See screen capture of a search for “baseball cards” in “phrase match” above.

Unless you have a healthy budget and can compete with the 800 pound gorilla in that market, you are better off targeting a less competitive keyword variations based on the semantic root phrase “**baseball cards**” such as:

- baseball cards price guide
- baseball cards prices
- sell baseball cards
- buy old baseball cards

This is where the value of market analysis and keyword research can identify **which keywords are worth the investment** or if alternative keywords with significant search volume are more suitable targets for your business and SEO budgets ROI.

Campaigns are measured for effectiveness through reports which are **Monthly** to showcase improvements for your selected keywords. Depending on the market, the competition and your website, an SEO Consultant from Level 2 Marketing can estimate the time required “**on a per keyword basis**” using our proprietary tools that reflect the on page and off page requirements to produce a top 10 ranking. For the timeline and breakout for your keyword, please refer to the summary at the end of this document.

How Much Does SEO Cost?

The cost involved depends on (1) how competitive the keyword or vertical market is and (2) whether or not your website has to start from scratch (site architecture, on page content, internal links, link building, etc.) or already exhibits some degree of measurable traction for the keyword in question.

Custom SEO campaigns start at \$5K per month (much less than you would spend to add a seasoned SEO to your staff full time). As a result, we will segment the campaign into monthly action items and deliverables and address the on site / on page aspects first (through revisions to the site), then create a structured plan for inbound link development for your array of keywords (for off page promotion).

Our SEO consultants can suggest a plan of action after a careful analysis of your website, as well as by looking at the history or the site to determine if any SEO has been done prior to contacting Level 2 Marketing. Refer to the end summary for **additional details and suggested action-items** for your website - based on your initial budget.

What are the Long-Term Benefits of SEO?

The long-term benefits of SEO are the increased visibility in search engines for pivotal commercial queries in search engines. Statistics show that over 91% of people search for keywords using a search engine do not go past the first page. Similarly, depending on where you rank on page 1 determines the percentage of **click-through traffic** your website receives for that keyword.

The **number 1 position in search engines** receives between 50-70% of the click through traffic for that keyword while the #10 position only garners 2% of the total traffic for that keyword.

This means, that in order for your website to maximize the return on investment, you will need to (1) **target the right keywords** and (2) **rank above the fold** (above the fold means above the scroll line on your monitor) on Google, Yahoo and Bing for your keywords – in order to be effective.

In most instances, people do not scroll to the results on the bottom of the page; they either click the top 3 results or perform a new / refined search to find what they're looking for.

What Type of SEO Does My Website Need?

Our consultants can conduct a brief analysis to determine what type of SEO your website needs. Common areas for improvement include:

- Meta Tag Optimization
- Internal Link Optimization
- Content Creation
- Template Optimization
- Modifications to Site Navigation
- Reduction of loading time, CSS or Server Load
- Modifications to Page/Naming Conventions/Rewrites
- Adding an Optimized Content Management System (WordPress) to Add Fresh Content
- Link Building (Acquiring Links from Other Sites)

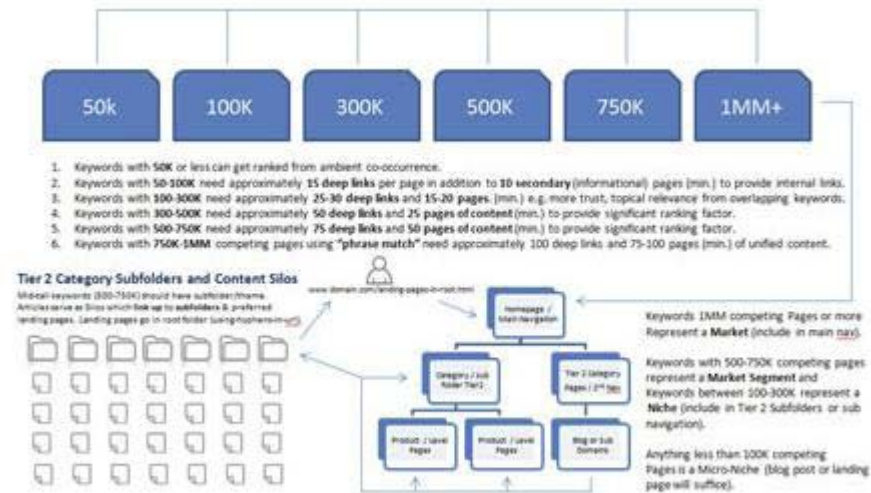
And more... (See types of [procedures](#) we follow every month to maintain your website)

Our qualified SEO consultants will assess the keyword, your suggested budget and allocate a strategy to provide the most value using one or many of the combined metrics above in order to achieve your ranking objective.

How Do I Assess a Keywords Barrier to Entry?

Level 2 Marketing has developed a ranking / timeline algorithm developed over the course of years based on heuristic trial and error designed to allocate the requirements for on page and off page optimization to scale past competitors while developing relevance for specific keywords and key phrases.

Competing Pages, Keywords and Site Architecture Metrics



Competing Pages SEO Deep Link / Internal Link Ratio

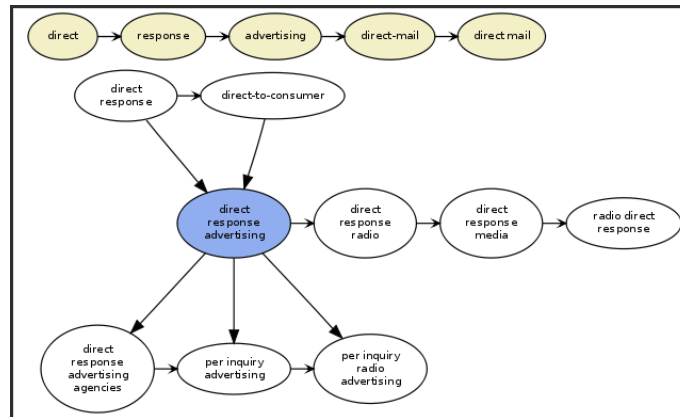
The algorithm allows us to determine the barrier to entry for a keyword, based on the website, its internal links, site structure and number of links from other websites.

With this type of data, we can present a timeline (based on competing pages, your sites relevance and strength and the competition) to present an estimated time to the top 10 for specific keywords and key phrases. This analysis is part of every campaign and will be summarized if a formal proposal or campaign is commenced.

Why Choosing the Right Keyword(s) are Important!

Just as no two individuals think alike, “no two individuals search alike”, which is why targeting the right keywords is imperative for your business. If your website is starting a new keyword campaign, it may require months to gain traction and move up the search results depending on existing competitors who started before you.

To expedite the ranking process, we use a sophisticated suite of tools analyze a market from the top down (using a vertical online market analysis tool) and use keyword analysis tools (to approach the market from the bottom up) to reveal clusters of semantically aligned phrases based on proven search volume.



This is an example of a **vertical online market analysis** using the key phrase direct response advertising, whereby each node would become a relevant category or landing page and have supporting pages, internal and external inbound links to cross the tipping point for each respective keyword cluster.

	A	B	C	D	E	F	G
1	Keyword	Cost per Click	Traffic	Searches	Co-occurrence	Competing Pages	Total Market Value
2	advertising	3.8	2221	164383.56	96.25333333	50180000	307337097.9
3	direct marketing	5.72	105	8087.67	24.56333333	353533333	22749193.05
4	direct mail	7.63	122	8087.67	31.04	310450000	30408482.22
5	direct mail marketing	10.1	16	1088.22	4.6	278728333	5414040.35
6	response	2.42	418	90082.19	97.56666667	276666666	106318627.7
7	direct marketing news	2.47	0.5	23.67	0.446666667	260005466	28981.31646
8	direct mail advertising	10.01	10	729.86	4.436666667	231393000	3595242.02
9	email advertising	9.67	14	890.96	9.696666667	223410666	4248155.085
10	print advertising	2.87	13	1331.51	13.27333333	218247000	1873227.129
11	advertising company	3.81	16	1088.22	4.336666667	214192000	2042326.112
12	radio advertising	3.69	35	2432.88	6.22	210761000	4420739.357
13	tv advertising	3.27	24	1989.04	12.38333333	208125333	3195542.976
14	web advertising	9.02	46	1989.04	3.416666667	201584333	8910949.715
15	outdoor advertising	3.04	17	1627.4	15.23333333	200249333	2426752.899
16	internet advertising	8.029999	107	5424.66	7.84	191880000	21563312.42
17	online advertising	6.26	39	5424.66	12.73	185033333	16603609.26
18	directors	1.46	336	27057.53	12.19333333	176866666	19415356.14
19	direct	8.21	5190	300493.15	97.56666667	163400000	1218313797
20	direct marketing agency	5.54	1	78.9	4.633333333	153343066	214882.5007
21	advertising agency	3.99	73	8087.67	17.06333333	118550000	15806773.03
22	advertising strategy	3.36	4	266.3	3.253333333	117384333	440889.5736
23	direct response marketing	5.47	4	325.48	23.05333333	105370000	874904.981
24	television advertising	2.8	29	1627.4	6.376666667	102131000	2251478.264
25	advertising agencies	3.79	217	14794.52	8.283333333	93840000	27619027.64
26	advertising campaign	3.07	6	890.96	8.363333333	93283333	1336767.742
27	advertising consulting	4.72	1	78.9	0.176666667	84008966	183076.7876
28	advertisements	1.77	159	12098.63	9.576666667	59466666	10532325.68
29	newspaper advertising	2.29	28	1627.4	3.126666667	56826666	1840275.9

We utilize this process for analysis when embarking on a new campaign and build relevant cross-sections of related keywords into the optimization process to hedge dependency on any one landing page or keyword.

Level 2 Marketing uses a suite of in-depth market research and custom SEO tools to aid analysis and identify vertical online markets which are comprised of profitable keyword-clusters. If you target the wrong keywords, your website only gets a fraction of the traffic it could have with another “**more popular**” key phrase variation.

Keywords are comprised of different species; in short, you can classify them as root phrases (the head), mid-tail (2-3 word combinations) or long-tail keywords (3 words or more).

Examples of root phrases are:

- Lawyer
- Car
- Clothing

Examples of Mid-Tail Phrases are:

- DUI Lawyer
- Used Cars
- Stylish Clothing

Examples of Long-Tail Variations are:

- DUI Lawyer in Atlanta
- Used Cars for Sale
- Stylish Plus Size Clothing

Additionally, by augmenting keywords with modifiers (**alternative semantic variations**) it accomplishes a dual objective:

- 1) It lowers the barrier to entry as the longer the phrase, the less competition there is – and
- 2) People that are closer to the end of the sales cycle who are “**ready to purchase**” tend to use long-tail key phrases in search engines to find specific brands, makes, models or feature-based search queries such as “**black ipod nano**” vs. a root phrase search like “**ipod**” (which could be an educational query) or “**buy ipod**” (which is a commercial mid-tail query).

The key to a successful SEO campaign is *to have the proper mixture of keywords, modifiers and synonyms* (based on search volume and conversion) while targeting **keywords within your reach** to see immediate results and fine-tune your offer.

While ***the low hanging fruit*** lays the groundwork of relevance, the more competitive keyword combinations require more time, more on page content (pages within your website), more internal links (from page to page) or deep links (links from other websites) to achieve a top ranking position.

What Happens When I Achieve My Ranking?

While getting there is half the battle, making sure you stay there requires a constant vigil. When a site reaches the top 10 for the first time, there is always a chance the site may slip as a result of the relevance score being challenged by the previous websites you passed to get there.

As competitors notice a slip in their rankings, they will often up the ante and initiate a campaign to take back their position, which is why you still need to continue adding additional content or links until your website can fend for itself and cement itself in that position as a result of relevance, trust and page authority.

In addition, owning a top ranking position allows you to refine your sales funnel even further. An example is through implementing A/B split testing (for critical landing pages) to increase the number of sales or conversions (people taking a desired action) as a result of interacting with the page.

This is known as conversion optimization and is equally as important as SEO. In other words, rankings are not the only consideration, things such as relevance, call to action, benefits, page layout, price considerations and the type of value proposition or unique selling proposition need careful consideration in order to successfully take window shoppers or first time visitors and transform them into valuable repeat customers.

On the SEO side of things, once you achieve your top ranking, you should still continue to add relevant content and staggered links from other websites to the page with the ranking, just to make sure you don't slide back or the websites you passed roll you off the page. Even better once you achieve the top rank for a page on your website, you can add additional pages to the top 10 thus pushing your competition further down the page or off completely

In Closing:

We hope you enjoyed this document. The purpose was to answer frequently asked questions we encounter from individuals seeking more information about SEO and SEO Services. To receive a formal proposal, give us a call to schedule time to discuss your project so we can allocate a budget and timeline necessary to complete your goals.

Let Level 2 Marketing couple your brand, unique selling proposition and website with visitors searching for products and services like your own. To structure a formal game plan, please contact Jonathan Govette by phone **1 (559) 717-8001** or email info@websitefresno.com for additional information.