Internet Marketing Planner

DIRECTORY ONE
Website Marketing & Design

SEM Client Deliverables

Effective Search Engine Marketing is a team effort that continues as an ongoing process beyond simply optimizing your website. Search Engine Marketing includes **Consultation & Analysis, Link Building, Pay-Per-Click Campaign,** and **Social Media Marketing**. This combination produces a pervasive, sustained Internet presence for your website.

Consultation & Analysis

Please take a moment to complete the following information (if applicable) and thank you for choosing Directory One.

Learn from your competitors—what they do well and what they do poorly. Both help determine a marketing strategy that will separate you and generate improved results.

Who are your 3 main online competitors & what are their web addresses?

1._____

2._____

3._____

Key words or phrases are the business terms prospects type into search engines when looking for an organization such as yours. After we have identified the best ones for your business, we will work on your website so that it appears (ranks) on natural Internet searches when that word or phrase is used.

What are 10 keyword phrases used when searching on the Internet for an organization like yours?

1._____   2._____

3._____   4._____

5._____   6._____

7._____   8._____

9._____   10._____

The Internet has moved from being a vehicle for national and international business to one used heavily for local information. Knowing where your potential customers/clients will come from enables us to target your campaign for maximum efficiency.

What locations does your company primarily serve? City, State, County, Country, Zip or Postal Codes:

1._____   2._____

3._____   4._____

5._____   6._____

Are there any business areas or locations where you would like to gain more business?

1._____

2._____

3._____

Every organization has products or services that are more profitable than others. Knowing which are the most profitable for you helps us target your campaign so that it will generate the greatest return.

What products or services do you make the *most* profit on?

1._____

2._____

3._____

What products or services do you make the *least* profit on?

1._____

2._____

3._____

Link Building

Links and graphics from respected websites to yours can help search engine rankings and build trust, which is why it's important to evaluate potential websites that may link to yours.

Are you a member of any trade associations or respected business organizations that may link to your website (e.g., American Medical Association or Better Business Bureau)?

_____

_____

_____

_____

Link building is the process of submitting your business to local map listings, high-ranking directories, and niche directories relevant to your business. These links accumulate to give your site increased authority and build trust with search engines over time.

Would you be interested in a paid directory program? Yes• No•

Have you paid for links from directories like Yahoo, Business.com or JoAnt? If so, which ones?

_____

_____

_____

Please give us a 150-character description (includes keywords) from first page

_____

_____

_____

_____

Please give us the full title of your company

_____

Under which three Categories would you like to be listed:

1. _____

2. _____

3. _____

Site Optimization

Search Engine Marketing involves adjusting the underlying source code of a website to make it easier for the Search Engines to "find and see." By making adjustments to your code, in addition to adding content, site maps, landing pages, etc., your website is more likely to achieve sustained visibility.

To properly optimize your website, Directory One needs some basic information. Without this information, we cannot make the necessary adjustments to help your rankings.

Please make sure to provide complete FTP and content management system when applicable, as we cannot begin the optimization of your website without it.

What is your URL (Web Address)?

_____

What is your FTP Login Information:

FTP IP: _____

FTP Login: _____

FTP Password:_____

Who currently hosts your website?

_____

Host Telephone Number:_____

Host Email Address: _____

Where is your domain name registered?_____

What is the name of the person or company & person who designed your website?

_____

What is his/her Telephone Number?

_____

What is his/her Email Address?

_____

Pay-Per-Click Campaigns

Do you already have a Company Google, Yahoo (Overture) or MSN (Hotmail/Live) Pay-Per-Click account? Yes• No•

If "yes," what are the user names and passwords?

Google User Name_____   Password _____

MSN User Name _____   Password _____

Yahoo User Name _____   Password _____

Social Media Marketing

***Blogs** are an optimal way to build site content. Blogging programs are developed to streamline content for Google, and with a little SEO tweaking your blog entries will index in the best way for your business to rise in Google rankings. We can even design or redesign your blog to match your website.*

Does your company currently have a blog? Is it on the website? Yes• No•

Please enter the address of your company's blog:_____

Please list the platform the blog uses (Wordpress, Blogger):_____

***Twitter**, **Facebook,** and **Google Plus** are all taken into account in their search engine algorithms. Both of these platforms are loaded with active users, and also offer an opportunity for highly targeted ad campaigns.*

Does your company currently have a Facebook page? Yes• No•

Is it a Group, Page or an individual Account? _____

Facebook Name: _____

Web address:_____

Admins: _____

Does your company currently have a Twitter account? Yes• No•

Please list Twitter account name here:_____

Does your company currently have a YouTube account? Yes• No•

Please list the YouTube account name here:_____

Does your company currently have a Google Plus account? Yes• No•

Please list the YouTube account name here:_____

***LinkedIn** connects your company to business partners, other companies, and affiliates. Set up groups, events, and connect.*

Does your company have a LinkedIn Account? Yes• No•

Please list the LinkedIn account name here:_____