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SEO Proposal Panicposters.com

Introduction

SEO is an ongoing task and there is no *overnight* approach to success. Which is why for SEO, we will approach it with regular goal monitoring at 1 month intervals. Starting with an initial report we will gauge the strength of the primary keywords for Panicposters.com. Each month will be supplemented by a report, outlining strengths and pitfalls of each month's activity.

Organic Proposal

To kick-start the process we will create an SEO Profile™ to build the desired search engine representation of Panicposters.com; taking primary keywords, description, target markets and direct competitors.

Focusing on an organic SEO campaign, we will look at who ranks highest for the selected primary keywords and compare to Panicposters.com. By focusing on competitors, a campaign can be built to highlight weaknesses and help lead to raise the site ranking.

Each month a brief SEO report will be generated to review month to month progress. This allows us to accurately track our progress and help you ensure we are achieving the required goals.

Search Engine submission

Our very first task is to submit the site with its targeted SEO Profile™ to all major search engines and directories to solidify firm foundations for the coming weeks' optimisations.

META and Content

Taking a random sample of 20 products, 20 products focused towards the SEO Profile™ and 5 main pages, we will ensure META keywords and descriptions accurately represent the page content; whilst also checking the validity of H1,H2 and H3 titles.

Content is king and should never be overlooked. If you want to drive in traffic – you need to provide a reason to the consumer. Providing useful, relevant and accurate content is the cornerstone of increasing page rank and subsequently, traffic. We will review and assist where necessary how copy could be better targeted.

Competitors

By reviewing competitors that match the SEO Profile™ we can create an understanding of what keyword combinations, copy and titles can achieve the best level of incoming traffic.

Analysis

Once we have started driving the traffic in – we need to ensure those visitors get converted, that is where Google Analytics comes in. GA provides an excellent monitoring ground for ongoing SEO review. By correctly setting up the account Sonassi can target goals, track conversion and ensure decreasing bounce rates during the SEO period.

Magento

Out of the box, Magento is already leagues ahead of its competitors for SEO, but there is always some room for improvement at design level. Panicposters.com lacks simple, yet effective, features such as related products, up and cross sells. Combined with the utility of customer tagging, these additions can be extremely beneficial.

Also making use of free shopping channels, such as Google Base are opportunities not to be missed out on.

Sitemaps and Robots

Once we've covered what the consumer will see, it is time to make sure that search engines see all and only what they need to. By configuring an accurate Robots profile and creating a weekly auto-generated site map, you can ensure search engines will always be up to date, with the right information.

Reporting

To supplement the optimisations, performance will be reviewed by means of a custom SEO report reviewing progress on terms highlighted in the SEO Profile™. These are provided each month for the duration of the SEO period.

Paid Placement Proposal

Paid placement advertisement schemes such as Google Adwords can be set up at your request, with suitable goals to monitor performance. Making the best of paid placements is a skill to ensure low CPCs (cost per click) and high click-through rates.

Paid campaigns are generally very effective and can yield a good ROI. We would always advise following this route to help start general site awareness during the early stages of an SEO campaign.

Allowing a monthly limit for advertising channels with strict monitoring is a must during the use of PPC advertising.