

Internet Marketing & SEO Services

by Access Technology Group, d.b.a. ServiceSEO.net

Increased Visibility through Targeted Marketing



“The top result on any search engine gets 42.1% of the click-throughs; the second, just 11.2%. That's more than half of all click-throughs in just two results.”

Charles Arthur
Editor of the
Technology Guardian
August 31st, 2006



A Primer on Internet Marketing

Most business owners recognize the value of advertising as a means to bring new customers to their doorstep. If you were to ask the average proprietor whether he or she had a listing in the Yellow Pages, the reply is likely to be, “Obviously!”

Internet Marketing and Online Advertising, however, are relatively new terms to most people. Advertisement itself is one of the oldest promotional techniques dating from the first efforts made toward commercial endeavors; back to before the invention of the printing press, when merchants had no option but to announce the virtues of their goods and services in a public borough. The concept of advertising on the Web via modern techniques is merely a decade old.

In light of these facts, it is unsurprising that many business owners remain unaware that placing a portion of their annual advertising budget into Internet Marketing is the best way to dramatically increase their *Return on Investment*.

*Google displays
20,000,000,000
pages per day.*

Source - Alexa traffic graph Mar 1, 2008

Truth be told, both of the most common choices for online promotional advertising statistically **yield far higher ROI** than any other type of advertising media. Companies that spend the same amount of money in online marketing find *more* customers than they would normally bring in promoting themselves by traditional means.

The Yellow Pages are Dead; Long Live SEO

Today is not like the days of phonebooks and TV ads; although still viable in some markets, most young adults are tied to their electronic gadgets— Notebooks, PDAs, Blackberries, PCs and Cellular Telephones— to keep them connected 24/7.

*DID YOU KNOW that there are
more Internet-connected devices than
there are televisions worldwide?*

When someone needs to find a company to provide services or products to fill their needs, they search the internet because it's convenient.

Methods to Invest in Online Marketing

Two major schools of thought exist when approaching the task of promoting any business on the Internet.

The first, Organic Search Engine Optimization (also termed “SEO”), offers a long-term, continuous return on investment, while, at the same time, making your website more attractive to viewers. This will also increase your brand visibility while ensuring that your web pages are in alignment with official W3C standards.

The second option, Pay-Per-Click (or “PPC”) advertising, is a way to see an immediate return on your investment and get an instant boost to your site's traffic – but PPC only continues to work for as long as you keep paying for it.

What is Search Engine Optimization?

This is a process by which a website is shaped in structure, technology and content in order to encourage search engines to rank it highly for selected key phrases. These search engines rank the pages that are returned based on the number and quality of links pointing to those pages; by how well the HTML code conforms to official web standards, and by the amount of unique, descriptive content found on each page. The point is, by altering your website to fit the ideal criteria of the engines, you increase your ranking in the search engine result pages.

Benefits of Search Engine Optimization

To optimize your website appropriately for any search engine, our team goes through several steps. First, we determine what keyword phrases are most likely to be searched by your user base. In doing so, we request a "seed list" of phrases from you and run them through a tool that finds similar phrases to those on the seed list. These phrases are then checked for several criteria:

The current popularity of the key phrase on other sites

The current number of times a user searches for the key phrase

And the historical popularity of the key phrase over time.

Using phrases that are searched often but do not have a large number of competitors allows your company to start with the key phrases that would most likely generate traffic to your site. Once these key phrases have been identified, we will edit your site to contain these phrases along with other related searchable content. During this process we will also begin the task of altering your sites' code to make certain that it falls in line with the W3C Official Standards for Hypertext Markup Language.

Once these modifications are complete, the search engines will evaluate your site and begin the process of ranking it for popularity, content and structure. This could take some time. The more popular and relevant your key phrases are and the more structured your code is will determine where you fall in the rankings.

What is Pay-Per-Click Advertising?

Pay-Per-Click Advertising (PPC), a.k.a. sponsored ads or links, Google AdWords, or Yahoo! Search Marketing is, in essence, a Search Engine Marketing campaign based on the number of clickthroughs an ad creates over a specific period of time.

Bases on the keywords that you would bid on, sponsored links would appear on the search engine's results page. When the link is clicked on, you would be charged based on your, per unit, bid price up to your budget amount.

Unlike SEO which takes time to build up traffic, PPC is immediate. Furthermore, PPC has the benefit of only costing you money when it's sending traffic your way. Once your PPC campaign is optimized, ATG will keep working for you to continue to bring you the best possible return on your investment.

The Best of Both Worlds

When combining paid Online Marketing and Search Engine Optimization you'll see enhanced visibility from clickthrough links and search results respectively. We work hard with our clients to insure that not only is their site listed, but we strive to bring the site to the top of the search engine results page (SERP).

Picking the right Search Engine Marketing strategy, Pay-Per-Click pricing scheme and other aspects is complex. Professional optimization of a Website involves many decisions that should ideally be based on thorough research and a clearly formulated strategy. While some business owners consider performing online marketing campaigns on their own, statistics show that professional marketing firms consistently outperform the best "home-brewed" campaigns.

Also reaching the top of the SERP's is only half the story and certainly not an end to a means. A comprehensive Search Engine Marketing campaign uses Paid Search Advertisements and SEO methods in order to produce long lasting top results. ATG will update your website's content, maintain its links and fine-tune the keywords for ongoing success.

Reasons to Advertise Online

- Increased Visibility
- Professional Appearance
- Compliance to W3C Standards
- Brand Recognition
- Immediate Return on Investment
- You can change the focus of an advertising campaign quickly
- Targeted Marketing
- Content Localization

Offerings

- SEM Campaign Management
- Content Management
- Search Engine Optimization
- Link Building Campaigns
- Pay-Per-Click Advertising
- Multilingual SEM
- SEO / SEM Consulting
- Programming in Virtually **any** Modern Web-Based Language
- Graphic Design
- Content Copywriting
- Database Development
- W3C Compliance Testing
- Custom Shopping Carts

Other Capabilities

- Strategic IT Planning
- Application Development
- Online Marketing
- Security Compliancy
- Helpdesk/Desktop Support
- Network/Server Support
- Asset Management
- Hardware Procurement



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