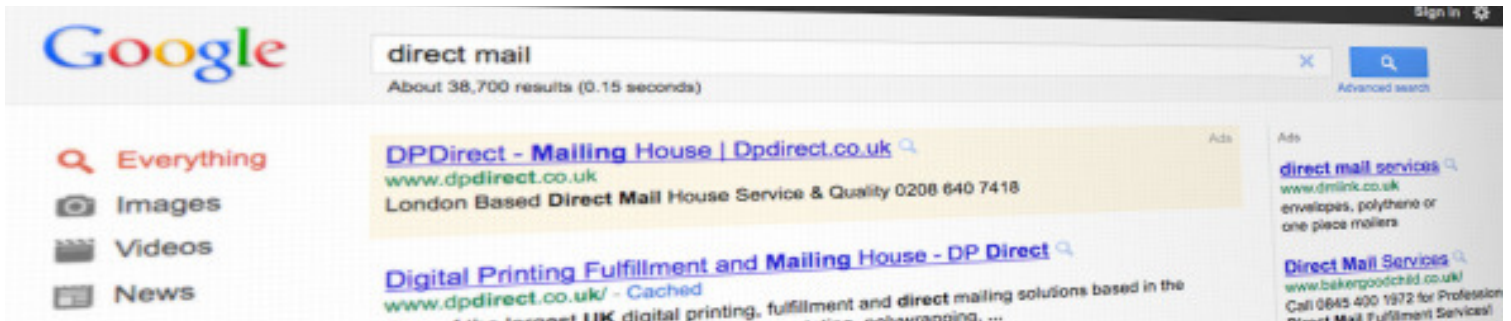


Comtec Media SEO

SEO providing solutions for your natural and advertised online marketing campaigns



What is SEO?

SEO stands for Search Engine Optimisation, also referred to as SEM (marketing) or SEA (advertising). SEO is responsible for getting your website exposure when users search for the product or service you provide within the search engines. The most commonly used engine is Google, taking 90% of the European market using search engines to source their needs online.

Why is it important, what can it do for your company?

With 95% of businesses and domestic users now looking for products and services of need online it is the most effective way to be found. With costs far lower than traditional methods, SEO is also provides a much larger return on investment. With SEO you're found when the user requires the service rather than gambling on the possible customer coming across your advert.

What are the options available?

There are two main options available, 'organic SEO' and 'paid listings'. PPC campaigns such as Google's Adwords service can achieve results almost instantly and help target specific campaigns or products etc. However once you stop paying or 'bidding' your website will disappear altogether. The purpose of organic optimisation is to achieve long-term high ranking listings in the natural/static section of the search results and allows an unlimited number of clicks at no further cost.

What is Organic SEO, what are the benefits?

This is the natural/static area of search engine results, displayed down the left/centre of the page. These results are determined by how important the search engine views a website page for this search. For example if a user were to search the term 'polo club' in google.co.uk, there are 24,100,000 results to be sorted and the average user will not go beyond the first page and 80% of those users will click on an organic listing. Comtec Media will get you first page.



How will Comtec achieve results?

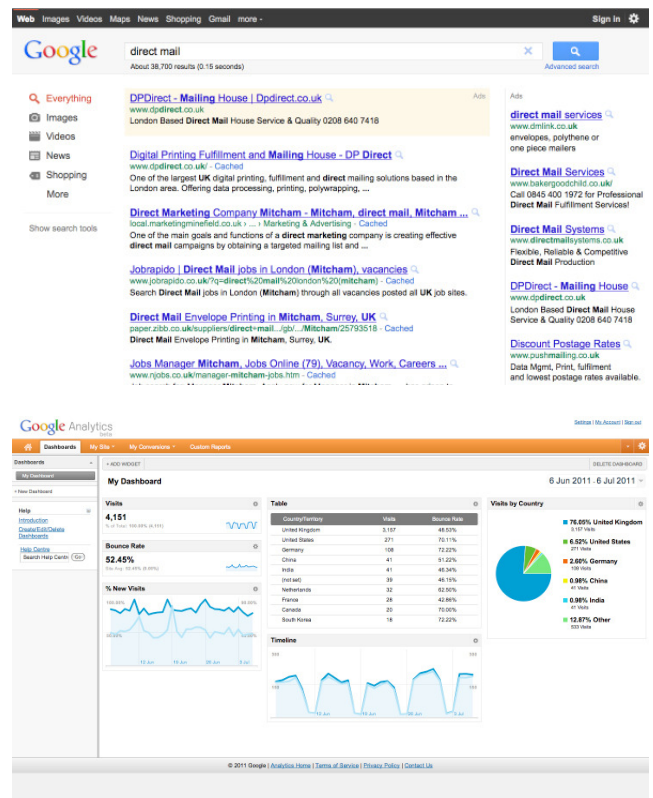
- » Promoting your website around the internet
- » Setting your website up to be SEO friendly to the search engines robots
- » Targeting the correct keywords (search term) relevant to your sector and area of business
- » Local, regional, national or global, for services, products, information or interactive use
- » Monthly Ranking Report - to show how your selected keywords are achieving
- » Premium Directory & Search Engine Listing
- » Article Creation, Blogging and Social Media Marketing
- » Meta tag optimisation, Title tag optimisation & Alt tag optimisation
- » Guaranteed High Quality Link Building (strong established sites & relevance)
- » Internal linking – allowing the search engine to flow into other relevant pages of information
- » Installation and continuous monitoring of Google Analytics – allows you to monitor all the traffic/visitors
- » XML sitemap creation for submission to Google, Yahoo and Bing

What is Pay Per Click, what the benefits are?

Although a higher cost compared with organic over the long term, PPC's allow you immediate results and give you the flexibility to amend your campaigns on a daily basis. You can set a monthly, weekly and daily budget to prevent spending more than desired. PPC campaigns can work well alongside an organic campaign to target cheaper phrases, that hold strong relevance to what you're targeting but hold a higher conversion rate.

How will Comtec provide results?

- » Analyse the best keywords to match your target audience and payment plan
- » Set up the keywords, budget, bidding and analytics for the chosen search engine
- » Selecting the landing pages with relevance to the search providing the user direct route
- » Monitor the analytics and results, breaking them down and providing feedback
- » Assigned account manager for fast response and improved communication



DP Direct have benefited from our service you could too. Please contact media@comtec.com for a detailed quotation or call 0845 899 1419 for more details.