



e-business profit without pain

SEARCH MARKETING IMPACT STUDY

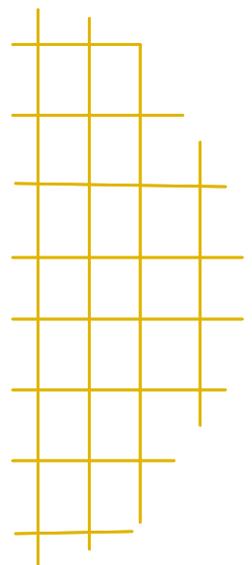
Search Marketing Results to *October 2006*

Companies
covered

Blue Orchard Records
Key Golf
National Security Services
Synthesis Technique
Enchanted Wood
First Move



ENCHANTED WOOD





Service Marketing delivered by:
Clark Marketing partner Sales Praxis, Chicago
June 2004

click logo to view site

1. Client: Blue Orchard Records - Online music retailer - Creating an immediate return on investment

Overview: Blue Orchard Records, a UK based Business to Consumer retailer of 1960's and 1970's psychedelic music was interested in reaching a wide audience through an online marketing campaign.

Strategic and Tactical Plan: Blue Orchard Records had commissioned a new e-commerce site and wanted to drive immediate qualified traffic to the site. We recommended using our First Step Pay per Click campaign, the Instant Traffic Keyword Module.

Given the competitive nature of the online music industry, we were wary of buying expensive generic keywords. We were also concerned that those clicking through were not merely interested in downloading free music.

As such, we focused on the wording of the ad to appear on Google, stressing that the site was for 'Serious Collectors Only'. We also only bought highly targeted keywords such as 'psychedelic music' and 'collector record'

Results: This combination of a qualifying ad and highly targeted keywords produced spectacular results. The website began making money from the day it was launched and the client actually achieved a complete return on the investment they made on the site and the campaign within a month.





Search Marketing delivered by:
Clark Marketing London
March 2005

ctrl + click logo to view site

2. Client: Key-Golf - Online sales of leading edge golf, training, and leisure equipment.

Overview: In August 2004, Key-Golf, a Business to Consumer company, wanting to increase their online sales and use internet technology to reduce TV advertising costs, and dissatisfied with poor web performance, hired Clark Marketing to implement a new internet formula and implement a search marketing plan.

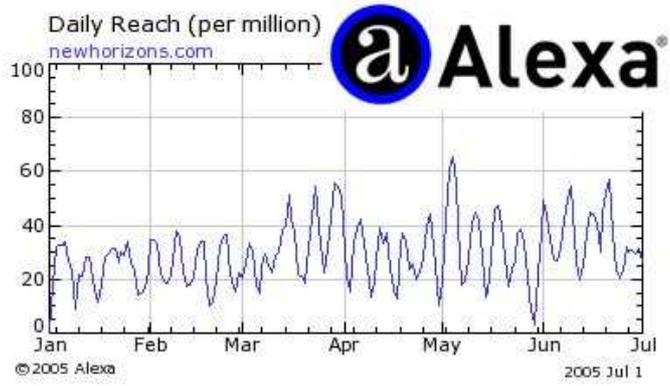
Strategic and Tactical Plan: We went back to basics in order to identify the major product themes, and best way of presenting them on a new internet site. Then we co-developed the search marketing plan with Key-Golf incorporating Key-Golf branding with our graphic design services.

First, Clark Marketing first created a new multi-language multi-currency search friendly internet site built using best practice online shopping navigation, confirmed by usability research prior to building. Next, Key-Golf and Clark Marketing combined resources to promote the site using search optimisation, affiliate marketing, Pay-Per Click, Portal registrations, search registrations, and content optimisation. Finally, Clark Marketing used Web Analytics to further refine on-page customer behaviour, and discovered a few navigation changes had a remarkable impact in raising customer interest in a key product line.

Results: The visitor graph speaks for itself. Key-Golf's site is easily found, and searches for it's product ranges are topping the global search engines. The company's brand presence is heavily promoted via free search, and the visitor statistics have raced up from zero at launch in March 2005 to over 2,000 per week, and is expected to go higher.

www.key-golf.com VISITS PER WEEK 2005







Search Marketing delivered by:
Clark Marketing London
Sept 2004

ctrl + click logo to view site

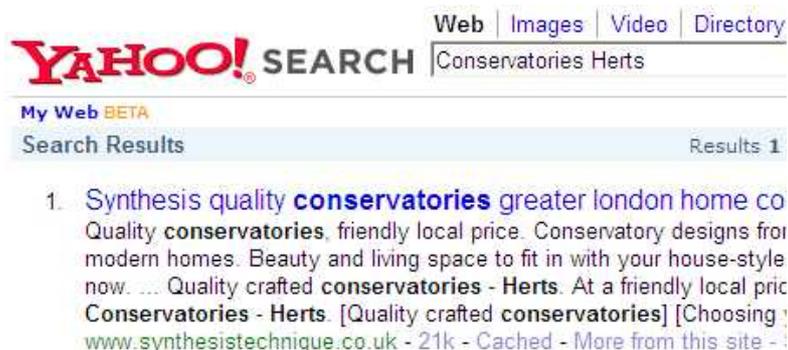
3. Client: Synthesis Technique - A Hertfordshire based Conservatory supplier and installer

Overview: Many websites are provided without search marketing programs, and as a result, remain completely unseen. The site for this local Hertfordshire conservatory installer provided by Clark Marketing came complete with an SME scaled search Marketing program that sought to improve visibility on a long term basis.

Strategic and Tactical Plan: Clark Marketing researched a number of popular key expressions people used when looking for conservatory suppliers. Next, the website content was optimised to help make the key phrases be found more easily picking up the current trend of localising search. Lastly, a link development program was undertaken to boost Synthesis as an authority in the local bespoke conservatory field. Finally, care was taken to register the site with the UK engines, although it has since been picked up by the global search engines.

The process is ongoing, and Clark Marketing is continuing to implement minor changes to tweak the search results.

Results: For a basic program, the results have been quite remarkable. EXCLUDING all search counts under own company name 'Synthesis' or 'Synthesis Technique', the site has five No.1 Free Search placements including a long term No.1 on global Yahoo.com which generates 15% of all visits per month, plus fifteen Top 5 placements, forty top 10 placements, and a continuing further improvement trend.



4. Client: Enchanted Wood - Selling tp and Kettler activity toys

Overview: Established with three shops in Surrey for about 5 years, Enchanted Wood [EW] a Business to Consumer company, invested in an e-Commerce website to add an internet outlet to run alongside the three outlets. The objective was to get additional sales outside the Surrey area as well as promote the Surrey stores. Having built the site, apart from a few sales at launch, EW then found it was virtually unvisited. Could we help?

Strategic and Tactical Plan: We found several issues with the site - i) not search optimised so could not easily be found in Google, ii) HTML coding errors affecting search engine ability rank the site, iii) navigation errors confusing clients, iv) unclear site wording causing early abandonment, v) the site had not been registered with other major search engines.

The strategy clearly had to be based on a lot of site correction, then research to understand how people searched for these products, finishing off by revitalising the site through search optimisation, fully registering with the major search engines, commencing, then improving the Google ad-word performance.

First, we researched thoroughly how people thought when they searched for ideas about activity toys, and found the site did not support this, i.e. site said 'tp Trampolines', but searchers looked for the singular 'Child Trampoline'. This was highly relevant. Second, we then compiled keyphrases and advertising using an 'emotional connection' approach, the opposite of the majority of EW's competitors - see the ads below for an example. These achieved high click-through rates from the outset. We also use the information from the keyphrases to completely re-do the navigation, and search optimisation. Third, under our marketing support program, when the campaigns went 'live' we worked continuously with the Google campaigns to increase click through rates, and reduce cost per clicks. This was not all done without difficulty as the web-designers were unwilling to correct the web-code errors, which has possibly handicapped search results to an extent.

Results: Initially, whilst the campaign and search results were very positive, actual sales through the site remained very low. We made a large number of conversion optimisation recommendations, particularly around shopping cart ease of use. All of these were implemented. In October 2005 EW then advised us that they had received about £1,000 of phoned-in orders to their stores in a week that had been triggered by the web. In November, sales went quiet again.

One week into December, with Christmas looming, the client sent us the following email: 'Chris - we've gone mad over the last week or so and are now learning what it is like to handle orders that take immediate payment and you don't always have it in stock! Please can you run the stats for November and give me your analysis based on what you see.'

Our analytics clearly showed that quite a few visitors had bookmarked the site whilst drawing up their Christmas Gift lists, and returned end-Nov/Dec to buy the gifts!

Below is an example of how researched 'emotionally connected' advertising can produce excellent click-through rates.

<input type="checkbox"/> Keyword	Status [?]	Current Bid Max CPC [?]	Clicks	Impr.	CTR	Avg. Cost CPC	Cost	Avg. Pos
Search Total	Enabled	Default £0.04 [edit]	32	187	17.1%	£0.20	£6.39	3.5
Content Total [?]	Not enabled		0	0	-	-	-	-
<input type="checkbox"/> Kettler Tricycle	Active	Auto: £0.78	8	61	13.1%	£0.30	£2.39	2.5
<input type="checkbox"/> Childrens Trikes	Active	Auto: £0.37	0	0	-	-	-	-
<input type="checkbox"/> Childs Tricycle	Active	Auto: £0.30	1	15	6.6%	£0.29	£0.29	3.4
<input type="checkbox"/> Children's Trikes	Active	Auto: £0.29	0	5	0.0%	-	-	32.2
<input type="checkbox"/> Child Trike	Active	Auto: £0.25	15	75	20.0%	£0.15	£2.11	3.0
<input type="checkbox"/> Children's Trike	Active	Auto: £0.22	8	31	25.8%	£0.20	£1.60	2.1

Child Trikes
Fun for 2 - 6 year olds. Childrens Trikes by Kettler. See range now!
www.enchanted-wood.co.uk

Child Trikes
Childrens Trikes by Kettler. Fun for 2 - 6 year olds. See range now!
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Logo to Follow

Search Marketing delivered by:
Clark Marketing London
October 2006

ctrl + click logo to view site.

5. Client: National Security Systems [NSS] - a London based Business to Consumer Direct Security Installer (Ongoing study)

Overview: How better targeted creative advertising and new 'sales letter' landing pages increased enquiries for NSS's home security installation services yet halved Google monthly ad-spend

Situation: NSS are a long established security systems installer, securing larger homes and businesses in the M25 area. The business had two arms, security installations, and CCTV. They came to our reseller riZing Internet because they had been advertising with Google for some time. NSS noticed advert cost per clicks were high, and the enquiries they were getting seemed unfocussed. NSS also had a need to bring in more home security business. Could we do anything?

On reviewing the ad campaign and Google keyphrases in use we found the ads and keyphrases were technically termed, but that searchers were using more general terms. For example:

Keyphrases	Adverts
OLD alarms burglar alarms	

Next, we found the budgets were high, running at about £400-£500 per month spend. The website's home page was not compelling, leading to early visitor abandonment, plus several other web problems could cause confusion. In our opinion, all of this was straightforward and rectifiable, with clear potential for better lead generation results at much lower monthly cost.

Strategic and Tactical Plan: We started first by looking to understand how people thought when they were searching for burglar alarms or CCTV. We found searchers relayed security to their homes or business, wanted installation services, advice, testimonials and endorsements, and normally wanted to be able to talk or email the security company easily.

Because the website home page was not strong enough, we crafted two themed website pages designed to act as 1-page sales letters to speak to solving the security concerns of home and business owners, one themed

around the burglar alarm business, the other around CCTV.

We researched out a wide variety of keyphrases that linked to how people were thinking then created and tested a series of persuasive adverts to address this, launching the higher converting ones.

NEW
home security
intruder alarm

Home Security Systems Secure your Home! NACOSS app, installers. Free survey. www.NationalSecuritySystems.com
306 Clicks 1.06% CTR 0.69 GBP CPC

Results: The exercise is ongoing. Currently we found we could increase calls to action (in that NSS reported they were now getting quality home security enquiries) from much fewer clicks, reducing both overall monthly cost and cost per click significantly. Overall costs were halved from £400-£500, to just £200-£250 per month. However, we did find that NSS's CCTV business was likely to struggle as buyers wanted complete solutions, not wanting to buy the CCTV products. We also noted that NSS would receive more enquiries from Business customers if we created a business focused ad-campaign.

During October 2006, NSS contacted riZing Internet to ask if the spend could be reduced further as they were receiving too many enquiries!

Impact on National Security Services Order Book

The better focussed adverts and better aligned keyphrases permitted an increase in home security enquiries at a full 50% reduction in spend per month with Google. From time to time, the reduced spend and better focus ads actually brought in too much work.



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October 2006

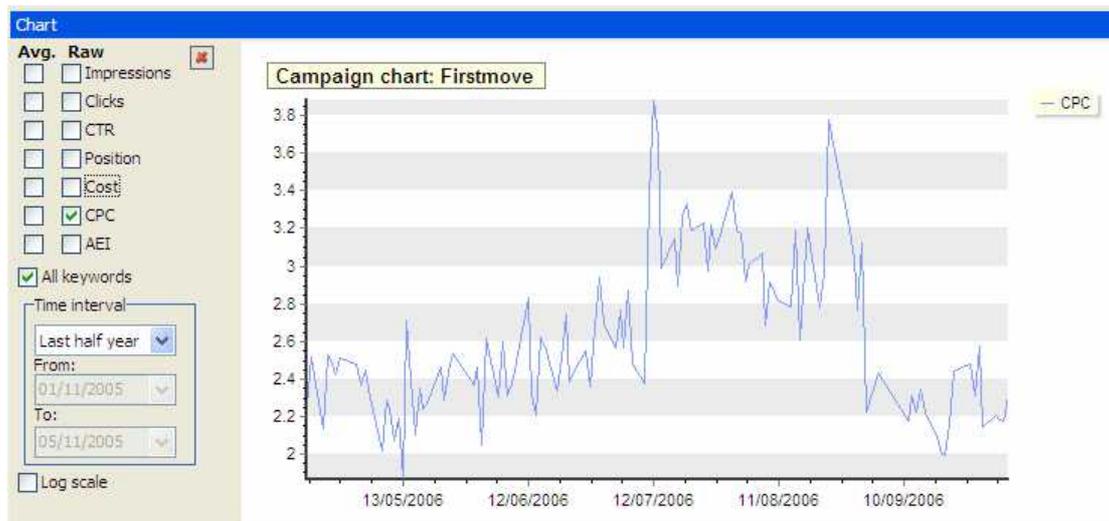
ctrl + click logo to view site.

6. Client: First Move Marketing Services - , a Business to Business Direct Mailout Services for major brand businesses (Ongoing study)

Overview: Clark Marketing assists First Move (T/O £2m/\$3m), totally negate Google 'Slap' price increases, boosts online visitors, delivers a further 25% saving on historical cost per click budgets with Marketing and Web Analytic Campaign Services - AND TRIPLES Client's Average Quote Values from 10,000 mail products/quote to 30,000.

Situation: First Move is a Direct Marketing company in High Wycombe, UK. The company operates in the competitive mailing industry providing large runs of personalised mailings, polywrapped magazines, and mail enclosures and labelling.

Over the last 12 months, First Move had migrated some of their sales lead generation investment from Direct Sales to Web-marketing, using Google's PPC advertising. For several months this produced good enquiries at a fraction of the cost of a senior salesperson. However, over Summer 2006, the company was caught up in the now infamous Google Quality Score Algorithm (The 'Google 'Slap') change. Actual click rates, which had been around £2.35-£2.45/click for months, achieving 20-30 visitors/day moved up to £3.20/click, and sometimes to £3.80/click. (See Campaign chart).



When the DAILY advertising bill started regularly exceeding £150/day, urgent action had to be taken. Internal re-adjustments produced some

benefit but were clearly not long term and visitor counts were notably volatile. Via our sales partner Agile Internet who had a relationship with First Move, we were invited to assist.

Strategic and Tactical Plan: Firstly, we looked to understand the reasons behind the high advertising costs. We ran an Uncovery program to determine the strength of First Move's online competition. This found that whilst generally high click prices were normal and competitors seem to be happy to pay them, it was clear First Move had been hit very hard by the Google Quality Score Algorithm.

Our strategy selected by the Uncovery work found that a pool of less expensive keyphrases were available. Next to take advantage of the new Google Quality Score Rules, we developed 4 themed Ad-Groups, and new ad-creatives, directing visitors to more relevant pages and reduced the daily cap 25% to £112.50.

Costs per click immediately fell back from £2.70 to £2.35, with unchanged clickthrough rates and no discernable change in lead quality.

To maintain or increase qualified click-throughs we experimented with different ad variations and alignments, weeding out low performer ads, and further reduced bid prices. We also used web analytics to weed out keyphrases that resulted in short visits. The Google Quality Score kicked in to help, generally positioning ads at unchanged positions, gaining relevant visitors at click prices that fell again to £1.80/click, and are likely to fall further. Daily Spend Cap was again reduced from £112.50 to £97.50 per day.

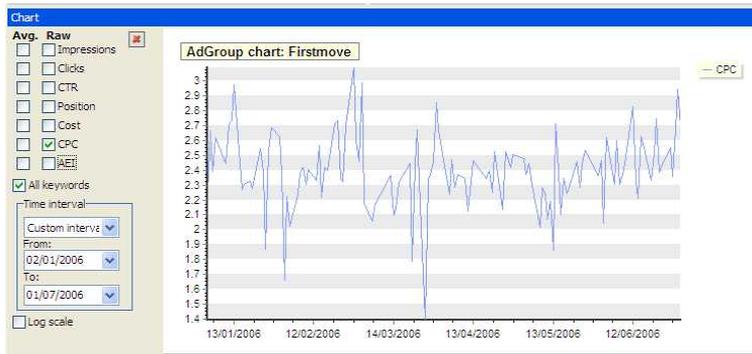
Results: The exercise is ongoing, but currently, the daily spend is back to pre-Google QS levels, with these major differences:

- Click rates reduced from £3.20/click at their height to £1.70-£1.80/click.
- Further Achieved Long term savings of £0.55/click from rates prior to the Google QS change.
- Increased average of 35 - 50 Visitors/day, up from the 20-30 visitors/day enjoyed prior to the Google QS implementation.
- Greater stability against future algorithm changes

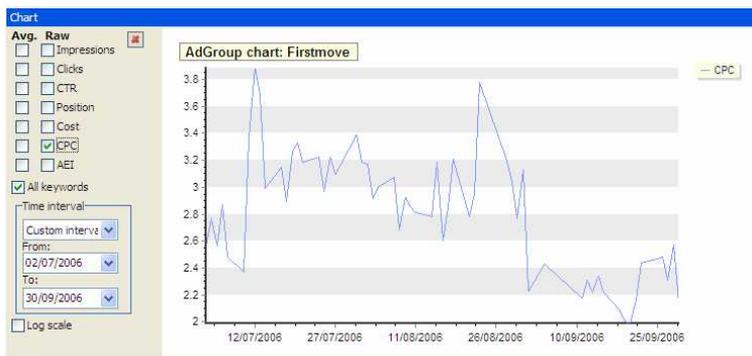
In addition the new campaign ad-groups:

- Won longer web attention by visitors
- Increased first time visitors
- Increased returning visitor rate

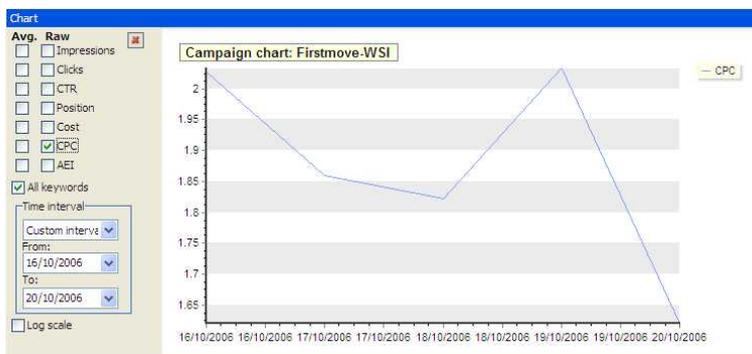
all of which led to more and larger enquiries and projects for First Move. See Chart extracts below - plus read new impact information after charts:



Cost Per Click Rates prior to Google Quality Score Implementation



The Google Quality Score Algorithm increased click prices to £3.30/click, and sometimes up to £3.80/click! CTR and visitor rates became volatile as attempts were made by the client to bring the costs down. The campaign was discontinued early Oct 2006.



After the second week of the optimised CML campaign had been running, (Oct 16-20, 2006) prices fell below £1.80/click, and visitor counts settled at an increased 35-50 per day up from the historical 20-30 per day.

Impact on First Move's Quotation Book

These were assessed on 25th Oct 2006. The results were quite remarkable.

- Enquiries leading to quotations rose significantly since campaign start at 4th Oct 2006.
- New enquiries came in from larger companies, including Renesas Technology Europe, the new name for Hitachi/Mitsubishi Europe
- The average work content to quote on TRIPLED from 10,000 off direct mail products to 30,000 products
- The company won a new enquiry to quote for print and delivery of a 3.3 million item mail campaign

Clark Marketing are now quoting for further SEO, Conversion, Blogging, Livechat, and further PPC projects via Agile Internet to First Move.

SEARCH MARKETING SERVICES

Clark Marketing Ltd

- Campaign design
- Web and Web navigation optimisation
- Keyphrase research and selection
- Copywriting & Graphic Design
- Ad creation and placement
- Website visitor behaviour
- Campaign management

Clark Marketing partner GDMI Chicago

- Campaign research
- Keyphrase effectiveness analytics
- Ad placement research analytics
- Campaign implementation