

**iProspect**<sup>®</sup>  
The Original<sup>®</sup> Search Engine Marketing Firm



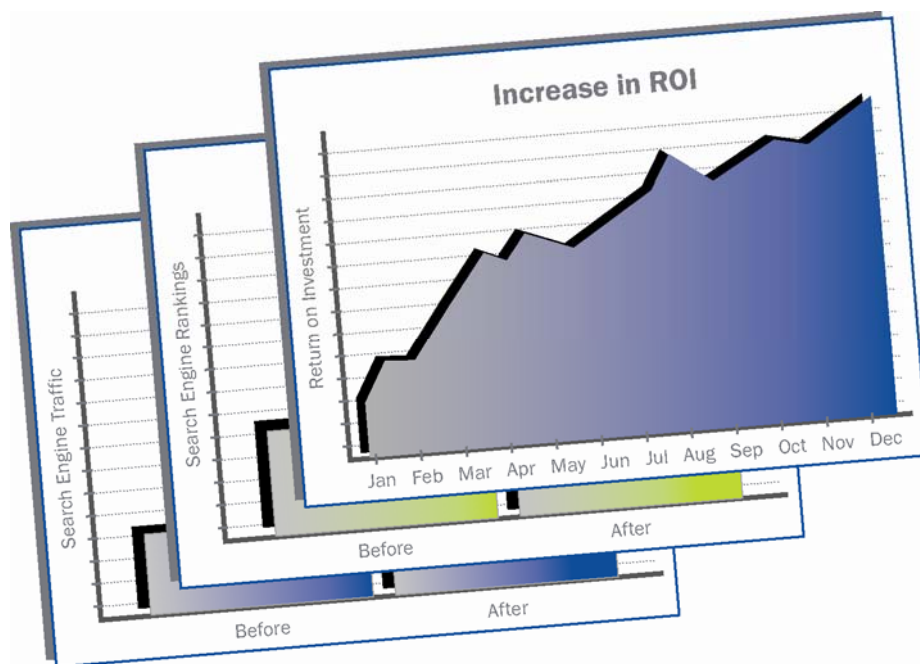
full-service  
**Search Engine Marketing**



iProspect<sup>®</sup> provides professional services that are customized to meet your specific online marketing goals, and maximize the return on your online sales and marketing investment. These search engine marketing (SEM) services are tailored around your unique needs, capabilities, limitations and business model in order to increase the number of potential customers that visit your website, improve the rate at which those visitors take your desired action once they arrive, and provide in-depth analysis on which you can base continual optimization of your marketing efforts.

## ***A Legacy of Excellence***

Founded in 1996, iProspect is the Original Search Engine Marketing Firm. From its earliest days, the company established the industry standard for technical expertise, service excellence, and thought leadership that it continues to maintain today. Serving many of the world's most successful brands, as well as many of the world's largest and most complex websites, iProspect has authored three books on the subject of search engine marketing and in 2006 was ranked as the #1 search engine marketing agency by the industry's two most respected independent analyst firms.





## **iProspect's Search Engine Marketing Services**

### **Natural ("Organic") Search Engine Optimization**

Studies show that over 80% of search engine clicks are on "natural" search results. Furthermore, nearly 90% of search engine users abandon their query if the first three pages of results do not yield a result that they feel is relevant to their search. And 36% of search engine users believe that companies with websites listed in top positions within natural search results are the leaders in their specific product/service categories.

For these reasons, your website must be found prominently within the natural search results of the major search properties, and appropriate social networking sites, in order to capitalize on the behaviors of people searching for your products or services. Natural search engine optimization (SEO) focuses on enhancing the relevancy of your website's content, the most important factor used by search engines in positioning your Web pages in their results.

### **The iProspect Difference**

iProspect's approach to SEO includes each of these services:

- Keyword Research and Selection
- Meta Data Development and Implementation
- Linking Strategy Development and Implementation
- Directory Listing Development and Submission
- Search Engine Submission
- Content Development Consulting
- Visibility Gap Analysis
- Competitive Analysis and Strategy
- Campaign Results Reporting

To empower your SEO strategy, iProspect's Search Engine Ranking Analysis System tool (iSERAS™) identifies which key variables influence the algorithms of each of the major search engines and their page ranking systems, and how pages achieve high rankings. Findings are translated into best practices that enable iProspect's staff of search specialists to make data-driven recommendations for improvements to your website. After recommendations are made, iSERAS continues to collect and analyze data to proactively recognize any changes in search engine algorithms so that best practices and ongoing recommendations are modified accordingly.

iProspect's suite of SEO services are delivered by a staff with experience and expertise, empowered by proprietary tools and technology, developed over a decade working with some of the world's most successful brands and demanding marketers. Communication with your account team takes place regularly and campaigns adhere to a mutually created project plan specifically developed to meet your pre-defined goals.



## Pay Per Click Advertising Management

Bidding on keywords in Google, Yahoo!, MSN, and other engines provides an immediate way to drive qualified traffic to your website. You can utilize pay per click (PPC) programs for both short and long-term online marketing initiatives. Short-term strategies can provide you with seasonal or time-sensitive new product launch boosts, as well as immediate visibility within the search results. Longer term initiatives may focus on gaps in visibility if your site does not gain sufficient visibility on specific keywords within the natural search results.

### The iProspect Difference

To implement your PPC strategy iProspect, a Google AdWords<sup>®</sup> Qualified Company, utilizes its proprietary bid management tool, iSEBA<sup>®</sup> (iProspect Search Engine Bidding Agent). iSEBA is a true "agent" that tests each of the keywords on which you are bidding, every hour, testing different positions within the search results of each paid search program, at different bid prices, at different times, and different days of the week. The tool "learns" by analyzing your campaign's results and constantly uncovers the most productive combinations of keyword/search engine/position/price/time/day on which to bid. iSEBA can be directed to maximize the result of your campaign by your choice of objectives, including: CPA, ROI, ROAS, conversions or traffic.

But all the automation in the world is useless without a PPC advertising strategy that is based on service — knowledge, expertise, and recommended strategies that come from successfully managing PPC campaigns for many other marketers over a long period of time. And by coordinating the use of PPC advertising in concert with natural SEO, paid inclusion, and shopping feeds, iProspect provides recommendations on when to use one channel, when to use the others, and when to use a combination of techniques.

## **State of the Art Technology Coupled with Industry-Leading Service**

## Paid Inclusion Management

Yahoo!, the second largest search engine in terms of market share, offers a paid inclusion (PI) program called Yahoo! Search Submit Pro (Y!SSP). Through Y!SSP, pages of your website are guaranteed to be indexed within Yahoo!'s index of Web pages and re-indexed on a regular basis – usually at least once per week. Unlike PPC advertising, PI does not guarantee a particular ranking within the search results and there is no keyword bidding, as PI prices are set according to industry vertical category by the search engine. Like PPC, marketers are charged a fee by the search engine each time someone clicks on their listing.

Participation in Y!SSP may be done by manually submitting your Web pages through Yahoo!'s user-friendly interface. But if you are working with hundreds or thousands of pages, many different sections of a website, frequently changing content, or content that may pose technical challenges for search engine spiders to "crawl," it makes sense to submit your pages in an automated fashion through an approved reseller of the program. iProspect will submit your content via an XML feed into the Yahoo! index. An XML feed is a structured, automated text file adhering to detailed specifications prescribed by Yahoo!. This is often referred to simply as a "feed." Yahoo! will then review this feed and update its index with your content on a mutually agreed-upon schedule.



PI programs have numerous benefits which make them a logical choice for anyone trying to improve their website's presence in the major search properties. Some of these benefits include guaranteed indexing/inclusion and refresh rates, fewer technical limitations in your page design, ability to optimize specifically for a given engine without impacting another, ease of crafting and modifying listing creative, ability to refresh content quickly, and ease and accuracy of results tracking.

### **The iProspect Difference**

Because PI does not guarantee specific search engine rankings, your Web pages must still be optimized to rank highly. All of the expertise that iProspect brings to your natural SEO campaign is utilized to ensure that your PI listings provide significant visibility, and a positive return on investment. In addition, iProspect advises you on how to write copy that attracts searchers and causes them to click on your listings. We also help you test various copy approaches to your PI listings to learn which are the most effective at generating traffic, conversions and ROI.

Finally, iProspect is a trusted Yahoo! Search Marketing Certified Ambassador. As such, your Web pages are submitted through an XML feed directly into the Yahoo! index of search results. This provides you with the advantages of speed, accuracy, and economy that other search engine marketing firms cannot offer when they either perform this process manually, or through a third party who supplies the feed.

### **Feed Management**

From Shopping.com and Shopzilla to Froogle and NexTag, use of shopping comparison engines is becoming more prevalent as these sites make online shoppers' lives easier. Shopping engines allow consumers to compare products, features, and pricing, as well as read product reviews and find store locations, all from one centralized place. A user can either perform a search or browse categories to find products and specific vendors.

Retailers benefit from shopping engines because more and more Internet shoppers are using them to make online purchases, and an increasing number of consumers are using them to research products that they eventually buy offline. Additional marketing benefits include: ease of crafting and modifying listing creative, quick refresh of content, ease and accuracy of tracking results, and the ability to put products in front of potential customers when they are actively researching, or at the moment they intend to make a purchase.

### **The iProspect Difference**

Because retailers often sell their products across hundreds, thousands, or even millions of Web pages, it makes sense to utilize a feed management service to submit those pages to selected shopping engines. Utilizing an experienced feed management service provider like iProspect gives retailers the benefit of having someone effectively build, and then continuously optimize, the feeds so that they adhere to the requirements of each engine. iProspect provides everything required for a successful feed management campaign, from strategy to creative development and testing, to reporting and analysis. Additionally, we can coordinate the prudent use of feed management in concert with natural SEO and PPC advertising programs.



iProspect's feed management service is unique in the marketplace. Our iSEBA paid search management technology optimizes your overall budget across as many shopping engine feeds as necessary, including Yahoo! paid inclusion. iSEBA monitors the results produced by each listing within each of your feeds and automatically turns individual listings "on" and "off" based on their effectiveness at achieving the objective you establish for your campaign (CPA, revenue, ROI, ROAS, etc.). Our unique approach ensures that your budget is spent more efficiently and that your campaign goals are effectively achieved.

## Web Analytics

You must measure and analyze your marketing program results to learn if you're achieving the goals you've set for all the initiatives that lead visitors to your website. And you need data on which to base your decisions as to what campaigns are working and should be continued, or not working and need to be adjusted or abandoned.

In order to maximize the effectiveness of your search engine marketing campaign, for example, your results must be broken down to an extremely granular level. You need to know how productive each keyword is at generating traffic, conversions and ROI. You need to look at the performance of each keyword by search engine and then by natural search result, PI program, shopping feed program and PPC advertising program. Only then can you make informed decisions on changes to your keyword list and search programs in order to maximize your ROI.

***If You Don't Measure It, You Can't Improve It***

## The iProspect Difference

You have secure 24/7/365 access to a client-only extranet where you can use iProspect's proprietary results tracking system, as well as customized search engine marketing analytics that iProspect has developed for the WebTrends<sup>®</sup> reporting tool, the most widely used Web analytics platform in the marketplace. This data is easily accessible, as well as exportable, so that you can measure and analyze the results of your campaigns using either our tools, or your own tools that are already in place. With these tools, your client service team helps you identify all your traffic and conversion sources. This enables you to determine critical success metrics for every keyword on every engine you target through natural SEO, PI, feed management, and PPC advertising programs.

The customization of our proprietary tracking system and the WebTrends tool is search-engine-marketing-specific. It has been developed exclusively for iProspect clients, the types of campaigns they run, and the data and analysis they look for to help maximize results. Your client service team makes sure that reports map directly to your marketing goals, taking the trial and error and guesswork out of learning how to use the tools and making sense of their findings. These reports uncover actionable data that empowers you to make informed marketing decisions to continually optimize your marketing efforts.



## Additional Services

iProspect also offers the following search engine marketing services:

- Copywriting
- Landing Page Development
- Microsite Development
- Pre-Launch Consulting
- Reputation Management
- Search Leveraged Public Relations
- Trademark Management
- Website Conversion Audit

Learn more about "The iProspect Difference"

Discover how to surpass your online marketing goals by contacting us at:

Tel: 800.522.1152  
Email: [interest@iprospect.com](mailto:interest@iprospect.com)  
Web: [www.iprospect.com](http://www.iprospect.com)

