

## Fusionbox, Inc.

### A Denver Search Engine Marketing Company

#### **Our Search Engine Marketing (SEM) Strategic Process:**

##### **Step 1: Discovery & Needs Exploration**

- What are your business objectives? What is your vision for your web site?
- Where is the site currently meeting these objectives and/or vision? Where is it not?
- What are the future goals of your site?
- Who is your target audience?
- How do you currently measure web site effectiveness?
- How will the results be used?

##### **Step 2: Competitive Analysis**

- Analyze your competitors to compare and contrast industry, sectors, etc. and identify niche opportunities
- Create/Leverage unique value proposition

##### **Step 3: Persona Development**

- Fusionbox will identify your users, their objectives, and their goals
- We'll create profiles and storyboards of typical users, tasks, possible scenarios
- Then, we track users' thought process and mentality

##### **Step 4: Analysis and Recommendations**

- Detailed Report includes:
  - **Code Recommendations** – Recommendations for making your HTML more search-engine friendly
  - **Content Recommendations** – Review of quality, amount and search engine-friendliness of current content. Recommendations to make content more impactful to target audiences and more search engine friendly
  - **Link Recommendation** – Review of quality and amount of inbound links. Recommendations for linking opportunities.
  - **Usability Review** – Once the user has found your site, how easy is it for them to get what they want? Recommendations for
  - **Lead Generation Review** – Review of current lead generation strategies and recommendations on how to improve them.

- **Goals and Measurement** – What your goals are and how we will measure them
- **Longterm Plan** – A vision for staying on top of the search engines and how to react to changes in the market.

### **Step 5: Implementation**

- Fusionbox will begin search engine marketing by:
  - Fixing and optimizing the code on your site
  - Developing and placing keyword heavy content for each of your target audiences
  - Identifying and implementing linking opportunities
  - Identifying and leveraging social media outlets to create online buzz

### **Step 6: Web Analytics & ROI Tracking**

- Fusionbox will then measure your success through:
  - Placement on search engines
  - Traffic to site
  - Number of leads generated
  - Number of leads converted

### **Step 7: Refine**

- Once we have gathered data on the above, we will refine our plan based on what is working and what is not.

### **Step 8: Start All Over Again**

- For search engine marketing to be successful, it must react to changes in:
  - Your industry
  - Your clients
  - Your products and services
  - Your competition
  - Your company
- Remember: Measure, Refine, Design, Implement, Measure, Refine, Design, Implement

