

Search Engine Optimization

*Is Your Web Design or Marketing Company
“Optimizing” your Web Site or “Optimizing”
their Profits?*

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The Truth about Search Engines

Over-reliance on search engines is costing Calgary businesses thousands of dollars a day in lost revenues to potential customers. Your Web design or marketing company might even be letting this happen to your business.

The Internet medium is a powerful way for businesses to attract potential new customers in their local areas. The problem is that most businesses don't know how to attract the large base of revenue available from local customers, and most companies claiming to do Internet marketing don't know either.

If your customers come from your local region, you deserve the maximum return possible for your online marketing dollars in your local region, not just search engine placement. Your business deserves to be dealing with local market experts.

There are two reasons why Internet marketing companies in Calgary are not giving your business all the facts:

Either they simply don't know all the places your customers use to find you product or service.

or

They are keeping this information from you in an attempt to get more of your marketing dollars on search engine optimization.

The Facts:

Search engines are an important component of connecting your business to its clients. However, they are not the only component, nor even the most important one. Don't take our word for it; here are the facts and what the experts and research firms are saying:

Only 10% of the searches done through search engines are performed with the intent to actually shop.¹

This is significant because Internet Marketing companies keep telling businesses that 90% of all searches start with search engines, but what they don't tell you is that general research and entertainment dominate the searches.

What does your business want? People looking at your site because they found it while surfing, or people using your Web site that will call or stop by your business and spend with you?

¹ Nielsen NetRatings, November 2003

In December 2003, over five million Canadians used the #1 and #2 online commercial directories to find a local business.²

Canada's #1 online commercial directory property is that of Yellow Pages Group, which includes their flagship Web sites YellowPages.ca™ and Canada411.ca. In December 2003, the Yellow Pages Group directory sites serviced over 3.5 million Canadians, and the #2 online directory property, SuperPages Network, serviced over 1.5 million Canadians, according to comScore Media Metrix.

If search engines were the only form of 'find a business' traffic generated online or even the most significant one, what were five million Canadians doing in December 2003? Your customers are using online commercial directories to find your products and services.

Of YellowPages.ca visitors, 93% of them will contact a business they looked up, and of this group 65% will make a purchase.³

This is important to your business if the purpose of your Web presence is to bring you more profits, not necessarily more Web traffic. If 65% of people and businesses who use online directories will make a purchase after a look-up and your business is not listed there, this is money out of your pocket. Compare this to only 10% of people who use search engines with the intent to shop.

What does this mean to you and your business?

As a business decision maker you have three choices when it comes to your local Internet marketing strategy. You can:

Ignore online commercial directories and hope that your search engine strategy will be enough to give you a competitive edge over your competition.

or

Accept only the advice of your Web designer and hope that their knowledge and recommendations are in the best interest of your business.

or

You can control the process, make an informed business decision, and get a better return on investment for the dollars you are currently spending.

² comScore Media Metrix Canada, December 2003

³ "Proof of Value Initiative: YellowPages.ca and Canada411.ca – Find a Business", NFO CF Group (formerly Canadian Facts), September 2002.

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Take a moment to think about which answer suits your businesses goals in the next 6-12 months.

What is a Complete Local Internet Marketing Strategy?

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There are four areas that your potential customers use to find your products and services or your business phone number or address online:

- 1) Online Commercial Directories
- 2) Local City Sites
- 3) Wireless and Mobility
- 4) Search Engines and Web Directories

A complete local Internet Marketing Strategy will put your business everywhere your customers may be looking. If your business chooses to focus on only one area listed above, you are not properly represented within your local market of potential customers and this is costing your business sales.

#1: Online Commercial Directories

Ensure that your business is listed on the most used online commercial directories reaching over five million Canadians in December 2003 according to comScore Media Metrix Canada.

#2: Local City Sites

Your business must be accessible through Calgary's most popular Web sites used every day for news, sports, entertainment and weather. What this means to you is that through media consumption, when potential customers enter the market for your products and services they are literally two clicks away from your business.

Popular sites include: CalgaryPlus.ca™, CalgaryHerald.com™, CFCN.ca™, Canada.com™, GlobeandMail.com™, NationalPost.com™ and more.

#3: Wireless and Mobility

Ensure that your critical business information – phone number and address – are directly accessible through all the major mobility networks for your current and potential customers. The major mobility networks using are:

- Bell Mobility™ • Fido™ • Rogers AT&T™ • Telus Mobility™



#4: Search and Web Directories

Complete your fully integrated marketing solution through the major search engines and Web directories such as Google.ca™, MSN.ca™, Yahoo.ca™ and many others. The power of an integrated solution in terms of search engines is increased exposure in the major engines as well as better ranking for current site.

Why Do Our Clients Choose to do Business with KS2 Solutions Inc.?

The most important reasons that our clients tell us are:

Trust

We earn our clients' trust by presenting all the facts that help businesses make an informed buying decision with respect to their online advertising and online commercial directory advertising.

Information

We understand the marketplace, our client's marketplace, our services, and our competitor's services and will openly discuss all of this with our clients at any time.

Proven Process

KS2 has developed a proven three-step process to make your advertising dollars more effective and profitable. It is fact based, simple and most importantly, it generates proven and measurable results for our clients.

Actionable Recommendations

Having worked with hundreds of clients in the past two years, and developed proven processes that generate results, KS2 can make recommendations that best suit the expectations and requirements of our clients.

Our goal is to help your business receive a better return on investment for the money you are currently spending on online or other advertising.

Sometimes this even means telling a client that there is not a fit between their business and KS2.



What is the Level of Investment for a Complete Local Internet Marketing Strategy?

The level of investment can range from \$200 per year up to \$5000 per year for various products and packages.

What is the process to have a Complete Local Internet Marketing Strategy?

By Face-to-Face Meeting

You can call our offices and ask that one of our advisors meet with you at a location of your choice (Calgary and surrounding area only).

The meeting will consist a 30-minute presentation on our process called MC² or *More Clients, More Cash*. MC² demonstrates how businesses can increase the overall effectiveness of any type of advertising.

Together you and our advisor will decide if there is a fit between your business and our services and they will make a recommendation on:

- What services, if any, will accomplish your goals
- How to effectively track and measure the results

We've helped hundreds of businesses generate a better return on their investment from online and other advertising – we would like the opportunity to help yours.



Additional Resources

Use the following resources to learn more:

KS2 Solutions

If you want to learn more about KS2 Solutions Inc. please visit our corporate Web site at:

www.ks2.ca

KS2 Newsletter

Sign up for our bi-monthly newsletter that features updated industry news, creative ways to market your business, ideas and tips from some leading business experts and more.

Good Keywords: Know What People Are Searching

Available at www.ks2.ca under NEWS is a free piece of software called Good Keywords. This software tells you exactly how many times keywords are searched on the Internet during the previous month. This is the perfect starting point for any company interested in knowing whether or not their keywords are actually being searched.

Mother of All Search Engines: eBook

Available at www.ks2.ca under NEWS, this eBook is a quick read on the search engine business and what your business can do to take advantage of it.

Before you even consider spending money on search engine optimization download and read this eBook, it could save you thousands of dollars.

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