

Your Logo Here

Online Marketing Proposal

Prepared for:

Prepared by:

Date

Executive Summary

Background

Joe Smith of XYZ Company contacted Carolyne (Caro) McCourtie from Double O Marketing Consultants for assistance with creating an online presence in the marketplace to position themselves as market leaders in their field.

XYZ Company offers businesses the service of ABC. XYZ's current website: <http:theirwebsite.com> is currently not effective at building brand positioning or market leadership.

Key Issues

The key issues facing XYZ online are:

1. Business Reputation has potential to be hurt by lack of strong and strategic online presence.
2. Conversations are being had online, and there is no current Reputation Management put in place.
3. XYZ is not positioned as a Market Leader when an technology solutions based business, due to lack of online presence.

Objectives

The Objectives relate directly to the Key Issues:

1. Position XYZ as a Market Leader in their industry - measured by % of traffic to their site of all traffic for the targeted keyword phrases.
2. Manage XYZ's reputation online and in the market place - measured by % of positive over negative comments made. And also followers to XYZ's online activities.

Strategies

Strategies	Benefits
1. Undertake extensive Keyword Research for this business to determine which keyword phrases to target. Targeting a desired outcome of one Theme keyword phrases & 4 Secondary keyword phrases	Google looks for the authority of a website based on the keyword phrases it targets and the LSA. These keyword phrases are to be presented and reflected in all online activities consistently and constantly.
2a. Create a keyword rich, search engine friendly website for the XYZ business. That positions the brand/business as an authority in both Google and the Client's eyes.	In order to receive Google's support in the SERPS, a website must be keyword and SEO optimized and be seen to provide a quality user experience. The content and layout of this site will communicate authority in both Google and the Client's eyes.
2b. SEO Campaign to build authority of Brand Website and to drive traffic to the website	Allows people to locate the XYZ website when searching organically. Aim to move it to the first page. Keyword phrase research will provide more information regarding estimated timing to achieve that.
3a. Correctly list XYZ in Google Places and other key third party directories	<p>A Google Places listing are the first results that Google returns when achieving that 7 Pack status. This provides an opportunity for a prospect to find the business. AND it reinforces the positioning of the business as a Market Leader in it's field.</p> <p><i>There can only be one Google Places listing to one physical address and phone number of the business. Advisable to implement a trackable phone number.</i></p>
3b. Google Places SEO maintenance	A Google Places listing requires ongoing authority building, separate but in tandem with the main brand website. This will assist in consolidating the listing in the desired first page 7 pack.

<p>4a. Create a XYZ blog attached to the XYZ website with the strategic intent of building both DEC and it's CEO - Joe Smith's Market Leadership profile</p>	<p>The best way to consciously design & build a reputation online is to blog. This will provide Joe Smith's with the vehicle to become an industry voice and enhance the objective of becoming a market leader.</p>
<p>4b. SEO Optimization of XYZ Blog to build it's authority in Google and therefore the target market's eyes.</p>	<p>As well as building the authority of the business's Brand Website, it is also mandatory to build the authority of the Blog, separate yet complimentary to the main website. This reinforces the blog's authority in Google and the user's eyes, and will assist with positioning the business and Joe Smith as Market Leader.</p>
<p>5. Renovate current Linked in Profile & build up Network in that interface.</p>	<p>To build individual and DEC position and awareness in the Linked in Community.</p>
<p>6. Reputation Management</p>	<p>Track & monitor online comments specific to XYZ, Joe Smith & up to 3 chosen keyword phrases with view to addressing any negative statements & leveraging any positive ones further, to enhance Market Leadership positioning.</p>
<p>7. Mobile Friendly Website</p>	<p>A Mobile Friendly presence is necessary both from a positioning/market leadership perspective. And it is another source for potential traffic for a business.</p>
<p>8. Create a custom designed business page for Facebook</p>	<p>Build brand position and awareness within the Facebook marketplace. Strategically this is again about positioning this business as a Market Leader in places where it needs to be seen</p>
<p>9. Create a customer designed Twitter Page</p>	<p>Twitter is a tool to both reinforce positioning as a Market Leader & also to manage your business's and self's reputation.</p>

Action Plan

1. Keyword Phrase & Competitive Research

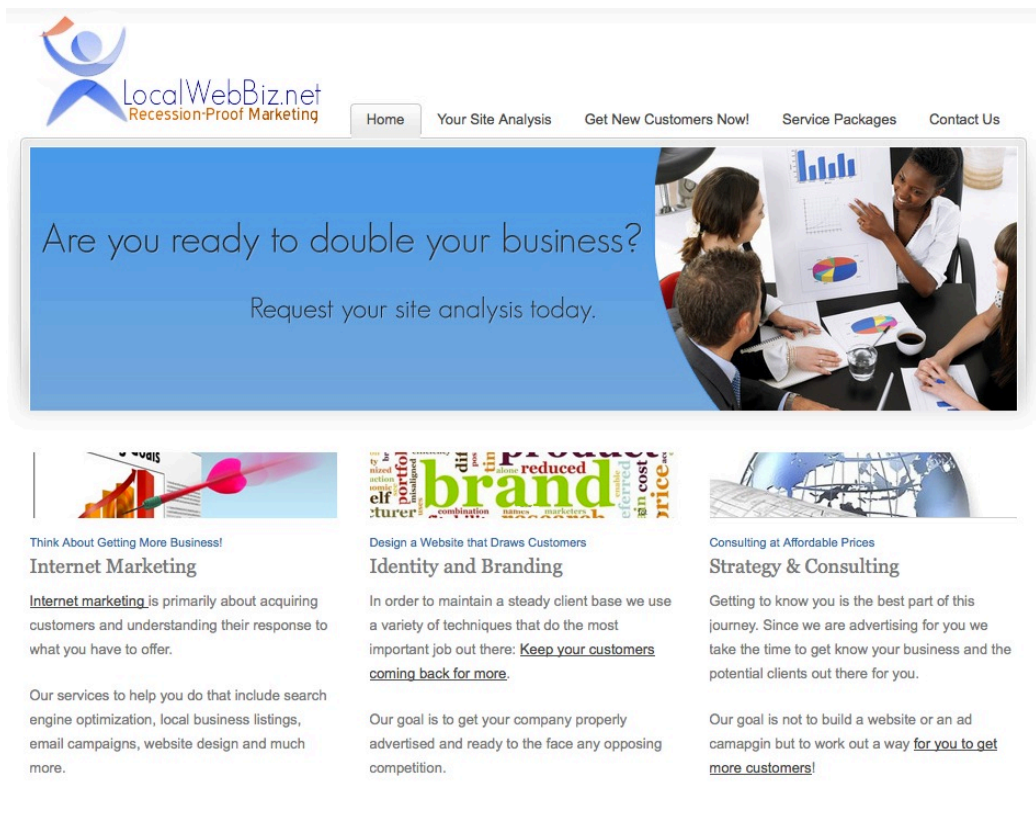
- a. Determine up to 5 keyword phrases to target. One Theme Keyword Phrase and 4 Secondary Keyword phrases. This will form the basis of all online activity to follow.
- b. Review Competitive environment for these keyword phrases to determine viability and estimated time to compete for those phrase. With desired outcome to achieve 1st page status for keyword phrase in Organic Search and 7 pack status for Google Places.
- c. Present report of analysis and reach agreement with Client before proceed.

The screenshot shows the 'Project Settings' page in Market Samurai. The interface includes a sidebar with the Market Samurai logo and a 'PROJECT SETTINGS' button. The main content area is titled 'Project Settings' and contains several input fields and dropdown menus. The 'Keyword' field is required. The 'Title' field is also required. The 'File' field has a 'Browse' button. The 'Language/Region' dropdown is set to 'English' and 'All Countries and Territories'. Below this, there is a note: 'For best results, choose an appropriate language as well as the country.' The 'Adult content' dropdown is set to 'Do not include'. There are 'Create' and 'Cancel' buttons. Below the settings is a 'Project' section with a 'Challenge' logo. The 'Project' section explains that creating a project allows saving keywords, web-site, and analysis data. It lists the following fields: 'Keyword' (The first, and primary keyword that you intend to start your research project with. All other keywords in this project should be related to this keyword.), 'Title' (A description of the project.), and 'File' (The location where your project file will be saved.). At the bottom, there is a footer with a thank you message and a support link: 'Thank you For Using Market Samurai! (version 0.87.74) For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>'.

2 a. Create a keyword phrase rich, SEO Optimized Brand/Business Website for XYZ. Optimized for one main theme keyword phrase and 4 category keyword phrases. Undertake ongoing SEO for website for minimum of 6 months.

Website would incorporate these elements:

- Wordpress template design (choice from WooThemes and StudioPress)
- Up to ten pages (home, about, contact including map, privacy & terms, and five business pages)
- Includes graphic design for header banner
- Includes any necessary stock photographs
- Optimised for one theme keyword phrase and 4 secondary keyword phrases
- Includes plugins - free & paid as part of onpage SEO (without replacing ongoing SEO)
- Google analytics installed
- Client provides logo, all business details, images relating to business, and all content (or can purchase a Website Content Package)
- Two rounds of revisions included



2b. *SEO Campaign to build authority of Brand Website & to drive traffic to it, targeting one Theme keyword and 4 Secondary keywords - 6 months minimum.

- 3 Press Releases written
- 30 Press Release submissions
- 90 Manual Search Engine Submissions
- 3 Original Written Articles
- 60 Automated Article Submissions
- 15 One-Way Backlinks (manually submitted)
- 30 Social Bookmarking
- 30 Directory Submissions

* Given technical and specialized nature of this business, this is subject to locating a professional writer that meets client's approval to create suitable articles & press releases.

3 a & b

Correctly list in Google Places and other directories, including ongoing maintenance for this listing. Vital to this listing's success is to build a Review system. Initially we can load up any existing testimonials. Google awards authority to the listing based on the SEO of the website in the listing, the number of other directories that the business appears in, and the number of reviews for the business around the web. With recent changes to the Google Places algorithm, it is key to build reviews within the Google Places listing.

Monthly maintenance includes:

- addition of 6 direct reviews in Google Places
- addition of 4 reviews to be added to 3rd party directories
- All reviews to be supplied by Client, Consultant can work with Client to devise program.
- Provision for Google Please coupon strategy

The screenshot shows a Google search for "builder brisbane" with approximately 5,500,000 results. The search results list several building companies, each with a "Place page" link and a location pin on a map of Brisbane. The map shows various suburbs including Kallangur, Clontarf, Albany Creek, and Logan City. The search results include:

- NHR Builders Brisbane** - We Build Brisbane Homes With Pride. Quality & Affordable. 07 5499 0300.
- Ausbuild** - New Home Builder Across Brisbane and the Gold Coast. 2 Pittwin Rd North, Capalaba. (07) 3245 0600.
- Adenbrook Homes** | Adenbrook Homes. One of the Brisbane's most awarded home builders. 1/3245 Logan Road, Underwood. (07) 3422 5555.
- Builders Brisbane Decks Extensions Renovations Patios Brisbane** ... 227 Fleming Road, Hemmant. 1800 654 505.
- Brisbane Home Builders**. 2/70 Redland Bay Road, Capalaba. (07) 3245 7799.
- G.J. Gardner Homes**. 730 Logan Road, Greenslopes. (07) 3847 4462.

Additional search results include "Brisbane Builder Quotes" and "Home Builders Brisbane".

4 a & b - Create a XYZ/Joe Smith SEO optimized blog attached to the XYZ website to build the market leadership of both Joe Smith & XYZ. Client is responsible for posting to blog. Ongoing SEO to blog will be additional to, and the same approach as 2b.

The Guidance Consulting Blog

intelligent technology for your business

Home About



BRIDGING THE GAP

with secure business strategies

- Service Support
- Service Delivery
- Security Management
- Business Perspective
- Application Management
- Infrastructure Management
- Software Asset Management
- Planning to Implementation
- Service Management

SEP

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Business Travel and the Internet

These days, travel and computer use almost go hand-in-hand. Whether you're carpooling across state or you're flying internationally for business, almost all companies have some sort of ties to the mobile workforce.

In fact, many companies plan for it by making laptops accessible for employees on the go. Other companies rely on Blackberrys and other portable digital devices to [keep their employees connected to email and the web](#).

However, Internet access tends to be rather sketchy on the road. Unless you're able to supply your computers with wireless capabilities through a 3G network or other mobile routing system, it may be difficult for employees to send large files or share information from a remote location.

These days, car companies and airlines are stepping in to provide mobile Internet access. Automobile makers like BMW offer computers as a part of their more luxury vehicles. These computers have in-vehicle Internet access as long as you're within range of their network. Airlines are also offering onboard Internet access, as long as you're seated in one of the equipped stations (usually in business or first class) and you pay the appropriate fee.

Like most advances in technology, it's only a matter of time before these types of services are offered more universally. Although they come at an added expense right now, experts estimate that most people will have more mobile Internet options within the next five years.

If your business is on the cutting edge of technology, it might be worthwhile to invest in these types of "on the road shortcuts" right now. However, if you're content to wait, you can tap into netbooks and PDAs as a way to provide a little more connectivity until the rest of the technology catches up.

Posted in [Internet and Online](#), [IT on the Road](#) | [2 Comments »](#)

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SEP

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How to Reduce the Threat of Computer Viruses

Almost all personal computers and business hardware has anti-virus software as a way to keep viruses and other malware sources at bay. The reason is simple: it's easy to install, easy to update, and easy to use.

However, in the business world, just installing the anti-virus software isn't enough. In order to keep your data secure and your client information confidential, you must follow up to ensure that the software is being used to its maximum potential.


Online Marketing Proposal - Name of Business

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5. Renovate Linked In Profile & Build up Network/Connections - Linked in is often the ‘forgotten’ Social Media. And for a business to business type of Service is essential to have a strategic and tactical presence in that community.

Ongoing Social Media Management of Linked in Account not addressed in this proposal.

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Carolyne (Caro) McCourtie

Online Marketer, Offline Marketing Consultant, Online Marketing Consultant, Coach, Mentor, Professional Speaker, Author

Sydney Area, Australia | Internet

Carolyne (Caro) McCourtie I like the honesty of Rosalind Gardner's video on how long it takes to make money online if being an Affiliate... <http://t.co/pVERsjA> via Twitter

1 day ago • Like • Comment • Share • See all activity

Current	Owner at Offline Hero's Method Team Challenge: Teacher & Lead Moderator at The Challenge Owner at The Power Of You
Past	Senior Account Director at Singleton Ogilvy & Mather
Education	Corporate Coach U University Massey University
Recommendations	6 people have recommended Carolyne (Caro)
Connections	314 connections
Websites	Offline Hero's Method Carolyne McCourtie
Twitter	CaroMcC OHMTraining
Public Profile	http://au.linkedin.com/in/carolynemccourtie

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Summary

Offline Consulting:

I founded <http://offlineherosmethod.com> which is a training system that teaches students how to obtain & retain local business clients providing them with digital solutions, from website creation, seo, google places, mobile marketing, social media marketing and more.


I also work directly with Local Businesses to help them get more customers via their online and mobile activities.

Niche Marketing:

After joining the online community as a 'remedial newbie', I achieved my goal of becoming a full time online marketer within one year as the creator and owner of 6 figure online niche businesses.

6. Reputation Management - in order to ensure that you build and maintain the positioning of Market Leadership and are party to conversations about your business, it is necessary to track and monitor the business, Joe Smith as the CEO and also identified keyword phrases. This enables you to tactically manage any negative comments and leverage any positive ones.

Private E-2


 **Best Computer Hardware Maintenance company in Australia**


Hi,


I want to know the best computer hardware maintenance company in Australia.....can anybody tell me.....Thanks in advance.....

Sponsored links

Ads by Google
Executive Training Sydney - First Global MBA for Executives Reach a New Level in Your Career! sydney.edu.au
Hardware Inventory - Full Inventory and change history reporting - Free Download www.netsupportDNA.com

 07-06-10, 06:32

ramkarthick 
Private E-2

 **Re: Best Computer Hardware Maintenance company in Australia**

Hi,

There is one good computer hardware maintenance company in Melbourne.... The company name is Green Technology Management.... They provide services in

<http://www.greentechmanagement.com.au>

7. Mobile Friendly Website

Having a Mobile Friendly website, according to Nielson, is a must for any business that wants to be taken seriously. With the emergence of Smart phones, more and more people are accessing their smart phone for their online search and fulfillment.

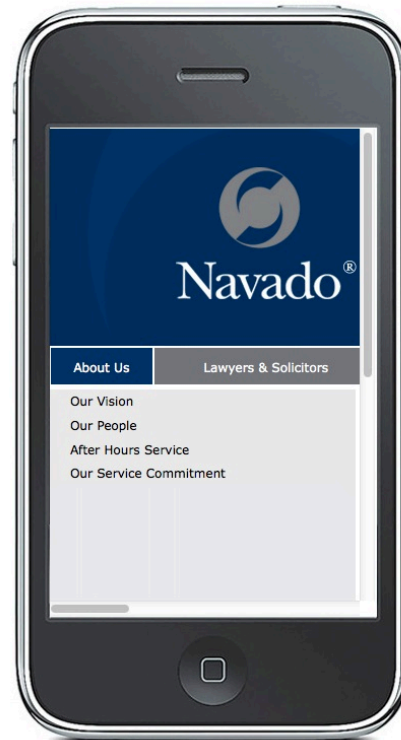
"Businesses must develop mobile websites to keep up with smartphone usage": Nielsen

Mobile Website would include:

- Four page mobile-friendly website
- Includes graphic design for header banner
- Includes any necessary stock photos
- Optimised for mobile search
- Mobile site is triggered whenever a mobile device accesses your main website
- Client provides logo, all business details, images of practice and staff
- Content developed by DOMS based on your static site's content



Screen width: 320px
Screen height: 480px
Resolution width: 320px
Resolution height: 480px



8. Custom Designed Business Page for Facebook to reinforce positioning as Market Leader.
Ongoing Social Media Management of Facebook Page not addressed in this proposal.



9. Custom designed Twitter page & consulting with Client on best way to Tweet & build Twitter reputation.
Ongoing Social Media Management of Twitter Account not addressed in this proposal.



Pricing - AUD GST excl

Marketing Consulting - estimated 5 hours consulting required.	
Keyword Research	
Brand/Corporate Website - up to 10 pages	
Additional Website Pages	
Website Content - 10 pages	
SEO For Brand Website	
Google Places Listing	
Google Places SEO Maintenance	
DEC Blog - attached to DEC Corporate Website	
SEO For Blog	
Renovation Of Linked In Profile	
Reputation Management	
Mobile Friendly Website	
Facebook Fan page	
Twitter Page	

Recommended Package - USD

Stage One	
Marketing Consulting - estimated 5 hours consulting required.	
Keyword Research	
Brand/Corporate Website - up to 10 pages	
DEC Blog - attached to DEC Corporate Website	
Mobile Friendly Website	
Renovation Of Linked In Profile	
Google Places Listing	
Total	
Reputation Management	
Stage Two	
SEO For Brand Website	
Google Places SEO Maintenance	
SEO For Blog	
Total	
Stage Three	
Facebook Fan page	
Twitter Page	
Total	

Payment Terms

Stage One Payment: First 50% of quoted figure to be paid prior to any work beginning on this project. Balance due within 7 days of project completion.

Ongoing monthly services as per Stage One and/or Stage Two, requires full payment in advance of services being rendered.

Stage Three Payment: First 50% of quoted figure due prior to any work beginning on this project. Balance due within 7 days of project completion.

Contact Information

You are welcome to contact me at any time during usual business hours, Monday-Friday 9-5pm on:

Your Name

email: Your Email Address

mobile: Your Number