



Site <Site Name>

Internet Marketing Plan

Author: Alex Trigolos
Created: <04/15/2003>

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1. Company Overview

Viaden Inc is an international company specializing in IT consulting and software outsourcing with primary office in Montreal, Canada and with several development centers in Europe. Since 1994 Viaden Inc combines reliability, state-of-the-art performance, ease of use and superior customer service to deliver comprehensive and effective web development solutions.

Our business targets the following groups of potential customers:

- software houses willing to reduce their development costs by means of outsourcing;
- companies that are not directly involved in software development, use their own software products for their corporate needs and assign development, upgrades and support of these products to software companies.

Viaden Inc has completed more than 500 projects and gained a great number of customers all over the world. Viaden Inc offers a wide range of web design and web development services, including e-commerce systems development, database development, all kinds of web site design/redesign and much more. Viaden Inc has produced its own line of software products. We're using and offering radical development methodologies, including Rational Unified Process and Microsoft Solutions Framework. Our web-designing strategies are thoroughly planned in order to reflect each customer's individuality. Viaden Inc developers are fully educated in the use of advanced web programs and specialize in developing effective, interactive web-sites. Viaden Inc also provides effective search optimization services.

Highly-qualified specialists, right strategy and application of new technologies allowed us to develop our company during a short period of time. In the biggest portal **Google.com** we are leading in several Internet-nominations. Today we are ready to share the knowledge we accumulated in the field of marketing strategies and site promotion.

2. Development of an Internet Marketing Plan

An Internet Marketing Plan details the very important steps required to get you from where you are to where you want to be. It helps to differentiate your company and make your services distinct from similar Internet businesses. Our skilled Internet Marketing Managers will compile and develop an Internet Marketing Plan for your Web site which will embrace the following:

1. **Situation Analysis**, which is necessary to position you firmly in the market. We will thoroughly study the situation that you are facing and will help you to track the trends which are taking place.
2. **SWOT Analysis**. We will evaluate your strengths, weaknesses, opportunities and threats in order to create the right marketing and promotional strategy.
3. **Market Analysis**. We will study the top 3 to 5 of your rivals and review their strengths, methods and web presence.
4. **Promotional and Marketing Tactics** will include:
 - optimization methods
 - development of a submission strategy
 - target customer search phrase analysis
 - link-exchange, banner-exchange
 - development of your own affiliate program (optional)

Summarizing all aforementioned it's necessary to note that this is the key step in optimization and promotion of a site because market analysis and study of keywords' popularity in search engines give you possibility to boost your site visitors' number.

Studying rival sites and services is also of great importance for the market situation analysis. We will capture noteworthy ideas from your rivals' sites and amplify them with our own features to make your market position unbeatable.

Thus alongside with presenting the most appropriate keywords, complex analysis will also include profound studying of services offered by your rivals and our recommendations both on the list of services and on your price policy.

3. No Spam! Just Optimization!

The main purpose of this marketing campaign is significant increase in the number of leads to your site which will result in augmentation of demand for products and services you offer. **The main point is to make everybody aware of your presence!** By the way, unlike spamming, optimization is an absolutely legal way to advertise yourself. Moreover, spams usually cause negative reaction and their effect is limited in time (maximum - 1-2 days) while optimization is the ideal way to gain a stable long-term position in a chosen market. It will make potential clients, people who are interested in purchasing your products and services visit the site. High precision of targeting is reached via competent positioning of your site in your company's specialization sphere. This makes one more proof that SOF is much more effective than other (mostly illegal) ways of site promoting.

If you choose stable and high ranking in search engines and, consequently, solid and beneficial market position – SEO is the best way to get promoted.

4. Types of Promotion

We combine two types of site promoting – search optimization and search promotion which consists of search submission and search promotion itself. You can review the information concerning each of them by reading a respective section. Still it's important to stipulate at once that only combination of those types can guarantee the best possible result because they both are imprescriptible parts of defining PageRank in a search engine.

That PageRank parameter determines the position of your site in different search engines according to number of requests with different keywords regarding your sphere of activities.

The most popular search engine is, undoubtedly, Google. Other engines, like Lycos and Yahoo also enjoy high popularity. We'll take them and lesser engines into account during the optimization process, but Google remains our favorite as the most stable system: optimization requirements for Google are much less variable than for any other search engine. **Vast experience of our Internet Marketing Managers team guarantees the ascent of your site in search engines' hierarchy.**

Now let's proceed to the detailed description of our site promotion methods:

4.1. Search Engine Optimization

This stage of optimization follows the process of complex analysis related to creation of an integrated marketing plan which would cause growth of your site rating in search engines. It is based on the results of the analysis and includes:

1. We'll create lists of pages for which optimization is recommended.
2. The most popular keywords (they will be provided by the analysis) will be compared to the content of already existing pages, we'll select the most appropriate keywords, elaborate a content optimization strategy (according to the client's requests). 3-5 main keywords will be chosen for each page (according to the topic or just randomly). Two aspects are critical here:
 - client's requests
 - keywords popularity.
3. Content will be processed. All the possible content changes for the optimized pages should be agreed with the client.
4. Source pages will be processed: titles, meta-tags, alts, etc. They should meet search engines' demands (especially Google's).
5. (optional) Copyright services (content amplification) will be performed – they are necessary when a page with number of words less than 200 requires optimization. This is an indispensable condition for the optimization process as it's connected with the search engines' requirements.
6. Optimized pages will be examined by Quality Assurance specialists and via particular sites intended for optimization check-up.

7. Cross-links will be added where they are necessary, provided it does not affect functioning of the site. Moreover, mandatory for the optimization links to other pages of the site will be displayed on each page
8. New pages will be added, if necessary, to the site and cross-links between newly-created and original pages will be established (this will be performed in contact with the client).
9. Report on what has been done will be prepared.

4.2. Search Engine Submission

1. We'll create lists of pages for which promotion is recommended.
2. Your site index will be submitted to the DMOZ category, which has its own editor. Google Directory Search will be used in the process of searching for the most relevant category and your rivals' position within it. After that, submission to the most appropriate category will be fulfilled.
3. If a site contains pages which may be of some interest separately, they will also be submitted to a respective DMOZ-category.
4. Site index will be submitted to regional subject categories of different search engines.
5. Manual submission to Lycos and Altavista will take place.
6. Automatic submission of a site to variety of other search engines and catalogs will be performed.
7. (optional) Your rivals' external links analysis will be done. We'll also list categories of sites with links that may seem useful for promoting your site.
8. (optional) Site will be submitted to all available sites in accordance with the selected categories. We'll perform implementation of the accumulated data during submission of similar sites.
9. (optional) We'll create several versions of press-releases and a list of news-sites categories where a press-release may be placed. We'll keep in touch with the site owner to get assistance in defining the topics of press-releases. We'll also implement the accumulated data while submitting similar sites.
10. (optional) Press-releases will be submitted to the news sites.
11. We'll make a report for our client. The report is supposed to depict all the fulfilled procedures – detailed description of performed work accompanied by presentation and analysis of the acquired results.

The service includes careful, intelligent submission to the search engines and directories that matter.

5. Site Maintenance

This is an additional service we offer to our clients. It includes recurring analysis of a site ranking in search engines. In case a negative trend occurs, additional measures will be undertaken: keywords will be reviewed, for example, if significant changes took place in the client's sphere of activities.

Implementation of new site promotion technologies, because **our company does not stand still, it constantly studies new strategies and methods, creates its own solutions in this field.** That's why we guarantee that having accepted this offer you will attain a secure and high position in the search engines and will consequently increase the stream of leads to your site and rate of demand for your products and services

6. List of Services and Pricing

6.1. Marketing analysis

Marketing analysis and keywords creation:

- **Situation Analysis.**
- **SWOT Analysis.**
- **Market Analysis.**
- **Promotional and Marketing Tactics.**

Total work (all phases included): US\$200

Only keywords creation (without analysis): US\$100

6.2. Optimization

1. List of pages for which optimization is recommended – US\$ 20.
2. Content processing – US\$20 per page.
3. Source pages processing according to search engines' requirements – US\$20 per page.
4. (optional) Content copyrighting (if the number of words on the optimizing page is inferior to 200) – US\$20 per page.
5. Testing using special websites and QA testers – US\$20 per page.
6. (optional) Cross-links addition to the site – US\$10 per page.
7. (optional) New pages addition (testing included) – US\$40 per page.

Optimization Packages:

- SuperLight – only index optimization (no optional features) – US\$70.
- Light – 4-5 pages optimization (no optional features) – US\$270.
- Medium – 10 pages optimization (cross-links included) - US\$660.
- Extra – up to 25 pages (cross-links and content copywriting included) – US\$1850.
- Full – up to 50 pages (all optional features included) – US\$3500.

6.3. Promotion

1. List of pages for which promotion is recommended – usually the same pages, as for the optimization process.
2. Submission of a site to DMOZ-category – US\$10.
3. If a site has pages which are of some interest separately, they will be submitted to a respective DMOZ-category – US\$10 per page.
4. Site index will be submitted to regional subject categories of different search engines – US\$10 per category.
5. Manual submission to Lycos and Altavista – US\$20 per page.
6. Automatic submission of a site to variety of other search engines and catalogs – US\$40.
7. (optional) Your rivals' external links analysis will be done. We'll also list categories of sites with links that may seem useful for promoting your site – US\$100.
8. (optional) Site will be submitted to all available sites in accordance with the selected categories – US\$100 for 5 sites.
9. (optional) We'll create several versions of press-releases and a list of news-sites categories where a press-release may be placed – US\$60.
10. (optional) Press-releases will be submitted to the news sites – US\$60 for 5 sites.

Promotion Packages:

- Light – only index promotion (+ submission to 2 regional categories) – US\$80
- Medium – 4-5 pages promotion (Your rivals' external links analysis, link back creation included) – US\$280

- Extra – 10-15 pages promotion (all optional features included) - US\$950

More complicated types of promotion are of no use as they do not add anything to the rank of the site.

Thus you can choose the package that suits you best: from the simplest one (only optimization or index promotion) – to the most complicated and effective type – full optimization of a big site which will repay within 1 year. Just remember: the fuller package you purchase – the more effective marketing campaign you acquire. And, naturally, the same dependence applies to your site ranking in search engines. Now that you have all the information – it's up to you to choose.

7. Payment Terms

Viaden Inc offers a range of payment options. The Customer specifies the one most suitable and payment is effected in accordance with the selected method.

1. Project payment is performed at the hourly rate of X, in case the Customer pays 100% upfront.
2. Payment is performed at the hourly rate of X in case the Customer prefers to pay 50% upfront and the other 50% upon the Project completion.
3. Payment is performed at the hourly rate of Z, in case the Customer prefers to pay 70% upfront and 30% upon the Project completion.
4. Payment is performed at the hourly rate of W, in case the Customer prefers to pay 60% upfront and 40% upon the Project completion.

8. Assumption

- The Customer will provide information whenever required; dedicate time to discussions, understanding of the requirements and making decisions.
- Customer will appoint an authorized contact person on behalf of the end client to provide the content and approvals needed to have smooth progress of the work.

9. Guarantee

You have to understand that your site will not be listed in the search engines and directories in the twinkling of an eye. Thus, the average time between submitting your URL and getting it into Google is 45-60 days. That can be explained by the fact that Google renews its database rather slowly and it does not depend on us in any way. Nevertheless we guarantee that, depending on the amount of promotion work, for a number of keywords your site will be on the first pages of search engines (Google in particular). **And you won't need that chargeable submission offered by the engines!**