



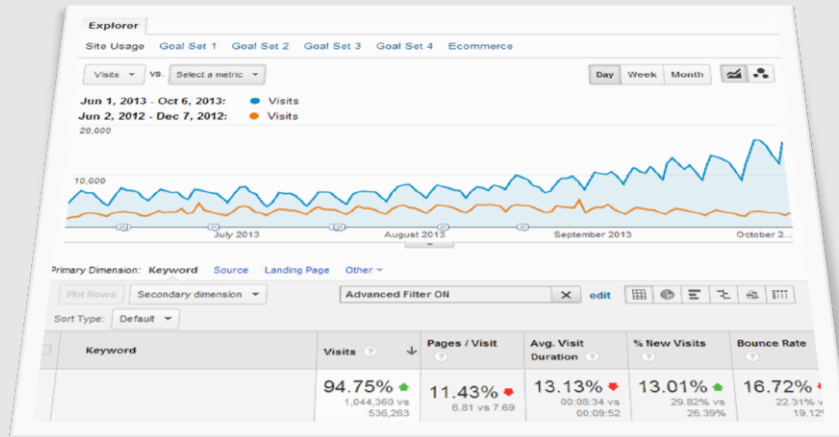
Advanced SEO & PR Marketing

ENGAGING THE WEB OF TOMORROW, TODAY!

Digital
SEARCH

The Established Approach

- Use quality content to drive Engagement
- Motivate Influencers to become Brand Evangelists
- Focus on Brand Building, not Keyword Stuffing



- ✓ Traffic
- ✓ Engagement
- ✓ Sales
- ✓ ROI



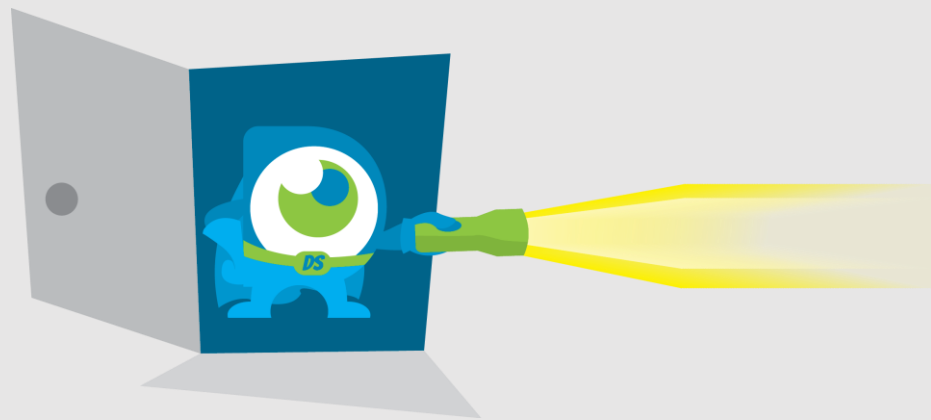
Traffic means nothing if it doesn't lead to more business!

Be warned of low quality SEO snake oil!



Misconceptions

- ✗ SEO is dead
- ✗ You can shortcut your way to SEO success
- ✓ White Hat SEO is thriving
- ✓ Black Hat SEO is dead



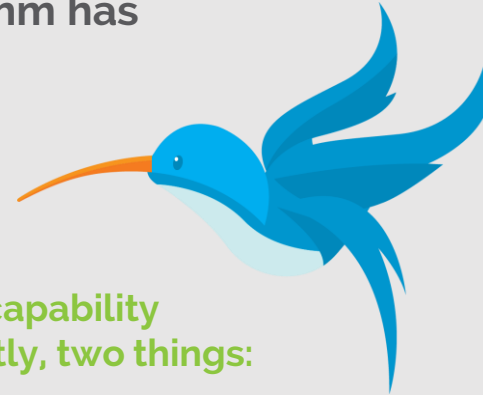
With big changes
comes negative
sentiment.

**Don't believe all
that you hear!**



Google Today

Google's search chief Amit Singhal told Danny Sullivan that Hummingbird represents the first time since 2001 a Google algorithm has been so dramatically rewritten.



Hummingbird is a definite expansion of Google's semantic capability evident at the search interface level that reveals, significantly, two things:

- First, Google has increased its ability to deal with complex search queries, which means that it has also gotten better at indexing entities in Web documents.
- Second, it has gotten a lot better at relationally linking search queries and Web documents, which means that its Knowledge Graph must be considerably enriched.

DAVID AMERLAND, AUTHOR, SPEAKER & ANALYST

Brand and Entity
Building is critical





Critical Considerations:

1. Penguin
2. Panda
3. Knowledge Graph

1. Penguin

Penguin isolates, then penalises 'shady' sites to improve search results

- It 'infects' low quality and spammy pages, then uses the relationships those sites have (links Pointing out from them) to pass on / transmit the 'infection'
- Your site's 'immune system' can only handle a small number of links from such low quality neighbourhoods, before 'organ failure' sets in, and your site itself gets infected



Once infected, there are only 2 options:

- Remove (or disavow) the toxic links pointing at your infected page(s)
- Create a new website and start from scratch (this option is for sites whereby recovery is unrealistic)

We're still in the early stages of Penguin where the engineer are incorporating new signals and iterating to improve the algorithm. Because of that, expect that the next few Penguin updates will take longer, incorporate additional signals, and as a result will have more noticeable impact

MATT CUTTS
HEAD OF SEARCH SPAM AT GOOGLE

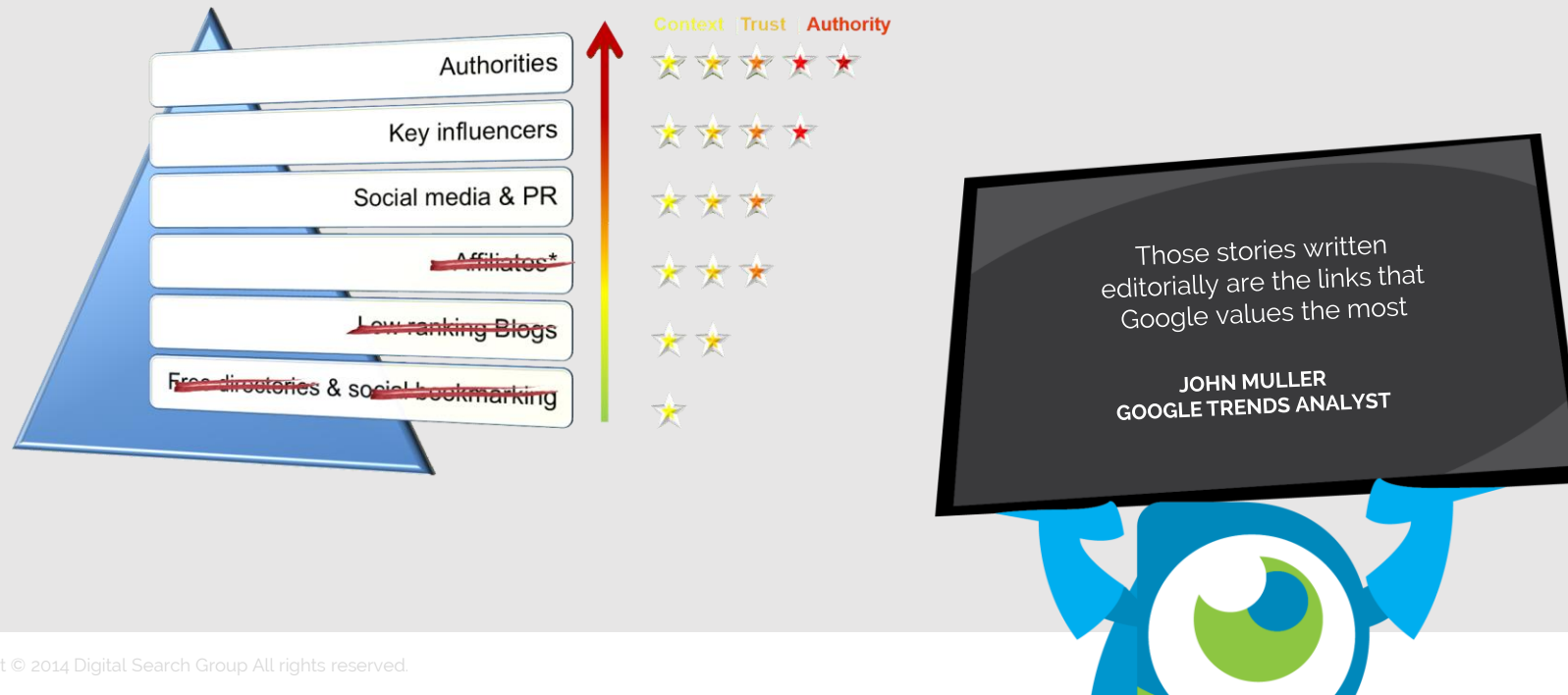
Prevention is the best cure

Be warned of low quality links that result in Infectious Penalties!



1.1 Penguin Relief

Working with DS means you don't need to worry about bad neighbourhoods. Every partner website is thoroughly vetted before entering into any partnership. We find the influencers whose voices carry weight, in places where your target market congregate.



Word of Mouth marketing is still the most powerful

Be warned of low quality networks!



2. Panda



Panda qualifies content

- It reduces the ranking ability of sites that have thin, duplicate, badly written, as well as heavily advertised pages
- Content has always been king, but never before has it been as impactful on rankings as it is today

Google hopes to give sites that are an authority in a specific industry a ranking boost. So if you are an authority in the medical or travel spaces, Google hopes that related queries will return your site above less authoritative web sites.

MATT CUTTS, HEAD OF SEARCH SPAM AT GOOGLE

If you wouldn't read it, why would anyone else promote it?

Be warned of duplicate or thin content!



2.1 Panda Peace of Mind

Digital Search will work with you to spruce up & supplement existing content, which will engage your readers & attract free links.



PEACE OF MIND

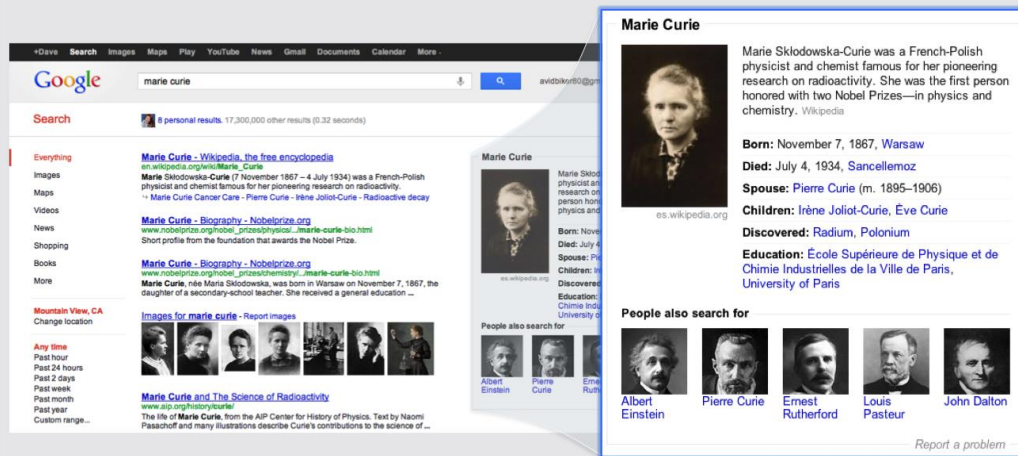
It's important
to stand out
as a brand

**Be warned of
poor page load speeds
We all want it now**



3. Knowledge Graph

- ✓ The Knowledge Graph is assisting Google to complete their leap from query/keyword based search, to semantic search
- ✓ It has a better understanding of people, places and things in the real world
- ✓ Rich Snippets display people, places, products & events to name but a few



The more you give Google, the more it has to offer others

Be warned of having content that delivers little value



Content Strategy

Rich, compelling & engaging content that demonstrates in-depth knowledge

- ✓ Google loves it.
- ✓ It generates more links.
- ✓ It increases conversion rates.
- ✓ Best of all, It's not complicated.

With our in-house tools we are able to scan all the pages ranking for knowledge based data that Google deems valuable, giving us the upper hand, when optimising your content.

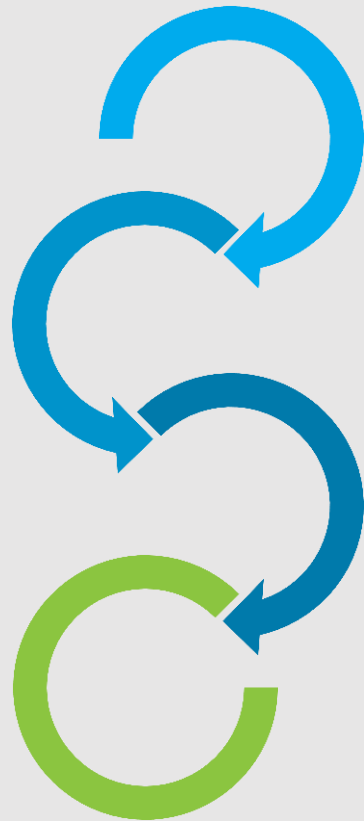
It's true, the more you give, the more you get

Be warned of others copying your content without credit!



How We Do It

DS take every opportunity to tailor content that caters to the needs of your audience at every stage of the relationship cycle.



- Understand Problem/Opportunity
- Gain commitment to change
- Learn about approaches

- Define Requirements
- Identify Possible solutions
- Build Business Case

- Compare Alternatives
- Make Decision
- Acquire Solution Components

- Adopt and use solution
- Measure Success and Share results
- Participate in user groups and communities

Boost authority
by sharing knowledge

**Be warned of
having content
that delivers
little value**

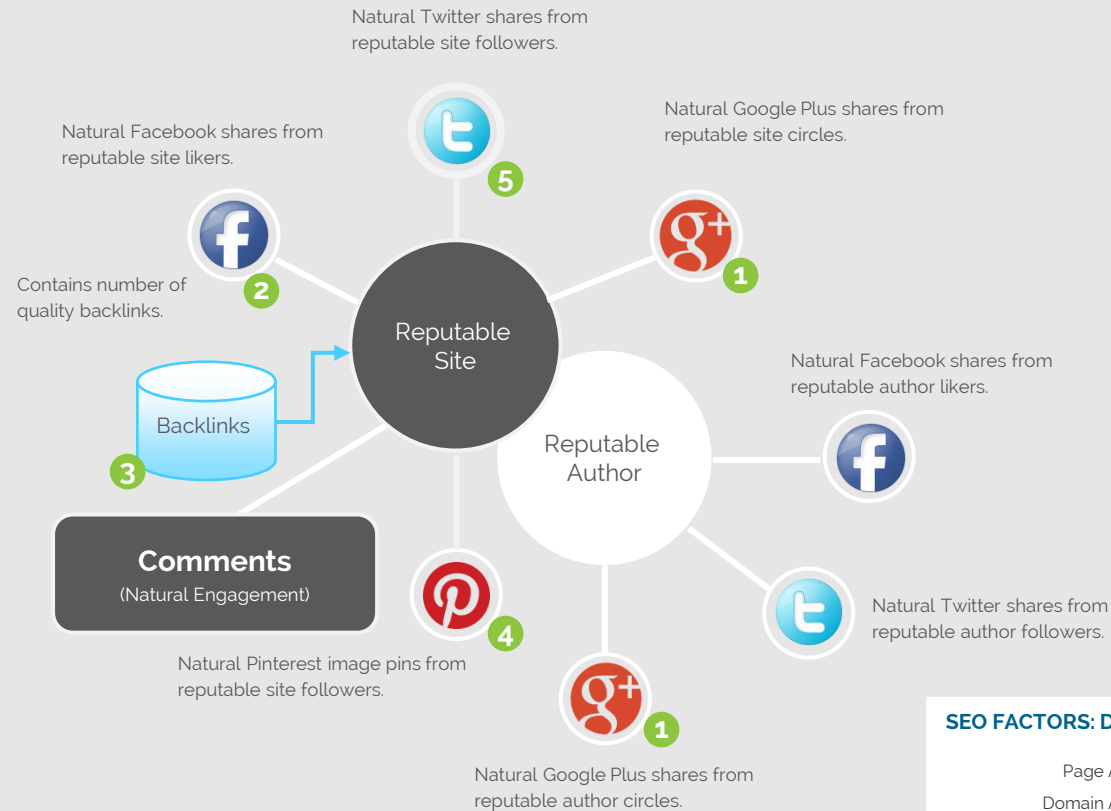


Engage & Attract Your Market

1. Research, Monitor and Listen for audience interests, your brand's 'social echo' and industry-wide sentiments that may be trending at any given time. We use Google Trends, PR Newswire, Twitter, Google+ and Facebook to identify strong content opportunities.
2. Create and Optimise for your audiences' preferences in content types and formats. We help deliver content in the right formats across different channels to maximise performance.
3. Identify & Target the right mix of big and small influencers to generate a viral effect around your content. We outreach via all major channels, allowing us to contact the right people at the right time.
4. Distribute and Reach to engage with your audiences wherever they are – be it digital, search, social, traditional or mobile channels. We help make sure that your brand is seen in the places your target audience congregates.



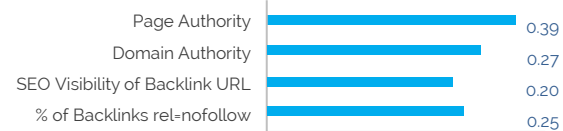
Multi-Channel Impact of Content Outreach



Gaining natural interactivity is the factor that the Google Algorithm wants to see. Having all aspects on left covered completes your Off-Page campaign having covered the following items:

- 1 Publishing content on reputable websites with great SEO
- 2 High engagement article, where people will talk about the topic
- 3 Leveraging reputable authors that Google loves
- 4 Related and Natural Social Media Shares from Site and Author followers
- 5 Instant reviews of your website via comment boxes, which are very helpful for your brand awareness
- 6 Natural flow of various link types

SEO FACTORS: DIRECT BACKLINK IMPACT

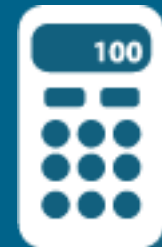


How We Measure Success

- ✓ All Organic Traffic to Site
- ✓ Organic Traffic to Target Landing Pages
- ✓ Time On Site/Landing Page
- ✓ Bounce Rate On Site/Landing Page
- ✓ Conversions/Goals
- ✓ Ecommerce Transactions/Yields



Measurable &
Scalable ROI



Digital
SEARCH



Clean existing issues & plan your course

SEO Audit £550

Identify existing problems that may be preventing your website from achieving it's potential

Technical Recommendations £495

Documented & tailor-made technical recommendations that will make your site fit for purpose

Keyword Research £220

Mining for opportunities that will allow us to help optimise and plan content development

Backlink Audit £1 per domain

Manual audit of backlinks pointing to your domain

Suspicious Link Removal £0.50 per domain

Contact publishers to organise removal, prepare & submit a Disavow file



Creative Content

High Engagement Blog Content

500 Word highly engaging blog post	£40
1000 Word highly engaging blog post	£80
Evergreen Resources (Lists, Guides etc.)	£150

Optimised Website Content

300 Optimised Website Content	£60
500 Optimised Website Content	£80
1000 Optimised Website Content	£140

Visual & Creative Design (Sticky Content On Tap!)

Mini Infographic	£65
Large Infographic Design	£300



Outreach Trial Options

Start-Up £1,000

At least 4 powerful links per month
(Social Outreach Included)

SME £2,000

At least 9 powerful links per month
(Social Outreach Included)

Authority £4,000

At least 19 powerful links per month
(Social Outreach Included)

Decide your ambition, then pick a plan that suits you





See you at **the top!**

Digital
SEARCH