

## Internet Marketing Newsletter

Edition 8, June 2011

### Fact or Fiction...?

As a business person, you might have asked yourself that question, especially at the time when you were just starting to understand the potential of SEO and online marketing.

Moreover, because knowledge is power, there's no better way to really know about something other than to experience it and see the results for yourself!

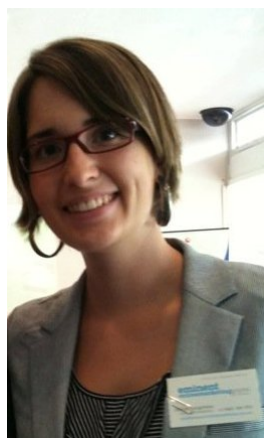
But how do you know when you talk to a sales person, or receive a direct mail letter, whether these SEO and online marketing service providers are promising you the world or are being realistic?

It's a decision you have to make for yourself, and to help you along, we've picked up some controversial topics for this month's newsletter.

We hope the different points of view highlighted in this newsletter will add more knowledge to your understanding about SEO and online marketing.

Kind Regards,

Janna Jungclaus  
& the Eminent Online Marketing Team



### News

The Eminent Online Marketing Team is continuing to grow and we now welcome on board our newest team member Veronica.

Veronica is a specialist SEO writer and is responsible for writing all the great articles and press releases that promote our clients websites all over the internet.

### SEO Gossip

There has been a lot of recent discussion in the SEO community whether active readership of online newsletters has an effect on your Google rankings.

Google's Matt Cutts has officially denied that this is the case and neither we, nor any of our colleagues in the SEO community have seen any evidence that supports this claim.

## Do 50% of SEO and PPC Campaigns Fail?!

A recent article by the US based online magazine searchengineland.com claimed that 50% of SEO and PPC engagements fail.

That is a horrifying statistic for anyone providing services in the industry – it gives the industry as a whole a bad reputation as being simply money-focused and not working to achieve client outcomes.

It is also horrifying for anyone wanting to start an SEO or PPC campaign for their business. Without a doubt questions will arise: Should we even start a campaign, knowing that 50% don't even achieve their objectives? How we do know whether our chosen providers will achieve what they claim?

### Surprised?

Now that we've established that these statistics are horrifying – let's look at whether they are truly surprising.

Personally, I am would give it a clear: Yes and No.

On the one hand, it truly is surprising, because so many SEO and PPC sales people and marketers emphasize the point that their service creates a positive return on investment (ROI). They also love to advertise that all forms of marketing have a proven value that can be tracked from the point of engagement (search query, social media contact, etc) to the client's website, all the way through to the inquiry and the sale. And we, at Eminent Online Marketing, are no exception. In fact, many of our clients love our outcome focused approach on tracking their ROI.

On the other hand, it is not surprising, as anyone who has encountered a "shark" in our industry would know.

Many sales people have forgotten your name, as soon as your money is in their bank account, or, even worse, represent many people from the same industry, therefore creating such a big conflict of

interest, they can't promise any one of their clients the best return.

The truth is, many thousands of dollars have been spent on agencies that promise and don't deliver a return on investment– whether the outcomes were never agreed upon or simply unclear.

*Should we even start a campaign, knowing that 50% of campaigns don't even achieve their objectives?*

### How Come?

So how come this article claims that most online marketing campaigns fail?

The author of the article, Evan La Pointe, attributes this failure to client's inability to implement or follow through a campaign.

In my experience, it can often be difficult for a client to implement a strategy or policy that has been given to them. This could be due to a lack of stakeholders in the organization, so that ongoing implementation simply withers and dies off. Or it could simply be due to lack of tracking new business to the marketing campaign it originated from.

### Who's to Blame?

In my opinion the blame for failed SEO or PPC campaigns still lies on the service provider.

Companies that know their strategies are likely to fail once the support is removed should change their strategy. They are giving their clients a disservice by asking them to walk before they can crawl. Knowing that a campaign will fail is like selling a car that won't drive.

That's why we believe in ongoing support for our clients. Honesty and integrity are high in our list of values and we'd rather quote a bigger project that works than selling a smaller project that is doomed to fail.

We still believe in focusing on a positive ROI and setting mutually agreed upon key performance indicators (KPIs). Our point of difference is that we will continue to test, track and monitor a campaign until the desired results are achieved.

It's simple; the relationship with our clients doesn't stop when the money is exchanged. It is only the beginning of a journey together that focuses on mutually beneficial outcomes and win-win situations.



## Do I need to pay for monthly SEO?

A question that comes up with nearly everyone interested in SEO is this:

“Do we need to pay for monthly SEO?”

Again, the answer is yes and no.

Firstly, it's important to understand how many business owners are actually using SEO for their websites. A recent European survey revealed that SEO was the most common form of internet marketing in the retail sector, with over 73% of the surveyed companies using SEO and over 20% planning to use SEO in the future. That's over 90% in total!

Given that Australian businesses are not quite as fast in the take up of SEO, and that other industries are not as marketing focused as retail, we can still say without a doubt that the popularity of SEO is increasing and more business owners are taking it up.

Why is that important? Because the more SEO your competitors do, the more you will need to do to keep up.

But before we get into details on the “race to the top”, let's go back to basics for a moment:

Your SEO program is like a car or building. You can't just leave it unattended and still expect it to be functional. It needs ongoing maintenance. Indeed, in the same way that most cars need to be repaired and maintained, your SEO campaign needs to be maintained as well.

### Background Statistics

According to a recent European study surveying online marketing in the retail sector, search engine optimization (SEO) and search engine marketing (SEM) are the most popular elements of the online marketing mix for those involved in retail.

73.2% of the questioned companies are using SEO, 72.4% are using SEM, while 20.1% are planning to use SEO in the future and 13.3% are planning to use SEM.

71.2% of respondents are carrying out marketing via email and 17.4%, more companies are planning the use of email marketing than SEM.

The most robust growth in planned marketing use is recorded by customer opinion tools (27.4%), mobile marketing (27.1%) and affiliate marketing (25.1%).

Social networks surprisingly only make it to fourth position. However, 24.2% plan the use of Facebook in their marketing. Approximately half (47.2%) already use Facebook.

Source: Artegi Study

[http://www.artegic.net/eCRM/artegic-ECRM-EN/News\\_artegic.und.ECC.Studie.zu.Online-Dialogmarketing.im.Retail.EN\\_d0-33m.html](http://www.artegic.net/eCRM/artegic-ECRM-EN/News_artegic.und.ECC.Studie.zu.Online-Dialogmarketing.im.Retail.EN_d0-33m.html)

It is obvious that the World Wide Web is a dynamic place. Thousands of new websites appear and disappear every day. New social media sites are popping up left, right and centre. And of course the big search engines, are changing their *search algorithm* (the way they determine website rankings) on a regular basis. That is why you cannot expect your SEO campaign to deliver ongoing results without maintenance.

There are many other advantages to choosing a monthly SEO maintenance contract:

- Your SEO campaign continues to be optimized for the terms that deliver the most return for your business
- Your campaign is monitored and the results presented to you on a monthly basis.
- You have an expert consultant in your corner that can help and advise you on all new trends in online marketing.

Now, let's go back to the idea of competition and the "race to the top". The more SEO effort your competitors put in, the more you will have to put in to compete with them for the top spot.

That said, a savvy SEO campaign will target the keywords that will deliver the best result in the quickest way possible – sometimes that means not going after the most competitive keywords. Because outspending your competition does not mean you are guaranteed a profit.

So why do we say the answer is yes AND no?

Well, there are some practices that occur in the SEO and online marketing industries that we don't agree with. The include:

- Compulsory long-term contract (24 months and more)
- Up front payment of long-term contracts
- No exit clauses

If your SEO contract includes any of the above, you should reconsider whether you have found the best provider.

While it is true that it may take as long as 24 months to get high ranking results for competitive keywords, the client's ability to choose their desired term of contract should still be prioritized.

Any of the above are warning signs that your SEO provider is looking for cash flow, rather than setting up to deliver the best results for your business.

In line with our beliefs that SEO campaigns should suit the clients' needs as well as the nature of SEO projects, we work on the basis of a 4 month initial project, with an honest recommendation where an ongoing maintenance contract is required.

Depending on the industry you're in and the amount of SEO your competitors are doing, there may be more or less maintenance required.

## Tip of the Month

Facebook Likes have a direct effect on your search engine rankings, with each Like being said to have more impact than 10+ links.

So add Facebook Like buttons to your websites and encourage your readers, colleagues, team members, and friends to share your message on Facebook.

## Success Story of the Month

PureWellbeing is a therapeutic massage practice based in the Sydney CBD and Eastern Suburbs (Woollahra). Wanting to make the most out of their marketing budget, PureWellbeing decided to invest in an SEO strategy to increase their visibility to new potential clients.

While other marketing methods provided immediate returns with low margin, SEO focused on promoting Purewellbeing to its ideal target audience by focusing on special occasion gift vouchers, seasonal need for massage and specific target audiences for services such as sports and pregnancy massage.

The SEO campaign targeted 12 keywords and has achieved more than 50 top 5 rankings in various search engines including Google. Daily visitor numbers have nearly doubled in the last four months and results can be seen in new bookings and increased sales of gift vouchers.

*“Janna is an amazing professional who has added value to my business since the commencement of our working relationship. Her approach to her work is highly innovative with a real dedication and commitment to understanding my business and achieving outstanding results. I would highly*

*recommend working with Janna”.*



Chontelle Stevens, PureWellbeing Massage  
[www.purewellbeing.com.au](http://www.purewellbeing.com.au)

### Up and coming!

We have a lot of surprises ready for you – Eminent Online Marketing is changing!

Not only is our team growing, we are having face-lift as well – it won't be long until the *NEW* Eminent Online Marketing is revealed!

### You choose!

So, what is fact and what is fiction? The best way to know is to have a trusted advisor within your team. Besides, by simply reading this monthly newsletter, you already have a good resource to make up our own mind.

We at Eminent Online Marketing are grateful for the lively and continuous feedback we receive for this newsletter and our articles. And of course, if you know anyone who you feel would benefit from receiving this newsletter, please feel free to pass on your copy or send them to our [Facebook Page](#) or [Website](#) to download the pdf version.

*Yours,*  
Janna Jungclaus  
Eminent Online Marketing  
<http://www.eminentonlinemarketing.com.au>  
[janna@eminentonlinemarketing.com.au](mailto:janna@eminentonlinemarketing.com.au)  
Ph: 02 8580 4836