

HOW TO GET IT RIGHT ON GOOGLE

PREPARED BY MARKETISE UK LTD



Read, learn and understand how to combine “The 3 Elements” of Google so you can dominate the search results pages for your chosen keyword search phrases

Success On Google.

How to get it right by working with Marketise UK.

By Neil Stewart, [Marketise UK](#)

So, you're a small to medium size business, you want to promote your company on Google and you're thinking that Marketise UK is the company to help you do it. First off, good choice! We're about to well and truly open your eyes to what Google can do for your business when the right strategy is adopted and implemented.

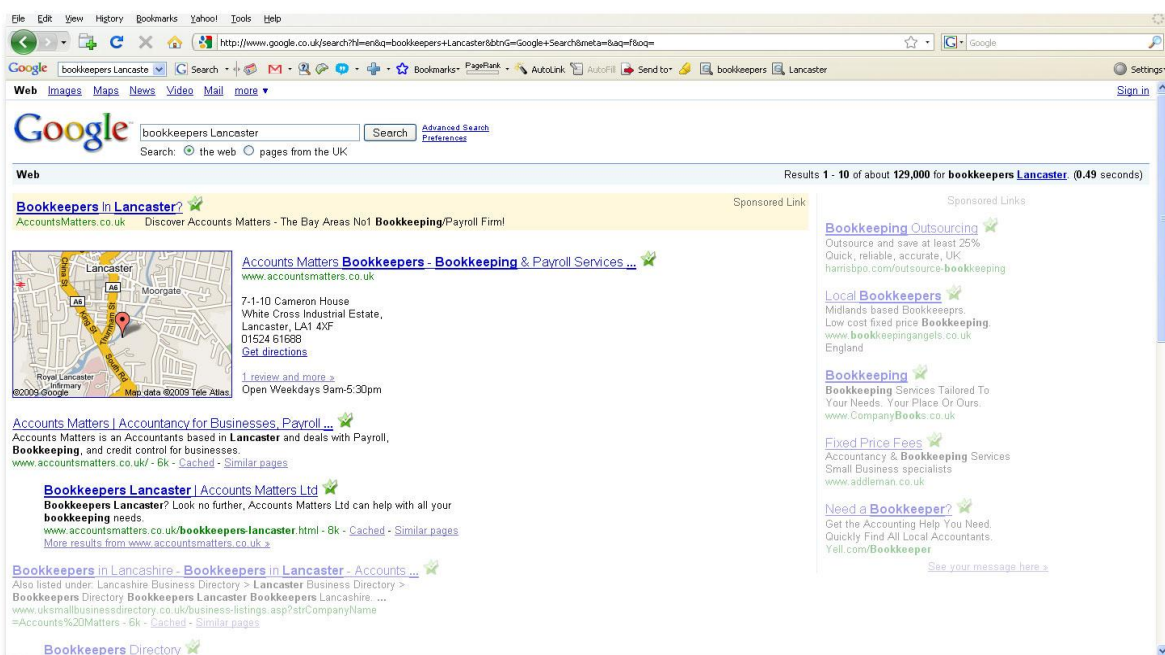
The purpose of this document is to give you an overall degree of understanding sufficient for you to follow what we do and the recommendations that we give you. As a Marketise client we will now look after your Google exposure via our paid services and our free advice, but it's important that you understand how combining the 3 different services we offer is the only way to deliver the Google success we know you're looking for.

And don't worry, that's not a thinly veiled attempt at charging you for 3 different services!

By way of explanation I'll assume your Google knowledge is close to zero and hold your hand for a second and guide you through what's what in Googleworld. Bear with me, read on and by the end of this document all will become abundantly clear...

Understanding a Google search results page

First, go to www.google.co.uk right now and run a search for "bookkeepers Lancaster" and keep that window open because you'll be flitting between it and this document. The idea here is to show you how a Google results page is put together, so you can better understand what we do to promote your website. The Google results page should look like this –



See how Google generates a map at the top of the first page? Our client – Accounts Matters - is the only firm listed and this high profile has been achieved via an optimized Google Map listing provided by Marketise UK (they also have the top slot for “bookkeeping Lancaster”)

Google generates a map like this to appear every time you run a search that includes a town or city name, so a high listing here is incredibly powerful for any business that has any degree of localised customer base.

Below the map on the left hand side is a list of website addresses and brief information – these are the natural listings (or “organic listings” as they’re also known) and Google ranks websites by how relevant it feels they are to the search term being queried. The art of making your website as Google-friendly as possible so that it gets ranked high for what you want to be found under is called Search Engine Optimization (SEO).

A top 3 result in Google’s natural listings is considered The Holy Grail of website marketing – particularly for search terms (known as “keywords”) that *don’t* trigger a Google Map to appear - in which case the natural listings start at the top of the page.

Over to the right of the screen (and sometimes also at the very top of the page in a tinted panel) are Google adverts listed under “Sponsored Links”. These adverts are known as pay-per-click (PPC) ads and are found on Google, Yahoo, MSN and a myriad of others.

The Google PPC program is called Adwords and, done correctly, it is by far the quickest, cheapest and most powerful way to deliver a hard-hitting promotional message. As a flag waving exercise for corporate type adverts it’s not so good, but for shifting products, generating enquiries and getting bums on seats then it’s pure marketing dynamite. Why? Because the advert only appears when a desired keyword search phrase is entered into Google.

A shoe seller may choose “ladies shoes” as a keyword to trigger their advert, a solicitor may choose “wills” to trigger theirs. Get the idea? It doesn’t get any more laser focused than that!

Putting “The 3 Elements” together

So now you can see how Google makes up the content for the search results pages that it serves you – Google Map (for localised searches), natural listings and pay-per-click adverts. Or as we like to call them, The 3 Elements.

People interact with Google in each of these 3 different ways – some will ignore anything they perceive to be whatsoever to do with advertising and will only search Google Maps and natural listings, others will simply digest the first piece of relevant information they see on the page and respond to it - and that could be a Google Map, a clever PPC advert or a well written title in a high ranked natural listing - while commercial animals like me tend to only search PPC adverts. Why...? Because I think it’s highly unlikely that other commercial animals will waste their money advertising something irrelevant to what I’m searching for, so in my case I always feel I get more accurate results searching adverts.

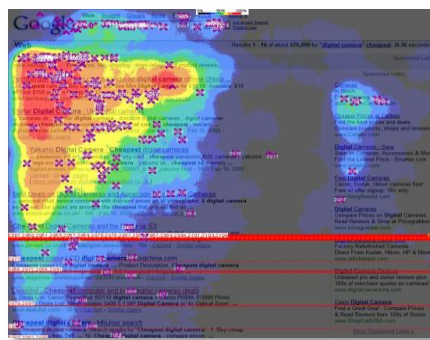
Understand and get your head around the fact that people don’t just search Google natural listings, or adverts, or maps - people use all of them in differing ways to locate the information, products and services that they want.

So, the way to succeed right now is to make sure that your website can be found regardless of how somebody is interacting with Google.

And that little statement right there is missed by 95% of the businesses we come across, which means 95% of your competitors haven't got their Google strategy correct (even if they actually have one). Thankfully for you, you're reading this document which means you've already taken a significant step towards getting it right and succeeding on Google.

Does all that make sense to you now?

Well, to reinforce the point take a look at the picture below - this is a heat map provided by Google. See the hot areas at the top? That's where the human eye focuses most and is the area we like to call The Golden Triangle - this is where your website has to be via Maps, SEO or PPC (ideally all 3).



Google 3 Element Nirvana courtesy of Marketise UK

OK, now you've got an understanding of how it works, why the 3 elements are so important individually and so incredibly powerful when worked in combination, let's briefly recap in a simple fashion and then move on to our different services and what you can expect from us.

- ❖ MAP - using a high Google Map listing to promote your services/products to all localised searches relevant to your business.
- ❖ SEO - making sure your website is as Google-friendly as possible for the keywords that you want to be ranked highly for in Google's natural listings.
- ❖ PPC – a hard-hitting pay-per-click campaign that delivers your promotional message from a high Google position and get's your phone and Inbox buzzing with enquiries.

Google Maps

We can have your Google Map listing written, optimized and live within 48 hours of talking to you.

Our costs are simple and transparent - £75 set up fee and then just £25 per month to maintain your map listing and give you on-going advice on how to work it even harder (for example, you can place "tokens" on your Google Map listing tied to a "free delivery" or "10% off" promotion to really drive customers to your site).

Google Maps are by far the easiest way to promote your website to your local search audience and remember this - 95% of your local competitors won't be doing them correctly.

For just £375 for 12 months coverage, you will be. That's 12 months at the top of Google for local searches for your products/services for just £375...!!

What can you expect from Marketise UK? A well written Google Map listing that ranks high for several of your local search phrases and shows your company in the best light at all times. We will also give you on-going advice to show you how User Reviews and Promotion Tokens can be harnessed to drive even more local traffic to your website.

Click [here](#) to email us confirmation that you would like us to arrange your Google Map listing for you

SEO

In return for you using our PPC advertising and Google Map creation services we'll provide you with all the SEO advice you're ever likely to need free of charge for as long as you're a paying advertising client of ours.

If you run your own website then you'll find our advice easy to understand and implement and the results will flat out astonish you. If you outsource to a web designer then put us in touch with them and we'll make sure they're doing the right things (don't ever assume all web designers understand how to build Google friendly websites).

We don't provide paid SEO services and never will because results cannot ever be guaranteed (only Google can guarantee what happens on Google) and being an ethical company if we can't guarantee what we do then we'd rather not offer it at all.

However, we do have a wealth of proven knowledge and best-practice info that we're happy to share and it's on this basis that our advice is freely given to our clients.

What can you expect from Marketise UK? Well, for starters we'll show you the exact same technique we use to rank No 2 and No 3 on Google against 250 million other web pages. Yep, you read that correctly – 250,000,000 other web pages all out-ranked on Google by pages we created using a very straight forward “best practice” approach. And the No 4 listing was achieved with a website that only has 3 pages.

The advice that we give you will always be accurate, will always be up to date and will always be ethical. Plus, it's worth quite literally thousands - we regularly hear stories of SEO companies charging upwards of £1500 to optimize a website.

Now you don't need to pay anyone. Save your money (if you've already trodden the SEO path, you'll know what I mean). You just need to act on the free advice that Marketise UK gives you.

PPC Advertising

Let's be open about it, at Marketise UK we generate our profits through running Google PPC campaigns for our clients – we're one of the UK's few true click-brokers and we pay Google directly for your traffic and then sell it on to you. However, our PPC advertising comes with a very big difference that only 8 years of Google Adwords experience can bring.

With Google PPC there are no short-cuts whatsoever to a successful advertising campaign. The only way to ensure that we can buy your PPC traffic as economically as possible is by setting up your campaign in an extremely detailed and thorough way to start with.

But nailing the costs is just part of what we do. We also manage your adverts so that we always maintain them in a top 3 position within The Golden Triangle. But again, that's just part of it...

You can nail your costs, run your adverts high, but if the advert isn't speaking the right language to its audience then you won't make the returns you want. So, our service includes writing your advert copy in a hard-hitting way that really grabs attention. Sometimes we employ humour, sometimes name dropping, sometimes blatant shock. Are our adverts subtle? No, hardly. Do they work and get the clicks? Oh yes!

Our adverts are amongst the top performing on Google and have been for years and our copywriting is probably what we're best known for.

There's a lot of work for us at the outset of a new campaign because of the precise way that we do things, however the result of that is you receive a dynamite Google PPC strategy that yields orders, gets enquiries and makes your phone ring – and it's that level of campaign performance that will keep you coming back to us.

What can you expect from Marketise UK? A professionally run Google PPC advertising campaign that delivers your promotional message in a hard-hitting fashion, that stays within your monthly budget and delivers a healthy Return On Investment (ROI).

You'll also receive weekly spreadsheet reports that detail your campaign activity and show you where it's been working well and where it may need attention. We stay in weekly contact with you, discuss the report and action any changes needed on the same day that we speak.

We don't use any bid-management software to manage our Google campaigns; we prefer to run them manually as we have yet to find any software solution that truly works accurately. In our experience, a campaign managed via automated software tends to lead to a lazy campaign and we'd rather not tread that road. So we keep your campaign fresh and sharp ourselves manually.

Click [here](#) to read our website info on precisely how Google PPC advertising works, how it's best used and how much you can realistically expect it to cost (our packages start from just £250 per month)

Summary

This document is about as close as it's possible to get to a belt and braces Google marketing strategy and it shows you that, done correctly, combining The 3 Elements means you can dominate the Google search results page for whatever keyword search you want to be found by.

In addition to explaining our services it is, in effect, the blue print to Google success for any small to medium size business and I sincerely hope that you've found the contents both useful and informative.

Our approach is totally unique and we believe, very fair. You use Marketise UK for our 2 paid services and we reward you for that by giving you free SEO advice that's proven in the real world.

To get going on the road to Google 3 Element Nirvana just [email](#) us, call 0844 448 0444 or visit www.marketise.net and you'll soon discover why - to our clients - we're their best kept secret!