

# Integrated Search White Paper

## How to increase your website traffic & leads



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## Introduction

### Search has evolved

It's been almost two decades since the first online search was performed in 1991<sup>1</sup> and a lot has changed.

Back then, all you needed to do was repeat your keywords throughout your meta data and your website would be at the very top of the organic results. But it soon became abused by unscrupulous SEOs and the search engines began to place less importance on it.

Twenty years later, meta titles still remain crucial to your search engine placement, yet meta keywords have been dropped from significance altogether and it looks as if meta descriptions may follow in the same fate with the latest Google "Orion" update.

As the search engines decide to improve their service to provide more relevant results for their users or encourage greater investment in their pay per click services, one thing is certain, search will continue to evolve.

### The future of search

Now in 2009, as we fast approach the next decade, we're coming into the third age of the web – some call it web 3.0. What role will search play in a more sophisticated, semantic web? What will searches look like? Are keyword rankings even important anymore with developments such as universal search and Google Wonder Wheel? If not, then how can successes in search be measured?

No longer the poor relation, search has come of age and is now receiving the lion's share of marketing investment. However the continued investment in this highly accountable medium has led to even fiercer competition. Merely adding traditional SEO tactics to the end of a website build, is no longer enough to see your website on the 1<sup>st</sup> page of the results.

### Are rankings dead?

The ultimate goals for an organisation are usually to increase brand awareness and drive conversions, whether that be leads or online sales. Surprisingly, that may not necessarily mean occupying the no. 1 spot in search engines. Fortunately, by embedding search deep within the marketing strategy, integrated search has proven its ability to maximise ROI across the entire marketing mix.

This white paper provides a practical framework to enable marketers, PRs and web professionals to integrate online and even offline activities through search-led strategies, reducing costs and driving new revenue from all channels. Ultimately, integrated search can add value to an organisation's existing advertising, PR, branding, email marketing, online PR, social media, market research and affiliate marketing campaigns.

The results of implementing integrated search speak for themselves with a range of case study examples from the retail, publishing & B2B sectors all seeing significant increases in traffic and leads, whilst achieving prestigious top 3 keyword rankings in record time.

However, to take full advantage of integrated search, it's essential that you get the SEO basics right first. A quick SEO health check is the best place to start.

Source: <http://www.leidenuniv.nl/letteren/internethistory/index.php3-c=7.htm> from an original Search Engine Watch article published September 2001.

## 8 Principles of SEO Hygiene

These principles incorporate the basics of SEO and can be used as a checklist to assess a website's search engine optimisation needs or "search engine optimisation health". If any gaps are identified these should be resolved before embarking on an advanced search engine optimisation strategy such as integrated search.

### 1. Findability

Are the keywords you want to appear in the search engine results pages present in:

- Meta titles
- Meta descriptions
- Domain names
- Folder names
- URLs
- Headers
- Content
- Internal linking
- Back linking

### 2. Indexability

Is your website suffering from any of these technical issues?

- No HTML/XML sitemap
- Duplicate content (canonicalization)
- Geographical location of server is not based where your customers are searching
- Black listing status of your hosting / linking partners
- Domain name suffix does not match the location of your customers
- Excessive JavaScript code (also see accessibility)
- Non-branded 404 page errors
- 302 redirects
- No search engine robots commands (accidentally left in from a testing phase)

### 3. Accessibility

Does your website comply with the Disability Discrimination Act (2005)?

- Alt tags with brief descriptions of images and content
- Lists that appear to be navigation should have a title preceding it
- Use transcripts for Video and Flash and ensure it can be paused
- Don't load audio automatically and ensure it can be paused
- Workable navigation when images are turned off (not all browsers are image capable)
- Cross browser compatibility (including screen readers)
- Expandable screen resolutions (no horizontal scrolling occurring)
- Use CSS for presentation (split into 3 layers - markup - presentation – functionality)
- Mobile access (what does your site look like on a mobile)

### 4. Usability

Have all users' needs been considered throughout the website design phase?

- Persona development
- User Centred Design
- User Experience Design
- Information architecture
- Taxonomy
- Layout
- Fonts
- Multi-media

## 5. Sharability

Are your visitors able to share and return to your content easily?

- Add to favourites
- Send to a friend functions
- Social bookmarking functions (e.g. ShareThis button)
- Twitter feed
- RSS feeds
- Widgets (to add your content to their website without any web development knowledge)
- APIs (to create mashups of your website content with theirs)

## 6. Linkability

Is your content link worthy?

- Unique
- Valuable to your ideal visitors
- Expert on a particular subject
- Entertaining
- Updated regularly
- Objective
- Extensive with all resources in one place

## 7. Convertibility

What do you want your visitors to do next?

- Buy online
- Phone
- Email
- Subscribe by email
- Subscribe via RSS
- Follow on Twitter
- Post on their blog
- Share
- Link to your site
- Start a live chat
- Send a call back request
- Download a brochure
- Learn more
- Visit other pages

## 8. Trackability

How can you extract more value from your website?

- Track everything with website analytics
- Click path analysis (which paths are your visitors following)
- Bounce rates (which pages have the highest/lowest)
- Goal conversions e.g. Sign-ups / sales
- Ensure offline conversions are tracked as well
- Cross reference with email analytics and phone tracking software
- Test best performing page variations e.g. Using Google Website Optimiser

## The transition from SEO safety to total online wellbeing



### Basic SEO delivers a basic level of SEO safety

Chances are that this white paper has reached you, just as you've launched your shiny new website, without having incorporated all the elements of SEO hygiene. Now, whilst the 8 principles are essential for your natural search health, on their own they will only deliver a basic level of SEO safety.

### A well balanced approach is essential

Your website architecture is just half the battle to winning those coveted positions in the search results. You will still be open to attack from competitors with an aggressive content development and link building strategy. This is because the search engines use a variety of elements to decide on the relevance of your website for the search performed. When competing for prominent positions for highly competitive keywords, just optimising your own website is simply not enough.

To move to true search success and total online wellbeing, you will need to balance both your onsite reputation with your offsite reputation.

### The benefits of link building

Now whilst it's extremely difficult to shift your website to the 1<sup>st</sup> page of Google using link building (offsite tactics) alone, it's still possible. The famous example that is always used to illustrate how important optimising offsite links are to SEO, is when you search for "click here", you'll find the Adobe Reader download page. This is because any website with PDFs usually has links to this page in case their visitors don't already have the software and the anchor text used tends to be "click here".

## How to get more links

Traditional link building approaches include a variety of different methods. A popular tactic is finding relevant websites and contacting the webmaster to ask for a link, preferably with them using the anchor text of the keyword being optimised for. Like traditional direct mail, this approach doesn't tend to have a very high conversion rate, so when you may need to contact 100 webmasters to only get a handful of links it can be quite time consuming. More recently link building has started to utilise article writing as a way of generating more efficient links through syndication and blogger collaboration.

For brands that are looking to not only drive traffic, but new business from their online channels, these methods can go further.

## A holistic marketing strategy

Rather than separating the different elements of the search mix into link building, onsite content production, article writing, content syndication, directory submissions and paid search, integrated search combines them into one, holistic strategy.

In these tough economic times, when every pound is scrutinised and marketing is becoming more accountable, integrated search can reduce paid search spend whilst providing insights to fuel further marketing decision making. But integrated search has the ability to deliver more than just an efficient use of the search marketing budget.

Integrated search strategy can also improve the effectiveness of the total marketing activity by supporting campaigns including online PR, social media marketing, viral marketing, affiliate marketing, email marketing, PR and advertising.

If you've reached a plateau with what you can do to the architecture of your website, whether due to budgetary reasons or the constraints of your content management system (CMS) or you're just looking to develop your existing search strategy, an integrated search campaign should be your next port of call.

## So where do you start?

SiteVisibility has developed a number of models to help you create integrated search campaigns in no time at all.



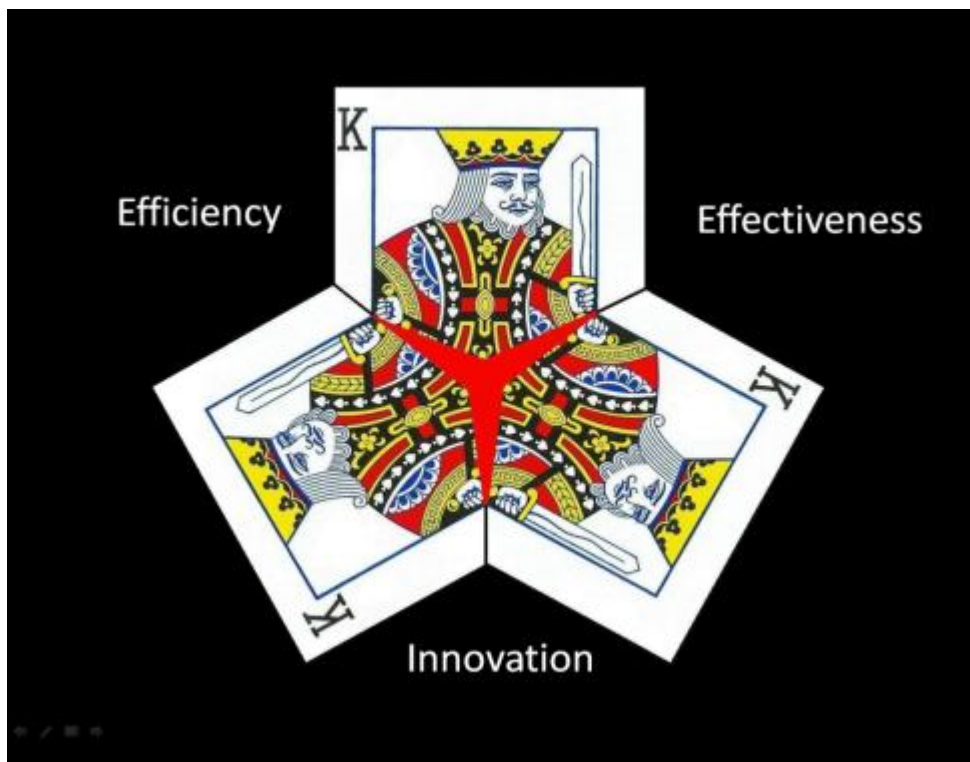
## How to implement integrated search

### It all starts with your business objectives

Integrated search builds on the foundations of the SEO basics. The next generation of search is more strategic. It can reduce your existing pay per click spend; whilst increasing your natural search rankings via creative link building and delivering increased levels of relevant traffic and conversions.

Even if you're using all 3 elements of the search mix already, you may find that you have disparate strategies that aren't working together as well as you'd like. Integrated search combines seo, ppc and social media search into one powerful campaign with your objectives firmly at its heart. It's a horizontal rather than vertical approach that can be tailored to the precise needs of your organisation.

### The 3 kings of objectives



### Why integrated search works

Adding quality onsite content to an optimised website helps to develop both your website's offsite and onsite reputation. The first benefit of having valuable content on your site is that it drives more visitors to your website via search engines.

Once on your site, if the visitor finds your content helpful, this will build an impression of your brand, whilst encouraging the visitor to help promote your website by linking to and sharing your site with others like them. The second benefit is that by generating links back to your website, not only does this help to drive relevant referral traffic, but if the link uses your keywords in the anchor text this will also support your website in appearing higher in the search results for those particular keywords.

The more quality onsite content your website has, the greater the ease in which you'll build your offsite reputation. The third and ultimate benefit of this is that your website will be seen as more authoritative than your competitors and will be placed higher in search engine results for more searches, more often, leading to more relevant traffic and subsequent conversions, all of the time.

## What's your main objective?

### Innovation

Do you want to increase conversions by using insights creatively across the entire marketing mix?

Cure for...  
Increased targets

### Efficiency

Do you want to improve ROI by reducing pay per click spend and driving cheaper traffic?

Cure for...  
Reduced budgets

### Effectiveness

Do you want to maximise revenue in the quickest possible time?

Cure for...  
Reduced resources

The right integrated search model for you is...



THEME



Go to:  
Page 10



KOALA



Go to:  
Page 14



CAPER



Go to:  
Page 18

## Integrated Search Model #1: THEME



Tribes

Hook

Engaging content

Marketing

Evaluation

### Good for:

- Organisations needing to appeal to different target markets
- Organisations looking to drive conversions and sales
- Organisations without a great depth of content
- Organisations looking to increase traffic
- Organisations looking to attract links

## Tribes

The first stage is to identify who your tribes are, a term first coined by Marketing God, Seth Godin, in his book Tribes. This is a bit like identifying your publics or stakeholders in PR. They are most likely to be the different segments of your target market, but they may also be non-customer groups like social media groups and industry websites (see the integrated search model CAPER for more information).

Once you have segmented your markets, you need to build up a three dimensional picture of each group and the key theme connecting them. This is most likely to be based on their main interest. For example a folding table company's tribes may consist of "schools", "scout groups" and "campers".

Think about what types of media each group gets exposed to. What media are they participating in? What media are they creating? Where do they spend their time? What brands do they love/hate? What would happen if you were to spend a day in their lives? What brands, books, TV, websites, magazines, associations, lifestyle groups, social networks, blogs, papers, circles of friends, employer notice boards / intranets, forums, businesses and people do they connect with? Which do they trust?

Now, you understand the differences between each tribe, you'll see that they're likely to use different keywords to search for the same product:

e.g. "Folding school furniture", "Folding tables", "camping tables"

Therefore it is imperative that your content is segmented in this way to ensure each tribe's search is optimised for. Otherwise you won't receive the visits. Due to its immediate nature, PPC is an excellent way of appearing quickly in the search results for "tribe level terms", as well as "product level" and "category level" terms.

Use existing customer research to fill in the gaps. If you've used the Usability Principle from the SEO Hygiene Chapter to create personas for your website, you will find these very useful to understand the needs and behaviour of your ideal visitors. What brands they may be searching for, which websites they will go to for advice, what other products they buy that relate to your product but are not a direct competitor. For example, "campers" will also be searching for "tents"; could participate on festival forums or could be members of a Caravan Club.

## Hook

What key benefit can you offer to this specific group that they're going to be interested in? The purpose of this step is to develop a proposition that can be applied across different online channels including natural SEO and PPC, plus social media, online PR, viral and email marketing initiatives. This may or may not be a sales message, although it's far more likely to succeed if it's not selling anything but offering a genuine benefit to that group, unless your differentiator is price, then "cheap" and "free" are very powerful words to include.

What problems are each group trying to resolve, what solutions are they looking for to help them? You need to cut through the clutter.

The best place to start is to work out what the no. 1 most important benefit is to each segment. What are the potential angles, the hooks? What is the one proposition that they couldn't refuse? What would they be actively surfing for? What question would they ask their Twitter network? What question would they post on Yahoo Answers? What is the ultimate reason the tribe would choose the service/product? The answer is normally the most obvious.

So for our "campers" tribe, "lightweight" is likely to be the killer hook, where as for "schools", "robust" is likely to be more important as they will be buying lots of tables, which will have a lot of use and need to support a lot of students across the long term. The "lightweight" proposition may lead them to think the product is flimsy, not the message that is going to secure a purchase from this market.

## Engaging Content

Once you know what kind of offer is going to be of interest to your tribes, the 3rd step is all about creating a great piece of content that encapsulates the idea.

The content might be a blog post, podcast, survey, press release, article, widget, video, special offer, event, e-book, white paper, guide, tool, calculator, game, giveaway, resource centre or simply a new page on your website.

The content should be optimised for your relevant top keywords for natural search purposes and be designed for sharing and bookmarking, with the ultimate goals of generating traffic; back links and goal conversions. Look at the 8 Principles of SEO Hygiene for more information.

Put yourself in the shoes of each tribe and think if I were to get free access to a valuable piece of information, exclusive offer, useful tool or guide, what would I want more than anything else in the world?

If you get stuck, ask yourself how can you put a new spin on an old classic? Creating content, an event or a stunt is all about creating value. It could be in the form of a glossary, how-to videos, expert opinion, exclusive research, e-learning, top 10 guides, latest news, technical specification documents, online discount or even a webinar.

For our campers we might create a piece of content to help epitomise lightweight by producing a “Top 10 Lightest Camping Essentials You Can’t Live Without”. For our schools tribe, a “Bursar’s Guide to

Selecting School Supplies That Will Last” would be more appropriate. Always sanity check your ideas by asking how the audience will react to it. Will they link to it, share it, bookmark it, tweet it or blog about it? If you think the answer is yes then it’s all good, if it’s a no then let that idea go!

Integrated search takes SEO and then draws on the notions of traditional PR stunts, sales promotion and direct marketing and throws them into the mix with newer digital marketing ideas of link bait and viral marketing.

## Marketing (truly integrated)

This stage is crucial to the success of the campaign, once you’ve developed your content where’s the best place to promote it? You may decide to publish it to your website to attract natural search traffic and support this initially with a PPC campaign to attract a certain volume of traffic to jumpstart the social networking effect.

Alternatively the content might be more appropriate to syndicate to PR news wires; approach bloggers with or serialise in snippets via Twitter. Timing is everything and PPC, affiliate marketing and email marketing can be used to kick-start seasonal content offerings. Use the tribes stage, where you identified where each tribe is likely to be online, to decide how to promote it.

This stage is the ultimate in integrated marketing, use everything you have. Add content to the bottom of your email sign-offs; promote it on your homepage; ask appropriate affiliate partners to add a link to it; run paid search campaigns; tweet the link; use it as an incentive in your next email campaign; upload it on to key platforms your tribes can be found on; use it to build online banner ad campaigns with; reference it in your next blog post; mention it in your next press release or even write one especially for it.

## Evaluation

As with any marketing campaign, you’re going to need to find a way of assessing the success of your campaign. Choose a maximum of 1 or 2 key performance indicators (KPIs) for each campaign. In total the effects of your integrated campaign should be designed to deliver a mixture of different results including links in; subscriptions; traffic from search engines and referrers; goal conversions and sales.

Together, these different elements support an amplification effect to ultimately improve search engine positioning for your top keywords; help your website to appear in universal search results and improve your websites overall reputation, further driving more relevant traffic and goal conversions. All whilst supporting your other marketing spends. Using the THEME model is the self-fulfilling prophecy which promotes your online karma.



## THEME Case Study:

### The Organisation:

Environment in Business - a specialist B2B publication from Lexis Nexis.



### The problem:

Need to drive relevant traffic to drive increased magazine subscriptions.

### The solution:

**Tribes:** Two distinct audiences were identified as environmental managers and consultants. Their main needs were helping their companies or clients to be environmentally compliant. The magazine was full of topics that interested them.

**Hook:** "Stay ahead of your peers with the latest news on Environmental Management"

**Engaging content:** With all the rich content locked behind the paywall, a solution was required to help the audiences to try the content before taking out a subscription. A free blog was created written by leading journalists with snippets of the indepth coverage provided in each issue.

**Marketing:** Bloggers, directories and social networks that environmental managers would read and be interested in were researched. Key website owners were then contacted using SiteVisibility's proven methodology to tailor each request and a very good conversion rate from approach to securing a link was achieved. The top keywords were also used in the anchor text.

**Evaluation:** Measures were set up to monitor traffic, rankings and no. of links

### The Results:

- Traffic from natural search increased by 852% (Jan v May 2009)
- Rankings increased for "environment business" from position 7 to the lucrative no. 1 spot.
- The number of links and subsequent referring traffic also increased

## Integrated Search Model #2: KOALA



Keyword

Optimise

Actions

Link internally

Approach others

### Good for:

- Organisations wishing to increase their natural rankings of their top keywords
- Organisations with a search strategy already in place
- Organisations looking to reduce PPC spend

### Keyword

The first stage of this integrated search model is to perform a Keyword Gap Analysis. That means looking at your keyword list and identifying which keywords you're not currently ranking in the natural search results as well as you would like for.

If you're already running a PPC campaign, you can use this stage to assess what are your lucrative keywords driving the most sales or leads. Once you've identified your keyword gaps compared to those driving traffic from natural search, prioritise the ones that you feel are appropriate whether due to the cost of purchasing them or the potential traffic you're currently missing out on.

### Optimise

The second stage is to take your keyword and see if you have a page on your website which is optimised for this word. Use the Findability section in the SEO Hygiene Chapter as a checklist and determine what percentage of the list your keyword appears.

For example if your keyword is "folding tables", does it appear in that exact form in the following:

- Meta titles
- Meta descriptions
- Domain names
- Folder names
- URLs
- Headers
- Content
- Internal linking
- Back linking

If your answer is under 50%, then it's time to optimise that page some more. If you find you don't have a single page that is optimised for that keyword only, it's time to create a brand new page dedicated to that keyword. This page should be placed as high in the directory structure as possible, as the search engines place more importance on the pages the higher up in the structure they are.

e.g. <http://www.website.co.uk/folding-tables>

Creating an entire page of content around a keyword, can seem difficult at first and as the purpose of this page is to not only be optimised for search engines but to draw in visitors to your website, it's important you make sure your content is of the highest quality. The more time you spend on your content the harder it will work for you. I like to think of each content page of a website like a network of sales agents, each a specialist in their subject with their entire focus on pulling the customer in to the website or shop.

## Actions

This brings us nicely on to the third stage. What actions do you want the visitor to do next? Use the Convertibility Principle from the SEO Hygiene Chapter to help decide what call to action to add to your page of content. This process draws on traditional long copy direct marketing, so using some old school direct mail techniques like the acronym, AIDA (Attention, Interest, Desire, Action) can prove very useful.

So that's the visitors covered, but what about those hungry search engine spiders - what do you want them to do next? Spiders cannot follow graphics, they need text, so make sure there are text links to your deeper content pages to enable them to index the rest of your website. Watch out for more than 100 links per page, as they're known to get bored with more than this number of links (just like your visitors).

So your page's design and layout are just as important as the words you write. Get your design team involved when you're briefing the content page to ensure user experience design is considered for every new page. Plus is this page accessible with a screen reader? What happens to the page if your visitor is browsing via a mobile or a browser other than Internet Explorer or Firefox? Have a look at the Usability and Accessibility Principles in the SEO Hygiene Chapter for more information.

## Link internally

This stage is similar to the previous stage, but it's helping your other pages out. What keyword do you mention in your new page of optimised content that you already have a page of optimised content on? If the link doesn't draw away your visitors from the purpose of the page, add a hyperlink to that page from that keyword.

The anchor text that is used to link to a page is one of the most important factors that the search engines consider when assessing a page for the most relevant on a particular keyword. So if you have lots of links pointing to a page and the keyword in the link matches the keyword the page has been optimised for, the Google bot will compute that others agree that this page is about what it says it's about. External sites with a higher page rank than your site have the ultimate authority on this, but you're missing out by not linking your own pages internally.

Do you have any sister sites that could link to you in this way? The search engines place higher importance on links that are within editorial content rather than sneaked in at the bottom or in a list with lots of other links, so try and add your optimised links within the middle of the content. A word of caution, you don't need to add more than a couple of links per page; they should be relevant to the content and only add them at all if it doesn't detract from the goal of the page you're optimising for.

## Approach others

So you've added your uber-optimised page that your visitors and the search engine robots will agree is an authority on the subject. The final stage is to get out there and start promoting your content. The purpose of this stage is to approach and secure links to this page of content. Not only that, but ensuring the link added contains your keyword and preferably, only that keyword.

This stage can be very time consuming. It usually consists of an initial research phase to find appropriate linking partners, followed by an interaction stage where website owners, bloggers and social networking groups are approached.

Partners' content is assessed for search engine reputation (what's their Google Page Rank) and likelihood of the ability for them to publish a link.

A lot of links on blogs and forums use the "no follow" tag so search engines are disallowed from following the links to your site. In this instance, this means that spiders can't get to your content from their site and no search engine reputation value is transferred to your site. However it does mean that you will receive relevant traffic which may bookmark, share or buy from your site once they've clicked through.

Whilst volume of links is important, securing a link to your optimised page using the keyword it's been optimised for within the anchor text can jumpstart your SEO reputation and deliver your website to SEO paradise.





## KOALA Case Study:

### The Organisation:

Times Online

### The Problem:

Looking to take advantage of cheaper traffic to drive more cost effective page views.

### The Solution:

**Keyword:** Google Insights was used to confirm the keyword “redundancy” had an increasing number of organic searches.

**Optimise:** A major piece of content was produced and optimised for the keyword “redundancy” in the form of a “Redundancy Calculator Tool”. Resources for creating the content were minimised by getting an advertiser to sponsor the tool.

**Action:** A relevant call to action for the audience that would find this page of interest was placed in a prominent position on the page. This utilised the Times Online’s existing job search function.

**Link internally:** Once the newly optimised piece of content published links were added from other parts of the site discussing redundancy related news. The anchor text always included the word “redundancy”.

**Approach others:** Key bloggers and 3<sup>rd</sup> party websites already discussing the topic of redundancy were researched and approached. With a great tool that supported their commentary and added value to their readership, they were keen to link to the free tool with little persuasion.

### The Results:

- No. 1 in search results for “redundancy calculator”
- No. 3 for “redundancy”
- 7,543 links from websites with work related content
- Increased search and referrer traffic
- No longer needed to bid on the term for pay per click



## Integrated Search Model #3: CAPER



Content

Audience

Platforms

Engage

Repurpose

### Good for:

- Organisations with great optimised content already
- Organisations who need lots of optimised links
- Organisations who want more traffic
- Organisations looking to rank higher for particular keywords

### Content

This stage involves analysing your existing content. If your site already has photos, blogs, RSS, widgets, calculators, guides, videos, games, resource centres or articles, you're in a great position. Prioritise the content that you want to promote first, based on your keyword research.

### Audience

What audience does the content appeal to? Create a picture of who the audiences are, what websites do they visit, what do they spend their day doing? What brands do they come into contact with? Where do they go on holiday? What do they do in their spare time? What's their job title? Look at the THEME model for more information on defining audiences into tribes.

### Platforms

Once you know who you're trying to reach, the next stage is to find out where your tribes are online.

Which website owners, media owners, magazines, bloggers and other customer influencers like associations and agencies already run sites and newsletters for these audiences?

You may also have defined social networking platforms such as YouTube, Flickr, LinkedIn, Facebook, MySpace & Twitter or blog spaces like Wordpress, Blogger & Technorati as the place to find your tribe.

For a searchable directory of all the web 2.0 sites: [www.go2web20.net](http://www.go2web20.net)

But before you go wading in, listen to the conversations your tribes are having. Set up Twitter feeds, RSS feeds and Google Alerts to monitor comments and understand what your tribes really value.

## Engage

So you know what content you're using to target for links and you know who you're trying to reach, this stage is about getting out there and engaging with the community.

What is the purpose of the websites you want to contact, what are their hot buttons? What could you say to them that would be a benefit to them, a benefit to their visitors AND be a benefit to you? Think of what's going to secure you a link on their site, if you can't think of a reason why they'd want to link to you, neither will they. This stage does take a bit of thought, but will see your link building conversion rate go through the roof.

Make sure your contact email (or phone call outline) is succinct and to the point; demonstrates that you have looked at their site and has a strong call to action. For example "Which is why, if you could add a link to X page it would benefit you by Y and your visitors by Z."

Test a few propositions first and roll out the best converting one to the rest of your list, personalising as much as possible. If you're emailing someone, you don't have any eye contact or any tone of your voice to rely on, so re-read your email before you send it. One sentence read the wrong way may sound pushy or even rude. Webmasters are busy people and smaller community sites and blogs are run part time, so being complimentary to the site they spend all their time maintaining goes a long way.

## Repurpose

This final stage is looking at the great content you've produced and seeing if it can be repurposed in any way.

Do you have a white paper that can be turned into a series of blog posts or a series of blog posts that can be turned into a white paper?

Do you have a transcript of a video or podcast you've done? Not only is this great for people that may be viewing your content at work where they are less likely to have sound, but it is essential if you want your website to comply with the Disability Discrimination Act (See Accessibility Principle in the SEO Hygiene Chapter for further information).

Not only is the value of getting a transcript essential to ensure your website is not breaking the law but a text rich transcript is like a three course meal for a search engine spider! They'll love indexing content like that and it will help you to appear in search results for more long tail keyword phrases too. Driving more relevant traffic to your site, that is more likely to convert.



## CAPER Case Study:

### The Organisation:

Cafe Direct



### The Problem:

Looking to improve search engine rankings and reputation.

### The Solution:

**Content:** Cafe Direct already had great products, blog, ethical stories and photo content.

**Audience:** Ethical coffee lovers; fair trade tea drinkers and foodies were the end customers for Cafe Direct's products.

**Platform:** The best way to reach ethical consumers was through ethical communities, bloggers and news sites. Appropriate blogs and social networking groups were found using platforms such as Technorati, Facebook & Twitter.

**Engage:** Securing links from ethical and food blogs would drive relevant consumers to the Cafe Direct website but if each link secured could use one of Cafe Direct's top keywords such as "fair-trade coffee" this would help to improve the website's search engine reputation and subsequent organic rankings for those keywords. So offering the bloggers the additional incentive of providing unique content in the form of a guest blog post was also offered to enhance the proposition.

**Repurpose:** Cafe Direct also recycled its content by turning new product announcements into RSS feeds; photos into Flickr photo streams and guest blog posts into new offsite articles.

### The Results:

- No. 3 for "fair-trade coffee", "fair-trade tea" & "fair-trade hot chocolate" (Fairtrade.org being the only site listed higher with 2 entries)
- Links increased by 50% in 3 months
- Social media engagement and awareness increased

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