


Getting Your Site Found On Google

(What You Really Need To Know)

A photograph of three business professionals (two men and one woman) sitting in red armchairs in a modern office setting, engaged in a conversation. They are positioned in front of a large window with a view of greenery. Two briefcases are on the floor next to the chairs.

"The single most important business skill required in today's world is the ability to generate customers" - James Yuille

Our objective is to provide you with the means to convert more sales leads into long-term paying customers who come back and refer others.

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Top Sales International is managed by James and Debra Yuille with 50 years' combined experience in sales lead generation, training and presenting.

James has spent over 15 years generating leads from the Internet using websites and search engine advertising. Debra is an excellent copywriter, a polished speaker and presenter who has 15 years' experience in public speaking, training and business consulting.

James Yuille started his career as a salesman / estimator in the electrical contracting and telecommunications environment before moving into office automation.

At the age of 21, in a demanding sales job and with heavy personal overheads he created a sales system referred to as TIPS which overnight changed the way his employer sold their products and made him their top salesperson in his first year in sales. This system has been taught to hundreds of professional salespeople and business owners, all of whom have seen a significant increase in sales (in some cases up to 400% in 12 months) on applying the principles.

In 1994 he moved into training on a full time basis, and since 1999 he has been assisting clients with online lead generation strategies. In 2008 he founded a professional marketing agency focused on website development and lead generation. Today he enjoys a positive relationship with hundreds of long-term clients across a range of industries both in Australia and overseas.

James Yuille is a competent trainer, copywriter, a polished speaker and presenter and author of books and manuals on sales, marketing and Internet strategy.



Introduction

Imagine being on the first search engine results page for everything you do!

Every day, hundreds of people are looking for something you provide. They use search engines to look for products and services, for advice and to solve problems.

It's so easy to place your advert and offer directly in front of them, worded in a way that gets them to click your advert and visit your website.

Exactly how to do this with minimum cost and precise results takes time and experience.

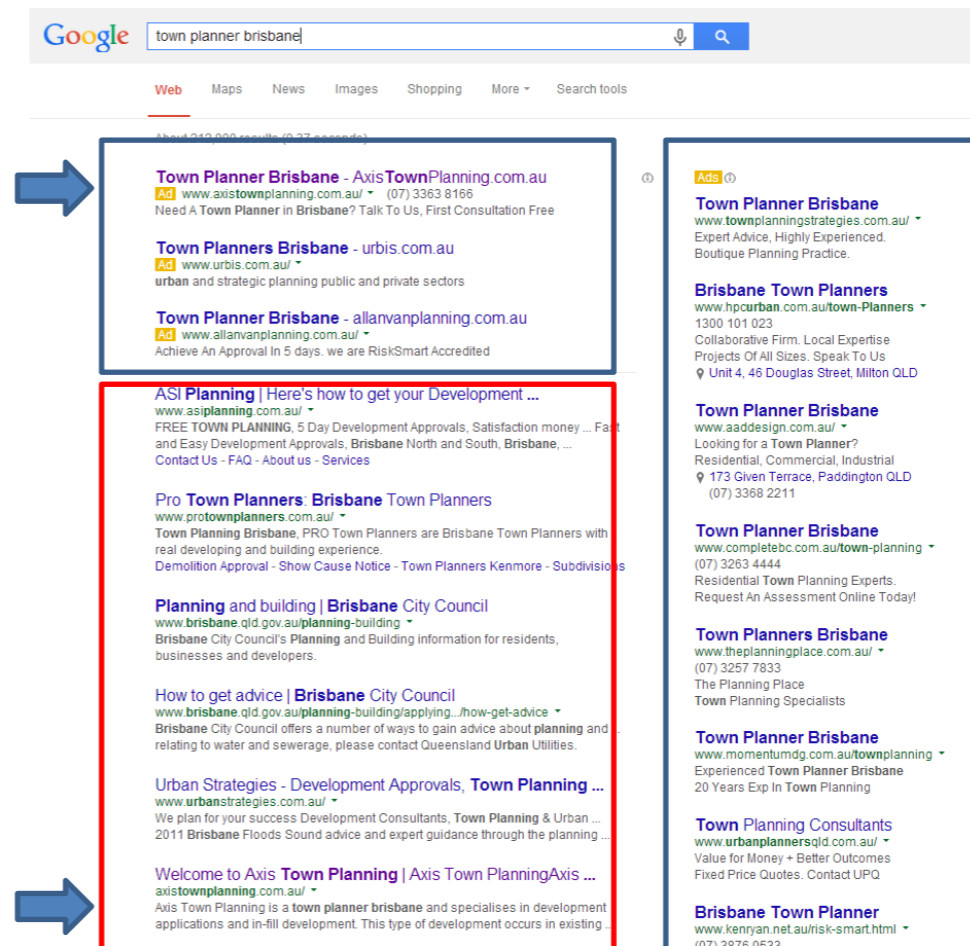
With hundreds of campaigns and millions of dollars of sales generated for our clients, this is our core speciality.

You can take advantage of our knowledge and tap into this proven process for creating campaigns that sell and that gives you far more than just new sales leads.

Getting your site found on Google

Let's just look at how people can find your site on Google;

The image below is the search results page for the search term "town planner brisbane".



Those in the blue frames are adverts and generate paid traffic. Those in the red frame are organic or free traffic.

"As an indication of some of the success stories our clients have experienced, following are testimonials from just a few of our excited customers. We hope we can soon add you the list."

James Yuille,
Top Sales International.



“Our business wasn’t working for us and we didn’t know where to turn or what to do. A friend referred us to James who visited our home office, asked some questions and made some suggestions about how to turn things around. After he left, my wife and I agreed that he seemed very genuine and we felt we could trust him so we engaged his services.

“He implemented an advertising campaign on Google for us, edited then eventually rebuilt our website and coached me in positioning and sales. We did everything he told us to do and inside two years our business is totally different. We were quoting (and losing) \$30,000 jobs and now we’re winning \$100,000 - \$200,000 jobs sometimes with no competition AND we are now ranked the #1 pool builder in Queensland.

“When we engaged James, my wife was facing having to return to work to make ends meet and with a young special needs child, that would have been a nightmare. James prevented the need for that to happen; he not only turned our business around, he saved a family.

“If you want to give your business a real boost, get James on your team.”

Mick Noble, Noble Pools, Brisbane.



The listings surrounded by blue frames are paid listings or adverts. These are controlled via Google’s sponsored links program called AdWords. This program has traditionally been called Search Engine Marketing (SEM) and today it is more widely known as Pay Per Click (PPC). Essentially you pay Google to be shown in these spots and an explanation of how this works is below.

The listings surrounded by the red frame are called Organic listings. These are the sites that Google considers to be the most relevant to the search term.

You cannot pay Google to have your site listed organically and the processes used to get sites into these positions is called Search Engine Optimisation (SEO).

You will notice that the site axistownplanning.com.au appears in both environments and that the wording relating to the listings is different. (See arrows.) This site is one we built and for which we managed the PPC campaign for some time.

The reason the wording is different is because the text in the advert is controlled by the client whereas the text in the organic listing, while to some extent can be controlled by the client; essentially Google selects what to display from the site’s code and content.

This client is relatively fortunate in that there are very few different search terms that can be used to find his service so he is able to easily capitalise on both SEO and PPC.

What happens when a business has a wide range of services and therefore a wide range of search terms?

Let’s look at a company in the fire protection and service industry operating from a number of different offices in wide ranging geographic locations offering this range of services and products:

- Installation, service and maintenance of smoke detectors, sprinklers, extinguishers, hydrants, hose reels, fire pumps, emergency lighting
- System design and consulting for the above
- Sales of hard goods such as extinguishers, fire blankets, hose reels, hose reels etc.

An almost impossible task!

Clearly this business has significantly more search terms than our Town Planning company example.

Also, as we need to consider the number of locations as someone searching for Fire Sprinkler Maintenance Cairns probably does not want to hire a Brisbane or Sydney based company unless that company has a local office in far north Queensland.

For Google to show a relevant page to the search Fire Sprinkler Maintenance Cairns the site should have a page with content that directly relates to that search term.

Following the same logic, the site should have pages specific to each search term in order for them to be “on the first page of Google” for that search term. (A search term or phrase can be a single word or a combination of words.)

Let me explain why hoping for an organic result for each of these search terms is almost impossible...

None of the search engines make money from organic listings.

Their revenue comes from advertising. And because they don’t want anyone to gain an unfair advantage in terms of knowing how to get their site an advantageous organic ranking (and it should be noted that search engines don’t rank sites, they rank pages within sites) , they don’t make public the algorithmic processes they use to rank sites.

Google’s algorithm (the formula Google use to determine where your page is found) is a closely-guarded secret (like the formula for Coca-Cola) and to prevent the code being cracked, they change it regularly.

The SEO industry works very hard to beat Google and there are thousands of web pages each promoting different theories, all of which cost significant money to implement, take months (often up to a year or more) to bring to fruition and none are guaranteed to work.

Unfortunately, there are countless stories of businesses paying thousands of dollars per month for SEO only to see their site rank for a few brief weeks before the algorithm changes and the ranking is lost.

Let’s look at the two fundamental components of organic ranking:

On page optimisation. This is the process of constructing pages with both code and content matching the search phrases on the basis that their relevance would generate a favourable ranking. For many years this was all that was necessary.

Off page optimisation. Once people understood how to use content and code to satisfy the search engines, the engines added the complexity of back links from other more important websites.

Webmasters then spent time negotiating placement of these links and, over time, less scrupulous methods were used to get them.

“An enquiry from one of our Google ads in January resulted in us receiving close to \$20,000 in new work from one client.”

*Emil Chebowski,
Berkeley Cleaning,
Melbourne.*



This in turn resulted in the engines changing the rules resulting in sites ranked with this process again disappearing!

Links from social media became important with YouTube, G+, LinkedIn all adding value to organic listings and, until quite recently, this was the more favoured process.

Recently the engines have decided that backlinks aren't important any more so again the SEO industry has been thrown into turmoil.

The result is that operators in this environment have less and less to offer clients other than to frequently update their sites with relevant content.

As you can see, SEO takes both time and money to achieve and there is no guarantee of a result, let alone a long-term result. It is not uncommon for SEO "experts" to charge \$250 per search term per month over 12 months in order to get a result.

Consider the cost if you had even 10 terms; that would equate to \$30,000 over a year with NO guarantees. That's a high risk that sensible people would not consider under today's circumstances.

Our company has never offered SEO as a service for the simple reason that it is not a proven repeatable scientific process.

Throughout all of this, the PPC process of advertising on search engines has remained fundamentally unchanged and our company has been operating with significant results in this environment since 2002 when this media was first launched.

This is how it works:

Advertisers bid for position on the page and in basic terms, the higher your bid in comparison with other advertisers, the better placed your advert is.

As the appearance and layout of the search results page changes from browser to browser as well as for different search terms, having your advert in the top three is most beneficial.

You can advertise against as many search terms as you want and you only pay when someone clicks through your advert to your website.

You can control the monthly spend as well, so your spend is controlled. Be aware that if your spend is too low for the number of searches conducted, your advert may not always show as it's appearance will be rationed.

Anyone can open an advertising account with a search engine but,

like most things, very very few people know how run successful campaigns.

As an example, a client came to us recently having opened their own account despite my advice not to do so with our professional help and asked for help as it wasn't working for them as well as they had hoped.

Inside 2 hours we reduced their spend by in excess of \$6,000 per year and also more than doubled the number of clicks to their site.

The process we use for establishing an AdWords campaign has proven to be highly effective.

We consult with you, the client, to identify what aspects of your business you wish to promote then assemble a list of search terms for your approval, along with an appropriate suite of adverts. These are tested and refined for a period of 30 days before a final monthly budget is agreed.

Here's an example of a small campaign selling polyethylene fork lift wheels:

In this case, these look to be the most appropriate search terms:

- cast polyurethane
- polyurethane manufacturer
- polyurethane manufacturers
- polyurethane mouldings
- polyurethane products
- polyurethane products
- polyurethane rollers
- polyurethane tyres
- polyurethane wheel
- polyurethane wheels
- urethane wheels
- forklift tyres
- forklift wheels
- solid tyres forklift

By carefully assembling these keywords into campaigns to ensure the most exact placement of adverts, we are likely to achieve a much higher probability of result.

"Assisted by James Yuille, our first Google AdWords campaign was a huge success - we were attracting up to six enquiries per day.

We cut back the campaign over two months and employed a sales administrative assistant to follow up and process the enquiries. We had to suspend the campaign because of its success!"

*Jeannette Cuthbert,
Joint MD, Excel Event
Equipment Hire,
Brisbane.*



"The AdWords campaign James created for us has brought us new business enquiries with such regularity that we can almost predict how many enquiries we will get next week - every week. Where we previously relied on expensive and time-consuming direct mail to attract small numbers of listings we sometimes now get to the point where we have to pause our ads because we get too many clients!"

*Graham Long, Director,
Negotia Business Brokers,
Brisbane.*



As an example, the advert for the search phrase “polyurethane wheels” might read:

Polyurethane Wheels
domainname.com.au
Wide Range Of Polyurethane Products
Custom Moulded To Your Exact Needs

What are the economics?

Let’s assume that it costs you \$5 for a visitor to click to your site, and that 200 people do so in a month. Your total spend is \$1,000 which is the billable amount for one small job in most industries.

Ten jobs at that price, plus a few larger ones plus a couple of product sales and an enquiry for a reasonably sized project could be a reasonable outcome.

Together this could amount to \$20,000 in sales; a great return for \$1,000 in advertising spend. Understand that results and cost per client will vary from project to project so these numbers are purely illustrative. Your campaign may far exceed these results; several we manage do.

In summary, search engine marketing (or PPC advertising if you prefer) works very well if professionally managed.

Our company has generated hundreds of millions of dollars in sales for clients using this process with clients ranging from on-line florists and jewellery stores to air conditioning, electrical and swimming pool contractors; software companies such as simPRO (whose campaign we managed for 8 years) and law firms.

The basic premise for gauging how effective a campaign might be is to first ensure that there is existing search for your product or service. If nobody is looking for what you do or have for sale, no amount of advertising will help!

How do I know how much I’ll be spending?

Every campaign is capped to a pre-determined monthly budget so your costs are predictable.

Is there a risk it won’t work?

Yes but it’s highly unlikely as we only provide proposals for this service where there is proven demand for the product or service being promoted.

Your downside risk is our research and establishment fee plus your

first month of clicks which we recommend be set at \$500 for most accounts and \$1,000 for high volume, competitive environments. The total equates to the cost of one half-page advert in a major newspaper.

How long does it take to get a campaign established and to see results?

Most campaigns take from a week to four weeks to research and assemble ready to launch.

In the majority of cases, we see new enquiries within days of a campaign being launched.

One client actually recouped the cost of both a new website and his entire campaign establishment recouped inside 30 days. Your revenue results will be determined by the quality of your website, your offering, your ability to convert the enquiry into a sale and the lag time between enquiry and sale.

Most significant companies use this method of advertising and they use it because it is the single most cost-effective method for a product or service for which there is identifiable demand. It is likely that your competitors are already reaping the rewards from this process.

The hidden bonus:

If you have sales people and /or use any form of print media to promote your business, the results from that media will improve significantly when the knowledge from your AdWords account is applied to it.

You will know the most significant keywords and the wording from your best online adverts and you can adjust both the sales process and your offline media to include the best hot phrases which will result in much higher overall customer engagement and buy in.

Other aspects of AdWords:

This article has only covered the search network aspects of AdWords; where you adverts are shown on the search results page when someone conducts a search either using Google or a syndicated search partner’s engine.

Google offer another media known as the Content Network. This is where you can show your adverts on other people’s websites.

This range of sites also include Google properties such as YouTube,

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