



# THE DIGITAL RANCH



“Your online strategy is your business strategy”

# Online Search Matters

Everyone searches online before they buy, so you better be there

## Did you know?

- Over 50% of online Americans use a search engine every day
- Over 90% use a search engine every month
- Total worldwide searches = 29 million searches a minute!



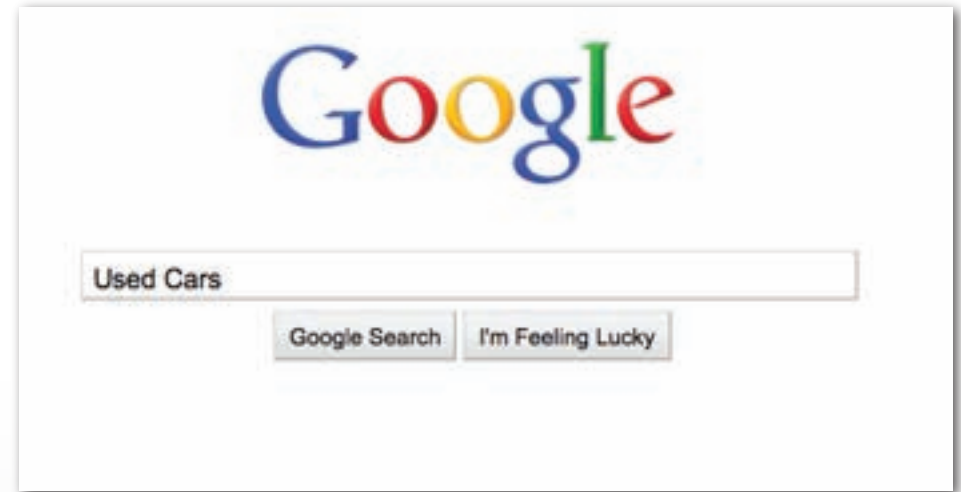
# Search Words

Base your online strategy on what words your *customers* search

## Example

Customers don't search for "pre-owned cars";  
they search for "**used cars**"

Customers don't search for "lavatories";  
they search for "**sinks**"



Keywords	Monthly Searches
pre owned cars	74,000
<b>used cars</b>	<b>55,600,000</b>
lavatories	18,100
<b>sinks</b>	<b>3,350,000</b>

To find success online, you need to know what your customers are searching for and put yourself in a position where they can find you.

# Organic vs. Paid Search Results

High ranking in organic search pays the biggest returns

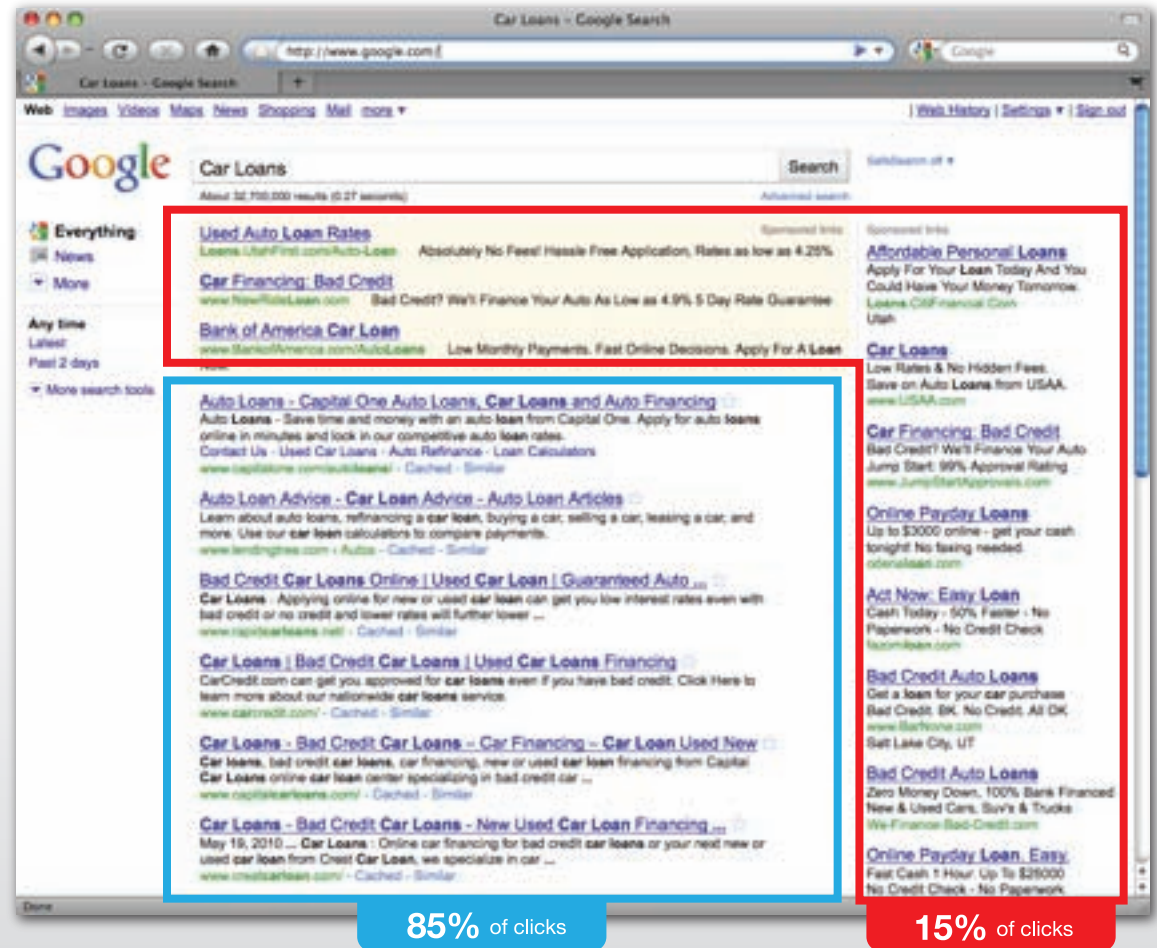
Searchers click on natural results about 85% of the time.

## ORGANIC SEARCH RESULTS

- More traffic, higher converting
- Higher ROI
- Long-term strategy; takes time to rank but large advantage over competitors w/ rank
- Lower costs than pay-per-click
- No risk of click fraud

## PAID SEARCH RESULTS

- Less traffic, less converting
- Lower ROI
- In short term, can get immediate results & good for testing
- Easy to overspend
- Susceptible to click fraud



# Secret to the Search Algorithm

If you want to rank high your site must be “popular”

A hand-drawn diagram illustrating the integral equation  $\int_a^b f(x) dx = F(b) - F(a)$ . The equation is written in blue ink. Below the equation, three brackets are drawn to categorize the components: a bracket under the lower limit 'a' is labeled 'Website Content (15%)'; a bracket under the function 'f(x)' is labeled 'Other (5%)'; and a bracket under the entire right-hand side 'F(b) - F(a)' is labeled 'Website Popularity (80%)'.

## Factors that determine your ranking on the search engines include:

- Website content (keyword selection, page titles, frequency of keywords)
- Other factors (age of website, website architecture)
- **Website Popularity** (quantity and quality of incoming links to your website)



# Solving the Popularity Equation

Links = Popularity

Website popularity is the **most important** factor in ranking well on the search engines. The more websites that talk about and refer to your website, the better chance you have of getting a high ranking.

**\*\*Warning:** If you don't build popularity the right way, your ranking may drop or disappear



# Our Approach is Different

Unlike traditional agencies, we focus on what really matters and make SEO affordable

## Other Agencies

- **Focus on less important aspects of SEO**

Highly focused on website content & optimization (the 15-20% value)

- **Too expensive for the average business**

Large set-up/retainer fees, high monthly rates

- **High risk of overspending**

Require long-term contracts – 6-12 months

- **Less accountability**

Large, complicated reporting that minimizes accountability

## Our Approach

- + **Focus on what really matters**

Minimal focus on website content; highly focused on website popularity through link building

- + **Affordable services for every size business**

FREE setup, low monthly rates

- + **Low risk of overspending**

No-risk, month-to-month contract

- + **Highly accountable**

Simple monthly ranking report that holds us accountable and obliges us to produce measureable results

# Our Process

Our process is simple—we focus on what's most important so you don't waste time & money

## 1 Keyword Discovery

- We identify keywords your customers are using to find your product or service
- We take an in-depth look at what keywords your competitors are and are not using
- We produce a recommended list of keywords for your campaign

## 2 Website Optimization

- We analyze the pages and content on your website and make recommendations
- We write new titles and descriptions for your pages
- These changes bring about little disruption to your website

## 3 Website Popularity

- Identify relevant industry websites to link to your website, building your website popularity & your search engine ranking
- Analyze the links of your top-ranking competitors to come up with a link-building strategy that outperforms the competition
- Continuously build new links to your website each month

## 4 Monitoring and Reporting

- Provide simple, detailed reports each month that show your search engine rankings and compare those to the previous month
- Consistently monitor your SEO campaign and that of your competition to make adjustments where opportunities for improvement arise



# Results

We produce results . . . and we can prove it . . .

## [www.xtractly.com](http://www.xtractly.com)

Keyword	Google Rank
web extraction	#3
web date extractor	#4
screen scraper	#9

## [www.popcornmachineshop.com](http://www.popcornmachineshop.com)

Keyword	Google Rank
popcorn machine	#3
popcorn maker	#3
popcorn popper	#5

## [www.dowdlefolkart.com](http://www.dowdlefolkart.com)

Keyword	Google Rank
folk prints	#1
folk artist	#2
folk art paintings	#2

## [www.lenderlab.com](http://www.lenderlab.com)

Keyword	Google Rank
lender database	#1
lender list	#5
lender search engine	#5

## [www.citydeals.com](http://www.citydeals.com)

Keyword	Google Rank
pizza factory gift certificate	#1
rib city gift certificate	#3
chilis gift certificate	#5

# SEO Plans & Pricing

We make SEO affordable for you

*\*most popular package*

## Basic Optimization **\$299/month**

10 Keywords - 30 Links per month

Expert keyword analysis & selection  
Essential website content optimization  
Detailed link analysis & reporting  
Monthly reporting & measurement  
Continuous campaign review

*Recommended for: smaller websites w/ narrow focus, such as blogs*

## Standard **\$499/month**

15 Keywords - 75 Links per month

Expert keyword analysis & selection  
Essential website content optimization  
Detailed link analysis & reporting  
Monthly reporting & measurement  
Continuous campaign review

*Recommended for: small to medium website*

## Premium Optimization **\$749/month**

30 Keywords - 125 Links per month

Expert keyword analysis & selection  
Essential website content optimization  
Detailed link analysis & reporting  
Monthly reporting & measurement  
Continuous campaign review

*Recommended for: smaller to medium website looking to be more aggressive*

## Ultra Optimization **\$999/month**

50 Keywords - 200 Links per month

Expert keyword analysis & selection  
Essential website content optimization  
Detailed link analysis & reporting  
Monthly reporting & measurement  
Continuous campaign review

*Recommended for: larger website w/ more pages or smaller/medium website targeting many terms or very competitive terms*