



transform **e** business

search engine optimisation and promotion

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Introduction

● transform ebusiness, an ebusiness consultancy firm

- ◆ our search engine optimisation & promotion model
- ◆ analysis/consultancy
- ◆ adwords
- ◆ organic link building
- ◆ ongoing optimisation



search engine optimisation & promotion

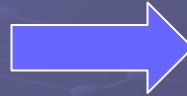


Activity

Concept

● Analysis/consultancy

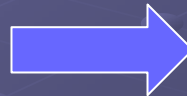
- ◆ analyse business and markets
- ◆ select target keywords group
- ◆ identify market niche keywords
- ◆ quantify potential traffic



find the traffic
where are people going
what are they looking for

● Adwords campaigns

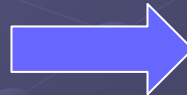
- ◆ develop and manage adwords campaigns for each target keyword group
- ◆ develop a website landing page and conversion route for each campaign



fast traffic
put your road signs on page 1
quickly drive traffic to your web site

● Organic link building campaign

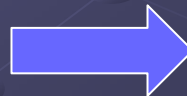
- ◆ website optimisation to target keyword group
- ◆ do top 5 analysis for google/yahoo/msn
- ◆ identify quality link targets
- ◆ build quality inbound links with target link text from high ranking partner sites
- ◆ drive top ten page 1 positioning for target keyword groups



traffic growth
build paths to your website
divert the traffic to your website
as your business grows, your traffic grows

● Ongoing optimisation

- ◆ monitoring of keyword positioning
- ◆ emerging keyword identification
- ◆ competitive reaction
- ◆ site development



traffic for life
remain in pole position
keep moving

unleash the power of e



transform e business

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