

Our Process

No Long Contracts

At Project:Simply we believe in performance based retention and as such only have a 3 month initial contract which allows us to build up to a level of performance followed by a month by month ad hoc basis.

Account Creation

Once we have your list of keywords and budget agreed it's then straight into creating campaign structure, organizing AdGroups and keyword match types, proper and effective ads powered by smart Quadrant testing, DKI and Call to Action are part of the methods we use.

Testing & Maintenance

With the foundations in place, on-going analysis of your campaigns is required. Our Google AdWords professionals will manage and optimise your campaigns. It's a complicated process, but we'll gradually increase your CTR, and advise on how to increase your conversions/sales and ROI.

SEO Case Study

The Client: Health Provider

Objectives: To increase the traffic to the site using the carefully selected keywords and some regional location modifiers.

The Challenge

Our client had been losing traction in the health market due to a lack of professional SEO activity on the site and an ever increasing competitive nature of the online spa market. Their core keywords were now very competitive phrases with some big hitters commanding the top spots on Google, phrases that would take a lengthy consistent effort to be successful with.

The Results

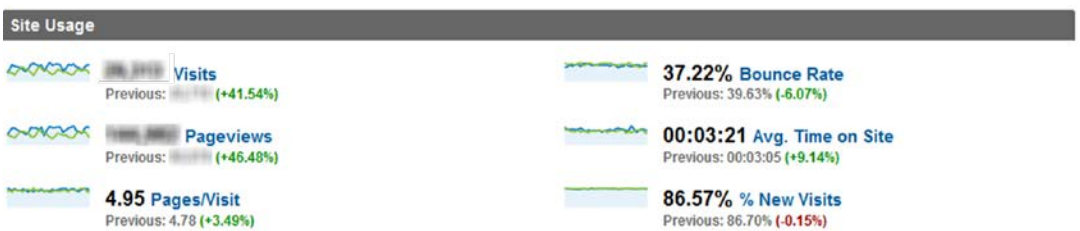
We implemented our third tier 'Evolution' package on the site and have seen significant increases in traffic across the board using our main keyword phrase and its high value descriptive and location modifiers. By capturing the stronger 'intent' keywords we have seen the bounce rate decrease dramatically and an increase in the number of pages per visit.

3 Month Key Traffic Figures:

To Site = +42%
To Target Page = +52%
Keyword Page = +98%

The Solution

We devised a strategy that would use a large selection of keyword modifiers (including descriptive and Geo location keywords) that would be far easier to compete against, show instant traffic gains and slowly build up their optimisation for their main keyword phrases in the process. This strategy would grow their traffic with far more specific 'buying intent' keywords



Although the overall site has seen a very impressive rise in its overall traffic numbers it is the keyword specific and target page numbers that are really the overall focus of this particular SEO campaign.

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
September 4, 2010 - October 5, 2010	100,000	50,000	00:00:45	15.96%	27.03%
June 2, 2010 - July 3, 2010	67,000	33,000	00:00:47	13.39%	25.93%
% Change	48.85%	50.74%	-3.94%	19.22%	4.22%
September 4, 2010 - October 5, 2010	100,000	50,000	00:00:35	30.87%	10.54%
June 2, 2010 - July 3, 2010	67,000	33,000	00:00:35	43.96%	9.64%
% Change	58.51%	57.71%	-1.16%	-29.77%	9.29%

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Page	None	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
September 4, 2010 - October 5, 2010		7.35	7.35	00:04:43	85.50%	17.98%
June 2, 2010 - July 3, 2010		7.30	7.30	00:04:32	82.99%	14.93%
% Change		97.61%	0.75%	4.17%	3.03%	20.44%

September 4, 2010 - October 5, 2010		6.84	6.84	00:03:45	92.24%	25.11%
June 2, 2010 - July 3, 2010		5.74	5.74	00:03:47	94.74%	22.81%
% Change		284.21%	19.23%	-1.17%	-2.64%	10.12%

The increases of targeted traffic by our SEO campaign pages have seen high double digit growth in the three month period and continue to show sustained growth performance.

If we drill slightly further into the Campaign we can view the 'keyword phrase' performance over the three month period

Keyword	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
September 4, 2010 - October 5, 2010		6.37	6.37	00:03:24	95.00%	11.67%
June 2, 2010 - July 3, 2010		23.50	23.50	00:07:38	50.00%	0.00%
% Change		2,900.00%	-72.91%	-55.56%	90.00%	100.00%

September 4, 2010 - October 5, 2010		3.44	3.44	00:02:49	92.31%	51.92%
June 2, 2010 - July 3, 2010		0.00	0.00	00:00:00	0.00%	0.00%
% Change		100.00%	100.00%	100.00%	100.00%	100.00%