



## Chameleon Net's Guide to Online Marketing

This document provides an initial resource for clients considering or rethinking how they use the Internet for marketing, and the services Chameleon Net can provide

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## 1. Introduction

Internet Marketing is the umbrella for the various methods we use to increase the visibility of your products and services using the medium of the Internet. This may include deploying an email campaign, increasing your website's ranking on search engines, or advertising on Google.

Here we provide a brief explanation of the following processes to give you a better understanding about how Chameleon Net could help your business with services for:

- Search Engine Optimization
- Link Building
- Pay-per-click advertising
- Email Marketing

## 2. What is Search Engine Optimization?

Search Engine Optimization (or SEO) is the adaptation of a website to make it rank well for certain key phrases on search engines. We improve a website's search engine compatibility by more effectively formatting site code, content and the site structure to maximize keyword density and frequency.

Search engines "read" websites in a very similar way to humans. They process all the text, consider the links, navigation, page titles, and alt tags on images (among other elements of the website), analyzing each part to decide the context of the site in its entirety.

Optimization may include:

- Ensuring there are no technical or structural factors stopping search engines indexing your website.
- Looking at every element of your website and using a variety of techniques to improve the chance that it will be ranked in search engines, while enhancing the experience for your human visitors. This will often mean site-wide optimization of text, the creation of new optimized pages and the re-working of structural elements within the website.

### **Case Study**

*A small retail company is re-building its website and asks Chameleon Net for recommendations on how to improve search engine ranking and the experience of visitors coming to the site.*

In our SEO Audit, we advise the client to create more optimized text to inform users about their products (descriptions, customer testimonials, articles). This will also appeal to search engines and improve ranking. We also implement optimization on the product pages to submit them to Froogle (Google's shopping portal)

Chameleon Net will work with your Content Editors to create new optimized copy for your website if necessary.

### 3. What is Good SEO & Bad SEO?

There are two techniques to improve ranking:

- “Good SEO” involves making the web page clearly describe its subject, making sure it contains truly useful information, including accurate information in Meta data, and arranging for other web sites to make links to the page.
- “Bad SEO” involves attempting to deceive people or search engines about your website by using compromising SEO solutions – such as hiding text or cloaking areas of a site.

Chameleon Net uses “best practice” or “good” SEO. We are committed to working within the recommendations provided by search engines themselves to improve your website’s ranking.

#### **Case Study**

*A large e-commerce website is underperforming on search engines. The company wants to increase traffic to its website using three specific search terms which are fundamental to its business.*

After assessing the current performance, Chameleon Net creates a detailed SEO Audit addressing the main areas for improvement: identifying keyword search terms (based on the three specified keyword phrases), addressing on-page optimization and devising Link Building and PPC campaigns. We manage each element of this process separately, while maintaining the overall forward direction to radically improve the websites ranking using only “good SEO” practices.

## 4. How do links from other websites affect my ranking?

Search engines look not only at your website when considering its importance, they also analyze the websites which link to you. Google, for example, uses “link popularity” - the measure of the quantity and quality of sites that link to your site – to help rank its results.

Put it this way – If 100 websites link to your website, it is logical to imagine the site has a better reputation than one of your competitors who has only 5 links pointing to their site.

To improve your ranking a commitment to increasing quality links to your website is paramount. There are many variables which makes a link desirable or undesirable and it’s not an easy game (how do you convince a webmaster to link to your site?), but at Chameleon Net we have much experience in sourcing valuable links to increase a website’s importance.

### **Case Study 1**

*A leading property portal with a large number of inbound links is concerned that Google only lists their website as having five backward links – even though hundreds appear on MSN and Yahoo.*

Google only lists “quality” backward links; websites it deems to be an “authority” on a particular subject. To increase the quality links pointing to the property portal – and thereby improve the site’s link reputation - Chameleon Net identified new links based on a range of factors, including; theme, relevance and Page Rank, to acquire the most effective links for the client.

### **Case Study 2**

*An e-finance company is unsure of the significance of Link Popularity to increase traffic to their newly created website.*

Chameleon Net understands the importance of links to increase a site’s reputation and ultimately to increase traffic. We devised a detailed campaign to create Link Partners for the website, building the reputation and establishing a strong online presence for the company.

## 5. Should I pay to advertise on Google?

Pay-per-click (PPC), also known as Cost-per-click or CPC, is search engine advertising. Two of the most popular PPC systems are Google Adwords and Overture. You've probably seen the ads surrounding the "natural" results when you search in your favourite engine.

Because you only pay if someone clicks on your advert, this is an extremely effective way of getting traffic to your site. A well-monitored PPC campaign can have a high return on investment; advert campaigns are also very successful in generating leads.

While an SEO campaign may take a few weeks to start taking effect, and months to reach full efficacy, PPC can bring traffic to your site immediately. It is a cost-effective and proven way of advertising across the Internet.

PPC campaigns need to be monitored closely to make sure they are on budget and performing; this is time consuming and bid wars (to make sure your ads appear in top position) become very heated. Chameleon Net has a dedicated PPC expert to define and monitor our campaigns on behalf of our clients.

### **Case Study**

*A publishing company wants immediate exposure for a new book by a leading author. The novel already has a launch website, but the publishing company wants to find new ways reaching its market.*

After initial analysis, we have a Google Adwords campaign up and running in under a day. We are able to set exact costs for the project and report on conversions for each book sold through the website as a result of PPC.

## 6. What is Email Marketing?

Email Marketing is the use of email to plan and deliver permission-based marketing campaigns. It is a very cost effective marketing tool for many businesses and a great way of driving traffic to your site, or informing your customers about special deals and offers.

Successful email campaigns delivers exactly what current customers and customers-in-waiting are looking for in an entertaining and powerful way. They are highly targeted and have a high ROI.

At Chameleon Net we can create and track your email campaign, and because we are also a design company, we can devise the emailshot in-house, saving you time and money.

### **Case Study**

*A Charity has a large mailing list and wants to target its customers at specific times of the year – such as Easter and before Christmas. It wants each emailshot to be unique and impressive.*

From conceptualisation of the designs, creating the HTML and text templates, deploying the email, monitoring any “bouncebacks” (incorrect or blocked email accounts and unsubscribes), tracking and reporting, Chameleon Net instigates a rapid and successful email marketing campaign which helps the charity advertise its shop and donation services.

## 7. Conclusion

Internet marketing is a cost effective way of boosting your exposure, your sales and your services. There are many ways Chameleon Net can harness the web to help you increase your traffic, and we can help you choose an approach to suit your company's needs. Want traffic? Let's optimize your site. Want to direct market to your customers? Let's sit down and design an email campaign. We will work with you to deliver the right solution to harness online channels and leverage your offline marketing activity.

Contact us directly on 020 7332 6360 or email Andrew Davies - [andrewd@chameleonnet.co.uk](mailto:andrewd@chameleonnet.co.uk) - to discuss online marketing in more detail and find out if your site is eligible for our free SEO Report, which can inform you about your website's current performance with search engines and give initial strategies to increase your online presence.

