

1st Objective

SEO & ONLINE MARKETING

MAKE US YOUR 1ST OBJECTIVE

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WEB MARKETING SOLUTIONS Search Engine Optimisation (SEO)

Search Engine Optimisation improves the technical and semantic profile of your website in order to make it more search engine friendly. A well optimised site will reach elevated positions within natural search results tables and thus will attract more visitors.

AN ONLINE BABY SHOP

Currently, www.1stbabyshop.co.uk ranks 1st out of 65,300,000 listings in Google. We deploy more 500 keywords and 200 have a page one listing on Google.

"MDPromo and the team makes our business work!"

Donna - 1stBabyshop

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Our Search Engine Optimisation solutions are based on optimising both the technical parameters and the content of your website. This tailored approach will increase your visibility within natural search results, delivering more qualified traffic to your website and resulting in improved ROI.

It is important to note that all of our work in this area complies entirely with search engine rules and the parameters set down by the likes of Google etc. We do not use methods, often referred to as 'Black Hat' techniques, which may result in damaging your rankings or standings with search engines.

- **Long term Internet awareness for your brand, products and services**
- **Improved visibility on popular keywords within your industry**
- **Increased qualified traffic to your site**

A FRENCH HOLIDAY COMPANY

Currently, www.frenchaccommodation.co.uk ranked 1st out of 12,500,000 in Google. We deploy 50 keywords and 25 rank on a page one listing with Google.

"We have used 1st Objective for over 3 years with great results."

John - French Accommodation

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1st Objective have been specialists in Search Engine Optimisation and qualified search traffic generation since 2001, to provide proficiency and expertise in all aspects of Web Search Marketing.



We deliver cost-effective results using focused search engine optimisation, targeted campaigns along with assisting in the cutting-edge development of client's websites. We provide spectacular natural SEO results to companies such as Experian, MLL Telecom, French Connection, Pampas Plains along with a number of UK and foreign based SME's.

A UK TELECOMS COMPANY

Currently, **www.mlltelecom.com** ranked 1st out of 17,900,000 in Google We deploy 200 keywords and 143 rank on a page one listing with Google

"We're now receiving serious and high value enquiries."

Neil – MLL Telecom

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SEO V PAY PER CLICK (PPC)

Customers often ask us to rate our efforts against PPC campaigns, there is no short answer and it is more than just a matter of cost. Briefly, to attain the same rankings as with SEO you will pay more over time. The difference is greater by a factor of three to four times, but more often by a lot more. Competition for the key phrases you believe visitors will use to get to your site may create bidding wars. Our SEO optimises all search engines at the same time. To use PPC on more than one engine usually doubles the cost.

PPC also puts you at risk from fake clicks, it is estimated that in competitive markets, one in every five clicks are false, even using sophisticated filtering systems offered by PPC ad networks.

Having said this, we often recommend kick-starting the optimisation process with a pay-per-click campaign, because natural optimisation - as we like to term it - does take time to build. But, once SEO

reaches a certain level, there is no need to spend money on web advertising apart from reminding audiences of your web presence. Traffic will arrive at your site anyway, almost by default, ensuring you are always on the shortlist, whatever the product or service offered. And all for a low, monthly maintenance charge.

A PICTURE FRAMING COMPANY

Currently, **www.originalcanvascompany.co.uk** ranked 5th out of 6,910,000 in Google. We deploy 100 keywords and 70 rank on a page one listing with Google.

“Very pleased with the results, we have orders at 2am in the morning!”

Sarah - Original Canvas Company

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WHERE USING 1ST OBJECTIVE IS A WINNER

We recommend SEO only as part of a carefully balanced marketing mix. Like any method of promotion SEO will die in isolation. And if your site's content is not relevant to your targeted visitors when they arrive, they're only a click away from your competitors' sites.

SEO's influence in brand building is often underrated by marketers but our expertise continually proves its value in the land-grab world of online marketing. In one example, start-up BackgroundChecking.com became the destination site – through SEO - for CV screening services and, in just 2 years, resulted in its successful sell-off to the information giant Experian.

'1st Objective's SEO made our brand the "home of CV screening", adding greatly to our multiple at exit'
– Steve Bailey, ex CEO,

BackgroundChecking.com.

A UK COMPANY SELLING ARGENTINE BEEF PRODUCTS

Currently, **www.pampasplains.com** is ranked 6th out of 45,900,000. We deploy 120 keywords and 104 rank on a page one listing with Google.

"Very encouraging far better penetration than PPC"
Malcolm - Pampas Plain

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