

How to get the most from your website

By Ann Stanley

MD of Anicca Solutions Ltd



Anicca Digital Solutions

- **Anicca Digital Solutions was formed as a web development company in 2004 and became a full digital agency in 2006**
- **We are an East Midlands accredited supplier and carryout work on behalf of Business Link**
- **In addition to working directly with clients; we have collaborative partnerships with other agencies and technology companies and carryout work for them on a sub-contract basis**
- **We have a number of sub-brands including Online Marketing School and Reflex Website Content Management System.**
- **The directors includes;**
 - **Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a chartered marketer and a Google AdWords Professional**
 - **Alex Fowler (Technical Director) is responsible for building clients websites and developing and maintaining our own stable of websites**



Agenda

Driving traffic to your website

- Types of listings
- Local or business listings
- Pay per click
- Search Engine Optimisation (SEO) process

Is your website performing?

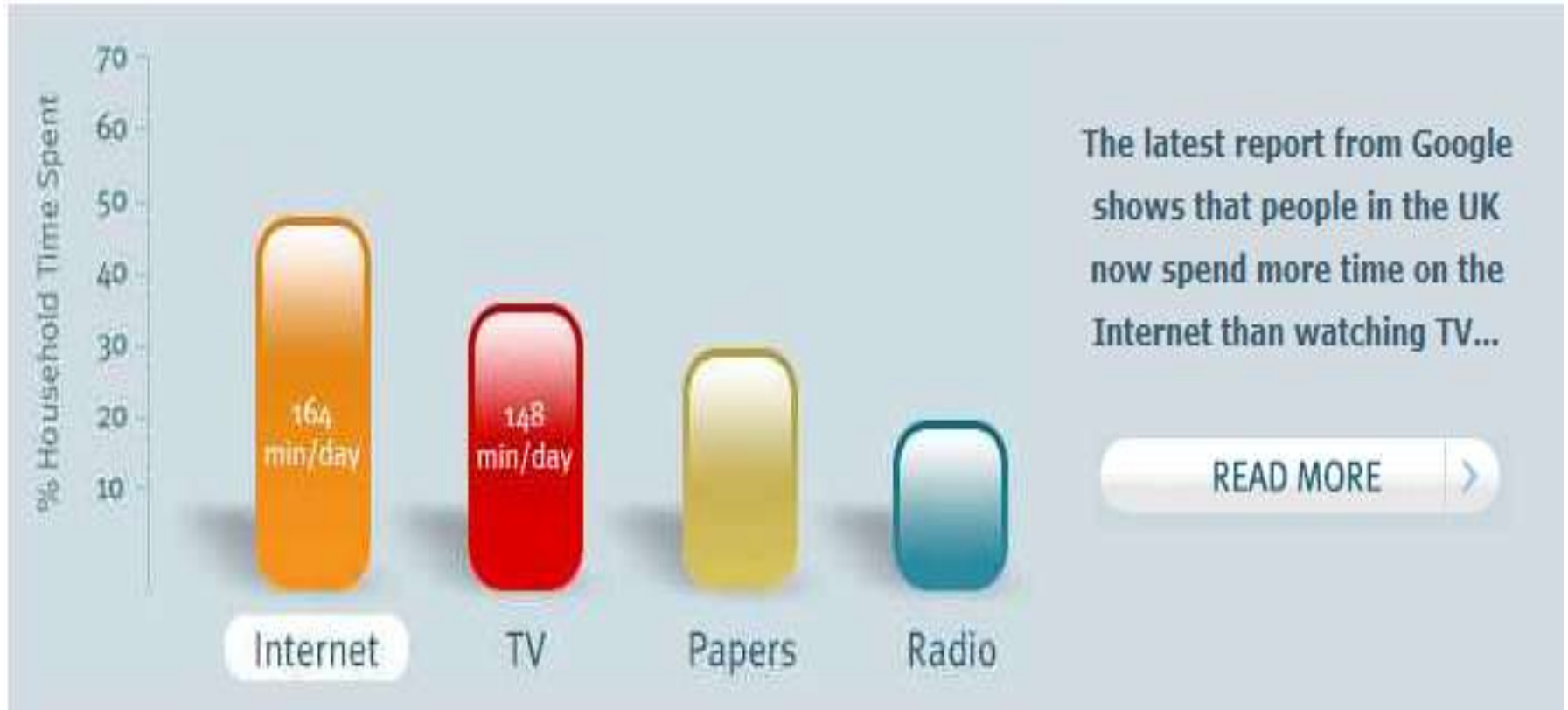
- How important is your website to your business
- 3 conflicting approaches to developing a website

Making your website more effective?





- Design
- Functionality
- Content

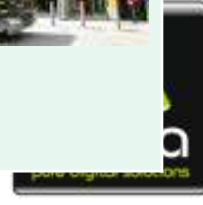


The importance of the internet



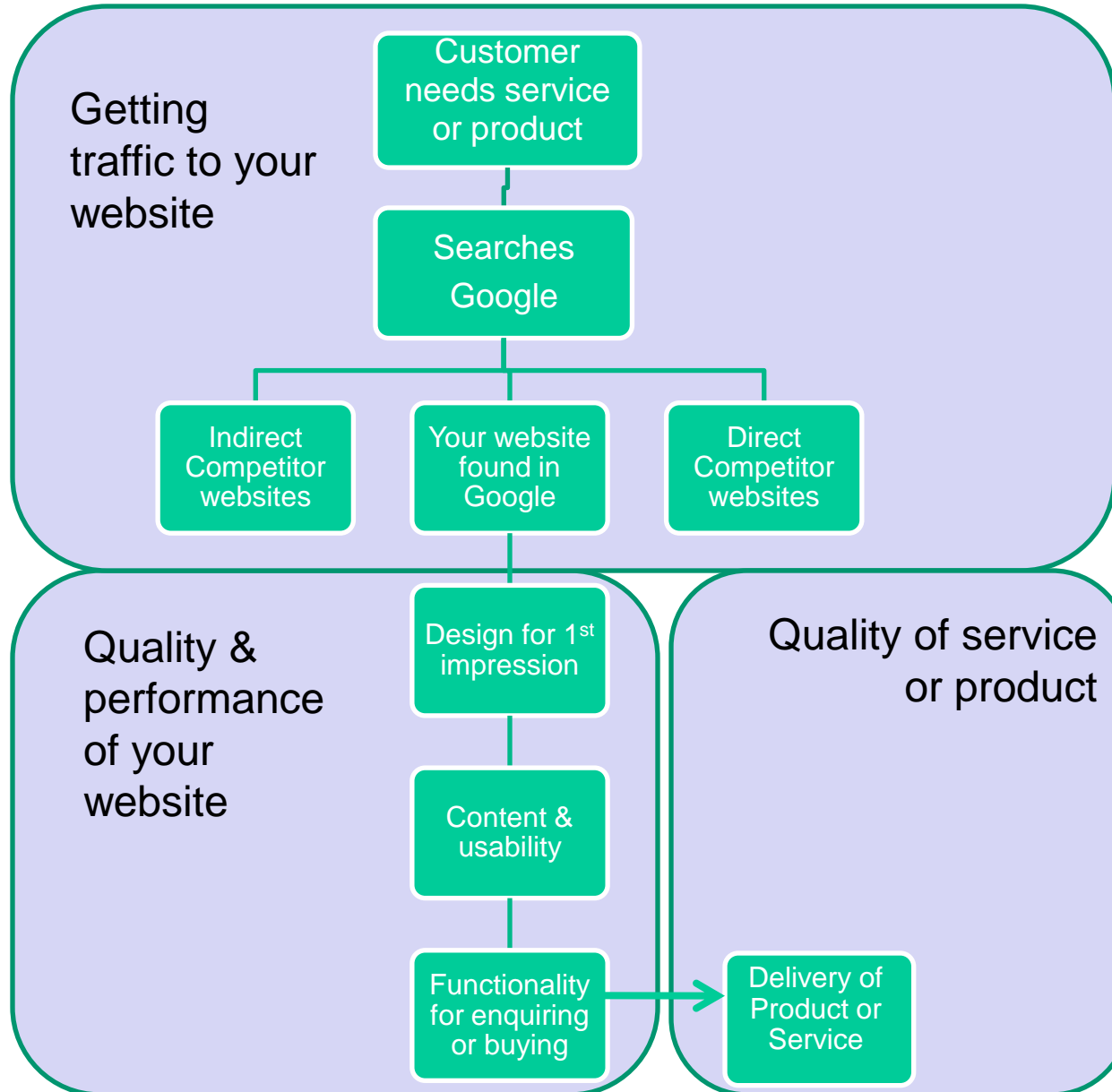
How important is your website to your business

Score	Customer types	Purpose of website	Offline equivalent
0-3	Majority of regulars, repeat & recommendations (R-Factor) Passing trade	Business card: •Contact details & Map	
4-5	Large R-factor Some new customers (eg from advertising) <50% enquiries or bookings have seen or used the website	Brochure site: •Credibility •Check out offer •Contact details & Map	
6-7	Small R-Factor, so rely on new business Need to advertise regularly >50% enquiries & bookings have seen or come from the website	Shop-window: •Lead generation & enquiries •Most customers use & enquire through the site •Credibility & information	
8-10	Mainly new customers Current customers also use website to book >80% of enquiries and bookings come from website	Transactional: •Lead generation & online marketing •Enquiries, registrations & booking engine •Email marketing •Integration with back-office	



Understanding the customer buying process

Your online marketing strategy



Getting your website found - an introduction to online marketing



Google - Search Results

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) [Sign in](#)

Google [Advanced Search](#) [Preferences](#)

Search: the web pages from the UK

Web Results 1 - 10 of about 48,700 for **master locksmith**. (0.21 seconds)

Leicester Locksmiths Sponsored Link
www.Leicester-Locksmith.co.uk Call Direct, 0116 312 0013. Fast, Reliable, No Call Out Charge

Sponsored Links

Locksmiths 0800 980 7212
24/7 local **locksmiths** in Greater London. Excellent service & prices.
metrolocks.co.uk

locksmith - TRY SECURITY
24Hr **Master Locksmith** 01784 473225
07970727788 covering your area
www.trysecurity.co.uk
England

Dyno-Secure Locksmiths
Fixed Price, No Call Out Charge
Free Survey, 24hr Mobile **Locksmiths**
Dyno.Home-Maintenance.info/Locks
England

Locksmith association
NNAL approved **locksmiths** for all your emergencies. CRB checked.
www.nnal.co.uk

CLA Locksmiths & Training
Certified **Locksmiths** Association
Recommended **Locksmiths** and Training
www.clainternational.co.uk

Wellington Locksmiths UK
01952427169 Fast Friendly Reliable
No call out fee, fixed price quotes
www.locksmiths-wellington.co.uk

Master Locksmiths Association
Membership information, directory of licensed and registered **locksmiths**, guidelines, contact details and links.
www.locksmiths.co.uk/ - 37k - [Cached](#) - [Similar pages](#)

[Training](#) [MLA](#)
[Members Login](#) [Auto Locksmiths Registration](#)
[Course Outline](#) [Sold Secure](#)
[Home Security](#) [Sectors](#)

[More results from locksmiths.co.uk >](#)

Master Locksmith - Meteor Centre Derby Derbyshire
Master Locksmith. PUBLICANS. Gary & Lorraine Clipson. ADDRESS ... Situated on a retail park in Derby, **Master Locksmith** is a high quality food house which ...
www.pub-explorer.com/derbyshire/pub/masterlocksmithderby.htm - 24k - [Cached](#) - [Similar pages](#)

Master Locksmiths - United Kingdom
UK **locksmiths** resource provides information for consumers and the **locksmith** industry.
master-locksmith.co.uk/ - 1k - [Cached](#) - [Similar pages](#)

THE MASTER LOCKSMITH --- 24 HOUR EMERGENCY SERVICE --- Call: 07884 ...
All our work is guaranteed and carried out by a fully trained professional **locksmith**. Try us first for price we promise to beat any genuine quote. ...
www.themasterlocksmith.com/ - 47k - [Cached](#) - [Similar pages](#)

Neners Locksmiths - ASSA Abloy, Salto Electronic Access Control ...
Nener's **Master Locksmiths** & Security was established in 1951 and is fortunate to have an envied clientele which includes many Local authorities, ...
www.neners.co.uk/ - 9k - [Cached](#) - [Similar pages](#)

Natural/Organic Search

Pay Per Click Advertising



Do you want a local company?

Web Images Maps News Shopping Mail more Sign in

Google Search [Advanced Search](#)
Preferences

Search: the web pages from the UK

Web Results 1 - 10 of about 6,220,000 for locksmiths [definition]. (0.13 seconds)

24/7 Emergency Locksmith Sponsored Links
www.ablelocks.co.uk To Your Door Within 30-60 Minutes No Call Out Charge! 0800 0510718

locksmiths
www.lockaid.co.uk 24hrs Locksmiths & Door Repairs Call 0800 1978322 For Locksmith Now

Find Your Local Locksmith
www.timpsonlocksmiths.co.uk All locks changed or repaired, Fast, reliable local locksmiths

Looking for local results for **locksmiths**?

Search

Remember this location

Master Locksmiths Association
Membership information, directory of licensed and registered locksmiths, guidelines, contact details and links.
www.locksmiths.co.uk/ - 37k - [Cached](#) - [Similar pages](#)

[Training](#) [MLA](#)
[Members Login](#) [Auto Locksmiths Registration](#)
[Course Outline](#) [Sold Secure](#)
[Home Security](#) [Sectors](#)

[More results from locksmiths.co.uk >](#)

Locksmith UK - Directory of UK Locksmiths
Directory of UK Locksmiths. Detailed profiles, customer reviews, location maps and photos of over 133 Locksmiths located within the UK.
www.freeindex.co.uk/categories/property/construction/locksmiths/ - 37k - [Cached](#) - [Similar pages](#)

Timpson 24 Hour Locksmiths
Timpson 24 hour locksmiths provide a national call out service for domestic or commercial lock repairs/replacements and motor vehicle lockouts.
www.timpsonlocksmiths.co.uk/ - 7k - [Cached](#) - [Similar pages](#)

The Institute of Certified Locksmiths: non-destructive locksmiths

AAA Locksmith Services UK
Call The Lock Experts 0800 2942273
Accredited Locksmiths at a Discount
www.1LOCKSMITH.co.uk

Leicester Locksmiths
Call Direct, 0116 312 0013.
Fast, Reliable, No Call Out Charge
www.Leicester-Locksmith.co.uk

24h locksmith service
No call out fee, 2nd lock 1/2 price
07849456962... 24h
www.specialistlocks.co.uk
Leicester

Locksmith 0800 022 4099
1m Satisfied Customers in 20 Years
Target 30 Minute Response Time
www.ReactFast.co.uk/Locksmiths

Careers In Locksmithing
Picking, Fitting, Or Custom Courses
Call Us & Start Your Own Business!
www.LocksmithCourses.co.uk

First Choice Locks
24 Hour Local locksmiths
Upvc Specialists Locks Upgraded
www.firstchoicelocks.co.uk

24 hour Locksmith
To your door 30mins. 0800 44 88 418
We guarantee to beat any quote.
www.lockstocklocksmith.com
England



Local or business listings

Web Images Maps News Shopping Mail more Sign in

Google locksmith leicester Search Advanced Search Preferences

Search: the web pages from the UK

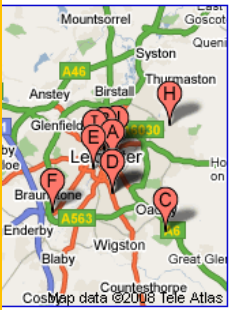
Web Results 1 - 10 of about 97,000 for locksmith leicester. (0.29 seconds)

Keythorpe 0800 44 88 958 Sponsored Links
www.keythorpelocks.co.uk Locksmith in Leicester and Leicestershire. Call 0116 340 1178

Leicester Locksmith
ReactFast.co.uk/LocksEastMidlands Target 30 Minute Response Time Local Locksmiths 0800 022 4099

24hr Locks_0800 051 0718
www.ablelocks.co.uk Local 1hr Service In Leicestershire All Types Stocked. No Callout!

Local business results for locksmith near Leicester



A. **Rossells Locksmiths Ltd** - www.rossellslocksmiths.com - 0116 262 8899 - more
B. **Leicester Locksmiths** - www.leicester-locksmith.co.uk - 0116 312 0013 - more
C. **Access & Security 24HR Locksmiths** - www.leicesterlocksmith.com - 0116 271 9003 - more
D. **Local Locksmith** - www.locksafesecurity.co.uk - 07944 180 066 - more
E. **Able Leicestershire Locksmiths** - leicestershire.able-locksmith.co.uk - 0800 046 2634 - more
F. **Timpson 24 hour Locksmiths - Fosse Park Locksmith** - www.timpsonlocksmiths.co.uk - 0800 018 7187 - more
G. **keythorpelocks** - www.keythorpelocks.co.uk - 0116 340 1178 - more
H. **JG Locksmiths** - www.jglocksmiths.co.uk - 07846 962 825 - 1 review
I. **Emsecure** - www.emsecure.co.uk - 07891 340168 - more
J. **HomeServe** - www.homeserve.com - 0800 073 3311 - more

More results near Leicester >

Locksmiths in Leicester - Lock Replacement in Leicester
Leicester locksmiths open, repair and fit any type of lock including UPVC ... If you live in Leicester and need a locksmith because you are locked out, ...
www.leicesterlocksmith.com/ - 5k - Cached - Similar pages

Locksmith Leicester - Ultimate Locks - 24 Hour Emergency Call Out
Locksmith Leicester - Ultimate Locks. Locksmith in Leicester. 24 Hour Emergency locksmith with No Callout Charges. Lockeyescape, Safe opening services.
www.leicester-locksmith.co.uk/ - 11k - Cached - Similar pages

Sponsored Links

AAA Locksmith Services UK
Call The Lock Experts 0800 2942273
Accredited Locksmiths at a Discount
www.1LOCKSMITH.co.uk

Locksmiths In Leicester
24 Hour Emergency Locksmiths, Locksmith Call Out In Leicester
www.Lockaid.co.uk/Leicester

Locksmiths 0116 202 9252
MLA Q'fd locksmiths 24 yrs exp Cars/home/office/call now!
www.emsecure.co.uk

Leicester Locksmiths
Call Direct, 0116 312 0013.
Fast, Reliable, No Call Out Charge
www.Leicester-Locksmith.co.uk

24h locksmith service
No call out fee, 2nd lock 1/2 price
07849456962... 24h
www.specialistlocks.co.uk
Leicester

Locksmith Free Quotes
Get and compare free quotes from Locksmiths in your area. Free
www.123getaquote.co.uk/locksmith

Locksmith 0800 0439072
No Call Out Fee same day service
Local Independent Locksmith
aandmlocksmiths.co.uk



Directory – free or paid listing + sponsored links

The screenshot shows the FreeIndex.co.uk website interface. At the top left is the logo for FreeIndex.co.uk, 'The People's Directory'. On the top right, it says 'Locksmiths in the UK' and 'Hi there. Login or Register'. Below the logo is a navigation bar with tabs for 'UK Directory', 'UK Jobs', 'Business Advice Centre BETA', 'My FreeIndex', and 'Inbox'. A search bar contains 'Locksmiths' in the 'What or Who' field and 'e.g. London, Bristol...' in the 'Where' field, with a 'Search' button. Below the search bar is a breadcrumb trail: 'Directory Home > Property and Tradesmen > Tradesmen > Locksmiths' and a link to 'Advertise your business for free.' On the left side, there is a vertical menu with categories: 'Business Services', 'Computers & Internet', 'Entertainment & Lifestyle', 'Financial & Legal', 'Industry', and 'Property & Tradesmen'. Under 'Property & Tradesmen', there is a list of sub-categories including Auctions, Building and Construction, Building Materials, Estate Agents, Letting Agents, Online Property Listings, Overseas Property, Property Consultants, Property Maintenance, Removals and Relocation, Security, Tradesmen, Bathroom Fitters, Bespoke Furniture, Blacksmiths, Bricklayers, Builders, Cabinet Makers, Carpenters, Carpet Fitters, Decorators, Disability Adaptations Bu..., Electricians, Fencing Contractors, and Flatpack Furniture Assemb... The main content area is titled 'UK Locksmiths' and features a small image of a lock. The text below the image says: 'Welcome to the people's directory of locksmiths in the UK. The businesses with more positive reviews feature highly in their primary category. If you like, you can find the locksmiths near you by simply entering a location above and hitting search. Registering is easy and free (including upgrades). Choose from features like Job Advertising, PhotoBook and Reviews to describe your products and services. The content team checks every UK locksmith listing to ensure quality is high across the site. We welcome suggestions about FreeIndex.co.uk after all, this directory should work for everyone. And if you all keep referring other locksmiths we still don't need to buy or sell business details.' Below this is a section for 'Related Trade Bodies and Associations' with a link to 'Master Locksmiths Association (MLA)'. At the bottom of the main content area, it says '134 results found.' and 'View Type: Summary View' and 'Sort Order: Most Reviews'. There are two sponsored ads: 'Leicester Locksmiths' with a call to action 'Call Direct, 0116 312 0013. Fast, Reliable, No Call Out Charge' and 'Find a Locksmith. Free' with a call to action 'Get and compare up to 5 quotes from Locksmiths in your area. Free'. Below the ads is a listing for 'Liberty Secure Locksmiths - Bristol' with a star rating of 4 and 0 photos. At the bottom left of the screenshot is the logo for the Master Locksmiths Association (MLA).



Overview of online marketing



Google Maps & Business Directory

ann@anicca-solutions.com | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom) ▼

Google Local Business Centre
Maps UK BETA

✓ **Pin sent successfully to phone.**
Please enter the pin against your listing in the dashboard to verify your listing.

+ [Add new listing](#)
+ [Upload a data file](#) (if you have more than 10 listings)

Viewing listings 1 - 1 of 1			
Business	Status	Statistics (last 30 days)	Actions
Hands-On-Line-Training 13 University Road Leicester Leicestershire LE1 7RA	Awaiting PIN entry Not currently showing. • Enter PIN: <input type="text" value="85511"/> <input type="button" value="Go"/> • Validate by phone • Validate by SMS • Validate by mail	--	Edit Delete

Viewing listings 1 - 1 of 1

Statistics are not real time and are provided at a 24 hour delay.
Google does not guarantee the accuracy of the statistics.

To increase your marketing reach, you might consider:

- [AdWords](#) - Target customers locally or anywhere in the world. Pay only for ads that bring prospects to you.
- [Google Base](#) - Add your entire catalog to our free product search site.



How to get found in the natural or PPC results

	Natural or organic listings	Pay per click (PPC)
Process	Search engines spiders your site and indexes it for different keyphrases found in your content	You bid on specific keyphrases; when user searches on these phrases your ads are displayed
Cost	Free – once your site is optimised	Pay for each click, but you can limit your daily and monthly budgets
Level of control over process	None – you can only follow best practice by optimising your site and getting inbound links	Total control over when and where your ads are displayed, budgets, amount paid per click, ad copy etc
Advantages	Trusted by users & no ongoing costs Once you have an optimised site it is likely to maintain its positions – as long as it contains relevant content	Control – timing and cost Speed – get immediate traffic Applicable to all sites - get sites to the top that cannot be spidered or have poor natural listing
Disadvantages	New sites generally have poor listings and need PPC to get traffic Some sites cannot be spidered Each search engine has a different algorithm, which changes with time	Can be an expensive ongoing advertising cost (eg 10p-£1 cost per click for property phrases)



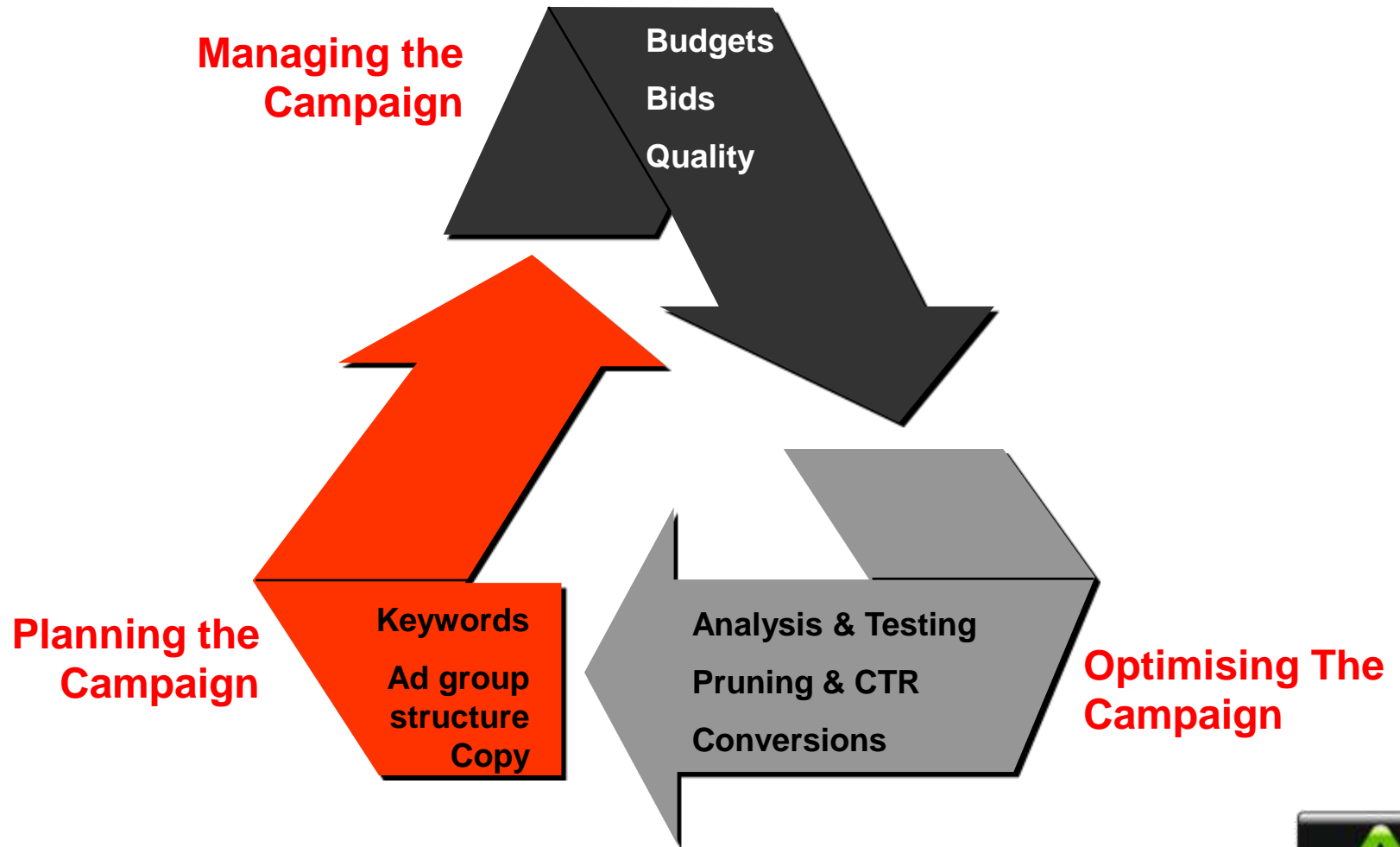
Pay per click



The Main PPC Engines



The Pay Per Click Process



Essential background knowledge

PPC hierarchy

- the differences between campaigns, ad groups and keywords and what you can change at each level

Keyword “match types”

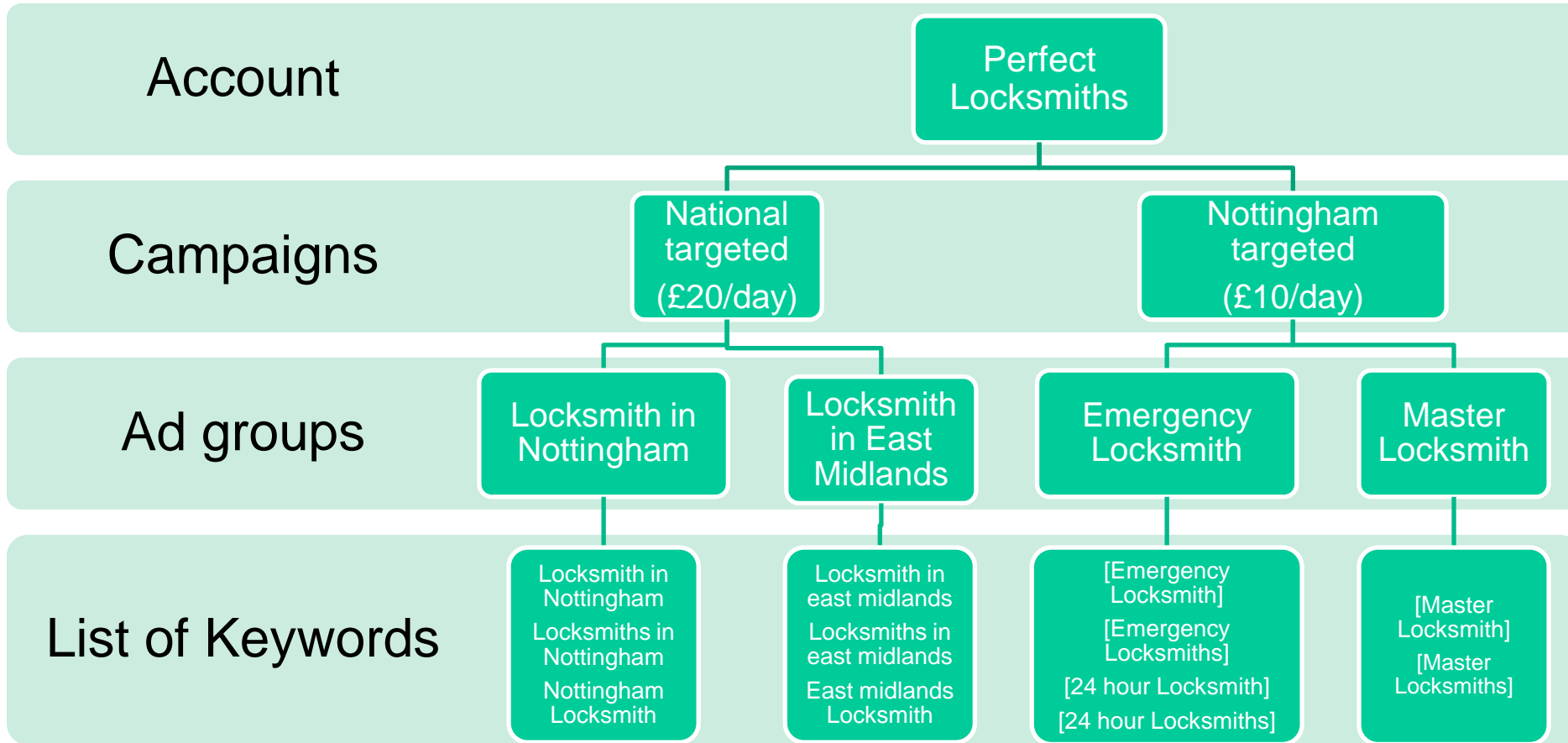
- how they can generate generic or targeted traffic

Click through rate (CTR) and “quality score”

- how to improve them to get top positions in each search engine



PPC Hierarchy for Perfect Locksmiths Ltd



Keyphrases Match Type

[Exact match]

- ads are displayed when the exact words are typed in

Broad match

- the ads are displayed when the words are typed in any combination (and with other words either side)

“Phrase match”

- the ads are displayed for the exact search term in the quotes but with other words either (a hybrid of exact and broad match)

- negative match

- the ad will not appear if this word is typed in (used in combination with broad or phrase match)



Increasing keyword relevancy will result in higher positions & a lower cost per click (CPC)

- **Google – based on the max bid price & relevancy (quality score)**
- **MSN – based on the max bid price & relevancy (click through rate)**
- **Yahoo – combines max bid price & quality (click through rate)**

Quality Score = keyword's Click through rate (CTR), ad text relevance, keyword relevance, landing page relevance



Keyword view – showing quality score and click through rates

<input type="checkbox"/>	Keyword	Status ?	Quality Score ?	Current Bid Max CPC	Show Settings	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
Search total		Enabled		Default £1.71 [Edit]		82	6,830	1.20%	£1.37	£112.09	5.9	0.00%	£0.00
All sources total						82	6,830	1.20%	£1.37	£112.09	5.9	0.00%	£0.00
<input type="checkbox"/>	villas in bulgaria	Active	Great Minimum bid: £0.03	£1.71	Settings	23	1,173	1.96%	£1.32	£30.37	4.1	0.00%	£0.00
<input type="checkbox"/>	real estate bulgaria	Active	Great Minimum bid: £0.03	£1.71	Settings	18	1,155	1.55%	£1.38	£24.80	5.9	0.00%	£0.00
<input type="checkbox"/>	bulgaria for sale	Active	OK Minimum bid: £0.05	£1.71	Settings	10	1,029	0.97%	£1.34	£13.42	4.6	0.00%	£0.00
<input type="checkbox"/>	bulgarian builders	Active	OK Minimum bid: £0.05	£1.71	Settings	7	603	1.16%	£1.39	£9.72	4.6	0.00%	£0.00
<input type="checkbox"/>	property bulgaria	Active	OK Minimum bid: £0.05	£1.71	Settings	5	686	0.72%	£1.47	£7.34	7.7	0.00%	£0.00
<input type="checkbox"/>	bulgaria properties	Active	Great Minimum bid: £0.03	£1.71	Settings	4	502	0.79%	£1.39	£5.54	6.4	0.00%	£0.00
<input type="checkbox"/>	bulgarian properties	Active	Poor Minimum bid: £0.25	£1.71	Settings	4	207	1.93%	£1.35	£5.41	7.3	0.00%	£0.00
<input type="checkbox"/>	investment in bulgaria	Active	OK Minimum bid: £0.05	£1.71	Settings	3	119	2.52%	£1.46	£4.37	4.5	0.00%	£0.00
<input type="checkbox"/>	bulgarian property	Active	OK Minimum bid: £0.08	£1.71	Settings	2	99	2.02%	£1.46	£2.91	10.5	0.00%	£0.00
<input type="checkbox"/>	property rental bulgaria	Active	Great Minimum bid: £0.03	£1.71	Settings	1	189	0.52%	£1.43	£1.43	4.0	0.00%	£0.00
<input type="checkbox"/>	property in bulgaria	Active	OK Minimum bid: £0.08	£1.71	Settings	1	121	0.82%	£1.30	£1.30	7.8	0.00%	£0.00
<input type="checkbox"/>	real estate in bulgaria	Active	OK Minimum bid: £0.05	£1.71	Settings	1	84	1.19%	£1.45	£1.45	10.3	0.00%	£0.00

[Value Property Bulgaria](#)

New payment terms - 2.5% deposit
3 easy stages, makes it simple.
www.yoobulgaria.com



More on quality score

Diabetes Type 2 Studies

Type two Diabetes Volunteer wanted for clinical trials- PAREXEL London
www.DrugTrial.co.uk/Type2-Diabetes

[diabetes trials]	Active	Great	£1.01	Settings	2	25	8.00%	£0.41
[information on type 2 diabetes]	Active	OK	£1.01	Settings	1	23	4.35%	£0.77
[type 2 diabetics]	Active	OK	£1.01	Settings	2	23	8.70%	£0.61
factors type 2 diabetes	Active	OK	£1.01	Settings	1	22	4.55%	£0.77
vs type 2 diabetes	Active	OK	£1.01	Settings	1	21	4.76%	£0.61
type 2 diabetes prevention	Active	Poor	£1.01	Settings	0	18	0.00%	-
[research in diabetes]	Active	OK	£1.01	Settings	0	18	0.00%	-
controlling type 2 diabetes	Active	OK	£1.01	Settings	0	17	0.00%	-
prevent type 2 diabetes	Active	OK	£1.01	Settings	0	17	0.00%	-
[type 2 diabetes diagnosis]	Active	Poor	£1.01	Settings	0	17	0.00%	-

Keyword Analysis: diabetes trials

Ad showing? **Yes**
 For details on specific criteria for this test, click the following link.
[Details and recommendations >](#)

Quality Score: **Great (9/10)**
[Details and recommendations >](#)

£1.21 1.1 0.00% £0.00 0

Keyword Analysis: factors type 2 diabetes

Ad showing? **Yes**
 For details on specific criteria for this test, click the following link.
[Details and recommendations >](#)

Quality Score: **OK (7/10)**
[Details and recommendations >](#)

- 1.7 0.00% £0.00 0

Keyword Analysis: type 2 diabetes diagnosis

Ad showing? **Yes**
 For details on specific criteria for this test, click the following link.
[Details and recommendations >](#)

Quality Score: **Poor (3/10)**
[Details and recommendations >](#)



PPC Strategies

- **Selecting the right network and campaign type**
- **Campaign settings**
- **Setting your budget**
- **Bidding strategies**
- **Keyphrase strategies**
- **Ad copy strategies**
- **Landing page strategies**
- **Management and use of the free tools**



Selecting the right network and campaign type in Google

2 types of network

- Search network
- Content network

2 types of campaigns

- Keyword targeted
- Placement targeted (formerly site targeted)

Limited budget -

- Stick to keyword targeted campaigns on the search network
- Also use Yahoo and MSN as this is often at a lower CPC and cost per conversion



Campaign settings

Campaign structure

- separate your phrases into logical ad groups and campaign hierarchy (not all in the same ad group)

Geo-targeting

- different campaigns can be targeted to different locations
- countries, regions, counties, cities or an area drawn on a map

Content network

- put it in a separate campaign and delete when it uses too much of your budget or does not convert

Ad scheduling

- do not turn ads off in the evening or weekends unnecessarily



Edit campaign settings

Campaign name:

Start date: 21 Sep 2006

Will run until: No end date

Budget options

Budget: £ / day [?]
[View Recommended Budget](#) | [How will my budget affect my ad performance?](#)

Delivery method: [?] Standard: Show ads evenly over time
 Accelerated: Show ads as quickly as possible

Networks and bidding

All network types: Maximum CPC bidding [Change bidding strategy](#)

	Show my ads on:	Options: Maximum CPC bidding
Search:	<input checked="" type="checkbox"/> Google Search [?] <input type="checkbox"/> Search partners [?] <small>Requires Google search</small>	<input type="checkbox"/> Position preferences [?]
Content:	<input type="checkbox"/> The content network [?] <input checked="" type="radio"/> Relevant pages across the entire network [?] <input checked="" type="radio"/> Relevant pages only on the placements I target [?]	Demographics: Only available on the content network.

Scheduling and serving

Ad scheduling: Off: Ads running at all times.
[Turn on ad scheduling](#) [?]

Ad serving: [?] Optimise: Display better-performing ads more often
 Rotate: Show ads more evenly

Target audience

Languages: [?] Hold down the control or command key to select multiple items. Ads should be written in the above language(s).

- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch

Locations: **Currently targeting:** [Edit](#)
• United Kingdom (Country)
[How will my location choices affect my ad performance?](#)



Setting your budget

Set a realistic budget

- use the traffic estimator and keyword tools.

Limited budget

- only bid on specific keyphrases (often the cheapest) and do not use the content network

Do not “starve the budget”

- or your ads will be shown intermittently through out the day or you will run out of budget in the afternoon

Allocate your campaign budgets

- according to the predicted spend, this will help to maximize your traffic.

Generic and specific terms

- separate into different campaigns to prevent the generic phrases from eating the budget at the expense of the better performing phrases



Bidding strategies

Bidding for top positions

- bid for position 3-6 - as you can still get lots of traffic and a good click through rate (CTR) and it will cost less

Bidding too low

- this will result in very poor positions and low click throughs

Cost per acquisition (CPA)

- the maximum you can afford to spend acquiring a sale?

Maximum cost per click (CPC)?

- Divide your CPA by 100 - this will give you an estimate of the maximum CPC



Keyphrases strategies

Keyphrase match types

- use the different types

Keyword tool

- use to identify all the [exact match] phrases; as these will be more targeted, cheaper and are more likely to convert

Improve your “Quality score” & CTR

- do not bid on very generic phrases as these have a low CTR and poor quality score
- delete keyphrases with a low click through rate (CTR) as this will demote the quality score of all the phrases in that ad group



Google keyword tools

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Existing keyword

Enter one keyword or phrase per line:

lock smiths
locksmith
looked out of house

Use synonyms

[Filter my results](#)

Selected Keywords:

Click 'Save to Ad Group' when you have finished building your keyword list.

- locksmiths [Remove](#)
- locksmith [Remove](#)
- locksmith in [Remove](#)
- a locksmith [Remove](#)
- lock smith [Remove](#)

[Remove All](#)

[+ Add your own keywords](#)

Download these keywords:
[text](#) , [.csv \(for excel\)](#) , [.csv](#)

Calculate estimates using a different maximum CPC bid: Choose columns to be displayed: [?](#)

British Pounds Sterling (GBP £) [?](#) Show/hide columns [?](#)

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Highest Volume Occurred In	Match Type:
Keywords related to term(s) entered - sort by relevance							
locksmiths	1 - 3	£0.74	<div style="width: 100%; height: 10px; background-color: green;"></div>	201,000	No data	No data	Broad
locksmith	1 - 3	£0.76	<div style="width: 100%; height: 10px; background-color: green;"></div>	110,000		Jan	Phrase
locksmith in	4 - 6	£0.80	<div style="width: 75%; height: 10px; background-color: green;"></div>	49,500	No data	No data	Exact
locksmith london	4 - 6	£0.84	<div style="width: 75%; height: 10px; background-color: green;"></div>	8,100	No data	No data	Negative
a locksmith	1 - 3	£0.74	<div style="width: 50%; height: 10px; background-color: green;"></div>	6,600	No data	No data	Remove
locksmith jobs	1 - 3	£0.79	<div style="width: 75%; height: 10px; background-color: green;"></div>	6,600	No data	No data	Add
locksmith tools	1 - 3	£0.71	<div style="width: 75%; height: 10px; background-color: green;"></div>	6,600		Nov	Add
lock smith	1 - 3	£0.71	<div style="width: 75%; height: 10px; background-color: green;"></div>	4,400		Jan	Remove
locksmith service	1 - 3	£0.69	<div style="width: 75%; height: 10px; background-color: green;"></div>	4,400	No data	No data	Add
locksmith training	1 - 3	£0.79	<div style="width: 75%; height: 10px; background-color: green;"></div>	4,400		Mar	Add
locksmith com	1 - 3	£0.87	<div style="width: 50%; height: 10px; background-color: green;"></div>	3,600	No data	No data	Add
auto locksmith	1 - 3	£0.81	<div style="width: 75%; height: 10px; background-color: green;"></div>	2,900		Mar	Add
mobile locksmith	1 - 3	£0.75	<div style="width: 75%; height: 10px; background-color: green;"></div>	2,900	No data	No data	Add



Traffic estimates for the UK

Keywords	Max CPC	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Potential Clicks / Day	Potential Cost / Day
Search Network Total			£0.54 - £0.81 was £0.54 - £0.80	1 - 3	398 - 547	£220 - £440 was £210 - £440
locks	£1.00	<div style="width: 25%;"></div>	£0.51 - £0.77 was £0.51 - £0.76	1 - 3 delete	124 - 160	£70 - £130
locksmith	£1.00	<div style="width: 25%;"></div>	£0.62 - £0.92 was £0.61 - £0.92	1 - 3 delete	23 - 32	£20 - £30
door lock	£1.00	<div style="width: 25%;"></div>	£0.50 - £0.75 was £0.50 - £0.74	1 - 3 delete	23 - 30	£20 - £30
home security	£1.00	<div style="width: 25%;"></div>	£0.63 - £0.94	4 - 6 delete	13 - 20	£9 - £20
locksmiths	£1.00	<div style="width: 25%;"></div>	£0.60 - £0.89 was £0.59 - £0.89	1 - 3 delete	12 - 16	£8 - £20
door hinges	£1.00	<div style="width: 25%;"></div>	£0.57 - £0.85 was £0.56 - £0.85	1 - 3 delete	11 - 14	£7 - £20
security door	£1.00	<div style="width: 25%;"></div>	£0.61 - £0.92 was £0.61 - £0.91	1 - 3 delete	9 - 13	£6 - £20
lock pick	£1.00	<div style="width: 25%;"></div>	£0.42 - £0.63 was £0.42 - £0.62	1 - 3 delete	9 - 11	£4 - £8
padlocks	£1.00	<div style="width: 25%;"></div>	£0.58 - £0.86 was £0.57 - £0.85	1 - 3 delete	9 - 11	£5 - £10
home automation	£1.00	<div style="width: 25%;"></div>	£0.55 - £0.82	1 - 3 delete	8 - 9	£5 - £8
door knocker	£1.00	<div style="width: 25%;"></div>	£0.47 - £0.64	1 - 3 delete	7 - 8	£4 - £6
door knockers	£1.00	<div style="width: 25%;"></div>	£0.47 - £0.63 was £0.46 - £0.63	1 - 3 delete	6 - 8	£3 - £5
key lock	£1.00	<div style="width: 25%;"></div>	£0.41 - £0.62 was £0.41 - £0.61	1 - 3 delete	5 - 10	£3 - £6 was £2 - £6
security lock	£1.00	<div style="width: 25%;"></div>	£0.58 - £0.87 was £0.58 - £0.86	1 - 3 delete	5 - 8	£3 - £7



Ad copy strategies

Create small ad groups

- with 1-20 similar or related phrases; write ad copy that includes these phrases

Improve the quality score and CTR

- test different ad copy for each ad group
- delete poor performing ads

Dynamic keyword insertion

- to add the keyword directly into the title of your ad



Variations on your adverts

- **What problem does your potential client have?**
- **Diagnose the problem, and offer a solution**
- **Are you offering alternatives your client might not know about?**

[Buy My House?](#) Yes We Can.
We Have The Most Reliable Investors
To **Buy Your House. No Fees To Pay.**
www.ukinvestorpanel.com

[Quick Cash For Property](#)
Debt? Threat of Repossession?
We will pay cash for your home!
www.quickcashforproperties.co.uk

[Want up to £10,000 More?](#)
Free Cash Offer Agreed in 48hrs.
Sell Now or Stay & Rent Back
7DayExchange.com
England

[Broken Property Chain?](#)  Sponsor
www.DecisionHomeBuyers.co.uk Guaranteed cash offer in 48 hours. We buy your home, hassle free.

[Sell and Rent Back Today](#) 
www.NationalPropertyBuyers.co.uk 100% Free Valuation & Guaranteed Cash Offer. Apply Online Now!

[No Broken Chain](#) 
www.mpginvestments.co.uk/chainbreak We restore your property **chain** Guaranteed cash offers within 48hrs



Which ads will have the lowest CTR?



french translation service

Search

[Advanced Options](#)

Search: Web UK Pictures News Products [More »](#)

Web Search: french translation service

Web Results

[UK Translation Company](#)

Quality translation services All languages serviced efficiently
www.lingo24.com

Sponsored result

[french translation](#)

0207 580 4441 - Free Trial all languages - all industries
www.bilinguagroup.com

Sponsored result

[French Translation](#)

Quality French translation & DTP from leading European specialists
www.push-international.com/

Sponsored result

[French Translation UK](#)

Credential native translators Free instant quote. T:020 7435 3624
www.world-translations.co.uk

Sponsored result

[Need a Translation?](#)

All Fields. 135 Languages. Quality. Benefit from US rates - Free Quote
www.clarktranslations.com

Sponsored result



Ad copy view – showing different CTR's & conversion rates

Variations	Actions	Status	Clicks	Impr.	CTR ▼	Cost	Conv. Rate	Cost/Conv.	Conversions
{Keyword:Quality Leather Diary} Beautiful range of 2009 Diaries Ideal Gifts, Free Personalisation www.GiltEdged.co.uk/Shop	Edit	Paused	256	4,140	6.18%	£145.64	2.0%	£29.13	5
{Keyword:Beautiful Leather Diaries} Buy Your Personalised Diary or Gift Extensive Range Available Online! www.GiltEdged.co.uk/Shop	Edit	Active	194	3,540	5.48%	£111.87	3.1%	£18.65	6
{Keyword:Quality Leather Diaries} Free Personalisation On All Diaries Huge Range Available Online Now! www.GiltEdged.co.uk/Shop	Edit	Paused	15	705	2.12%	£5.20	0.0%	£0.00	-
3 edited or deleted ads			365	7,441	4.91%	£179.48	1.37% (5)	£35.90	5

Which is more important CTR or conversion rate?



Landing pages & conversion tracking

Deep Link

- to the most relevant page and not the home page

“Calls for action”

- add to your landing pages eg registration forms or the ability to buy

Conversion tracking

- add the tracking code to the “thank you” page


Lots of clicks - no conversions

- delete phrases/ad copy as these will use up your budget without generating sales



Portable Ultrasonic Flowmeter from Flowline - Microsoft Internet Explorer

Address: <http://www.flowline.co.uk/products/portable.html>



[home](#)
[products](#)
[application notes](#)
[flow solutions](#)
[technology](#)
[suppliers](#)
[literature](#)
[enquiry](#)
[site map](#)

Contact Us

Email: sales@flowline.co.uk

Tel: 020 8207 6565
Fax: 020 8207 3082

Flowline Manufacturing Ltd
11a Shenley Road
Borehamwood
Herts WD6 1AD

Site Search

Search >>

Mailing List

Join our mailing list and receive regular updates on new products and application success stories.

Join >>

MINISONIC P
THE NEW ULTRASONIC PORTABLE FLOWMETER

**Exactly
what
I need**

The MINISONIC P flowmeter is THE new portable metering tool.

Features includes :

- a massive battery life : up to 40 h



Management and using the available tools

Monitor your campaign

- Daily during the first few weeks

Collect sufficient data

- Before making too many changes, eg altering or deleting keyphrases and ad copy

Free Tools

- Optimising tools
- Google Editor
- Google Analytics



Summary – Top tips for improving your PPC campaigns



Campaign set-up

Create separate campaigns for

- products or services
- search and content networks
- geo-targeting (displayed in different locations)
- generic vs specific phrases

Create Ad Groups

- with a small number (5-30) of similar keyphrases
- ad copy containing the keywords
- relevant landing page with calls for action



Bidding

- **Bid on specific terms**
 - use [exact match] rather than broad match
- **Negative keywords**
 - to exclude things you don't want to be found for
- **Do not starve the budget**
 - put popular Ad Groups in different campaigns
- **Do not aim for position 1**
 - aim for position 3-8, (so your ad is seen on first page)
- **Test and make changes manually**



Improving your CTR and quality score

If the quality scores are “poor” or the CTR is <2%:-

1. Restructure ad groups so there are a smaller number of similar keyphrases with matching ad copy
2. Amend the title and description (you can test several at a time to see which ad works the best)
3. Pause or delete keyphrases with a CTR of <1% - they are too generic and will effect the quality score of other keyphrases in their ad group



Improve your sales conversion rate

- **Conversion tracking**
 - aim for >1% conversion rate
- **Content network**
 - pause this if it converts at a much lower rate than the search network
- **High clicks no conversions**
 - pause any Ad Groups or keyphrases with large amount of clicks but lower than average conversion rate
- **Landing pages**
 - deep link to most relevant page
 - add calls for action
 - test different landing pages to maximise conversions



Probably the most important way to maximise your PPC budget is to ensure that your website looks professional and is easy to use!

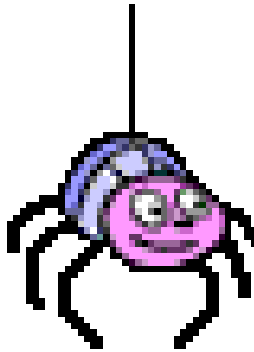


The Search Engine Optimisation Process



How Search Engines Work

A search engine is made of three basic components:



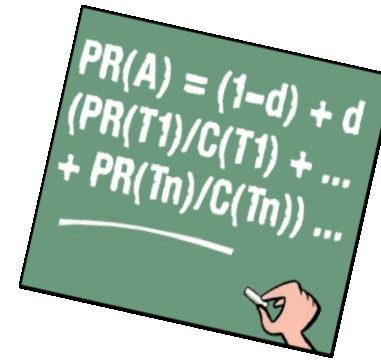
A Spider or Robot

An automated browser, it searches the web for new websites and changes to websites then views the web pages and strips out the text content



A Storage System or Database

A record of all the pages viewed by the Spider



A Matching Process or Relevancy Algorithm

The rules that tell the search engine how to determine what would be relevant to your search



Search Engine Optimisation Process

Part 1 – Auditing and planning

- Can the spiders access your site?
- Keyphrase research
- Page planning

Part 2 – On-page factors

- Writing optimised text

Part 3 - Off page factors

- Link building

Part 4 – Ongoing Management

- Submission
- Reporting
- Ongoing Activity

Part 5 – Using pay per click (PPC) while SEO kicks in

- Developing a new site
- Integration with PPC



Remove the barriers & let the spiders in!

Barriers - prevent the spiders from accessing your site content

- Flash
- Dynamic, database-driven URLs with a “?” in their names or long query strings, eg hotel and holiday pages from a product database
- Frames
- Use of JavaScript in links/navigation
- Auto-redirects
- Password protected areas

Remember to test your website using **site:www.mycompany.co.uk**





site:www.locksmiths.co.uk

Search

[Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web

Results 1 - 10 of about 617 from **www.locksmiths.co.uk** (0.26 seconds)

[Master Locksmiths Association : How To Join](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details...

www.locksmiths.co.uk/autoRegistration/ - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Master Locksmiths Association](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details...

www.locksmiths.co.uk/mla/ - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Master Locksmiths Association](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details...

www.locksmiths.co.uk/news/ - 25k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Master Locksmiths Association : Training](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details...

www.locksmiths.co.uk/training/ - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Master Locksmiths Association](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details...

www.locksmiths.co.uk/contact/ - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Master Locksmiths Association](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details...

www.locksmiths.co.uk/pressReleases/ - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Master Locksmiths Association](#)

Membership information, directory of licensed and registered locksmiths, guidelines, contact details and links.

www.locksmiths.co.uk/ - 37k - [Cached](#) - [Similar pages](#) - [Note this](#)





site:www.geminilockandsafe.co.uk Search [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web Results 1 - 5 of 5 from **www.geminilockandsafe.co.uk** (0.32 seconds)

[Gemini Lock & Safe Ltd](#)
Locksmithing. - Locks to BS3621
Padlocks & garage security. Acc
www.geminilockandsafe.co.uk/ -

[Gemini Lock & Safe Ltd](#)
References. Gemini Lock & Safe
organisations: . •, The Police. •,
www.geminilockandsafe.co.uk/Re

[Gemini Lock & Safe Ltd](#)
Contact. email: enquiries@gemin
482994. fax: 01234 344488. post
www.geminilockandsafe.co.uk/C

[Gemini Lock & Safe Ltd](#)
Services. Emergency Opening. -
Installer. - Digital, Swipe Card & P
www.geminilockandsafe.co.uk/Se

[Gemini Lock & Safe Ltd](#)
GEMINI LOCK & SAFE LIMITED.
Grilles ...
www.geminilockandsafe.co.uk/Lir



site:www.securifix.com Search [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web Results 1 - 10 of about 135 from **www.securifix.com** (0.29 seconds)

[Securifix - Cor](#)
security solutions
www.securifix.com

[Retractable Ge](#)
Retractable Gate
Retractable/Colla
www.securifix.com

[Remote Monit](#)
Remote Monitorin
Remote Monitorin
www.securifix.com
Cached - Similar

[Addressable C](#)
Addressable Call
Addressable Call
www.securifix.com
Cached - Similar

[Smoke Cloak](#)
Smoke Cloak. ho
Smokecloak IPS
www.securifix.com
Cached - Similar



site:www.randrsecurity.com Search [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web Results 1 - 10 of about 589 from **www.randrsecurity.com** (0.27 seconds)

[Locksmiths| Home Security Equipment| Hardware Store| Lock Specialists](#)
R & R Security Services supplies, repairs and carries out the fitting of locks, keys, vehicle
security, safes and access control systems for domestic and ...
www.randrsecurity.com/ - 99k - [Cached](#) - [Similar pages](#) - [Note this](#)

[R&R Security contact details](#)
16 Nov 2007 ... KEYS & ACCESSORIES. Key Accessories · Car Keys Up To 1995 · Truck &
Van Keys · Motorcycle Keys · Cabinet Keys · Industrial Keys ...
www.randrsecurity.com/ContactUs.aspx - 87k - [Cached](#) - [Similar pages](#) - [Note this](#)

[R&R Security - New Account Register Form](#)
16 Nov 2007 ... KEYS & ACCESSORIES. Key Accessories · Car Keys Up To 1995 · Truck &
Van Keys · Motorcycle Keys · Cabinet Keys · Industrial Keys ...
www.randrsecurity.com/Checkout/Register.aspx - 152k - [Cached](#) - [Similar pages](#) - [Note this](#)

[CHUBB PRODUCTS | Nightlatches](#)
16 Nov 2007 ... KEYS & ACCESSORIES. Key Accessories · Car Keys Up To 1995 · Truck &
Van Keys · Motorcycle Keys · Cabinet Keys · Industrial Keys ...
www.randrsecurity.com/c-Nightlatches-53.aspx - 102k - [Cached](#) - [Similar pages](#) - [Note this](#)

[RST PRODUCTS | Orion Key Machines](#)
16 Nov 2007 ... KEYS & ACCESSORIES. Key Accessories · Car Keys Up To 1995 · Truck &
Van Keys · Motorcycle Keys · Cabinet Keys · Industrial Keys ...
www.randrsecurity.com/c-OrionKeyMachines-129.aspx - 90k -
[Cached](#) - [Similar pages](#) - [Note this](#)





site:www.geminilockandsafe.co.uk

Search

Advanced Search Preferences

Search: the web pages from the UK

Web Results 1 - 5 of 5 from www.geminilockandsafe.co.uk (0.32 seconds)

Gemini Lock & Safe Ltd

Locksmithing. - Locks to BS3621. - Insura... Padlocks & garage security. Access Cont... www.geminilockandsafe.co.uk/ - 16k - Ca...

Gemini Lock & Safe Ltd

References. Gemini Lock & Safe Ltd regul... organisations: •, The Police. •, Utility Co... www.geminilockandsafe.co.uk/References

Gemini Lock & Safe Ltd

Contact. email: enquiries@geminilockand... 482994. fax: 01234 344488. postal: ... www.geminilockandsafe.co.uk/Contact.htm

Gemini Lock & Safe Ltd

Services. Emergency Opening. - Free sur... Installer. - Digital, Swipe Card & Proximity... www.geminilockandsafe.co.uk/Services.ht

Gemini Lock & Safe Ltd

GEMINI LOCK & SAFE LIMITED. Locksm... Grilles ... www.geminilockandsafe.co.uk/Links.htm



site:www.randrsecurity.com

Search

Advanced Search Preferences

Search: the web pages from the UK

Web Results 1 - 10 of about 589 from www.randrsecurity.com. (0.27 seconds)

Locksmiths| Home Security Equipment| Hardware Store| Lock Specialists

R & R Security Services supplies, repairs and service out the fitting of locks, keys, vehicle security, safes & www.randrsecu

R&R Security

16 Nov 2007 ... Van Keys · Mot ... www.randrsecu

R&R Security

16 Nov 2007 ... Van Keys · Mot ... www.randrsecu

CHUBB PRO

16 Nov 2007 ... Van Keys · Mot ... www.randrsecu

RST PRODU

16 Nov 2007 ... Van Keys · Mot ... www.randrsecu

Cached - Simila



site:www.securifix.com

Search

Advanced Search Preferences

Search: the web pages from the UK

Web Results 1 - 10 of about 135 from www.securifix.com. (0.29 seconds)

Securifix - Complete Security Solutions

security solutions, safe, surveillance equipment, monitoring, cctv. www.securifix.com/ - 9k - Cached - Similar pages - Note this

Retractable Gates :: Securifix - Complete Security Solutions

Retractable Gates. home /; Physical Security /; Retractable Gates. Items 1 - 6 of 6. Steel Retractable/Collapsible gates provide excellent protection to ... www.securifix.com/store/category.vc?categoryId=8 - 12k - Cached - Similar pages - Note this

Remote Monitoring Solutions :: Securifix - Complete Security Solutions

Remote Monitoring Solutions. home /; Electronic Security /; Remote Monitoring Solutions. Remote Monitoring Solutions. Remote monitoring Intruder Alarms ... www.securifix.com/store/product_details.vc?productId=13 - 11k - Cached - Similar pages - Note this

Addressable Call System :: Securifix - Complete Security Solutions

Addressable Call System. home /; Electronic Security /; Addressable Call System. Addressable Call System. An Addressable call system also known as Nurse call ... www.securifix.com/store/product_details.vc?productId=48 - 11k - Cached - Similar pages - Note this

Smoke Cloak :: Securifix - Complete Security Solutions

Smoke Cloak. home /; Electronic Security /; Smoke Cloak. Smoke Cloak. IPS Range The Smokecloak IPS Range has been designed for clients looking to protect ... www.securifix.com/store/product_details.vc?productId=10 - 11k - Cached - Similar pages - Note this

Create a Keyphrase Matrix for Your Products/Services

	hotel	hotels	room	rooms	weekend break
book	book hotel	book hotels	book room	book rooms	book weekend break
reserve	reserve hotel	reserve hotels	reserve room	reserve rooms	reserve weekend break
check availability	hotel check availability	hotels check availability	room check availability	rooms check availability	weekend break check availability
Derbyshire	hotel Derbyshire	hotels Derbyshire	room Derbyshire	rooms Derbyshire	weekend break Derbyshire
London	hotel London	hotels London	room London	rooms London	weekend break London



Google keyword tools

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Existing keyword

Enter one keyword or phrase per line:

lock smiths
locksmith
looked out of house

Use synonyms

[Filter my results](#)

Selected Keywords:

Click 'Save to Ad Group' when you have finished building your keyword list.

locksmiths [Remove](#)

locksmith [Remove](#)

locksmith in [Remove](#)

a locksmith [Remove](#)

lock smith [Remove](#)

[Remove All](#)

[+ Add your own keywords](#)

Download these keywords:
[text](#), [.csv \(for excel\)](#), [.csv](#)

Calculate estimates using a different maximum CPC bid:
British Pounds Sterling (GBP £)

Choose columns to be displayed:

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Highest Volume Occurred In	Match Type:
Keywords related to term(s) entered - sort by relevance							
locksmiths	1 - 3	£0.74	<div style="width: 100%; height: 10px; background-color: green;"></div>	201,000	No data	No data	Broad
locksmith	1 - 3	£0.76	<div style="width: 100%; height: 10px; background-color: green;"></div>	110,000		Jan	Phrase
locksmith in	4 - 6	£0.80	<div style="width: 80%; height: 10px; background-color: green;"></div>	49,500	No data	No data	Exact
locksmith london	4 - 6	£0.84	<div style="width: 70%; height: 10px; background-color: green;"></div>	8,100	No data	No data	Negative
a locksmith	1 - 3	£0.74	<div style="width: 50%; height: 10px; background-color: green;"></div>	6,600	No data	No data	Remove
locksmith jobs	1 - 3	£0.79	<div style="width: 80%; height: 10px; background-color: green;"></div>	6,600	No data	No data	Add
locksmith tools	1 - 3	£0.71	<div style="width: 80%; height: 10px; background-color: green;"></div>	6,600		Nov	Add
lock smith	1 - 3	£0.71	<div style="width: 80%; height: 10px; background-color: green;"></div>	4,400		Jan	Remove
locksmith service	1 - 3	£0.69	<div style="width: 80%; height: 10px; background-color: green;"></div>	4,400	No data	No data	Add
locksmith training	1 - 3	£0.79	<div style="width: 80%; height: 10px; background-color: green;"></div>	4,400		Mar	Add
locksmith com	1 - 3	£0.87	<div style="width: 50%; height: 10px; background-color: green;"></div>	3,600	No data	No data	Add
auto locksmith	1 - 3	£0.81	<div style="width: 80%; height: 10px; background-color: green;"></div>	2,900		Mar	Add
mobile locksmith	1 - 3	£0.75	<div style="width: 80%; height: 10px; background-color: green;"></div>	2,900	No data	No data	Add



Download search data for your keyphrases

Website content
 (e.g. www.example.co.uk/product?id=74893)

Existing keyword

Use synonyms
[Close filter options](#)
 Don't show results that contain the following words or phrases
 (enter one per line):

Don't show keywords in my ad group.
 Don't show ideas for new keywords. I only want to see data about the keywords I entered.
 Include adult content in my keyword results

Calculate estimates using a different maximum CPC bid:
 British Pounds Sterling (GBP £)

Choose columns to be displayed:

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Highest Volume Occurred In	Match Type:
Keywords related to term(s) entered - sort by relevance							
locks	1 - 3	£0.64	<div style="width: 100%;"></div>	368,000		Apr	In Ad Group
home security	4 - 6	£0.79	<div style="width: 100%;"></div>	201,000		Jan	In Ad Group
locksmith	1 - 3	£0.76	<div style="width: 100%;"></div>	110,000		Jan	In Ad Group
door lock	1 - 3	£0.62	<div style="width: 100%;"></div>	74,000		Mar	In Ad Group
security cameras	4 - 6	£0.86	<div style="width: 100%;"></div>	74,000		Apr	In Ad Group
locksmiths	1 - 3	£0.74	<div style="width: 100%;"></div>	60,500		Apr	In Ad Group
door locks	1 - 3	£0.75	<div style="width: 100%;"></div>	49,500		Mar	In Ad Group
security alarms	1 - 3	£0.69	<div style="width: 100%;"></div>	49,500		Feb	In Ad Group
window parts	1 - 3	£0.69	<div style="width: 100%;"></div>	40,500		Sep	In Ad Group
home alarms	4 - 6	£0.81	<div style="width: 100%;"></div>	33,100		Feb	In Ad Group
door bells	1 - 3	£0.60	<div style="width: 100%;"></div>	27,100		Apr	In Ad Group
hardware door	1 - 3	£0.72	<div style="width: 100%;"></div>	27,100		Apr	In Ad Group

Download all keywords: [text](#), [.csv \(for excel\)](#), [.csv](#)



Downloaded search data

Keywords	Approx Average Search Volume per month	Clicks at 1%	Estimated Avg. CPC	Cost using PPC	Estimated Ad Position	Advertiser Competition	May	Jun	Jul
		17715	£0.69	£12,135.16					
locks	368000	3680	£0.64	£2,355.20	2	1	0.5	0.5	0.61
home security	201000	2010	£0.79	£1,587.90	5	1	0.3	0.28	0.51
locksmith	110000	1100	£0.76	£836.00	2	1	0.54	0.51	0.63
door lock	74000	740	£0.62	£458.80	2	1	0.47	0.46	0.58
security cameras	74000	740	£0.86	£636.40	5	1	0.27	0.28	0.67
locksmiths	60500	605	£0.74	£447.70	2	1	0.49	0.52	0.62
door locks	49500	495	£0.75	£371.25	2	1	0.47	0.49	0.6
security alarms	49500	495	£0.69	£341.55	2	1	0.14	0.15	0.26
window parts	40500	405	£0.69	£279.45	2	0.8	0.04	0.04	0.92
home alarms	33100	331	£0.81	£268.11	5	1	0.18	0.2	0.67
door bells	27100	271	£0.60	£162.60	2	0.93	0.17	0.18	0.47
hardware door	27100	271	£0.72	£195.12	2	0.6	0.5	0.44	0.41
home automation	27100	271	£0.68	£184.28	2	1	0.48	0.44	0.59
key lock	27100	271	£0.51	£138.21	2	0.8	0.61	0.56	0.59
security door	27100	271	£0.76	£205.96	2	1	0.66	0.57	0.66
door hinges	22200	222	£0.70	£155.40	2	1	0.5	0.54	0.58
door knockers	22200	222	£0.58	£128.76	2	1	0.24	0.26	0.57
padlocks	22200	222	£0.71	£157.62	2	1	0.48	0.48	0.62
security locks	22200	222	£0.78	£173.16	2	1	0.29	0.29	0.52
door knocker	18100	181	£0.58	£104.98	2	1	0.31	0.3	0.56
lock pick	18100	181	£0.52	£94.12	2	1	0.82	0.72	0.7
pick lock	18100	181	£0.52	£94.12	2	0.66	0.82	0.72	0.7
security lock	18100	181	£0.72	£130.32	2	1	0.57	0.56	0.66



Optimisation page plan

Page	Keyphrase	Searches/month (exact phrase)	Sites in Google.co.uk
Home page	procurement strategy	480	0.124
	procurement solutions	170	0.016
	procurement management	210	0.052
About us (negotiation)	Contract negotiation	110	0.042
	Supplier negotiation	58	0.003
	Negotiation Power	16	0.002
Forum	IT forum	320	0.163
	Technology forum	110	0.066
	Procurement forum	58	0.006
Procurement	e procurement	1600	0.222
	<u>eprocurement</u>	880	0.114
Purchasing	Purchasing and supply	210	0.098
	Strategic purchasing	320	0.016
	Purchasing systems	73	0.008
Supplier	Supply chain management	5400	0.699
	Hardware suppliers	140	0.046
	IT suppliers	140	0.035
IT	IT procurement	170	0.044
	Purchasing IT	22	0.208
Hardware	Computer hardware	14800	1.760
	Buying hardware	36	0.004
	Purchasing hardware	22	0.002
Software	Business software	5400	1.160
	Buy software	1000	0.060
	Purchasing software	480	0.009
Technology	Computer technology	590	0.554
	Technology suppliers	91	0.020
	Purchasing technology	46	0.0001
Software types	Erp software	1600	0.086
	Enterprise resource planning software	170	0.008



Optimisation - Content Considerations

- **Visible Text**

On-topic, optimised content is the most important factor if prominent search engine positioning is to be achieved.

Copywriting and Editing
Headings and Formatting
Internal Anchor Links
ALT image attributes

- **Themes**

Development of thematic content areas.

- **Keyword frequency, weight & prominence**

Adjustments to apply elements of the “science”.



- **<TITLE> tag**

The text in the Title tag is one of the most important factors influencing search engine ranking algorithms.

- **META Description**

Optimised to encourage click-throughs.

- **META Keywords**

Provided but currently of little importance..

- **Stop words**

Many search engines exclude common words. The optimisation includes avoidance of stop words in key areas of the pages.

- **Spam avoidance**

No techniques are used that could be considered to be spamming.



Title & Meta Tags

- The Title Tag is also important with regard to Google ranking
- Description acts as the “advert” that attracts browsers to click through
- Keyword Meta tags – less important

[property investment, buy off plan, buy-to-let properties, from New ...](#)

Investment property from UK and overseas. New Homes Direct can help you buy off plan properties, buy-to-let apartments and new homes many with discounts of ...
www.new-homes-direct.com/ - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

Title tag

[www.new-homes-direct.com - display_development](#)

new-homes-direct.com - buy new houses, flats & apartments direct from UK & International property developers for deals & discounts of up to 20%.
www.new-homes-direct.com/latest_deals.php - 56k - [Cached](#) - [Similar pages](#) - [Note this](#)

Description

[New Homes Direct - Information and guides for residential and ...](#)

Buy new houses, flats & apartments direct from UK & International property developers for deals & discounts of up to 20%. Information and guides for private ...
www.new-homes-direct.com/buyers_info.html - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Buy property - new houses for sale, buying new homes, property ...](#)

Buy property with New Homes Direct. Search online for investment property, new houses, new homes with discounts of 10-20%. Buy to let and off plan property ...
www.new-homes-direct.com/about.html - 14k - [Cached](#) - [Similar pages](#) - [Note this](#)

[new homes UK property hot spots buy apartments, buy flats, buying ...](#)

UK Property hot spots – Buying new homes is straightforward with New Homes Direct. We can help with buying apartments, buying flats – in fact, ...
www.new-homes-direct.com/uk_property_hotspots.html - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)

The Title Tag should be varied on each page to reflect the specific content it heads.

[Buying a residential home - buying residential property - New Home ...](#)

Buying a residential home is made simple with New Homes Direct. Let us take the hassle out



Check your keyword density: www.ranks.nl

The Derbyshire Chocolate Company :: - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.derbyshirechocolate.com/> Go

THE
Derbyshire Chocolate
COMPANY

TRAINING & WORKSHOPS CONTACT US

THE
Derbyshire Chocolate
COMPANY

The Derbyshire Chocolate Company was founded by Andrew Thwaite, a highly skilled chocolatier who has been producing a range of the finest quality chocolate products since 1998. This extensive range of hand crafted confectionary is available in a variety of formats, direct from our workshop in Derbyshire. We use only the finest quality ingredients and only the best chocolate couvertures supplied direct from Belgium.

Error on page.

Internet



Check your keyword density: www.ranks.nl

Total 2 word phrases: 9 - Total Repeats : 26

phrase	repeats	density	Prominence
derbyshire chocolate	6 T,D,K,A	10.00 %	77.22
chocolate company	5 T,D,A	8.33 %	74.83
the finest	3 D	5.00 %	49.44
company logo	2 A	3.33 %	62.50
finest quality	2	3.33 %	27.08
of hand	2 A	3.33 %	17.50
only the	2	3.33 %	13.75
range of	2	3.33 %	37.50
the derbyshire	2 T	3.33 %	78.33

Total 3 word phrases: 4 - Total Repeats : 11

phrase	repeats	density	Prominence
derbyshire chocolate company	5 T,D,A	12.50 %	75.67
chocolate company logo	2 A	5.00 %	63.33
the derbyshire chocolate	2 T	5.00 %	78.33
the finest quality	2	5.00 %	27.92

Total 4 word phrases: 2 - Total Repeats : 4

phrase	repeats	density	Prominence
derbyshire chocolate company logo	2 A	6.67 %	64.17
the derbyshire chocolate company	2 T	6.67 %	78.33

23 keywords found with density between 2.0% en 15.0% :

chocolate, derbyshire, company, finest, chocolates, derbyshire chocolate, chocolate company, the finest, company logo, finest quality, of hand, only the, range of, the derbyshire, derbyshire chocolate company, chocolate company logo, the derbyshire chocolate, the finest quality, derbyshire chocolate company logo, the derbyshire chocolate company

All text:

the derbyshire chocolate company derbyshire chocolate company selling the finest handmade chocolates and truffles for delivery countrywide derbyshire chocolate gifts valentines toffee english sweets candy easter truffles premium chocolates fudge mother father christmas love presents celebrate birthday callabout



Document info

Url: <http://www.securifix.com/>

Title: Securifix - Complete Security Solutions

Meta keywords:

Meta description: security solutions, safe, surveillance equipment, monitoring, cctv

Total number of words: 267

Load Google keywords data						
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
security	T, D	10	3.75	n/a	n/a	n/a
safes		9	3.37	n/a	n/a	n/a
systems		7	2.62	n/a	n/a	n/a
gates		3	1.12	n/a	n/a	n/a
home		2	0.75	n/a	n/a	n/a
contact		2	0.75	n/a	n/a	n/a
solutions	T, D	2	0.75	n/a	n/a	n/a
wide		2	0.75	n/a	n/a	n/a
service		2	0.75	n/a	n/a	n/a
requirements		2	0.75	n/a	n/a	n/a
system		2	0.75	n/a	n/a	n/a
locksmiths		2	0.75	n/a	n/a	n/a
cctv	D	2	0.75	n/a	n/a	n/a
access		2	0.75	n/a	n/a	n/a
control		2	0.75	n/a	n/a	n/a
intruder		2	0.75	n/a	n/a	n/a
grilles		2	0.75	n/a	n/a	n/a
shutters		2	0.75	n/a	n/a	n/a
free		2	0.75	n/a	n/a	n/a
hour		2	0.75	n/a	n/a	n/a
alarm		2	0.75	n/a	n/a	n/a

Bookmarks

- [1-word keywords table](#)
- [2-word keywords table](#)
- [3-word keywords table](#)
- [4-word keywords table](#)
- [Original text](#)

Filter

start contain regexp

Keywords cloud

home contact **security** solutions
 wide service requirements system
 locksmiths **systems** cctv access
 control intruder grilles gates shutters
safes free hour alarm key doors

Document info

Url: <http://www.locksmiths.co.uk/default.asp>

Title: Master Locksmiths Association

Meta keywords:

Meta description:

Total number of words: 110

Load Google keywords data						
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
mla		4	3.64	n/a	n/a	n/a
members		3	2.73	n/a	n/a	n/a
login		2	1.82	n/a	n/a	n/a
locksmiths	T	2	1.82	n/a	n/a	n/a
customer		2	1.82	n/a	n/a	n/a
auto		2	1.82	n/a	n/a	n/a
registration		2	1.82	n/a	n/a	n/a

Total 2 word phrases: 1

Load Google keywords data						
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
the mla		3	5.45	n/a	n/a	n/a

Total 3 word phrases: 1

Load Google keywords data						
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
of the mla		2	5.45	n/a	n/a	n/a

Bookmarks

- [1-word keywords table](#)
- [2-word keywords table](#)
- [3-word keywords table](#)
- [4-word keywords table](#)
- [Original text](#)

Filter

start contain regexp

Keywords cloud

members login **mla** locksmiths
 customer auto registration



Document info**Url:** <http://www.geminilockandsafe.co.uk/>**Title:** Gemini Lock & Safe Ltd**Meta keywords:** Locksmith Bedford Access Control Emergency Callout Confidential Service Local Authority Approved Police Approved**Meta description:** Website for Gemini Lock & Safe Ltd, Bedford, UK.

Total number of words: 114

Load Google keywords data						
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
safe	T, D	3	2.63	n/a	n/a	n/a
security		3	2.63	n/a	n/a	n/a
grilles		3	2.63	n/a	n/a	n/a
digital		3	2.63	n/a	n/a	n/a
installation		3	2.63	n/a	n/a	n/a
gemini	T, D	2	1.75	n/a	n/a	n/a
lock	T, K, D	2	1.75	n/a	n/a	n/a
access	K	2	1.75	n/a	n/a	n/a
control	K	2	1.75	n/a	n/a	n/a
locks	K	2	1.75	n/a	n/a	n/a
approved	K	2	1.75	n/a	n/a	n/a
door		2	1.75	n/a	n/a	n/a
code		2	1.75	n/a	n/a	n/a
keys		2	1.75	n/a	n/a	n/a
key		2	1.75	n/a	n/a	n/a
supply		2	1.75	n/a	n/a	n/a

Bookmarks[1-word keywords table](#)[2-word keywords table](#)[3-word keywords table](#)[4-word keywords table](#)[Original text](#)**Filter** start contain regexp**Keywords cloud**gemini lock **safe** access control**Document info****Url:** <http://www.randrsecurity.com/>**Title:** Locksmiths| Home Security Equipment| Hardware Store| Lock Specialists**Meta keywords:** Locksmith, Security, Store, Lock, Fitting, Services, Vehicle, security Chubb, Locks, Era Security,, Yale, Security, Ingersoll, Locks, Window Locks, Multipoint, Locks, UPVC Handles, Mortice Locks, Door Handles, Eurospec Hardware, Electronic Products, Elvox Entry Systems, CCTV, Padlocks, Dorcas Electric Releases, Cabinet Locks, Safes, Vehicle Security, Keys and Accessories, Fire Safety Products, Store, Retailer, UK Online**Meta description:** R & R Security Services supplies, repairs and carries out the fitting of locks, keys, vehicle security, safes and access control systems for domestic and commercial users.quality systems and procedures are inspected on a regular basis by the Master Locksmiths Association.

Total number of words: 951

Load Google keywords data						
Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
products	K	47	4.94	n/a	n/a	n/a
locks	T, K, D	36	3.79	n/a	n/a	n/a
handles	K	24	2.52	n/a	n/a	n/a
accessories	K	20	2.10	n/a	n/a	n/a
door	K	20	2.10	n/a	n/a	n/a
security	T, K, D	19	2.00	n/a	n/a	n/a
window	K	19	2.00	n/a	n/a	n/a
lock	T, K, D	17	1.79	n/a	n/a	n/a
lever		16	1.68	n/a	n/a	n/a
series		12	1.26	n/a	n/a	n/a
safes	K, D	12	1.26	n/a	n/a	n/a
mortice	K	12	1.26	n/a	n/a	n/a
systems	K, D	11	1.16	n/a	n/a	n/a
multi	K	10	1.05	n/a	n/a	n/a
point	K	10	1.05	n/a	n/a	n/a
padlocks	K	10	1.05	n/a	n/a	n/a
signs		9	0.95	n/a	n/a	n/a
keys	K, D	8	0.84	n/a	n/a	n/a
hardware	T, K	7	0.74	n/a	n/a	n/a
cylinders		7	0.74	n/a	n/a	n/a
pvcu		7	0.74	n/a	n/a	n/a
entry	K	7	0.74	n/a	n/a	n/a
key	K, D	6	0.63	n/a	n/a	n/a

Bookmarks[1-word keywords table](#)[2-word keywords table](#)[3-word keywords table](#)[4-word keywords table](#)[Original text](#)**Filter** start contain regexp**Keywords cloud**security hardware account 020 home
damage charges related links keys
accessories key motorcycle cabinet
window lock access lever
handles rose series pull
products multi point systems
safes digital cylinder lockcases armo
panic door closers asac electric
releases locks brton brass levers
backplate round release mortice hinges
range locking signs fire chubb
nightlatches cylinders secondary
padlocks mechanical electronic pvcu
audio entry era kits video hoppe alarms

ann@anicc

What else do you need to consider?

1. On-Page Factors

- Title Tag
- Meta Tags
- Page Content
- Heading Content
- Text formatting
- Frequency of phrases
- Density of phrases
- Prominence of phrases

2. Off-Page Factors

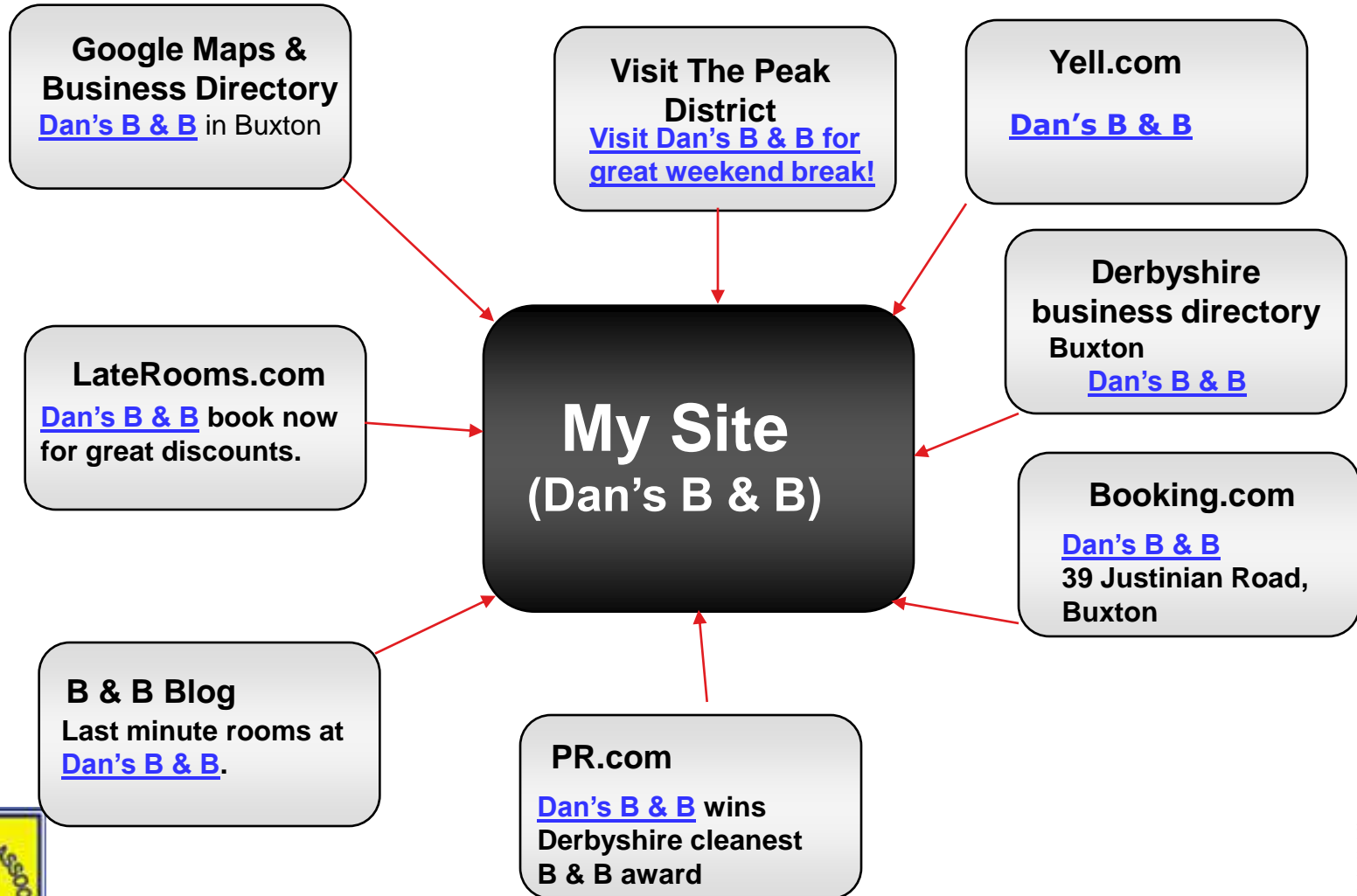
- Domain name
- Location of hosting/ISP
- Filename / full URL
- Directory Listings
- Internal Link structure
- External Link Structure
- Anchor text of inbound links
- Page quality of inbound links



Introduction to Link building strategies & use of 3rd party sites



Examples of different types of inbound links



Importance of 3rd party directories & portals

Evaluate and compare directories for the following factors:

Direct traffic

- Are your competitors listed?
- Do they get top 10 search engine positions for the keyphrases you want to be found for?
- How much traffic do they get (unique visitors per month)?
- Is their Alexa ranking greater than your own site (and other directories you are considering)?

Inbound links – to help your search engine ranking

- What is the Google Page Rank of the page that your entry will appear on?
- Does Google indexes the links from this directory? (Check competitors sites by typing in link:www.competitor.co.uk into search box of Google)

Costs

- Free or paid entry



Linking Tip – Anchor Text

- ✘ Avoid - [Click here](#) for information about Anicca Solutions.

What kind of services?

- ✔ [Web development and internet marketing services](#) provided by Anicca Solutions – **useful information!**



Many search engines consider the text **in and around hyperlinks** to be more important. They are also looking for descriptive relevancy.



Adobe.com is found for “click here” (due to the power of anchor text)


Web Images Maps News Shopping Mail more ▾ Sign in

Google Search [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web Results 1 - 10 of about 1,310,000,000 for [click here](#). (0.23 seconds)

Image results for [click here](#)



[Adobe - Adobe Reader Download - All versions](#)
Industries: Broadcast and media · Education · Financial services · Government · Life sciences · Manufacturing; Solutions: Consumer photo and video · Mobile ...
www.adobe.com/products/acrobat/readstep2.html - 24k - [Cached](#) - [Similar pages](#)

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Click here for more information about our products and services. DoubleClick is a member of the Network Advertising Initiative and has been reviewed for ...
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[click here](#)
www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx - [Similar pages](#)

[Download Java software for Windows from Sun Microsystems](#)
If not, **click here** to start the download. Note: You might need to **click** the yellow warning bar at the top of the browser window to show the installation ...



What links do you have?

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼ anicca.solutions@googlemail.com | [Web History](#) | [My Account](#) | [Sign out](#)

Google™ [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web Results 1 - 10 of about 88 linking to **www.locksmiths.co.uk/**. (0.65 seconds)

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼ anicca.solutions@googlemail.com | [Web History](#) | [My Account](#) | [Sign out](#)

Google™ [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web Results 1 - 1 of 1 linking to **www.randrsecurity.com**. (0.19 seconds)

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼ anicca.solutions@googlemail.com | [Web History](#) | [My Account](#) | [Sign out](#)

Google™ [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web

Your search - **link:www.securifix.com** - did not match any documents.

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼ anicca.solutions@googlemail.com | [Web History](#) | [My Account](#) | [Sign out](#)

Google™ [Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web

Your search - **link:www.geminilockandsafe.co.uk** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.



Get a free link in a range of sites


New-Homes-Direct.com

The new way to buy and sell property




- Home
- Residential Buyers
- Investment Buyers
- Service Directory
- Finance
- Guides & Information
- Types of property

Investment property
Join our Investment Club for off plan and buy-to-let discounts of 10-20%



Residential property
Register now for exclusive discounts & deals on apartments & family homes



Latest Deals
Click here to see the latest property deals



Login:

Password:

Forgotten Password?

Postcode/Town/County:

Property Type:

Property Status:

Price:

Currently displaying all Locksmith services



Anytime Locksmith 0808 101 4600
Anytime Locksmiths, 23 St Johns Road,, Higham, Rochester, Kent., , UK, ME3 7BZ.
<http://www.anytimelocksmith.co.uk>
enquires@anytimelocksmith.co.uk

We focus our cover on the county of Kent, enabling a genuine 24-hour locksmiths with emergency response. We don't claim to cover the entire UK and that's one the reasons we can be with you quickly. As a professional, friendly, honest, family run company, we take pride in the service we provide.

Security Masters 020 8853 4800



Importance of Page rank – receiving some of the “credibility” from the sites that link to you

ebusiness club east midlands - eBusiness Club Expert Ann Stanley - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.ebusinessclub.biz/experts/ann_stanley.html

Google link:www.geminlockandsafe.co.uk Search Bookmarks PageRank Check AutoLink AutoFill Send to Settings

ebusiness club east midlands - e... Google AdWords: Keyword Tool Training courses, licence trade, busines...

home events experts projects suppliers forums

login

Username:

Password: go

Forgotten your details?

join today

Join eBusiness Club Now!

help

Accessibility

Terms and Conditions

Privacy Policy

Ann Stanley

Company: [Anicca Solutions](#)

Specialist Areas:
Online Marketing

Experience

Ann Stanley is MD of Anicca Solutions. Ann has over 6 years experience of online marketing, having worked as Regional Director for MediaCo for 4 years.

Ann is qualified as a Google AdWords Professional and provides practical Pay per click (PPC) consultancy, training and PPC management. She has helped treble the traffic of one of her property PPC clients to 100k clicks per month, whilst reducing the cost per click by 25%.

She also provides consultancy and training across the full range of digital marketing techniques including website



Submitting Your Site?

- Manual submissions
- Individual page submissions
- Language specific as required
.co.uk .com .fr .de .it .kr.

Inclusion in Directories:

- Yahoo! (paid)
- DMOZ (Open Directory)
- Business.com and others
- Before you pay for a directory entry check that Google “values” the links

Google

YAHOO!

excite.

msn

HOTBOT

altavista

LYCOS

volla.fr

LIBERO

nathan

sina 新浪

Dan

goo



International Search engine marketing

- Each country has own national search engines
- International search engines such as Google.com, MSN.com and Yahoo.com have local versions of their search engines with their own algorithm
- Some international search engines will alter the algorithm used depending on the IP address of the user (eg you will get a different result on Yahoo.com in the US then if you were in the UK or another country)
- National search engine rank local sites more highly (country-specific url and IP address)
- National search engines rank sites in local language more highly
- Each country will have country-specific keyphrases and spellings eg repetitive stress injury = repetitive strain injury, optimisation = optimization,
- Keyphrases used in one country will not necessarily translate



Top-tips to improve your search engine traffic

- Check that your site has been indexed all the top UK and .com search engine (type site:www.mycompany.co.uk into each search engine)
- Check that your site has no search engine barriers (eg flash, frames)
- Check that there is a “site map” and text links to pages within your site
- Every page within your site must act as a doorway into the site by containing the keyphrases used by searchers – there should be unique content, titles and descriptions on each page
- Check that every page has the “calls for action” – eg phone numbers, register for email, check availability, book now!
- Check your Google page rank and develop Strategic link building and registration in directories - DIY!
- Use a dual strategy of search engine optimisation and pay per click (+/- xml feed) to cover all the keyphrases used by potential customers
- Monitor your site, use a statistics package to determine levels of traffic, where they came from, keyphrases used and what they did when they got there (did they register or book?) - What is the CPA & ROI?



How effective is your website?



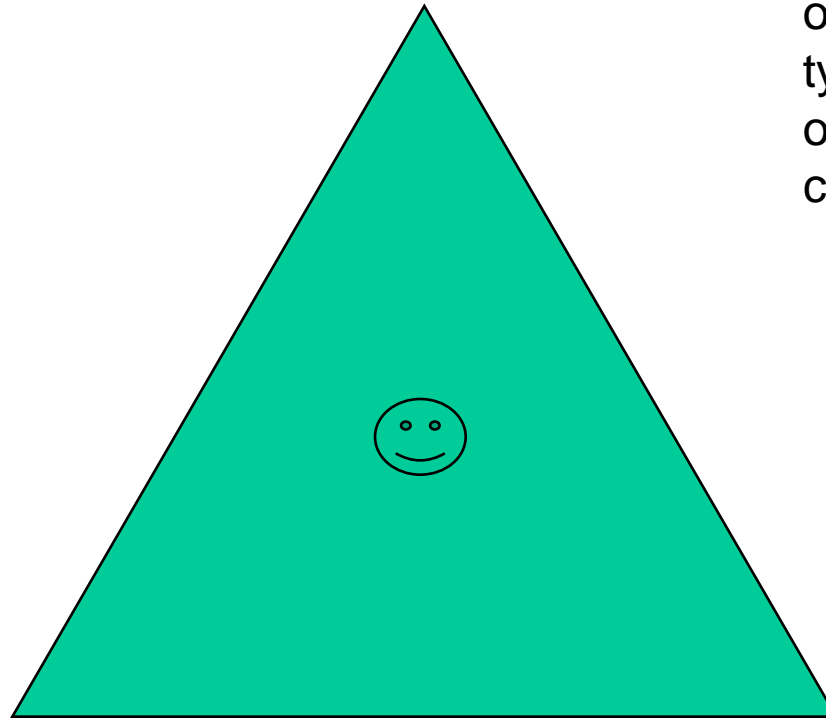
ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com



The 3 “conflicting approaches” used in web design

Design – first impressions counts

These approaches are often used by different types of web designers or developers and can conflict with each other



Functionality – what the site does for the user and your business

Content – what the site says to the user and search engines



How design, functionality & content influence visibility in the search engines

- **Design**

- Images can't be indexed
- Certain technologies such as Flash, Frames and JavaScript can't be indexed
- Design can limit the space for optimised text, or too much text can spoil the design

- **Functionality**

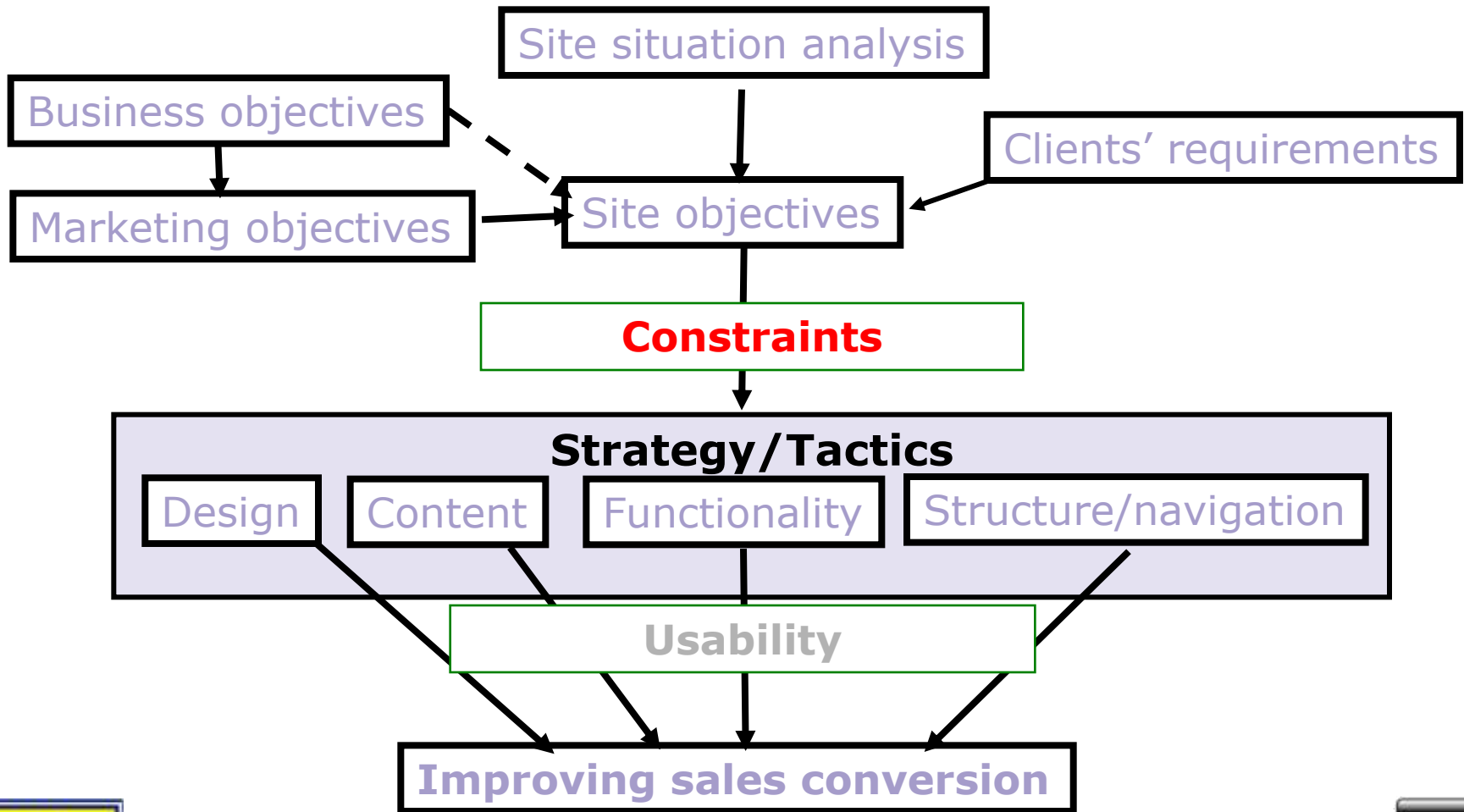
- Certain database functionality such as dynamic urls, ecommerce sites and some content management systems can't be indexed

- **Content**

- Amount, structure and keyphrases within the content (on-page factors) all have significant influence on positions achieved for keyphrases used by searcher
- Content consists of the visible content (ie elements seen by the user) and the content in the code and tags (meta-data) both are important for search engine optimisation
- Search engine optimisation is the process used to build or modify a site to improve its rankings in search engines for the keyphrases used by customers



Strategic overview for planning your site



Is your current site performing?



ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com



Score your site as compared to others

SCALE

1-4 = you consider the site poorly designed or unprofessional

5 = you would not bother to browse the site

6 = you would browse the site

8 = you would consider buying or using the service from this site

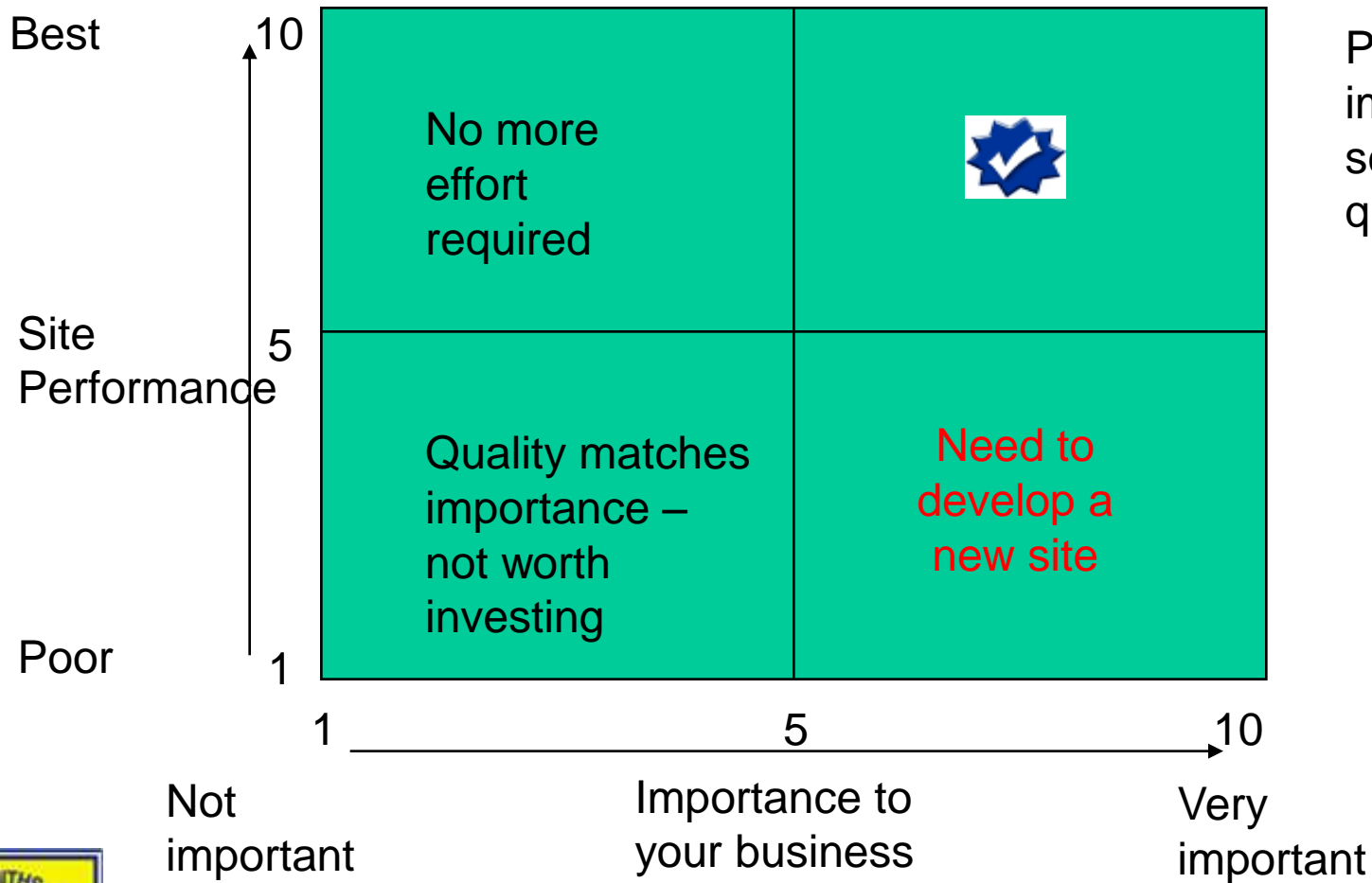


5

8



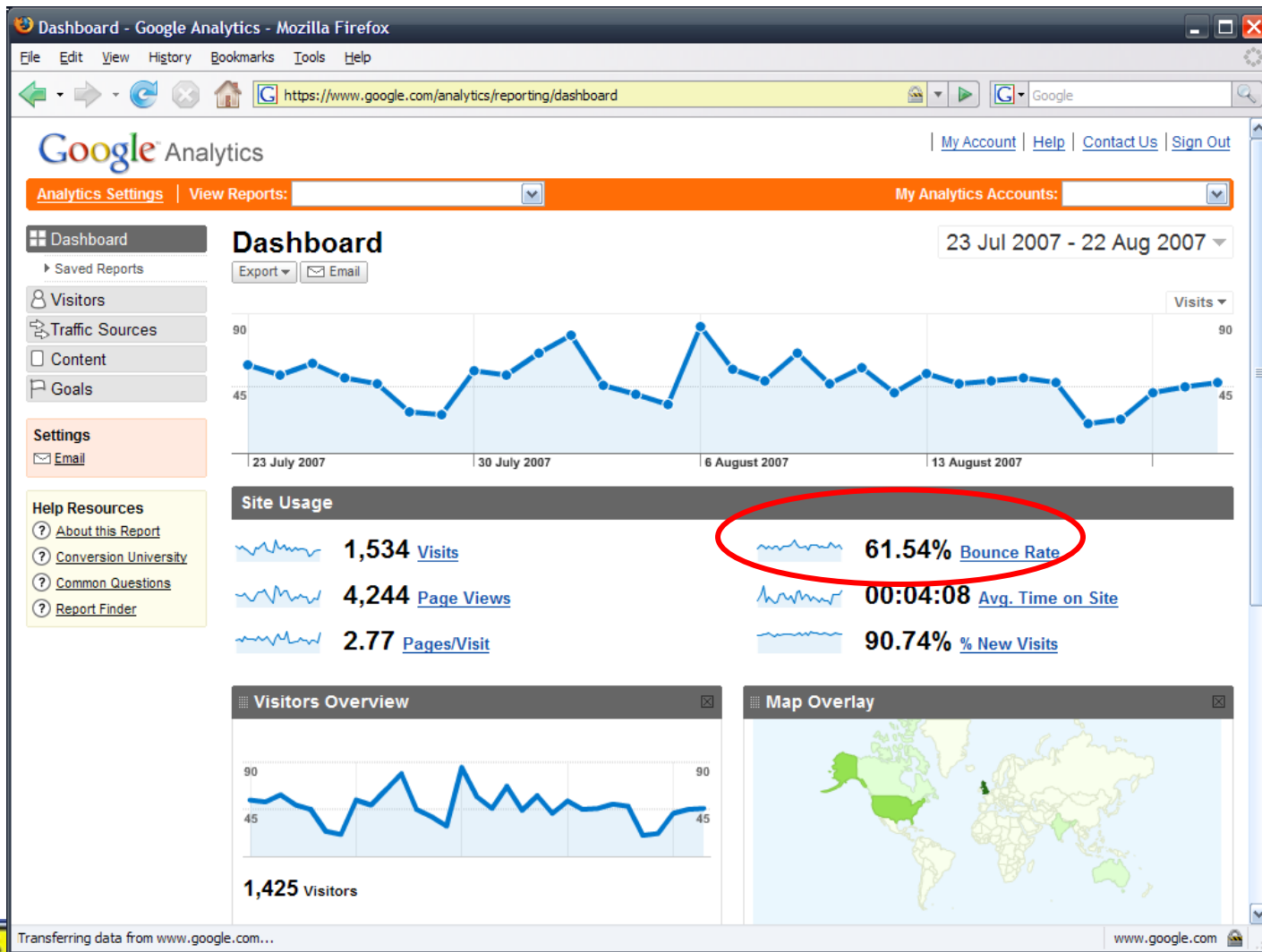
Importance of your website vs how you perceive the site (performance)



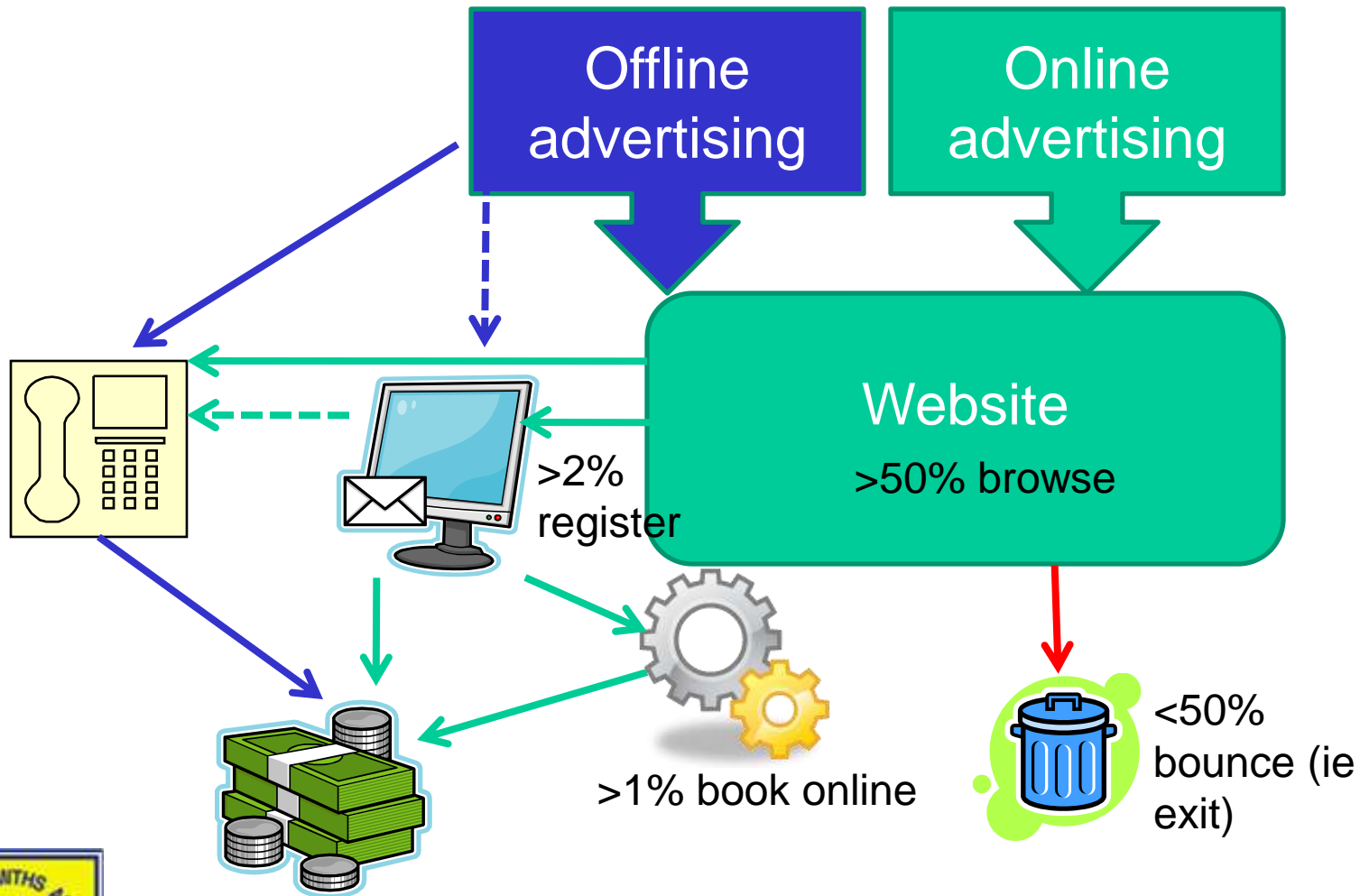
Plot your importance score vs your quality score



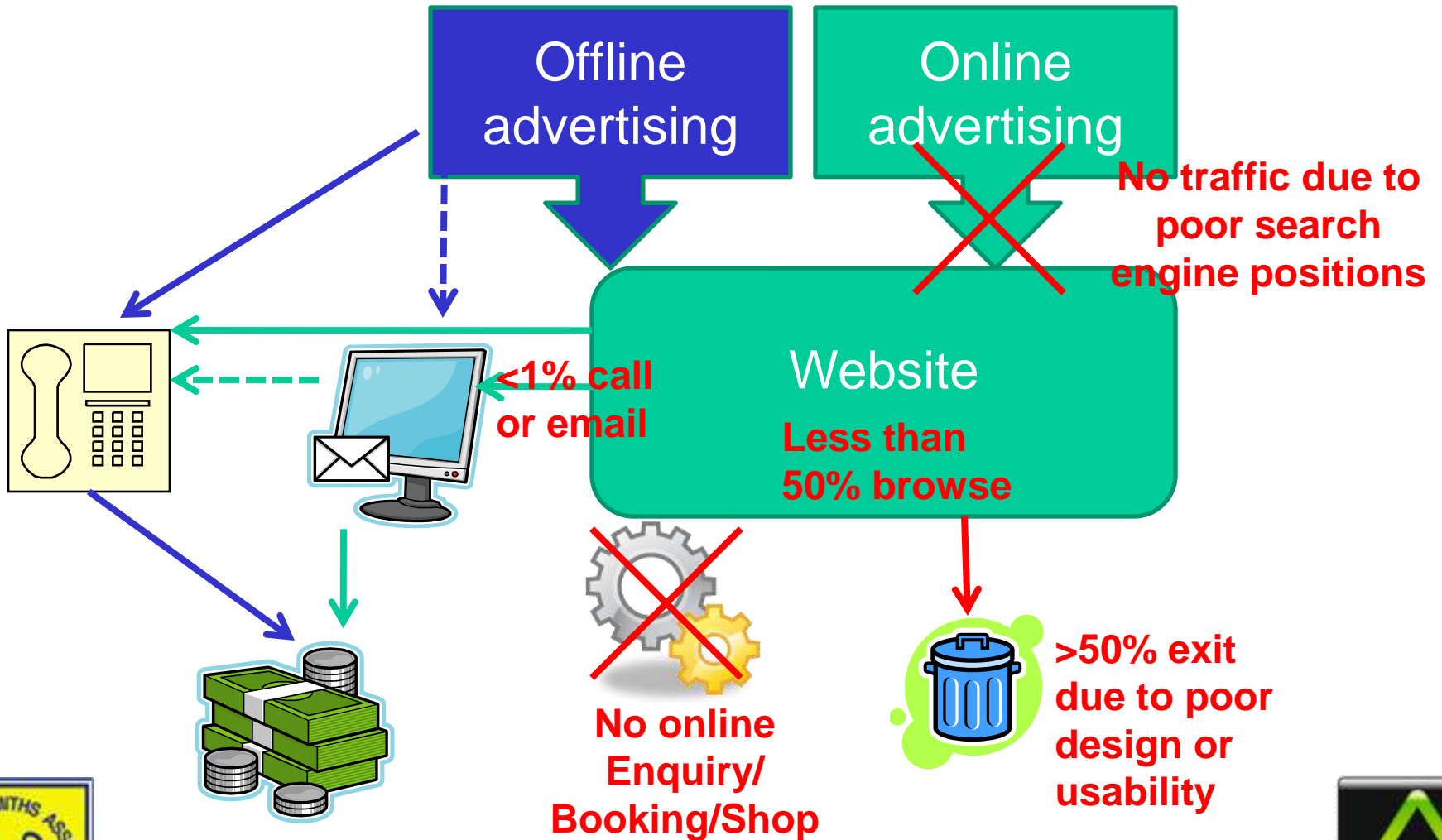
Get free site metrics from Google



The performance of your website - targets



Do you need to invest in your website?



Reasons to develop a new site?

Poor visibility in the search engines

- The site is built in flash or frames and cannot be spidered by the search engines
- The site has other barriers to the search engine spiders, eg JavaScript navigation, complex web addresses (urls) from pages generated by a database, complex directory and page structure, password protected content, hosted outside of the UK etc
- The site does not have any optimised content or tags (ie they do not contain the keyphrases used by customers) and/or there are no suitable pages or space for the additional text

Design

- The site looks dated, images and branding looks tired and it is not attractive to users
- The site has poor “calls for action”, so the site gets traffic but no registrations or sales enquiries
- The site has poor navigation and is difficult to use

Content

- If the content cannot be easily updated, or you have to go back to the web developer to change the text, incurring additional costs and delays

Functionality

- No online sales process (shopping cart) or poor enquiry process
- No or poor customer registration process – limiting the number of enquiries to the sales team

No email functionality to send latest offers or deals to the customers



Design – first impressions count!



Design and Branding

- **In many circumstances your web site will be the first point of contact**
- **First Impressions Count! - Newcomers, and existing customers, will form an impression very quickly**
 - 3-5 seconds?
 - At a subconscious level
- **It has to communicate your brand values, eg What do you want your site to say about you?**
 - Target audience and positioning
 - Brand values
 - Corporate image
 - Relevance
 - Consistency



Ecommerce site aimed at parents and kids

The screenshot shows the homepage of the Just Childsplay website. The browser address bar displays <http://www.justchildsplay.co.uk/>. The site features a yellow and orange color scheme. At the top, there is a navigation bar with links for HOME, ABOUT US, SHOPPING OPTIONS, LINKS, HELP, and CONTACT. A search bar is located to the right of these links. Below the navigation bar, there is a promotional banner for "Free Delivery on all orders over £75!". The main content area is divided into several sections. On the left, there is a "Welcome to Just Childsplay" message with a "SALE! SALE! SALE!" announcement and a link to view New Year sale offers. In the center, there is a grid of product categories including Early Learning, Arts & Crafts, Maths, Geography & History, Pre School, English, Science, and Logical Skills. On the right, there is a search bar with dropdown menus for Age, Category, and Price, and a "SEARCH" button. Below the search bar, there is a "Smiley Offers of the Week!" section featuring a "Neo Tricycle" with a price reduction from £49.99 to £44.99. The bottom of the page has a footer with a logo for the Master Locksmiths Association (MLA) on the left and the Anicca logo on the right.

Address <http://www.justchildsplay.co.uk/>

Google Search Web PageRank 67 blocked AutoFill Options

Educational Toys & Games

Free Delivery on all orders over £75!

just childsplay

HOME ABOUT US SHOPPING OPTIONS LINKS HELP CONTACT QUICK SEARCH/PRODUCT CODE: GO

Create/View Wish list! Add to Favourites Introduce A Friend View Your Basket You currently have 0 item(s), value £0.00

Welcome to Just Childsplay

SALE! SALE! SALE!
Check out our great New Year sale offers - [click here!](#)

We are dedicated to providing our customers with a unique range of quality educational toys and games. Our range has been carefully selected to create a sense of fun and enjoyment for any child, whilst at the same time enhancing their desire to learn.

Choose an option to start.
Search by:

Age
-please select-

Category
-please select-

Price
-please select- SEARCH

Smiley Offers of the Week!

Neo Tricycle

Normally: £49.99
NOW: £44.99
Saving: £5.00
[More Info >](#)

Add to basket
Add to Wish List
Email to a Friend

View Award View Post View All

MASTER LOCKSMITHS ASSOCIATION
MLA

anicca
pure digital solutions

Ecommerce site aimed at techies

Maplin > Home > Stars > 7 inch Widescreen TFT Portable TV. Click "7 inch Widescreen TFT Portabl - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.maplin.co.uk/> Go

A-Z | Contact Us | Catalogue | Clearance | Login | My Account | Promotions | Quick Order | Subscribe

MAPLIN ELECTRONICS

Search

Blank Media | Cables | Components | Computers | Home & Office | In Car | Outdoor & Leisure | Sound & Vision | Tools & Services | Toys & Kits

Home >

Welcome to Maplin.
With 14,000 Products, 100 Stores, free UK delivery over £35 and great deals on B Grade stock we have got the lot, Remember, subscribed customers can save up to £100 on products like our **Top Selling GPS's...**

TOM TOM GO 300
TOM TOM GO 500
TOM TOM GO 700

discount demolition

promotion ends 21st May 2005

HACKER SAFE
TESTED DAILY 06-MAY

Internet Safe Shopping

Top Seller
7 inch Widescreen TFT Portable TV

· 7 inch Widescreen TFT LCD · TV Multiple screen modes (4:3, 16:9 and Zoom) · AV inputs to enable...

Save £30.00
£119.99
[More Info](#)

Top Seller
High Capacity Batteries

·High capacity ·Environmentally friendly ·Ideal for high drain applications ·Contains no lead...

Save £10.00
£14.99
[More Info](#)

Top Seller
BatterySAVER PRO 15W

· Constant solar charge for larger battery needs · Installs in seconds · Maintenance free · Works...

Save £70.00
£79.99
[More Info](#)

Basket : £0.00

See full basket

[Basket](#) [Checkout](#)
[Auto Buy](#) [Empty](#)

WIN WIN WIN
Enter our competition

Tom Tom Go Range
Click here to order

Special Offers

AMD Athlon 64 Processor and Gigabyte M/board bundle
Buy all for £248.96
SAVE £65
£248.96
[More Info](#)

Featured Products

12Vdc & 24Vdc to 230Vac Soft Start	PC3200 DDR Memory Modules	1000W Power Amplifier	LCD Display Metal Detector
<p>· Mains power on the move! · Soft start technology · Full load</p>	<p>· 400MHz PC3200 · Double Data Rate (DDR)---</p>	<p>· Massive one kilowatt maximum power · Cooling fan</p>	<p>· LCD display shows type of metal detected and and its</p>

start | Microsoft PowerPoint ... | Wireless Network Co... | Maplin > Home > Sta... | EN | 21:22



Different Elements of the design

Branding

“Calls for action”

Search results from database

The screenshot shows the homepage of New-Homes-Direct.com. At the top, the site name and tagline are displayed. Below this is a large banner image of a rainbow over a landscape. To the right is a main navigation menu. Below the banner are three promotional boxes: 'Investment property', 'Residential property', and 'Latest Deals'. A search form is located on the right side. The main content area features a search result for 'Off-Plan - 1, 2 and 3 bed apartments - Colne' with a price range, incentives, and location details. A red oval highlights the 'Latest Deals' box and the search form's 'Submit' button.

New-Homes-Direct.com
The new way to buy and sell property

Home
Residential Buyers
Investment Buyers
Service Directory
Finance
Guides & Information
Types of property

Investment property
Join our Investment Club for off plan and buy-to-let discounts
Residential property
Register now for exclusive discounts & deals on apartments & family homes.
Latest Deals
Click here to see the latest property deals

Off-Plan - 1, 2 and 3 bed apartments - Colne
Gross Price £101,160-£202,320
Incentive 17% discount - ideal for bulk buyers!
Plots available 16
Location Colne, Lancashire
Quaint Town in east Lancashire. Situated 25 miles to the west of Preston and 25 miles North of Manchester.
This small development, situated close to the centre of Colne, is ideally located for those wishing to live in a small country town, yet work in either of the busy local cities of Leeds, Manchester and Preston. Colne is a principal town in the district of Pendle, and is the last station on the Colne to Preston railway. Colne is located 2.5 miles north-east of Nelson (the administrative centre of Pendle), 6 miles north-east of Burnley, 25 miles east of Preston, 25 miles north of Manchester and 30 miles west of Leeds.

Postcode/Town/County
Lancashire
Property Type
Search All
Property Status
Search All
Price
Search All

Main navigation

Log-in

Search on every page



Zen Garden – example of using cascading style sheets (CSS)

classic 45's
CSS zen garden!
the beauty of css design

A Demonstration of what can be accomplished visually through css-based design...

Select any style sheet from the list to load it into this page!

DOWNLOAD THE SAMPLE HTML FILE AND CSS FILE

The Road to Enlightenment

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, and broken CSS support. Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WaSP and the major browser creators. The css Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to see the (yet to be) time-honored techniques in new and

Featured Rowset by [Mark Shortt](#)
Ranbatare Edition by [Joakim Thorsen](#)
Peace Of Mind by [Carina Vardi](#)
45 EPK by [Thomas Richard](#)
Pretty in Pink by [Jordi Rossi](#)
Verties by [Antonio Cells](#)
Vin Rouge by [Thomson Bapp](#)
Pinks by [Emiliano Fenucci](#)

Zen Garden

The Beauty of CSS Design

The Road to Enlightenment

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, and broken CSS support. Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WaSP and the major browser creators.

The css Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the (yet to be) time-honored techniques in new and invigorating fashion. Become one with the web.

So What is This About?

There is clearly a need for CSS to be taken seriously by graphic artists. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The code remains the same, the only thing that has changed is the external .css file. Yes, really.

select a design...

- Rebro Theater by [Eric Rupp](#)
- Lily Pond by [Ruse Thorogood](#)
- Eclic Outback by [Tina Virtanen](#)
- Zen Army by [Carl Desmond](#)
- The Original by [Joachim Shuster](#)
- Floral Touch by [Jadas Jirany](#)
- Elegance in Simplicity by [Hani Shuter](#)
- Dazzling Beauty by [Dany Set Supriyanto](#)

archives

next design >



Cascading Style Sheets (CSS)

- **Enables different style elements to be controlled across the site:**
 - Typography
 - Backgrounds
 - Borders/margins
 - Structural elements, e.g. navigation
- **Benefits:**
 - More control over layout
 - Quicker loading pages
 - Quicker development & updates
 - Easier to support multiple platforms eg pda
 - Allows use of different font sizes and colours for accessibility
 - Better for search engines (page layout data stored in CSS not diluting page text)

www.csszengarden.com




Master Locksmiths Association - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

Master Locksmiths Association Google AdWords: Keyword Tool Training courses, licence trade, busines...

PR: 5 I: 609 L: 0 Cached: n/a I: 1,370 L: 0 LD: 0 LD2: 0 I: 170 Rank: 2005720 Age: Jun 10, 1998 IP: n/a whois source Robo: no Sitemap: no




Members Area
Members Login

Welcome to the Master Locksmiths Association


A not-for-profit trade association, the MLA licenses its approved companies through strict vetting and regular assessments, in order to ensure quality of service and provide peace of mind to the end customer.

- Find a Locksmith
- MLA
- Press Releases
- Home Security
- Training
- Exhibitions
- Contact Us
- Auto Registration
- Sold Secure



Find a Locksmith

Click on an area of the map or use the search criteria below to find a registered locksmith




1. What do you need?
Any

2. Your location
Any

disclaimer

Approved Locksmiths



Check

for the logo

Members Login

User ID

Password

Remember me

Feel Free to Call Us on...

0800 783 1498





Locksmiths | Home Security Equipment | Hardware Store | Lock Specialists - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help


Locksmiths | Home Security Equi... Google AdWords: Keyword Tool Training courses, licence trade, busines...

PR: 1 I: 588 L: 1 Cached: 8 Nov 2008 I: 1,930 L: 0 LD: 0 LD2: 0 I: 103 Rank: 2314896 Age: May 31, 2003 IP: 89.234.28.85 whois source R



R&R Security

Security and Hardware Specialists



Free delivery on all orders in England, Wales, and Lower Scotland




[My Account](#) [Email Helpdesk](#)

Fax: 020 8560 3413
Phone: 020 8847 3129 / 4404

Lines Open from 9AM to 5PM, Monday to Friday

Home | About Us | Carriage Charges | Related Links

Search R&R Security:

Currency:   

Our Products:

- KEYS & ACCESSORIES
 - Key Accessories
 - Car Keys Up To 1995
 - Truck & Van Keys
 - Motorcycle Keys
 - Cabinet Keys
 - Industrial Keys
 - Window Lock Keys
- ACCESS HARDWARE
- AGB PRODUCTS
- ALPHA SAFES
- ALPRO PRODUCTS
- ARRONE PRODUCTS
- ASEC PRODUCTS
- BRITON PRODUCTS
- BURTON SAFES
- CARLISLE BRASS
- CEGO FRAMEWARE
- CENTURION PRODUCTS
- CHUBB PRODUCTS

Key Catalogue: The R&R Security keyblanks catalogue is the most comprehensive on the market. With over 200 pages of actual size, exact outline key illustrations all listed in manufacturers alphabetical order.



Latest Products (View All):

- Asec A95 Rim Fall Unlocked Release
- Guinaz Software Programming Kit For Digi
- Guinaz Back Boxes for Flush Mounted Door

Special Offers (View All):

- Yale PBS1 BS3621:2007 60mm Double Lockin
- Era BS3621:2004 Double Locking Nightlatch
- Era Double Locking Nightlatch

? **Not sure what exactly you need?** Use the category browser below to drill down to the best security hardware for the job. Experienced buyers or those with an idea of what precisely they want may jump to a specific area by using the search bar above or the navigation on the left.

Shopper Login:

Name:

Password:

[Register an account](#) to enjoy benefits such as exclusive offers and the ability to more easily order future items

[Forgot your password](#)

[Log In](#)

Shopping Cart:

Your basket is empty

[Checkout](#)




Gemini Lock & Safe Ltd - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

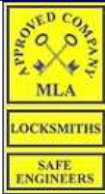
Gemini Lock & Safe Ltd Google AdWords: Keyword Tool Training courses, licence trade, busines...

PR: 1 I: 0 L: 0 Cached: 1 Nov 2008 I: 17 L: 0 LD: 0 LD2: 0 I: 5 Rank: n/a Age: Dec 20, 2005 IP: 82.165.85.58 whois source Robo: no Sitema



GEMINI LOCK & SAFE LIMITED

LOCKSMITHS - SAFE ENGINEERS - ACCESS CONTROL - SECURITY GRILLES




Home

Contact


References

Services


Links



TRADING STANDARDS APPROVED




Chubb LOCKS SATELLITE




Locksmithing

- Locks to BS3621
- Insurance approved
- UPVC & Metal Door specialist
- Padlocks & garage security




Access Control

- Approved Paxton Installer
- Digital Mechanical Code Locks
- Simplex Unicam
- Digital, Swipe Card & Proximity based systems installation & maintenance




Keys

- Master suites
- Keying alike
- Keys to code
- Key cutting




Safes

- Sales, Service, Removals, Openings, Repairs
- All Makes and Models: Freestanding, Wall, Under floor
- Digital, Fire, Media, Gun & Key Cabinets



Exit Hardware

- Supply & Installation to EN1125 & EN 175
- Door closers



Grilles

- Supply & Installation
- High Quality Retractable & fixed security Grilles / Bars / Shutters
- Meeting LPCB standards




Securifix - Complete Security Solutions - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

Securifix - Complete Security Sol... Google AdWords: Keyword Tool Training courses, licence trade, busines...

PR: 1 I: 131 L: 0 Cached: n/a I: 133 L: 0 LD: 0 LD2: 0 I: 41 Rank: 5943954 Age: Sep 29, 2001 IP: 80.175.65.79 whois source Robo: no Sitemap:



Complete Security Solutions

Home About Us Testimonials FAQs Leasing Maintenance Contact Us

Quick find


Electronic Security

- Intruder Alarm Systems
- CCTV
- Access Control Systems
- Door Entry Systems
- Public Address Systems
- Addressable Call System
- Gate Automation
- Security Tagging
- Smoke Cloak
- 24 Hour Emergency Services
- Remote Monitoring Solutions


Physical Security

- Locksmiths
- Restricted Key Systems
- Grilles
- Security Gates
- Retractable Gates
- Shutters

Welcome to our new website!
Some areas are still under construction. If you can't find the information you are looking for, please [contact us](#) and we will be happy to help.



Electronic Security
[Click here to contact us for all electronic security solutions >](#)



Physical Security
[Click here to contact us for all physical security solutions >](#)



Functionality – what the site can do for you and your customers



Choosing the content and functionality

Basic	Options	Add-on or 3 rd party Functionality	Fully integrated (Dynamic)
<ul style="list-style-type: none"> •Home page •Who are we? •What do we do? •Where are we? •Vacancies •Useful links and information •Contact details 	<ul style="list-style-type: none"> •Page for each product or service •Stock and prices •News or offers •Contact us by email or leave message •Subscribe (eg to newsletter) •Search facility •FAQ •Demos •Client list •Press pack •Terms & conditions •Download articles and pdf files •Site map 	<ul style="list-style-type: none"> •Shopping cart •Room booking •Online quotes •News feeds •Register & login •Mortgage calculators •Archive of articles, newsletters etc •Recommend a friend •Banners and other adverts •Pop-up offers •Call back •Online help 	<ul style="list-style-type: none"> •Database driven •Integrated with back office •Customer database •Product database •E-commerce •E-procurement •E-learning •Online recruitment •Calendar •Forums and chat rooms •Personalisation of content



Using your site as a sales tool – searching the customer database

New-Homes-Direct.com
Content Management System

Main Menu

- Content Management
- Property Management
- Customer Management**
- Afilliate Management
- Links Directory
- Email Management
- Website Management

[Main Menu](#) | [Page Text](#) | [Banners](#) | [Developments](#) | [Customers](#) | [Service Directory](#) | [Emails](#)

© 2004 New-Homes-Direct.com



Using your site as a sales tool – searching the customer database

Search All Customers

Enter an email address

Enter a county

Enter a surname

Enter a postcode

Enter an id

Staff Member

Notes

Customer Type

Limit

Order

Search Questionnaire Customers

Customer Type

Staff Member

Region

Notes Field

UK Places Interested

London	<input type="checkbox"/>	West Midlands	<input type="checkbox"/>
South East	<input type="checkbox"/>	East Midlands	<input type="checkbox"/>
South West	<input type="checkbox"/>	North East	<input type="checkbox"/>
Wales	<input type="checkbox"/>	North West	<input type="checkbox"/>
Scotland	<input type="checkbox"/>	Overseas	<input type="checkbox"/>

Order



Clicking into a customer profile

Customer Id	1803	Ms Ann Stanley	
Address	19 Cavendish Road, , Leicester, , UK, le2 7pg		
Phone	07930 38 4443	Mobile -	
Company	New Homes Direct Ltd Job Title -		
Email Address	ann.stanley@ntlworld.com		
First Added Date	2006-02-15		
Last updated Date	2007-02-14		
Status	Pending	Type	Member
Staff	Please Select	Region	East Midlands
Receive emails	<input type="checkbox"/>	Receive SMS messages	<input type="checkbox"/>
Notes	<div>notes</div>		



Clicking into a customer profile

New Homes Direct Questionnaire

What type of property are you looking for?

How soon do you want to buy?

What is your level of interest at this time?

Please indicate where you would like to purchase (tick all that apply)

<input checked="" type="checkbox"/> London	<input checked="" type="checkbox"/> West Midlands
<input checked="" type="checkbox"/> South East	<input checked="" type="checkbox"/> East Midlands
<input checked="" type="checkbox"/> South West	<input checked="" type="checkbox"/> North East
<input checked="" type="checkbox"/> Wales	<input checked="" type="checkbox"/> North West
<input checked="" type="checkbox"/> Scotland	<input checked="" type="checkbox"/> Overseas

Please state any specific places where you would like to buy

How many properties are you interested in buying?

What is your residential Status?

Length of time at your current address?

What is your age?

Do you currently have a residential mortgage? Yes No

Do you currently have a buy to let mortgage? Yes No

Do you currently have a draw down facility? Yes No

How many existing investment properties do you have?

Are you looking for finance or a buy-to-let mortgage to fund your property? Yes No

How do you intend to pay for your deposit and fees?

What is your annual gross salary?

Would you be interested in going on a property workshop in your area? Yes No



Ability to create your own customer registration forms (with the corresponding database)

Form Manager | **Field Manager** | **Help**

Forms Available: New Form Name:

Form Style:

Form Results: Email Address:

Text displayed after form:


Submit Button Text:

Form Preview

Title/Firstname*	<input type="text"/>
Surname*	<input type="text"/>
Home Telephone	<input type="text"/>
Work Telephone	<input type="text"/>
Mobile	<input type="text"/>
Email Address	<input type="text"/>
Best Contact Time	<input type="text"/>
Property Address*	<input type="text"/>
Property Postcode*	<input type="text"/>
Contact Address (if different to above)	<input type="text"/>
Contact Postcode	<input type="text"/>



Ability to create your own customer registration forms (with the corresponding database)



COPPER HOMES

Instant cash for your home,
peace of mind for *you*.

Call free on:
0800 082 8611

[Request Call Back](#)

HOME FAST SALE SELL AND RENT BACK EQUITY RELEASE REPOSSESSION & EVICTION SHARED OWNERSHIP MONEY WORRIES HELP CENTRE LANDLORDS TESTIMONIALS CONTACT US

BROWSE

- [Raise Cash Quickly](#)
- [Sell Your House Now](#)
- [Stop Repossession](#)
- [Solve Mortgage Arrears](#)
- [Broken Property Chain?](#)
- [Rising Mortgage Payments?](#)
- [Help With Probate](#)
- [Structural Problems](#)
- [Non Standard Construction](#)
- [Empty Homes](#)
- [Sitting Tenants](#)

ON LINE ENQUIRY FORM

Please fill out the form below and one of our staff will get back to you shortly

Title/Firstname*

Surname*

Home Telephone

Work Telephone

Mobile

Email Address

Best Contact Time

Property Address*

Property Postcode*

Contact Address (if different to above)

Contact Postcode

Type of Property*

No. of Bedrooms*

No. Years Owned Property

Estimated Property Value (£)


Free Valuation

On-line Enquiry

Sell NO FFP NEEDED

Rent Back

Mortgages

 *We can exchange within 24 hours & complete in 28 days.*



Content – what your site says to your customers (and the search engines)



Content – Factors to consider

- Relevance to target audience
- Structure
- Language
- Tone
- Update frequency
- Self-managed content (can sometimes be search engine unfriendly)
- Members area
- Calls to Action



Content Management System

Page Text Manager [Help](#)

All Static Pages [Refresh](#)

- front-end
- graphic-design
- index**
- quality
- updating-layout-and-logo
- updating-news-articles
- updating-page-text
- updating-the-menu

Page - index

Page Version History - Edit and view archived pages

Date	Notes	Live
2007-12-21 18:38:44	Page Created	yes

Page Created

[Edit Page](#) [Preview Page](#) [Change Live Sta...](#)

The most recently edited page is displayed at the top. The most recent live page will be displayed on the web site, if live is set to 'No' then the next most recent page will be displayed.

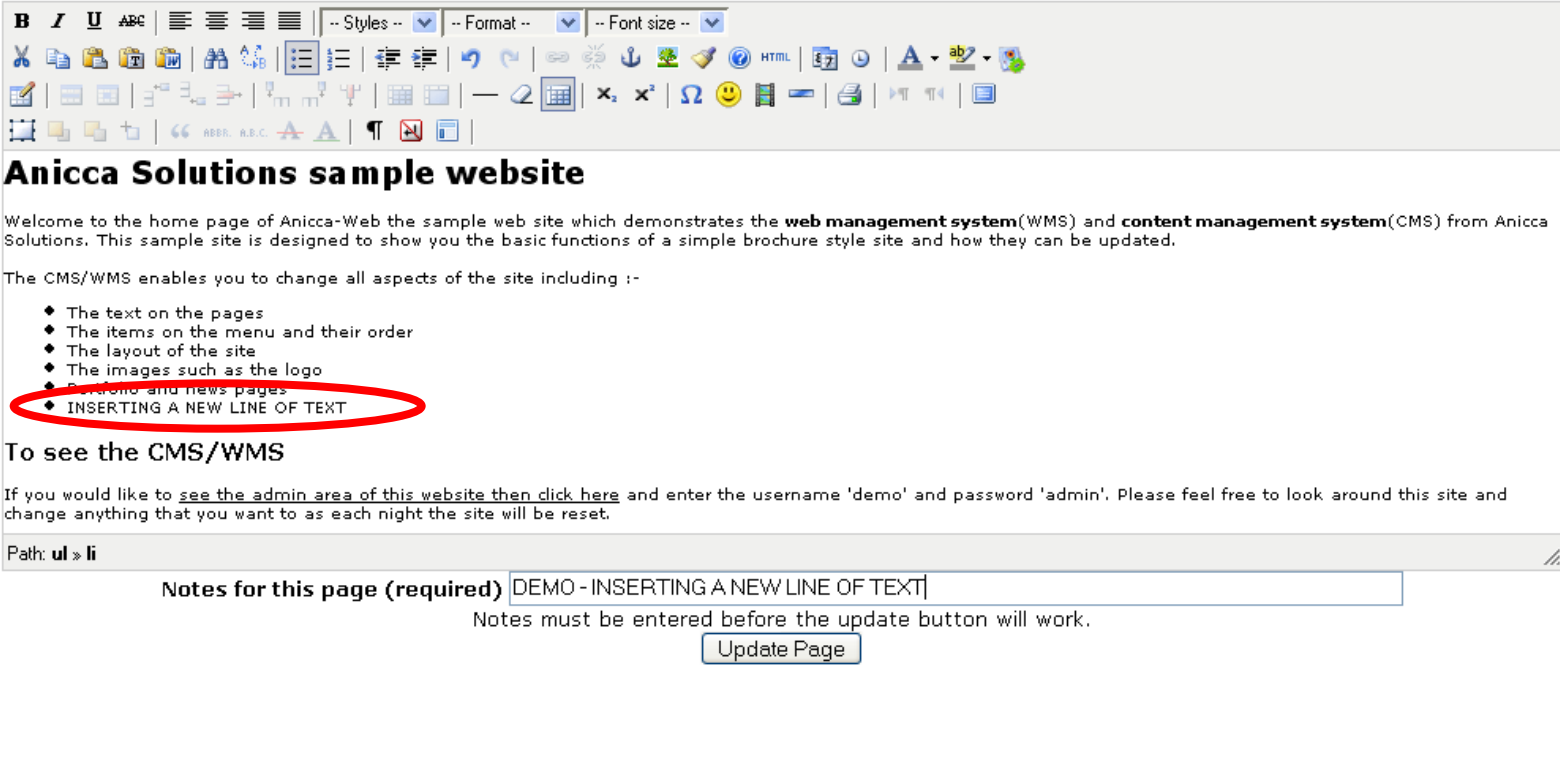
Page Operations - Create and delete pages

Page SEO - Edit title and meta tags



Edit the page content

Editing page index



Anicca Solutions sample website

Welcome to the home page of Anicca-Web the sample web site which demonstrates the **web management system**(WMS) and **content management system**(CMS) from Anicca Solutions. This sample site is designed to show you the basic functions of a simple brochure style site and how they can be updated.

The CMS/WMS enables you to change all aspects of the site including :-

- ◆ The text on the pages
- ◆ The items on the menu and their order
- ◆ The layout of the site
- ◆ The images such as the logo
- ◆ Custom and news pages
- ◆ **INSERTING A NEW LINE OF TEXT**

To see the CMS/WMS

If you would like to [see the admin area of this website then click here](#) and enter the username 'demo' and password 'admin'. Please feel free to look around this site and change anything that you want to as each night the site will be reset.

Path: ul > li

Notes for this page (required)

Notes must be entered before the update button will work.



See changes on the live site

Anicca Solutions Experts in content management

Home | Graphic Design | Technical Overview | Quality | Our Portfolio | Latest News

Adjusting Your site

Anicca Solutions sample website

Welcome to the home page of Anicca-Web the sample web site which demonstrates the **web management system**(WMS) and **content management system**(CMS) from Anicca Solutions. This sample site is designed to show you the basic functions of a simple brochure style site and how they can be updated.

- Updating Page Text
- Updating Menus
- Updating Layout & Logos
- Updating News Articles

The CMS/WMS enables you to change all aspects of the site including :-

- The text on the pages
- The items on the menu and their order
- The layout of the site
- The images such as the logo
- Portfolio and news pages
- **INSERTING A NEW LINE OF TEXT**

To see the CMS/WMS

If you would like to [see the admin area of this website then click here](#) and enter the username 'demo' and password 'admin'. Please feel free to look around this site and change anything that you want to as each night the site will be reset.



Menu Manager

Menu Manager Sub Menu Manager Help

Choose a Menu to update **main**

Menu Editor Menu Name
Menu Title

Menu Name	Menu Title	Order
Interaction Home	Back to the home page	1
about-us	All about us	2
media-channels	Media Channels	3
media-planning-and-bu	Our Media planning and buying services	4
digital-and-online	Our Digital and online services	5
Latest News	The latest news from Interaction Media	6
Clients & Portfolio	Our clients and portfolio	7
contact-us	How to contact us	8

Website Pages Available

- news
- clients
- about-us
- careers
- contact-us
- digital-and-online
- digital-and-online-marketing
- digital-and-online/affiliate-market
- digital-and-online/display
- digital-and-online/link-building
- digital-and-online/listings
- digital-and-online/pay-per-click
- digital-and-online/search-engine-c
- digital-and-online/social-networkin
- digital-and-online/web-design
- index
- media-channels
- media-planning-and-buying

Page Name **Delete Menu Item**



Try it for yourself - www.anicca-web.com our demo site

Anicca Sample Site

W3C XHTML 1.0 ✓ W3C WAI-AA WCAG 1.0

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Home Graphic Design Technical Overview Quality Our Portfolio Latest News

Adjusting Your site

- Updating Page Text
- Updating Menus
- Updating Layout & Logos
- Updating News Articles

Technical Overview

Aniccas content management system (CMS) uses a multitude of technologies to produce the web site that is displayed to the end user. This approach enables the CMS to easily control the website and also ensure that the site can be easily modified should any major changes may be needed in the future. It is also possible to view all the configuration files used from the Website Management System for a more detailed understanding of how the system works.

How a web page is created using the management system

```
graph TD; MySQL[MySQL Database] --> php[php]; php --> XML[XML Page Data]; XML --> XHTML[W3C XHTML 1.0 ✓]; XML --> XSLT[XSLT Template]; XSLT --- Config[Website Configuration Files]; XHTML --> Browser[Web Page in Browser]; CSS[W3C CSS ✓] --- Config; CSS --> Browser;
```



Summary

- **Review your own site:**
 - Use of Analytics to measure performance
 - Design
 - Functionality
 - Content
 - Effect on search engine optimisation



Want more information?

Free Online Marketing Courses
via www.ebusinessclub.biz

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