

SEO on Performance

Sponsored Feature



Strategy Internet Marketing

Results based pricing (instead of fees) for organic optimisation has been pioneered by Strategy Internet Marketing, in a move that looks like it is paying off.
Chairman John Courtney outlines the story so far.



JOHN COURTNEY
Chairman

John has been in Internet Marketing since before Yahoo! was born which, he says, makes him 109 years old in Internet years! He is now Chairman of The Strategy Group which includes divisions in Management Consultancy and Corporate Finance, as well as Internet Marketing. He thought up **PAY-PER-RESULTS SEO** which has got **Strategy Internet Marketing** talking to some of the biggest clients in the business.

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PAY-PER-RESULTS SEO (PPR) has changed the lives of my staff at Strategy Internet Marketing in just a year since we launched it. There are many more of them, they are better paid, and there is a buzz about the place.

In an industry that has suffered from snake oil merchants but still demands that clients take all the risk by paying fees, it struck me that there must be a way of sharing the risk. We first dreamed up a pricing model which was a hybrid mix of fees and results in order to share the risks with the client. This was successful and, after trials, we went the whole hog and priced just on results. The clients love **PAY-PER-RESULTS SEO (PPR)**, they know your skills, reputation and fees are on the line – if you don't perform you don't get paid. That rather focuses the mind on the job in hand. And that has brought us talking to some of the biggest names in UK business from groceries to electrical goods and from cosmetic surgery to finance.

Interestingly, it has also brought to the table many clients who, while they may be spending a lot on PPC, have been shy of trying organic optimisation. There are many prospective clients who have been burned in the past by the snake oil merchants promising the earth and not performing. You know the sort – “you will get a guaranteed top 10 position or your money back”. Getting a top ten position (particularly for a poor key phrase) is just bunk. What clients want is traffic, and good quality traffic that will buy the goods or services that they are selling. And they are happy to pay if you can bring them that traffic. Look at the success of PPC; this is a results based model and some clients are paying literally millions of pounds a year on this service.

We started with charging on increased visitors, and we probably have half our clients on this basis. But we don't just go for volume of visitors; we also increase the quality of the traffic.

Recently we have extended PPR from traffic right the way into sales for established ecommerce companies. Here we are taking a

further risk as the visitors we attract have to be interested enough to actually buy, but of course this is even less risk for the ecommerce client. Many have shown an interest in this pricing model and this has proved very successful.

Of course, we still do a fee based service too, and some clients prefer this because it allows them to budget accurately.

The important point though is that these are just pricing models. What we do in terms of organic optimisation on a client's web site is the same regardless of which pricing model he has chosen. We still do a Strategic Action Plan and agree Objectives and Key Performance Indicators (KPI's); we still research the competition; we still do deep, multilevel keyword research using many databases; we still obtain quality relevant inbound links, and still produce detail reports. The quality of how we do organic optimisation doesn't change - there are just different ways of pricing it.

This pricing innovation has got **Strategy Internet Marketing** noticed, and brought us clients. And we plan to continue innovating, not just in pricing but also in ways of optimising, the types of service we provide and in levels of customer service too. Innovation brings results.

Don't worry about my staff coping with more change though – they love the extra rewards and the buzz and embrace innovation.

“...fees are on the line - if you don't perform you don't get paid”

CASE STUDY: www.alrtelectrical.com

Alert Electrical are a UK based wholesaler and online retail supplier for a wide range of electrical products. Strategy Internet Marketing started working on the search engine optimisation (SEO) of their web site 12 months ago on a Pay-Per-Results basis and has achieved some impressive results: **144% increase in search traffic and 225% increase in revenue.**

Strategy Internet Marketing Roadmap for Success:

- Strategic Plan identifying business objectives and step-by-step SEO research & implementation
- Creating a Google sitemap, robots.txt file and Webmaster tools account to improve indexing by the search engines.
- Creating optimised quality content pages to draw in more traffic.

- Editing the internal linking structure to improve rankings for key phrases.
- Editing the titles and descriptions of all main pages and many product pages to improve rankings.
- Keyword research to identify the best keyword phrases to target.
- An ongoing link building campaign targeting specific phrases to improve rankings including national, local and industry directories, social bookmarking sites, social content sites and relevant blogs and websites.

By focussing their efforts on profitable areas and analysing data from online advertising Strategy Internet Marketing have managed to increase the conversion rate of this organic traffic by 225%.

Strategy Internet Marketing has also been managing their Google



AdWords campaign. By optimising the whole PPC campaign with regard to conversions they have been able to concentrate on the most profitable areas, leading to a 186% increase in revenue.

“I have been delighted... the proof is in the results”

Martin Randall, Director

www.strategyinternetmarketing.co.uk/pay-per-results-seo.html