

Determining the Best Budget for Your SEO Campaign

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Introduction

Having the ability to reach millions of people with your products, services and information is invaluable to raising profits and expanding clientele. Because of this, SEO (Search Engine Optimization) has become one of the most integral parts of running a successful and modern business.

In the past, companies depended on direct mailing, radio and television advertising to spread the word about their business. But now that we are well into the digital age, SEO is taking up more and more of a company's marketing budget for good reason; an increasing ROI (return on investment) associated with search engine rankings that's impossible to ignore.

SEO is the most inexpensive yet effective way to put your company in the forefront of potential clients in local, national and global markets. This tool turns prospects into paying customers every single day.

By expanding an SEO campaign's budget you can position yourself at the top of your target audience's search results. Many companies like to test the waters by evaluating a few high value keywords.

While this test phase might yield some results, a fuller perspective of your market's online habits is key to keeping up with and surpassing the competition. This means having a well-rounded campaign that involves engaging blog posts, effective link building and strategically-placed on-page SEO and PPC (pay-per-click) advertisements.

The key to a successful SEO campaign are initiatives aimed at increasing non-branded keyword visibility.

The Importance Of A Well-Rounded Marketing Plan

A well-rounded marketing plan is the best resource for both new and established companies. Regardless of a business' age, it is essential to think toward the future when addressing budgetary considerations for any SEO campaign.

The Internet is constantly evolving. There are trends, fads and methods that will come and go, but true SEO is here to stay and increasingly crucial social media initiatives will not be ceasing any time soon, either. This reality has led many companies to expand their marketing plans accordingly.

The key to a successful SEO campaign are initiatives aimed at increasing non-branded keyword visibility. This means that persons seeking your goods or services can readily locate and visit your site without 'knowing' your company name to begin with. As there are far greater numbers of potential customers seeking your specialty who may not yet know about your company, optimizing to attract this demographic can give you a competitive edge over your competition as well as increase your ROI.

Some companies devote their entire marketing plan to on-page SEO or PPC ads. While this will positively affect search engine results, it will not reach the desired social media audience, which leaves unclaimed capital on the table. Simply put, a well-rounded marketing plan will bring in a larger audience.

A well-rounded SEO campaign with content marketing, PPC ads and traditional SEO will not only help a company reach their target audience, but also help to grow their brand. By increasing your SEO campaign budget from the start, you'll ensure a stable foundation to build upon for a successful future.

A well-planned SEO initiative will need quality content if utilized effectively in order to engage readers and turn browsers into buyers.

What Will Your Monthly Budget Get You?

A budget range is typically valued at the number of high-ranking keywords you would like to acquire. It is important to remember that each keyword typically generates between 50-100 different keyword searches and over 50% of a site's traffic can come from these. A well-planned SEO initiative will need quality content if utilized effectively in order to engage readers and turn browsers into buyers.

Budget #1- \$1,000 – 1,499

With a \$1,000 budget you will typically be provided with 10-15 keywords to rank for. These keywords will be used as the basis for your entire SEO campaign, which encompasses on-page SEO work and some link building as well. This is typically recommended for localized SEO efforts, online reputation management or as a basic level option for national accounts.

Budget #2 - \$1,500 – 2,499

A \$2,000 budget will provide 15-20 keywords for your campaign as well as extensive link building, which is a very important part of generating online authority. This type of campaign will handle all of the on-page SEO work along with more extensive link building and content development. This budget range is recommended as an ample beginning budget for localized sites and national accounts.

Budget #3 – \$2,500 – 4,999

This will net a much more extensive SEO campaign with more keywords, widespread link building, guest blogging and posts for your company blog. Having a well-rounded SEO campaign with these facets will put you on the fast track to creating a website that will attract customers and rank higher for popular search engines. More man hours can be assigned to this marketing initiative, leading to a faster and larger ROI. National accounts generally start with this budget level.

Budget #4 – \$5,000 and Up

Incorporating all previous level components but expanding the package to include content development and custom link building elements, our Enterprise Solution affords clients at this level all the requisite optimization campaigns and initiatives concurrently. Whether the focus is quality traffic and conversion/revenue, these measures will allow our clients to achieve their online business goals more rapidly without the usual lag time associated with building organic validity, currently the best methodology for achieving and retaining high rankings and related metrics.

If you know your demographic, consider which site will service them best.

What Is My Demographic?

If you know your demographic, consider which site will service them best:

Localized Service Sites

Localized sites, such as websites for attorneys and contractors, cover localized ranking for the services offered. These sites focus on specific locations and compete with other businesses in the same industry and locations. Localized sites generally start out with either Budget #1 or Budget #2. Investing in a Budget #3 range, however, will initiate a much faster ROI.

Lead Generation Sites

Lead generation can be localized, focus on national demographics or do both at once. These sites benefit from a wide budget to gauge the demographics' needs by generating leads through PPC, on-site submission forms and other means of acquiring customer information. National sites will require link building as well as additional keyword ranking and can expedite results by starting out with Budget #2 or #3. By investing in budget #3, national sites can rank higher through PPC, ad campaigns and guest blogging in order to successfully beat their competition.

Quoting Cart Sites

Quoting cart sites focus on both national and localized sales through quote request forms. These sites should focus on wide scale promotion through content marketing, PPC and on-page SEO. Since each product on the site will have a dedicated webpage, the budget should be adequate to focus on the SEO of each page. A good starting budget would be \$2,000. Laying the foundation for these sites is very important and a sizable budget is essential for early search engine ranking.

Case Study: SEO Solutions

SEO Projects - SEO Strategies

This case study examines the challenges, solutions, timelines and results of three different clients to demonstrate how fast SEO increased their website traffic, leads and sales. Clients A, B and C respectively, represent a cross section of online businesses. These are not hypothetical examples; the clients and their data are real. Due to privacy issues, however, their names will not be given.



Project A

Company A is a large company with a 10 year old website. They have experienced significant difficulty gaining and sustaining quality traffic without Pay Per Click campaigns. Company A's site has a few hundred pages of acceptable content and a very focused audience. Based on their niche product line, designed for a limited number of users worldwide, their universe of potential customers is limited. Despite a healthy budget, however, Company A is competing with some of the world's strongest and well-resourced companies for the same market share. The firm has approximately 100 targeted keywords and in their industry, a good lead may yield several million dollars in revenue. An investment in internet marketing made sense. After significant research, Company A retained Active Web Group to assist the company to regain and retain their competitive edge online.

Our Solution: SEO Web Redesign, Keywords and Linkbuilding Strategies

Active Web Group performed a substantial web redesign and completely reorganized site content. Despite the seemingly large size of the site, the site pages per keyword ratio were not well-balanced. Also due to the financial strength of their competition, with an equally substantial budget for optimization, Active Web knew the results would be gradual but durable in maintaining high rankings and attracting quality leads. After the site architecture was repaired and the on-page SEO elements overhauled, AWG embarked on an aggressive link building campaign.

SEO Results – Website Traffic Doubled in One Year!

Eureka! Keyword driven traffic has risen at a steady pace. When the client first engaged AWG they had been receiving 2,200 organic visitors monthly. By the following July the site had achieved 4,261 organic visitors. The biggest growth spurt occurred after 11 months. More than 75% of the site's organic visitor growth took place after the initial 6 months of optimization.

Project B

Company B is a fairly small B2B retailer with sales of 5MM-6MM per year. They have had a website up for several years, but were seeing few ecommerce sales from it. The previous 12 month average sales were about \$4K per month. They have stiff competition from both small and large companies and a relatively small budget. Their preexisting site had very little SEO performed on it and they derived almost no traffic from non-branded organic search. They were concerned that a small budget would not bring enough power to overcome the need for a better site and a marketing effort. The company engaged Active Web Group based on the fact that AWG has had considerable success with companies whose initial budgets had been small. Through AWG's optimization initiatives, these firms were able to build both their online businesses and SEO spend in time.

Our Solution: Website Redesign and Ecommerce SEO

Active Web Group replaced the poor quality, off the shelf ecommerce solution that Company B was using with the proprietary, highly cost-effective, hosted ecommerce solution AWG developed and markets. How cost effective was AWG solution? Company B essentially received a \$200,000-calibre website for the price of a web design and a monthly hosting and maintenance fee. This particular site cost only \$7,000 to go live and the hosting and code management fee is \$1,000 per month. Company B also agreed to invest \$1,500 per month in SEO once the site was launched. For a company that was realizing only \$4k a month in total online sales, they saw even this modest investment as a risk. Active Web Group understood gaining their trust by providing a cost-effective solution for them was substantial, but we also were very confident in our hosted ecommerce solution and our SEO experts.

SEO Results –Website Revenue Increased More than 9 Times in 3 Months!

The client is pleased. After a few months of design and pre-SEO work the site re-launched in May. Traffic has increased from 384 visitors on week 1 to 1,176 visitors after 9 weeks. Sales in May were just under \$5k (partial month). This had been better than their average full month to date. Sales in June surpassed \$15k and July sales surpassed \$37k! The client works on a margin of about 35%. AWG's fees of \$2,500 per month are now generating \$12,950 in margin after only 3 months. That is a huge increase from \$1,400 in margin per month from the old site. A net margin increase of over \$9,000 in only 3 months! They have already recouped their design fee and are in the black! Postscript: The client doubled their SEO budget in September.

Project C

Company C is a relatively small company that previously did not have a web site. They are in a competitive market and their products are custom made. There are many other brands that make and sell similar products to fill consumer needs. Company C requested a website designed to create sales leads. The site had to give the impression that the client's business was both large and highly professional so they could be better positioned to compete for market share. As with most small companies, they had a shoe string budget for design and \$1,000 per month to spend on SEO. Company C needed Active Web Group.

SEO Solution: On-Page SEO and Linkbuilding Strategies

Active Web Group designed a 20-page scalable web site using professional design and Web 2.0 fundamentals. After interviewing the client to understand their target audience AWG devised a plan of action that included a keyword list to garner the most value for the client's investment. It was essential that the client realize that this undertaking was not a 90-day wonder. New websites with new URLs take time to gather a following. As AWG executed on-page SEO techniques we also began a link building campaign. A site with very little traffic requires time to populate links and they must also be of varied quality to create an organic profile. Companies that perform illegal linking campaigns can get their clients blacklisted from Google's search engines permanently!

SEO Results: The Lead Cost Decreased More than 5 Times in 18 Months!

The Client is now on the fast track! After several months the client was attracting a few hundred visitors per month. They had a high conversion rate, but 4% of 400 visitors are still only 16 leads per month. Their lead cost was about \$65 per lead, which was still too high. After 19 months they're receiving over 2,100 visitors per month and maintained their 4% conversion rate! They soon generated over 85 leads per month and the lead cost has tumbled to about \$12 per lead. Their targeted lead cost is \$25, so they are thrilled and we are proud of what we have been able to achieve for them. They have since become a larger client.

About Active Web Group

Active Web Group is an industry leader known for its highly effective optimization campaigns and for crafting successful SEO strategies. A full-service agency, Active Web Group also has extensive experience in high Google placement, Programming (all proficiencies including php, asp and asp.net), Email Marketing, Website Content Development, Graphic Design, Ecommerce, Magento Ecommerce, WordPress Ecommerce, Mobile sites, custom solutions and Pay-Per-Click Marketing.

To learn more:

www.activewebgroup.com/internet-marketing-services/

Contact Active Web Group today at 1-800-978-3417 and allow us to take you to great heights.

