

No-win-no-fee B2B Internet marketing matchmaker

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A payment by results web based service; www.seo-ranking.co.uk has been set up to support business to business marketing on the Internet. Terms are simple; customers pay only for search terms that achieve a page one ranking on Google UK - Britain's pre-eminent business search engine.

No upfront payment is charged. The service includes the creation of the marketing web site, using recommended search terms selected in consultation with the client. The site is focussed on Google UK, because this facility is already established as Britain's main source of leads. Currently it provides some 76 per cent of all search engine enquiries for B2B users.

Statistics show that page one search results are more likely to convert into sales. And page one ranking depends on the ability of the search engines to match enquiries to the sites of relevant products and service providers. SEO-Ranking has developed techniques for the analysis of key words used in search terms. This information can then be used to achieve better visibility and therefore a superior ranking over competitive sites offering similar propositions.

"It's the focus on Google, which sets SEO-Ranking apart from other search engine web services, says Mark Neal of Galleon Systems adding: "Most of these can guarantee to position their clients with any one of the search engines. As well as being directed at the principle B2B search engine facility, SEO-Ranking is a performance based service. Clients are offered a fixed rate per search term with no liability incurred until the site has achieved a page one ranking."

Case study

How SEO-Ranking helped Galleon Systems to increase sales from its marketing websites. The company now obtains over 80 per cent of its business from leads generated by the Internet - an achievement rewarded by winning the e-Business category for the West Midlands round of the e-Commerce 2003..

Vast amounts of money and resources are being wasted by businesses setting up marketing web sites that may at first sight look very impressive, but are totally ineffective when it comes down to selling anything.

A common fault is that the web sites are unfriendly to search engines, says Mark Neal of Galleon Systems. "Many sites contain design elements that have a negative impact on search engine compatibility. Web sites will never work unless potential customers can find them easily by using their chosen search terms."

Good web designers take into account the requirements of search engines. As well as compatible indexing, the web site should use logical text and provide straightforward paths. Usability from a visitor's point of view is key. That means easy navigation and lots of relevant text with keywords. Having set up a site, companies should also monitor their web site continuously, to see how it is ranked with major search engines.

Techniques for doing this have been developed by SEO-Ranking - a web services supplier specialising in search engine optimisation and positioning. Proof of their efficiency has been demonstrated by Galleon Systems, a conventional 'bricks and mortar' company supplying specialist computer equipment for use in industrial and commercial applications.

"Prior to the advent of the Internet, Galleon relied on mail shots, trade exhibitions, advertising and word-of-mouth communications. Consequently most of our business came from customers based in the UK, explains Mark Neal

"We set up our first web site in the late Nineties and like any other investment in sales and marketing we put in some basic procedures for tracking leads and measuring performance. The first thing we noticed was that leads delivered by the Internet were more likely to convert to sales than those generated through conventional marketing. Encouraged by this success we set out to learn more about using the Internet and over four years we developed this channel progressively to a point where more than 80 per cent of the company's business comes either from online sales or sales that have been generated from web sites. Galleon now has three primary web sites; one for the UK; one for Europe and one for North America."

In developing this capability, Galleon worked with a number of software companies providing tools and services for improving website performance. Search Engine Optimisation was one area of particular interest; however initial development was focussed on consumer marketing. Further refinement was needed to meet the needs of business to business applications, marketing commercial products on a global basis.

Having defined this requirement Galleon worked closely with a software specialist company to develop a total solution now known as SEO-Ranking. Primarily the process identifies the search terms used by people to make their enquiry and the source of leads generated by web sites. Subsequent tracking of the lead and ratio for the conversion of traffic into actual sales orders, enables the user to measure the overall performance of a particular search engine, web site and search terms. Other useful information includes the significance of page ranking.

Statistics show that the vast majority - some 86 per cent – of all web site traffic comes as a result

of being in the Page 1 (or top ten) listing. League tables can also be produced showing the most important search engines used by sales prospects.

All of this information can be used to support the on-going management of a marketing web site to optimise its performance and improve the search engine ranking.

About SEO-Ranking (Web site www.seo-ranking.co.uk)

SEO-Ranking is a web based service for the creation and positioning of Internet Marketing websites. The aim is to maximise volume of high quality sales leads by improving visibility with Google - the principle search engine for business to business enquiries. For more information contact Mark Neal, Tel: 0121 608 4433 e-mail: sales@galleon-uk.com

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