

GET SEARCHED GET FOUND



SEO HAUS
Search Engine Optimization

Media Pack 2013

HELLO

Welcome to SEOhaus.

Over our time we have helped businesses grow, watched our clients expand and have seen the game truly change for some brands.

Whether you have tried the local newspaper, radio or even TV as an advertising platform, nothing compares to exposing your business on page 1 of the major search engines.

The game however, has changed. Google has unleashed some high end requirements and gaining that all important top position has been given an entirely new obstacle course. Luckily for SEOhaus, we have over 12 years of data, 600 current clients and an impressive team of experts to guide your business through effortlessly, so you don't have to.

There is no quick fix to gaining popularity. It takes time, dedication and know how to get you to the top.

Whether you are looking for Search Engine Optimization or Adwords (PPC) management, you can be rest assured, you are in very experienced hands.

It's with this in mind we want to thank you for your business, whether you're already on board, or are thinking about it.

The SEOhaus team.

Why SEOhaus?

CUSTOMER SERVICE:



Our team come second to none, ensure you are up to speed, knowledgeable and happy with what we do. We report on time, every time. All of our team are certified with Google. From Analytics training to Adwords certifications.

EXPERIENCE:



We've been in this game a long time, from the local dentist to Hilton Hotels. Along with an experienced Account Manager, a stellar line up of professionals will be working in the background on your account.

COST:



Your organic presence is going to take some time, so what's the point in charging you the earth? Your investment with us will be a feasible, realistic and affordable one. Unlike some other firms who charge in the thousands and leave you dissatisfied in a matter of weeks!



SEOhaus creates VISIBILITY

Based in California, SEOhaus is one of the Globes leading SEO firms. Born from a Google insider and an Internet Entrepreneur, our network holds offices in New York, Denver, Canada and Europe.

over
600
brands

Hundreds of
millions
of page impressions

For over a decade, we have evolved the industry in developing effective, proprietary SEO technology and Internet marketing methodologies that have placed leading enterprises in the top rankings of the world's major search engines.

WHAT

IS

Search Engine Optimization (or SEO) is an effective natural way of ranking you on the **1st page of Google** and other search engines.

SEO?

SEO is marketing your brand within Google naturally. Over 60% of the world's population uses Google when browsing the internet - that means some big numbers for your business.

That audience is also known as an 'active' audience. They are already searching for what you offer, you just have to expose yourself to them.

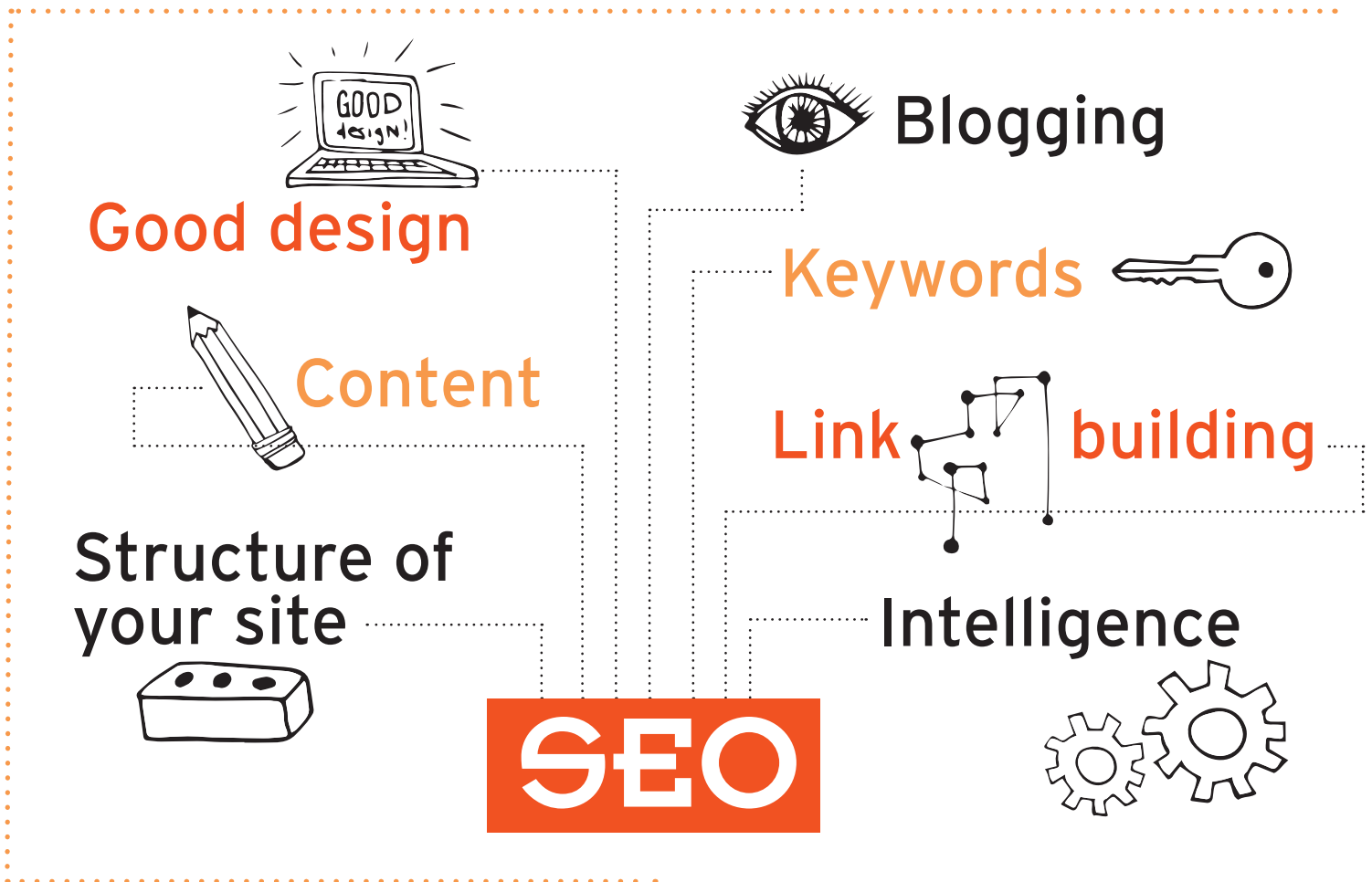
Google takes many factors into account when deciding where to rank you. Our SEO campaigns targets those factors.

Google Adwords, or Pay per click as it's more commonly known are the results you see in Google along the top and side of the page generated from keywords searched in the search bar. Paid for advertising within a search engine.

Adword campaigns are a great way to drive direct response to your the best site. SEOhaus can manage your Adwords campaign with ease and suggest most relevant keywords to rank for.



POPULAR



You can think of SEO as a popularity contest, everyone wants to be at the top. Fusing all the right elements together, SEOhaus' methodologies will make you the most popular in your field.

SERVICES

Search Engine Optimization (SEO) / SEOhaus provides expert website optimization to help your website rank higher on all major search engines including Google, Yahoo! & Bing.

Keyword & Competition Research / SEOhaus researches your industry to identify the most profitable core terms in your market and dissects the competition to determine exactly what you need in order to outrank them.

Link Building Services / SEOhaus provides the most powerful link building strategies, we focus on quality not quantity and place only in niche specific relevant areas.

Social Media Optimization / Many of our SEO and link building campaigns include social media optimization (SMO) and social networking. This includes creating profiles in popular websites, social bookmarking, commenting & more.

Search Engine Submissions / SEOhaus will submit your website to hundreds of search engines to safeguard your website is indexed and has the best chance to rank for relevant keywords.

Directory Submissions / SEOhaus has been submitting websites to directories since the Internet was born. Our directory submission process ensures your website is listed in the most SEO effective directories along with the ones your competitors are listed in.

Local Search Marketing / SEOhaus helps businesses rank for local search terms, as well as submit them to local directories and yellow pages. Local search is growing and we are leading the way, one city at a time.

Pay Per Click Management / SEOhaus has the experience working at Google Inc and tools to provide you with expert PPC management tools proven to lower cost per clicks and increases conversion rates.

Press Releasing & Distribution / SEOhaus will leverage the media in your favor by distributing news announcements that have the chance to get picked up by 1,000's of other websites and possibly news editors and reporters.

Brand Reputation Management / SEOhaus will ensure that your best face is shown when someone wants to learn more about your company. Fight negative reviews and reward positive testimonials.



SEOhaus

HELPS
YOU
GROW



SEOhaus understands that getting you to the 1st pages in the major search engines is only half the job. We want people, who click through to your site to like it, navigate it and get in touch.

SEOhaus' experts hold decades of experience and are extensive in local and corporate business.

Want to grow your business abroad? SEOhaus' Business Development team specialize in local and foreign markets, so rest assured you can trust us to help build your brand wherever you want to grow.

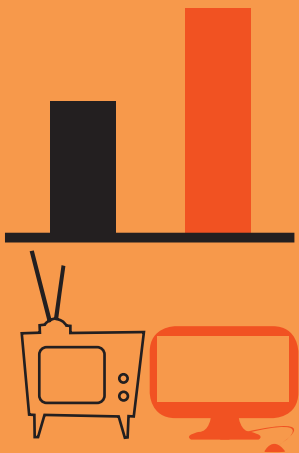
We want our relationship to be a long lasting one. We have plans for your business, as we're sure you do too. We create permanent high quality placements, so once we have placed you on the 1st page of Google - we will already be thinking what next!

When you grow - we grow.

Search Engine Optimization (SEO) is the fastest growing marketing approach for US businesses.*

4 MAJOR BENEFITS OF SEO

Americans spend
more time on
the Internet than
watching Television
- TNS -



8x Greater ROI of SEO
vs.
Traditional Advertising
Methods
- SEMPO -

8X
greater

1 Billion Daily
Internet Searches
- Jupiter -



81% of US consumers
use search engines
to make purchase
decisions
- Forrester Research -

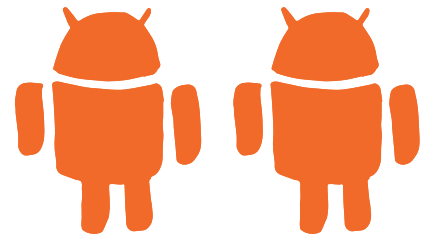


BEYOND PAGE ONE

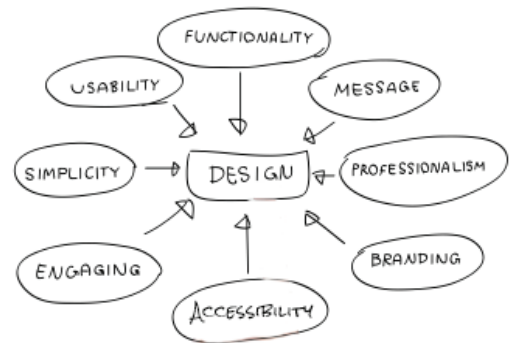
Google



We have 12 years worth of data on how algorithm changes affect the climate. SEOhaus is fully up to speed with any algorithm tweaks and acts FAST to implement any changes for our clients.



Google's robots crawl every website in existence and report back on information and structure. If the robot can't read your site well, it has no idea what to report back and most of all, where to place you!



There are of course things that these robots just can't read - such as how a site looks quality wise and how it's marketed. SEOhaus' experience is second to none, our team has over 50 years experience in the Marketing & Advertising field and will consult you on everything from the design of your site, to what happens after we get you to page 1 on Google.

ADWORDS OR PAY PER CLICK (PPC)

is advertising within Google and it's networks.

SEOhaus can manage your PPC (Adwords) campaign - very effectively.

Getting to page 1 with Adwords can be an intense bidding war, depending on the competition of the industry depends on just how much you pay for each click, and you want to make sure you're not paying too much - or too little!

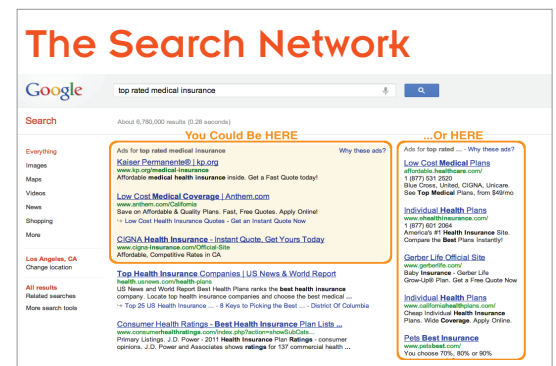
SEOhaus has over a decade of experience getting our clients to page 1 across hundreds of products and services. We charge no set up fees and can have your account set up immediately.

Most other firms may also fail to give you a consultants approach. Here at SEOhaus we know that people need to be clicking through to a polished product and what that polished product should look like.

Our team of experts will consult on best practice methods to ensure you are getting the highest conversions possible from every click.

If you already have an Adwords account, that's fine too. We can analyze your current situation and most probably make it even better.

This is split into two realms:



"WORTH EVERY PENNY!"

SEOhaus helped us
exceed our goal of \$5M.

- Ronald McDonald House Charities -



RONALD MCDONALD
HOUSE CHARITIES



A VIACOM COMPANY



VOSS[®]
artesian water from norway

CASE STUDY

ScanCafe
Scan Today, Preserve Forever

ScanCafe

Product

ScanCafe needed to increase clients to its website. An e-business, ScanCafe only does Internet transactions and relies on website traffic for revenue.

Problem

Low website traffic was preventing ScanCafe.com from reaching its business goals. In order to stay within budget, they needed to get creative and try new ways to market their website.

Objective

To increase traffic with website marketing and ultimately improve sales. More specifically, build awareness of the website through organic Search Engine Optimization. More traffic means more sales conversions online.

Strategy

SEOhaus used Search Engine Optimization to increase the traffic and revenue of ScanCafe.com. The website would be seen by anyone searching for ways to restore their old photographs.

Results

In two years, the SEO campaign helped the website traffic increase 800%. ScanCafe.com went from an average of 23,000 visitors per month to 185,000 per month and rising. Having first page search engine positioning for keywords like "Photo Scanning" enhances the business exponentially.

SEOhaus creates opportunity

You'll find no checklists here, each campaign delivers the same quality of work and includes every aspect of what we offer. The only difference, is how fast do you want to grow? By utilizing different keyword options, we have created a simplified SEO model.

Everything from Keyword Selection to initial website optimization, from a dedicated account manager who will report to you every two weeks to niche specific link placement - it's in every plan, right here.

PLANS

Starter

9 Keywords

Grow

24 Keywords

Pro

25 - 50 Keywords

FAQ

When will my website be on page 1?

This can vary. We've seen results happen in 2 months, we've seen them happen in 6. Our team will be very open with you on when you should expect to start seeing traction. The point is to understand that this is an organic method.

I want to be on page 1 next week!

Well that won't happen with SEO. But - we can certainly manage a PPC (Adwords) campaign for you. This allows you to get a page 1 position very quickly.

Do you do a tech audit of our site?

Yes. Rather than use software (which is what our competitors do) we analyze each segment of your site using our own proprietary methods. This optimization can usually take a week or more to complete. In the meantime we will of course give you an overview of what needs to be fixed. But you can be rest assured that a full tech optimization is included in every plan.

How do you report?

Your account manager will report back to you every two weeks on ranking progress and once a month on analytics. Of course, we are also here anytime you want to speak to us. You'll also have access to our Project Management system called Basecamp.

Am I locked into a long term contract?

No. Our contracts are month to month.

Do you offer any guarantees?

Like any form of advertising, it's difficult to offer a guarantee. But we do offer a performance based plan should you want to eliminate every risk possible.

Why are you better than your competitors?

This one is simple. We have been around for 12 years, one of our founders originated from Google itself and we pride ourselves on top customer service, excellence of work and competitive pricing.

MEET

some of our
SEOhaus team

We probably are the best in the industry!



Billy Canu
CEO/Founder



Michael Harbron
Sales & Marketing Director



Jori Stevian
SEO Manager



James Harrison
Lead SEO Specialist



Richie Lauridsen
Operations Manager



Elisa Houghtelin
SEO Manager



Uyen Ochsner
SEO Manager



Brian Carver
SEO Manager



Brittany Fox
SEO Manager



Christine Martindale
SEO Manager



Victoria
Account Manager



Lily
The Guard Pooch



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