

INTERNET MARKETING

INTRODUCING NUTCRACKER DESIGN ASSOCIATES

A cohesive marketing strategy is paramount for the promotion of any organisation. The current trends mean that it is essential that your on line marketing is incorporated seamlessly and effectively with conventional off line initiatives.

"Nutcracker Design offers a complete solution for your sales and marketing requirements both on and off line."

Our experience with various clients has allowed us to consistently deliver cost effective solutions that exceed customer expectations, combining practical and original ideas with quality reproduction, whatever your market needs.

"At Nutcracker, we understand the importance of effective marketing. Most products and services fail to achieve their full potential due to insufficient marketing resources and ineffective strategies. Nutcracker approach marketing in a pro-active manner. We pride ourselves on personal and long term relationships with our clients along with quality and commitment to service. Understanding that each and every business is different and has it's own needs and aspirations, we work closely with you and your business to understand those needs and achieve your goals."

WHAT IS SEARCH ENGINE POSITIONING?

Do you want the best value for your money and greatest web impact for your business?

In today's competitive market, there are 'Search Engine Submitters' and then there are 'Search Engine Management Specialists'. Carefully distinguishing between the two is critical if you want your site to succeed and make a profitable impact.

SEARCH ENGINE MANAGEMENT

Many web hosting companies and site submission services offer to submit your website to hundreds and even thousands of search engines on the Internet. Unless you are listed in the top search results, you may as well not be listed at all. Nutcracker Design specialise in achieving TOP search results and that's a promise!

GOOD SEARCH ENGINE RANKINGS ARE VITAL TO YOUR PROFITS

Nowadays, it's not enough just to have a website. It's a fact that more than 85% of people who want to find products or services use search engines in order to do so*. In order to promote your products or services to a global audience, it is crucial for your business to have a strong Internet presence.

* Source: Georgetown Internet Privacy Study

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WHAT'S IN IT FOR MY BUSINESS?

Your website is your shop window and unless it is marketed effectively it won't be found. Therefore, it is up to US to bring those people to you!

For example, in the case of a financial organisation our research showed that there were 2,186 searches across the major UK search engines alone for the search phrase 'stakeholder pensions' in December 2003. With this type of dedicated research and experience we establish what potential clients are looking for and more importantly how they can reach you.

THE ONLINE MARKETING PROCESS

1.0 Targeted Analysis

We conduct extensive research into your products and services working closely with you to construct a list of key phrases which potential clients would use on in order to find your company. We then liaise with our Search Engine contacts to attain the level of searches made over a 30-day period for each key phrase. This is crucial in enabling us to generate specific, targeted and quality enquiries to your web site.

2.1 Getting Started (Optimisation)

In order to achieve a high ranking on a search engine your website must meet the search engines algorithm. This means that your website must be designed in such a way that the search engines can easily identify the main themes (key phrases) of your website.

However, your website doesn't have to be altered at all. In fact in most cases we create doorway/landing pages that include the necessary code and have the same look and feel of your website!

Our pages are there to attract potential customers and deliver them to your main site. In most cases we can have your website VISIBLE and creating enquires within as little as ONE week!

2.2 Getting Started (Sponsored Listings)

Sponsored listings are a VERY PROMINENT marketing medium on the UK search engines and often promote your website at the top of the search engine page under a featured or sponsored site banner. Being partnered with some of the leading UK Search Engines such as Yahoo, Lycos, Ask Jeeves & Freeserve we are able to offer this exclusive advertising to our clients. (Refer to 'sponsored listings' below for further information)

3.0 On-going Management & Reporting Monitoring and Modification

At Nutcracker we implement constant monitoring techniques to ensure that over the course of our relationship, searchers to your industry continue to be directed towards your site. We are able to do this by monitoring the key phrases which are submitted by your prospective clients. For example, in any particular month the majority of searchers may be typing such a key phrase as 'Second Hand Cars' while in the preceding month, the popular search trend may have changed to 'Used Cars'. At Nutcracker we recognise the importance of this monitoring.

Client Reports

We understand that our skills will only be part of your overall marketing strategies. By providing you with a personal and confidential password you will be able to access invaluable and detailed reports in order to keep a tag on your online campaign.



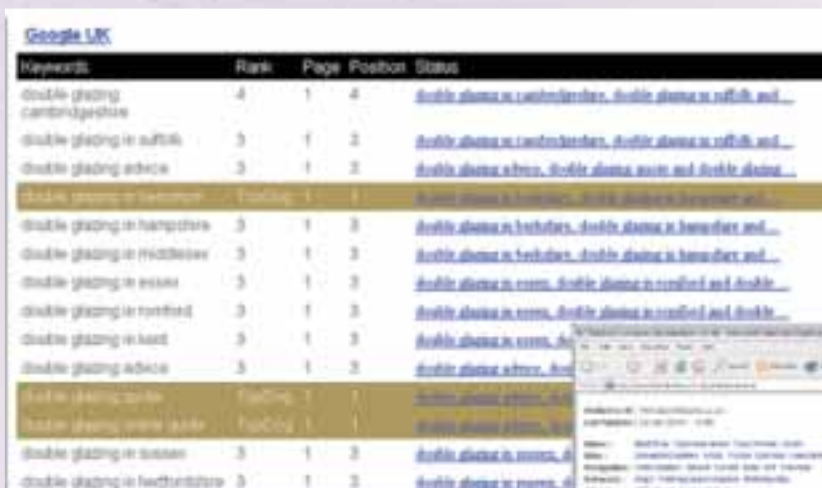
YOUR ONLINE STATISTICS

All members' reports are accessible through an online 'login' area with the use of a secure unique username and password. Reports are updated on a weekly basis and are accessible at any time.

OUR REPORTS INCLUDE:

- **Key Phrase Report:** Gives your search engine positions for each key phrase in each search engine
- **Web Traffic Report:** Provides visitor totals to your website by Day, Week, Month and Year.
- **Sponsored Listings Report:** Details how many clicks have been generated to your site for each key phrase and provides associated costs.

KEYPHRASE REPORT



Keywords	Rank	Page	Position	Status
double glazing cambridgeport	4	1	4	double glazing in cambridgeport, double glazing in ruffik and...
double glazing in austria	3	1	2	double glazing in cambridgeport, double glazing in ruffik and...
double glazing advice	3	1	2	double glazing advice, double glazing advice and double glazing...
double glazing in london	Ranking: 1	1	1	double glazing in london, double glazing in london and...
double glazing in hampshire	3	1	3	double glazing in hampshire, double glazing in hampshire and...
double glazing in middlesex	3	1	3	double glazing in hampshire, double glazing in hampshire and...
double glazing in essex	3	1	3	double glazing in essex, double glazing in essex and double...
double glazing in northford	3	1	3	double glazing in essex, double glazing in essex and double...
double glazing in kent	3	1	3	double glazing in essex, double glazing in essex and double...
double glazing advice	3	1	3	double glazing advice, double glazing advice and double glazing...
double glazing in south	Ranking: 1	1	1	double glazing advice, double glazing advice and double glazing...
double glazing in north	Ranking: 1	1	1	double glazing advice, double glazing advice and double glazing...
double glazing in sussex	3	1	3	double glazing in sussex, double glazing in sussex and...
double glazing in northampton	3	1	3	double glazing in sussex, double glazing in sussex and...



WEB TRAFFIC REPORT

SPONSORED CLICK THROUGH REPORT

CONTACT US

If you have any questions about search engine management or to receive a free industry analysis for your business, please contact Robert Hupperdine at Nutcracker Design Associates.

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NUTCRACKER DESIGN ACCOUNT MANAGER

Managing your sponsored listings effectively is no mean task. **IT'S A FULL TIME JOB.** At Nutcracker Design we employ search engine specialists to manage your account, ensuring that your website stays visible within prime positions so that prospective clients find your site with ease.

With search engine 'sponsored listing' tariffs fluctuating by the hour it is important that your Account Manager ensures you are not overspending on your budget. For instance if the company above you in the sponsored listings drops out, our Account Manager can adjust your price per click so you don't spend any more than you need to. In other words:-

'We make you money by saving you money!'

As our Account managers are specialists in the search engine world, they are able to get up-to-date information on marketing services that could be of financial benefit to your business. For example, if a new shopping directory becomes available in which to advertise, our Account Manager will contact you and explain the benefits of advertising in this area. Our Account Managers also have up-to-date statistical information relating to key phrase trends. For instance, if there was a sudden upsurge of recruitment taking place in Essex there might be a noticeable increase in the amount of key phrase searches typed for 'recruitment Essex'. From this intelligence, we are able to quickly identify this trend which enables us to inform you and ensure that your business is visible to this new source of strategic traffic.



seriously effective

NUTCRACKER DESIGN CONTENT MATCH

GET MORE TARGETED CUSTOMERS WITH NUTCRACKER DESIGN'S CONTENT MATCH:

Looking for a way to connect your business with more customers?

Introducing Nutcracker Design's Content Match advertising, which places your search listings on even more locations on the Web's leading sites.

HOW IT WORKS:

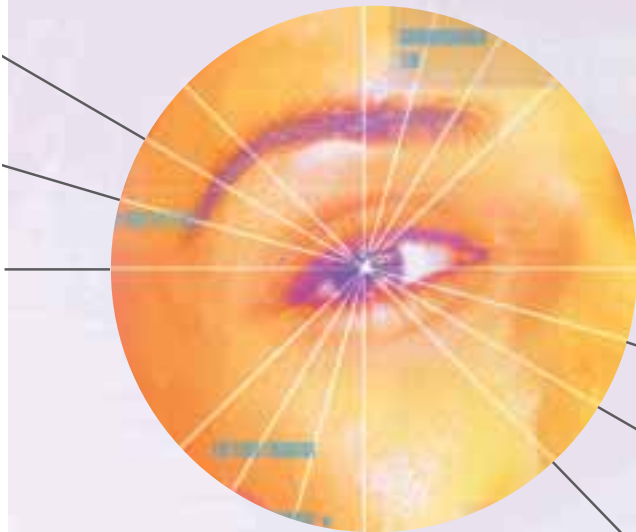
When a user goes to a site like Guardian Travel and views content pages (such as articles), Nutcracker Design provides relevant listings on **the same page**.

For example, if you have listings for the search term 'weekend in Paris', your listing might appear on a content page about Paris. Nutcracker Design, in conjunction with its major distribution partners, offers 'Content Match' on a wide variety of content and information pages that get thousands of views every day, including The Guardian Travel and Money sections and many more.

THE BENEFITS TO YOU:

With Content Match, you can:

- Expand the reach of your listings to drive more targeted customers to your site.
- Attract highly targeted customers by appearing only on content pages relevant to your product or service.
- Get additional leads at a bid price of your choosing.



NUTCRACKER DESIGN CONTENT MATCH

(Subject to Package)

TRACK THE PERFORMANCE OF YOUR KEYWORDS WITH NUTCRACKER DESIGN CONVERSION COUNTER.

CONVERSION COUNTER LETS YOU SEE HOW YOUR SPONSORED LISTINGS ARE PERFORMING BY MEASURING THE NUMBER OF CLICKS THAT LEAD TO CONVERSIONS ON YOUR SITE.

Our invaluable tracking tool takes the guesswork out of search advertising campaigns. Conversion Counter provides you with conversion data (including count, rate and cost-per-conversion) at the keyword, category and account level, so now you will be in the know as to exactly how each keyword is performing.

USING CONVERSION COUNTER TO TRACK YOUR RESULTS ALLOWS YOU TO:

- Monitor the total number of conversions on your site driven by sponsored search engines or our affiliate network.
- View conversion data at the keyword, category and campaign level.
- View conversion data for your Content Match Campaign.

HOW CONVERSION COUNTER WORKS:

A tag* (a small piece of HTML Code) is placed onto the conversion page of your web site (which is usually embedded within the sales or sign-up confirmation page) the tag records when a customer reaches your conversion page, tracks where they came from, how they found you and then records the conversion event. The information is presented in your online management area.

* *The tag is invisible to your customers and will not impact the performance or look of your site in any way.*



WHERE WILL MY GOOGLE IMAGE ADS APPEAR?

Your ads will appear along side or above the results on Google search results pages for Google Web Search, Google Groups, and the Google Directory.

Additionally, your ads could appear on the search and content sites and products in the google Network. The Google Network is the largest online advertising network available, so you can be certain that your ads reach your target audience with Google AdWords.

Our global search network includes the following:



Our extensive content network of high quality consumer and industry-specific websites and products, such as newsletters (U.S. only) and email programs, includes:



HERE ARE EXAMPLES OF WHAT ADWORDS LOOK LIKE ON GOOGLE'S CONTENT NETWORK:

AdWords ads on GreenwichEnglish.com and other sites are targeted to the actual content of the page that day. You can see the ads are directly relevant to London sightseeing.

We also do work with permission-based newsletter providers to place AdWords ads targeted to the subject matter of newsletters. The relevant ads shown below are at the end of an iVillage newsletter about caring for home.



Google's own Gmail displays AdWords ads. Below, you can see that the ads relate to the discussion in the email. This addition to our content network currently applies only to English language ads targeted to 'U.S.,' 'Canada,' or 'All Regions.'

Ads for email are placed by Google computers using the same automated process used to place relevant AdWords ads alongside web pages and newsletters. If Google's automatic filters detect that the topic of the email is sensitive, we don't show any ads.

Our technology ensures that your ads appear in the most relevant locations across the web so that your customers find you.

