



greenapple

a search engine strategy company

Search Engine Strategy Report

Get your business on page one of search engines
and increase profits

Introduction

Today, search engines represent the greatest source of inbound traffic to websites with research showing that consumers conduct over 3.7 billion internet searches each month! In fact, more than 80% of all internet users find new websites through search engines (Source: Georgia Tech/GVU Users Survey). This report outlines why you need to have a search engine strategy, why page one is critical to your success, the steps and key elements to success and how Green Apple can help you increase profits.

Why Do Businesses Need a Search Engine Strategy?

Instead of looking for new customers, let new customers look for you. Search engines, like Google and Yahoo!, are the first place people go to begin a hunt for information on your business. In fact more than 80% of people use search engines to find businesses. Businesses that market themselves on search engines have their clients find their offerings at the very moment they want them and at significantly lower marketing costs. According to a Nielson 2007 survey, 85% of 18-24 year olds rely on search engines. Even 67% of those over the age of 65 look to search engines. It doesn't matter what age your customers are – they're using search engines to find your business.

Business owners who successfully market themselves on search engines are in the best position to grow their company's revenue. Why? Search engine traffic is extremely targeted. Potential buyers who find your site via a search engine are actively looking to buy exactly what you're selling. They are literally asking for your marketing message at the time they want to buy.

For example: according to the 2008 National Association of REALTORS® Profile of Home Buyers and Sellers, 87% of all homebuyers used the internet as an information source*. In the 25-44 age group, this number was as high as 94%.*

(Source: www.realtor.org) *

Search engine use is growing. In 2007, a study revealed that the total number of people using search engines had grown 10% since 2006 and Google's user base grew nearly two and a half times that much.

(Source: www accuracast.com/seo-weekly/se-statistics.php)

In light of these statistics, it's obvious that customers are using search engines to help them find your offerings. If your business is not on page one, you miss out on nearly all of that potential business. Customers want to buy and they want all the necessary information prominently and immediately.

It's Page One or 80% are Gone

Why is a page one ranking on search engines important? Studies show that the percentage of people who visit page two on search engines is less than 20%, which means 80% of your potential customers won't visit your site if you're not on page one.

What are the Steps to Your Successful Search Engine Strategy?

Domains and URLs are critical in Search Engine Optimization (SEO). If you're lucky enough to read these steps before your competition you'll be way ahead of them online:

- **First**, our free search engine strategy report starts with determining which words (called "keywords") your customers are using to search for your products or services.
 - **Second**, we discover the number of searches performed for those keywords (there is no point of being on page one of search engines for keywords that are not searched).
 - **Third**, (this is critical) we determine with which of those keywords would have the greatest chance of reaching page one of search engines and which keywords are available as a website name. Fact: you are better off on page one for a keyword with fewer searches than page two for a higher volume keyword.
 - **Fourth**, we ensure your website does everything it needs to be on page one of the search engines for those keywords.
 - **Finally**, we install software to track where visitors are coming from, what they are doing on your website and where they exit so we can improve on those pages.

“A great search engine strategy places your products or services ahead of your competition and in front of your customers at the very moment they’re looking for them.”

Corey O’Neil, Founder of Green Apple

Targeted Exposure Doesn’t Have To Cost a Fortune

Thousands of dollars can be spent on advertising or paid ads on search engines. However, research shows that organic search results are more successful. What’s more, organic search results are free.

“iProspect did a study on this in 2004 . . . Across the four search engines – Google, Yahoo! MSN and AOL — 60.5% clicked on a natural (or “organic” or “algorithmic”) search result, while 39.5% clicked on a paid search advertisement.”

(Source: www.toprankblog.com/2006/09/organic-versus-paid-search-results)

Key Elements of a High Performing Real Estate Website

Thanks to Green Apple’s efforts in increasing The Breeze’s search engine presence, more people are finding their new condo in this development through search engines, leading to drastically increased sales.

Start with the Following:

- Know your clients. Know what they're searching for. Know their key tasks and have compelling content and solutions that ensures they can complete their task quickly and effectively.
- Website searchers will scan the heading at the top of the page. If their keywords are contained there, they'll scan the beginning of the first sentence.
- Always lead with the need and tell visitors exactly what they're going to get if they read on.
- In 30 words or less, summarize "what's in it for me?" for your visitors. Include their keywords and make sure the final sentence has real punch. Focus on the six Cs – 1) Who Cares? 2) Is it Compelling? 3) Is it Clear? 4) Is it Complete? 5) Is it Concise? 6) Is it Correct?

"Internet searchers are task focused, impatient, and scan read for their keywords. These words are market specific and exact such as "Airdrie Condos for Sale". Your website should answer their questions, be useful and provide expert advice in their focused search."

Corey O'Neil, Green Apple founder.

How Green Apple Helps

With real experience positioning clients' websites on page one of search engine, Green Apple has perfected a Search Engine Strategy system. Rather than randomly picking keywords and creating a URL, we take the time to analyze all statistics about your business, ensuring you get a website optimized for the best keywords and that you're on page one for the keywords your prospective customers are searching for.

Some of our current real estate websites include:

www.SylvanLakeCondos.com

#1 on Google with over 340 free visitors and 400 registered clients

www.AlbertaCondos.com

#1 on Google with over 500 free visitors a month and 385 registered clients

www.CondosInAirdrie.com

#1 on Google with a case study available showing 50% of sales result from the website's page one position.

Why Use Green Apple as Your Search Engine Strategy Supplier?

- We have a 100% success rate for getting our websites on page one of Google (by far the most popular search engine). In fact, we guarantee it!
- We do the research into which keywords to target for your website
- We design your website to have the best chance of being on page one of Google for those keywords
- Your website is customized to your business, visually pleasing, and will have compelling web copy that your buyers will respond to.

It's a fact: we can get your business on page one of search engines faster, which means new customers for your business quicker. As experts in search engine strategies, we focus full time on getting your business' website on page one for your keywords and keeping it there. This in turn generates more online customers for you. Search engine optimization (the process of getting websites to page one) is a complex process that requires expertise to ensure short-term success and maintain long-term results. Additionally, search engine strategies have a steep learning curve because every search engine has different ranking criteria, and the algorithm changes for these criteria are ongoing. Additionally, when you use Green Apple, you avoid things like resubmission errors that can get you blacklisted on the search engines.

Testimonial

The Breeze Condos in Airdrie (www.CondosInAirdrie.com) has seen tremendous increases in their exposure since a Search Engine Strategy was performed by Green Apple.

Dear Corey,

Just an update on where the Breeze traffic seems to be originating from. At least 50% of all people through the Breeze mention that they found their way here through the website. The majority of the balance comment that they found us in print (some bring in the ad) or driving by. Seems like regardless of the age group, most people are doing their research online before venturing out to view properties. The recurring comment is "I viewed the floor plans online. Do you have the Santa Fe or Catalina etc..."

In addition to that, after collecting 15 surveys so far, seven have indicated they used Google to find us. Those surveys are people that actually purchased at The Breeze.

Unit 1107 is case in point. P.C. is a middle aged single lady who was looking to relocate from BC because she had a job starting here in Airdrie. She did all her research online and narrowed it down to a handful of properties to view because she was here for two days to decide on something, then wouldn't be back until possession. She had a list of everything she wanted to know about The Breeze that wasn't available online and, once those questions were answered over the phone, she was here within 20 minutes and purchased the last Catalina unit.

In my experience here at The Breeze between the calls that come in from people who were on the site and those who mention that's how they found us, I think a strong (easy to use) internet presence is crucial.

Sincerely,

Chris Suraci,

"The Breeze" Condo Sales Staff:

Genesis Builders Group

About Green Apple

Founded by Corey O'Neil, Green Apple is a Search Engine Strategy Company. Our clients come to us to improve their online visibility with prospective customers. We help our clients obtain the website names that will create the greatest amount of organic (free) traffic, fast and at the lowest cost. We also offer conversion strategies, search engine optimization of websites and/or we build new website(s) to generate leads and customers plus for real estate clients we have a proprietary database to showcase properties.

We believe in the power of the internet to provide access to customers around the world. We believe the internet is a new and better way of generating more business and we use our experience, research and insights to give our clients better access and insight into their customers.

To learn more about Green Apple's Search Engine Strategy today and to find out how we can help your company, visit

www.StrategySearchEngine.com

or phone us at

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