



# Introduction

exquisite perception of your business reflected on screens!

Dots & Coms, provides online business solutions and services and has considerable experience in international and multi-cultural marketing.

Dots & Coms is a preferred agency for web solutions, eCommerce and Online marketing areas.

Dots & Coms provides e-Commerce solutions, web design, content management systems, interactive and flash animated websites, Google AdWords, Search Engine Optimization, Online marketing services.

We understand that every company has a unique requirement when it comes to web presence. Each project is unique and we believe it is our responsibility to make the client stand out from its competition. Our expert team ensure that your requirements are well understood and executed to the last detail.



## What is Search Engine Optimisation?

Search Engine Optimization (SEO) is an online website and associated pages. It is the art of (vs. paid), crawler-based listings of search engines.

Organic SEO is the process by which you recommendations of any search engine like on specific keywords or key phrases without services.



marketing strategy to lead quality traffic to a designated modifying a website to increase its ranking in organic

optimize your website according to the Google, Yahoo and Bing, to achieve high ratings resorting to paid campaigns through third party

## SEO

It is the art and science of how search engines function and how we can better exemplify your websites to search algorithms and get you the rankings.

## Google AdWords

It has been a phenomenon in the industry, influencing how companies take their first step towards online marketing.

## Social Media Marketing

Tweeter, Facebook, LinkedIn, Google+ Monetize on the social circuit or benefit by PR augmentation, if that's all you need.

# What is Pay-Per-click or Sponsored Advertising?

1. User performs a search by entering search terms (keywords)

The screenshot shows a Google search for the keyword "flowers". The search bar at the top contains the word "flowers" and a red dot is placed on it. Below the search bar, the results are divided into two sections. On the left, there are organic search results, which are not sponsored. On the right, there are sponsored links, which are advertisements. A red box highlights the sponsored links section, and a blue box highlights the organic search results section. A red line points from the text "2. Contextually relevant Google AdWords ads appear in the Sponsored Links sections alongside or above the search results" to the sponsored links section. A blue line points from the text "On the left are the organic search results. AdWords does not affect search results. People cannot pay to get on the search results or better placement." to the organic search results section.

Web Images Video News Maps Gmail more Sign in

Google flowers Search Advanced Search Preferences

Web Images Results 1 - 10 of about 206,000,000 for flowers [definition] (0.12 seconds)

**FTD® Official Site** Sponsored Links  
www.FTD.com Order Flowers & Gifts from \$19.99 Same Day Delivery Available at FTD

**Flowers at 1-800-FLOWERS** Sponsored Links  
1800flowers.com Fresh flowers sent direct from our growers or hand delivered same day.

**Send Flowers from \$19.99** Sponsored Links  
www.proflowers.com Send Roses, Lilies & other Flowers. "Best Value" - Wall Street Journal

**Flowers, Plants, Gift Baskets, Teddy Bears & More at 1-800-FLOWERS ...**  
Flowers, balloons, plants, gift baskets, gourmet food, and teddy bears presented by 1-800-FLOWERS.COM, Your Florist of Choice for over 30 years. [Stock quote for FLWS](#)  
www.1800flowers.com/ - Jun 20, 2007 - Similar pages

**FTD.COM - Send flowers, roses & unique gift baskets online. Same ...**  
Official Site - Same day delivery of fresh flowers, roses, and unique gift baskets from FTD Flower delivery online by local florists for birthday flowers. ... [Stock quote for FTD](#)  
www.ftd.com/ - Similar pages

**Flowers, plants, roses, & gifts. Flower delivery with fewer ...**  
Flowers, roses, plants and gift delivery. Order flowers from ProFlowers once, and you'll never use flower delivery from florists again.  
www.proflowers.com/ - 44k - Jun 20, 2007 - Cached - Similar pages

**Flower - Wikipedia, the free encyclopedia**  
The flower's structure contains the plant's reproductive organs, and its function is to produce seeds. After fertilization, portions of the flower develop ...  
en.wikipedia.org/wiki/Flower - 77k - Cached - Similar pages

**FLOWERS FLORIST - Florist flower delivery and Virtual Flowers ...**  
Send Flowers (Virtual Flowers Com™). Welcome! We are the leading on-line florist you can trust to send flowers same day delivery of local florist.

**Save \$10 On Flowers** Sponsored Links  
Beautiful Fresh Flower Arrangements  
Same Day Delivery By Local Florists  
www.Teleflora.com

**Save 15% on Flowers** Sponsored Links  
Hallmark Premium Quality Flowers.  
Use Code Search15 at Checkout.  
HallmarkFlowers.com

**Flowers - JustFlowers.com** Sponsored Links  
Same Day Hand Delivery Available.  
Save \$10 Online using Coupon JF2007  
JustFlowers.com/Flowers\_Special

**Exotic Orchid Gifts** Sponsored Links  
Stunning Orchids-Great Gifts  
Check Out our Special Deals  
www.orchids.com

**Same Day Flower Delivery** Sponsored Links  
Send Beautiful Flowers Same Day.  
100% Satisfaction Guaranteed.  
www.usaflorist.com

**FTD & Teleflora Flowers** Sponsored Links  
Flowers As Low As \$24.99  
Same Day Delivery No Extra Charge  
www.FlowersAllOver.com

2. Contextually relevant Google AdWords ads appear in the Sponsored Links sections alongside or above the search results

On the left are the organic search results. AdWords does not affect search results. People cannot pay to get on the search results or better placement.

## Popular search engines



Google	Yahoo	Bing
65.6%	15.2%	14.8%
AOL	Ask Jeeves	
1.5%	2.9%	

Source: ComScore October 2011 Search Engine Rankings

## Importance of SEO marketing

- ✓ 85% of all traffic on the internet is referred to by search engines
- ✓ 90% of all users don't look past the first 30 results (most only view top 10)
- ✓ SEO keeps your website appearing on the search result pages for a long time.
- ✓ Search engine traffic is low and websites aren't indexed because they are generally poorly optimized
- ✓ Cost-effective advertising
- ✓ Clear and measurable ROI
- ✓ Optimizing your website for organic search enables you to reach a large, diverse online community.

Relevant Traffic

+

Good  
Conversions

=

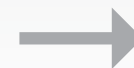
More Sales

# Steps of SEO Project

Analysis of Project



On Page Optimization



Off Page Optimization

On-page Optimisation – it is related to the content and structure of the website in the following areas:

- ✓ Keyword, Competitor & Market Analysis
- ✓ Meta Tag Optimisation
- ✓ Image Alt Tag Optimisation
- ✓ HTML Tag Optimisation

Off-page Optimisation – is essential to have maximum effect to gain top positions for popular & relevant keywords. It is an ongoing process that needs to be done continually to stay ahead of competition.

- ✓ Search Engine Submissions
- ✓ Directory Submissions
- ✓ Classified Ads
- ✓ Social Bookmarking
- ✓ Article Submissions



# SEO Process



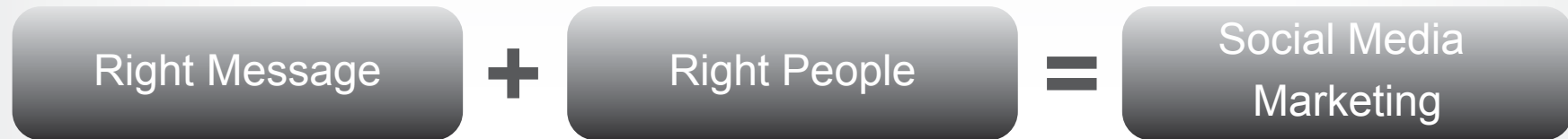
# Benefits and advantages of SEO

- ✓ Relevant and targeted traffic to your website
- ✓ Top RANKING in search engines.
- ✓ Clients come to you
- ✓ Global reach
- ✓ Greater visibility and popularity.
- ✓ Results-based reporting
- ✓ Enhanced online sales.
- ✓ Maximize your Return of Investment - ROI
- ✓ Increase brand visibility
- ✓ Enabling your business to compete and stay ahead in the online market
- ✓ Long term positioning
- ✓ Low cost advertising and high rate of return.
- ✓ Affordable
- ✓ Boosts business efforts
- ✓ Making your website both search engine friendly and user friendly

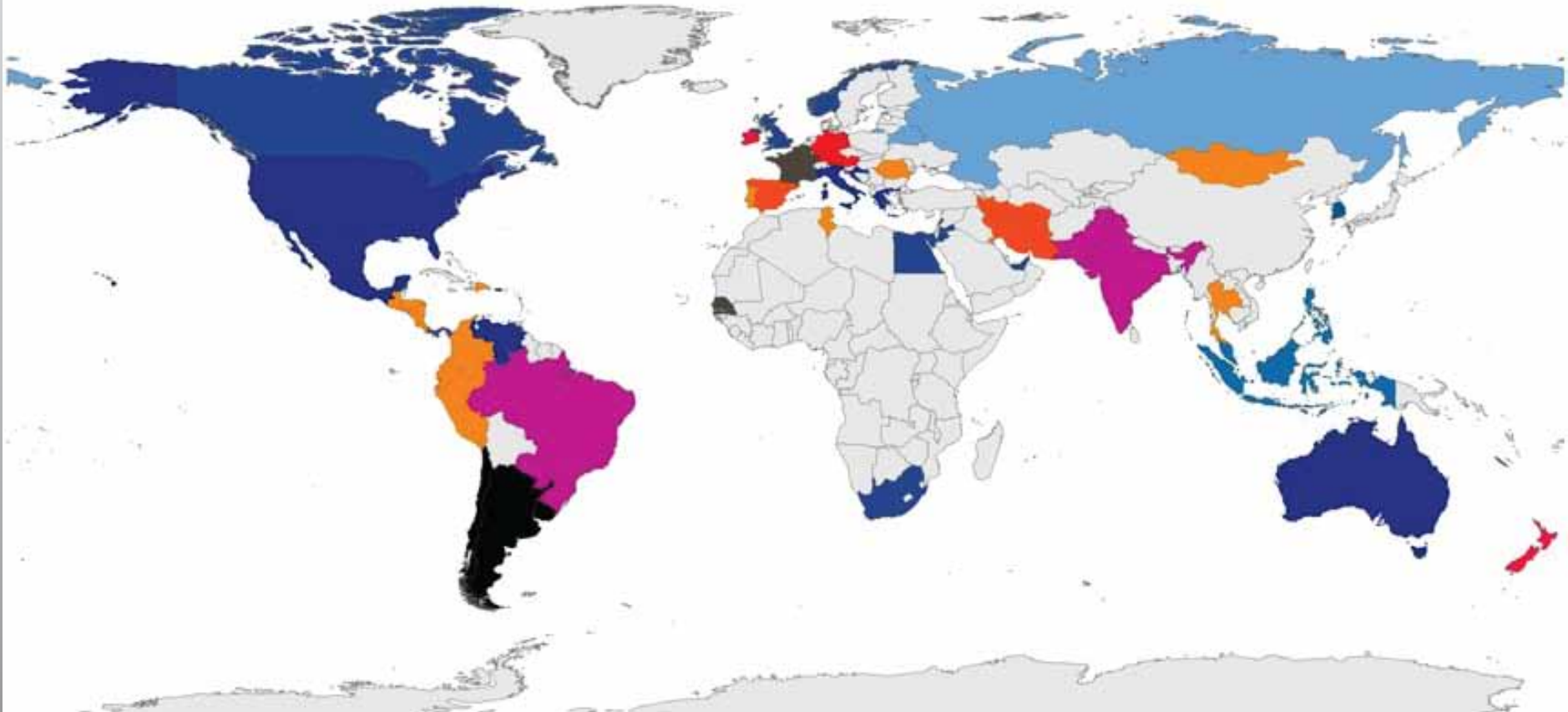


# Social Media Optimization

- ✓ Potential for organic traffic and quality back links.
- ✓ Promoting user-generated viral content through social media.
- ✓ Achieve branding and marketing goals through participating in media channels.

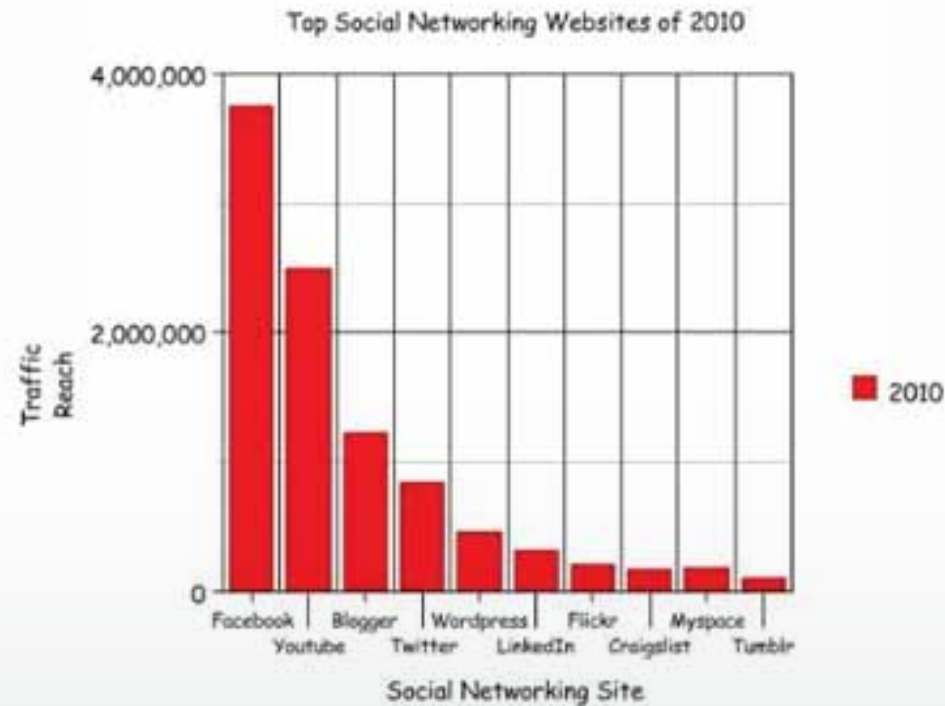


# Social Media Optimization



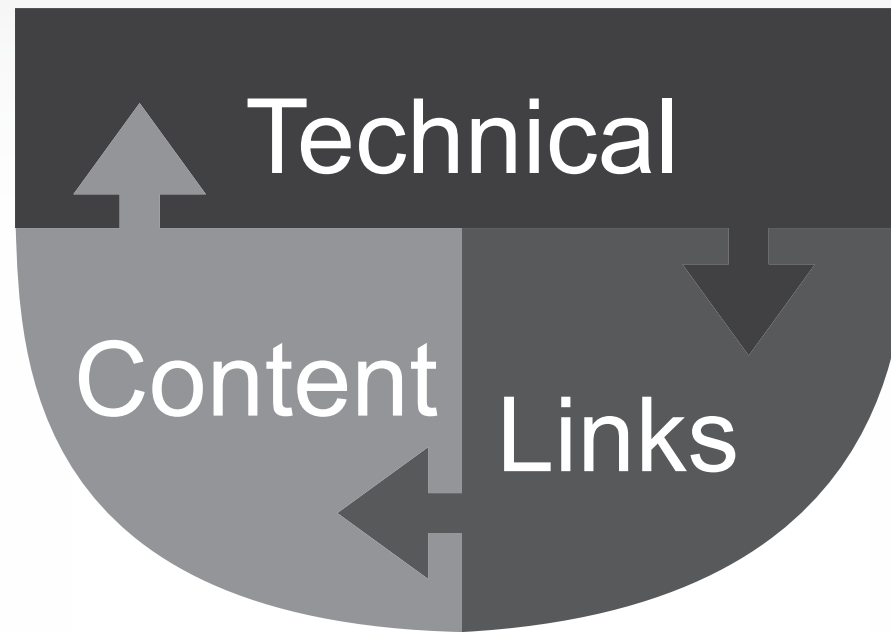
# Advantages of Social Networking

- ✓ Increasing quality links and backlinks to your website
- ✓ Relevant and targeted traffic to your website
- ✓ Brand building
- ✓ Greater visibility and popularity
- ✓ Lead generation source
- ✓ Building meaningful business relationship



Source: Alexa.com

# How can we help you?






- ✔ **Technical:** Is your website visible? Let the world know you exist!!
- ✔ **Content:** We publish pages of your website and make your website SE visible.
- ✔ **Links:** We help to create quality back links for your website.



# SEO project reporting

- ✓ Pre-optimisation report – Site Analysis
- ✓ 1st Week report – Details on page optimisation
- ✓ 2nd Week report – Confirmation link listing and website listing report for search engines
- ✓ Monthly ranking report

## On Site Factors

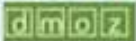

SEO FACTORS	SIGNIFICANCE	RESULT (If Any)	WEBSITE RATING	RECOMMENDATION (If Any)
Pages Indexed by Google 	The higher the number of pages indexed by Google, better the ranking in Search Engines.	85	Very Good	Good Work. <a href="#">Click Here</a>
Pages Indexed by Yahoo 	The higher the number of pages indexed by Yahoo, better the ranking in Search Engines.	45	Good	Need to add website to Yahoo Site Explorer. <a href="#">Click Here</a>
Pages Indexed by Bing (MSN) 	The higher the number of pages indexed by Bing, better the ranking in Search Engines.	42	Good	Need to update sitemap.xml & reupload to root folder. <a href="#">Click Here</a>
Domain Age	The longer the domain existence, the better will be the	6 years 2	Good	Register your website with maximum possible

## Off Page Factors

SEO FACTORS	SIGNIFICANCE	RESULT (If Any)	SITE RATING	RECOMMENDATION (If Any)
Link Popularity / Backlinks	Backlinks are links that point to your website from other websites. Links boost your site's ranking.	Google - 9 Yahoo - 741 MSN - 0	Good	Need to improve link popularity in Google, Yahoo and MSN. Link building will help. <a href="#">Click for Google</a> <a href="#">Click for Yahoo</a> <a href="#">Click for MSN</a>
DMOZ Listing 	DMOZ is the comprehensive human-edited Web directory. This in turn can increase your Google PageRank as well as traffic.	Not Found	Not Good	We need to get your website listed on www.dmoz.org. We will submit your website in the best suitable geographical area & business category.
Yahoo Directory Listing 	Yahoo listing brings traffic, page rank and authority to the domain.	Not Found	Not Good	Get a listing with Yahoo Directory

# Sample SEO Report

## OffPage Factors

SEO FACTORS	SIGNIFICANCE	RESULT (If Any)	SITE RATING	RECOMMENDATION (If Any)
<b>Link Popularity / Backlinks</b>	<u>Backlinks</u> are links that point to your website from other websites. Links boost your site's ranking.	<i>Google - 9 Yahoo - 741 MSN - 0</i>	<b>Good</b>	Need to improve link popularity in Google, Yahoo and MSN. Link building will help. <a href="#">Click for Google</a> <a href="#">Click for Yahoo</a> <a href="#">Click for MSN</a>
<b>DMOZ Listing</b> 	DMOZ is the comprehensive human-edited Web directory. This in turn can increase your Google <u>PageRank</u> as well as traffic.	<i>Not Found</i>	<b>Not Good</b>	We need to get your website listed on www.dmoz.org. We will submit your website in the best suitable geographical area & business category.
<b>Yahoo Directory Listing</b> 	Yahoo listing brings traffic, page rank and authority to the domain	<i>Not Found</i>	<b>Not Good</b>	Get a listing with Yahoo Directory

# Google Adwords (PPC)

Google Adwords is a form of online advertising whereby internet users are directed to an advertiser's website after clicking on an advertising.

Google Adwords is a targeted web advertising for your business. Google reaches more than 80% of worldwide internet users. Advertisements are usually located on both right hand side of result page and above the main natural results on left under sponsored links.



# Google Adwords (PPC)

Google | تسجيل الدخول | المزيد

صور خرائط الأخبار ترجمة إعلانات Gmail المزيد

بحث

حوالي 19,400,000 من النتائج (عدد الخواري: 0.06)

إعلان

**Vaser Liposuction**  
Face & Body Contouring Fat Transfer & Brazilian Lifting [www.lvr-dubai.com](http://www.lvr-dubai.com)

إعلان

**Plastic surgery - Wikipedia, the free encyclopedia**  
Plastic **surgery** is a medical specialty concerned with the correction or restoration of form and function. Though **cosmetic** or aesthetic **surgery** is the ...  
[ [ترجم هذه الصفحة](#) ] - [en.wikipedia.org/wiki/Plastic\\_surgery](#) - نسخة مخبأة - مماثلة

**Plastic and Cosmetic Surgery: MedlinePlus**  
[ [ترجم هذه الصفحة](#) ] - [www.nlm.nih.gov/.../plasticandcosmeticsurgery.html](http://www.nlm.nih.gov/.../plasticandcosmeticsurgery.html) - نسخة مخبأة - مماثلة

**What is Cosmetic Surgery?**  
Brief and Straightforward Guide: What is **Cosmetic Surgery**?  
[ [ترجم هذه الصفحة](#) ] - [www.wisegEEK.com/what-is-cosmetic-surgery.htm](http://www.wisegEEK.com/what-is-cosmetic-surgery.htm) - نسخة مخبأة - مماثلة

**Plastic Surgery Guide - Trusted Source for Plastic and Cosmetic ...**  
[ [ترجم هذه الصفحة](#) ] - [www.plasticsurgeryguide.com/](http://www.plasticsurgeryguide.com/) - نسخة مخبأة - مماثلة

**Cosmetic Surgery | Plastic Surgery | Breast Augmentation**  
[ [ترجم هذه الصفحة](#) ] - [www.cosmeticsurgerytoday.com/](http://www.cosmeticsurgerytoday.com/) - نسخة مخبأة - مماثلة

**Cosmetic Surgery UAE**  
More than 62 different **surgeries!**  
An elite group of expert doctors.  
[www.cosmesurge.com](http://www.cosmesurge.com)

**Cosmetic Surgery Dubai**  
Skin Laser, Hair, Tummy Tuck  
VIP Hospitality Experienced Surgeon  
[www.cocoon.ae](http://www.cocoon.ae)

**Sharjah Corniche Hospital**  
Highly Skilled Medical Experts  
Luxurious, Cost effective treatment  
[www.sharjahcornichehospital.com](http://www.sharjahcornichehospital.com) Al  
Buhairah Corniche

**US Face Surgeon in Dubai**  
Chosen as "America's Top Surgeon"  
Email Dr. Khoury for an evaluation!  
[denvercosmeticsurgery.com/Dubai](http://denvercosmeticsurgery.com/Dubai)

كل شيء صور مقاطع فيديو الأخبار المدونات المزيد

البحث بالقرب من ... إعداد إدخال الموقع

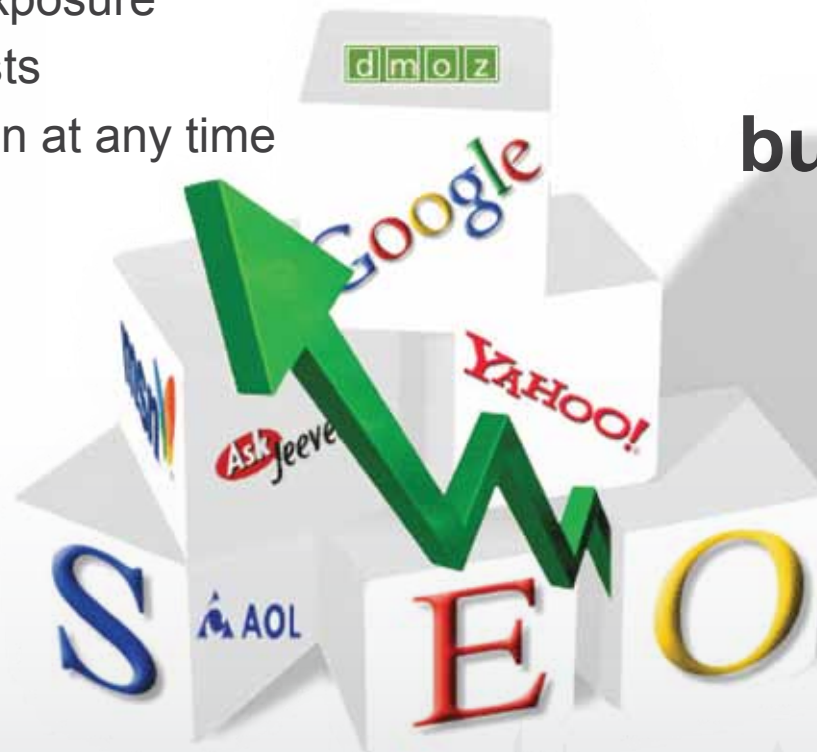
الويب الصفحات المكتوبة باللغة العربية صفحات من الامارات العربية المتحدة صفحات أجنبية مترجمة أي وقت الوقت الفعلي الأحدث آخر 24 ساعة آخر يومين آخر أسبوع آخر شهر آخر سنة نطاق مخصص...

جميع النتائج مواقع تحتوي على صوت أدوات أكثر

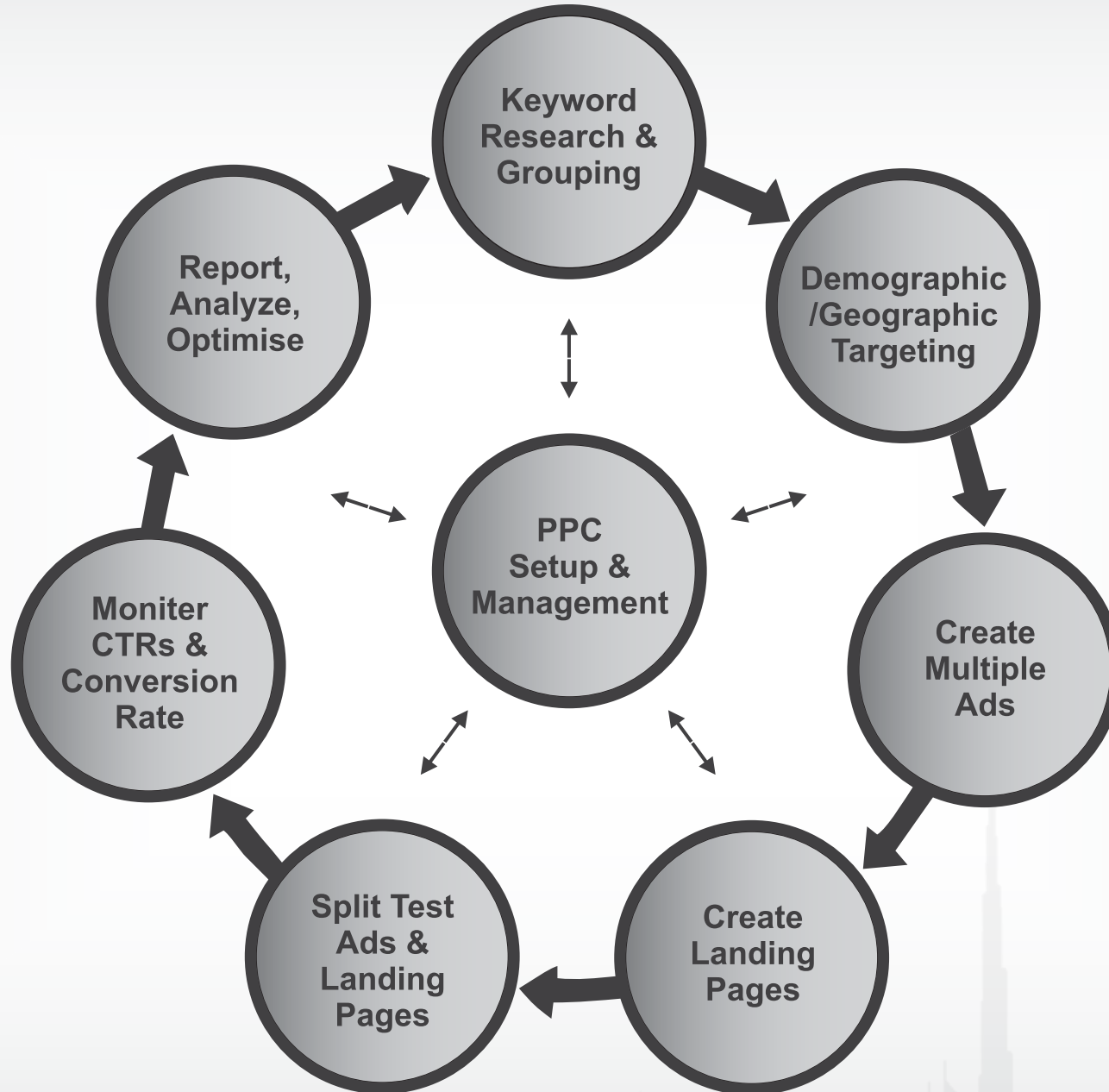
# Advantages of Google Adwords

- ✔ Google only charges when people Click on your ad. and visit your website
- ✔ You reach your customer at right time, with right message
- ✔ Geographical & Language based targeting
- ✔ Instantly drive traffic to your website
- ✔ Companies bid on price they are wiling to pay per click
- ✔ Results are guaranteed
- ✔ Target your market precisely
- ✔ Give excellent brand exposure
- ✔ Full control on your costs
- ✔ Stop or pause campaign at any time

**Recommended Daily  
AdWords  
budget AED 40\***



# Steps of Google Adwords Project



# Why use Us?

## Pay less for every click

Use our experience to outbid your competition without bidding higher. Google uses complex algorithms to charge each click.

Actual CPC = Ad rank of below advertiser / Your Quality Score + 0.1p

\* CPC is Cost Per click, the fee Google Charges you when someone clicks on your ad

So we focus on your Ad Rank & your competition to reduce your CPC

## Use our experience, don't try to re-invent the wheel!

We have been thru all the trial and error & spent thousands of dollars to gain the experience & insight. Over the period, we have made several mistakes and done some great discoveries. So why go thru all the learning process again?

## Good example of learning

Most of your competition will always bid in even numbers and round-off amounts for their keywords. E.g.. AED

1 per click. We would simply increase that bid to AED 1.01 so with a fraction of increased cost, you outbid your competition. We would always use these odd amounts to outbid the competition on most keywords.

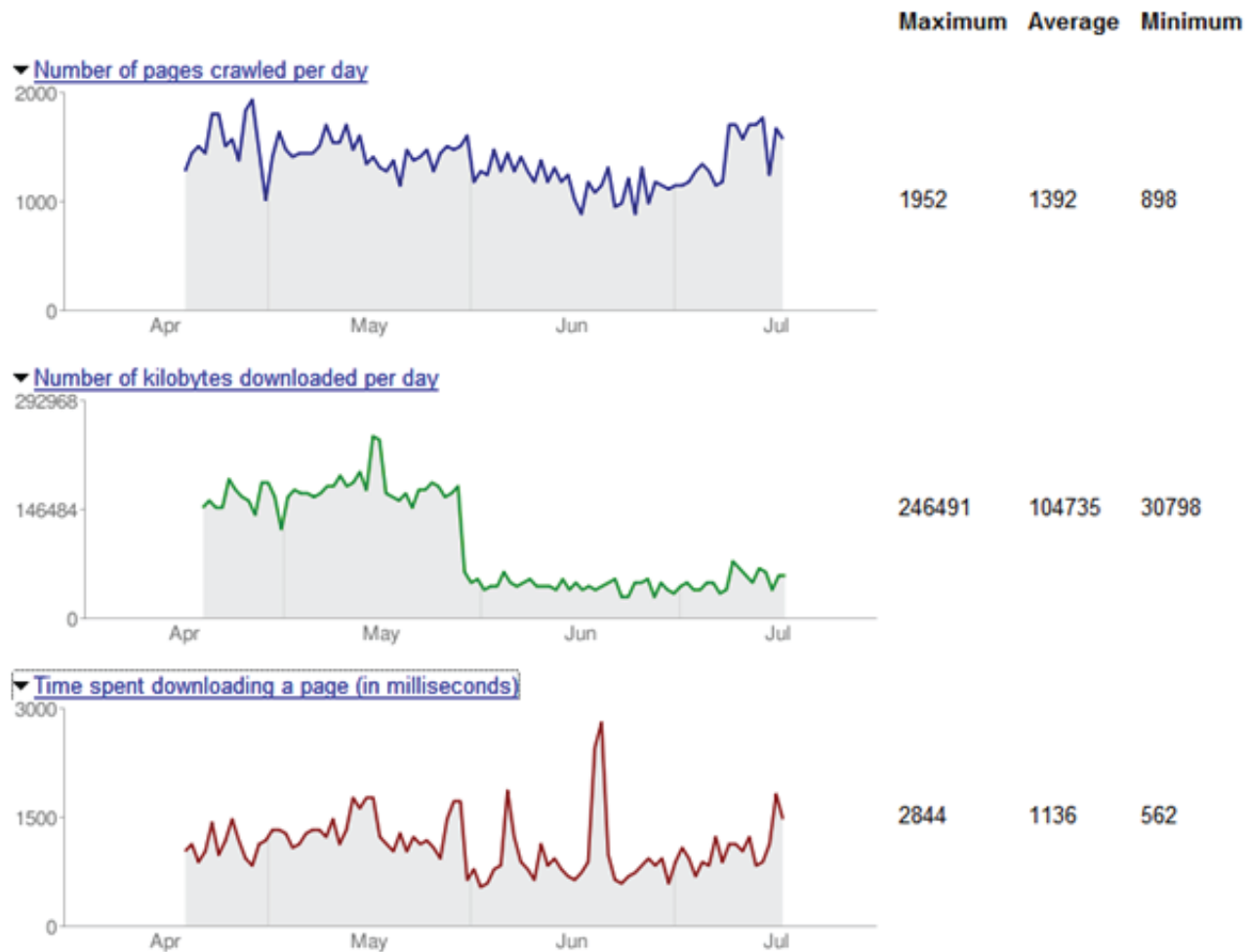


Your  
Web Site

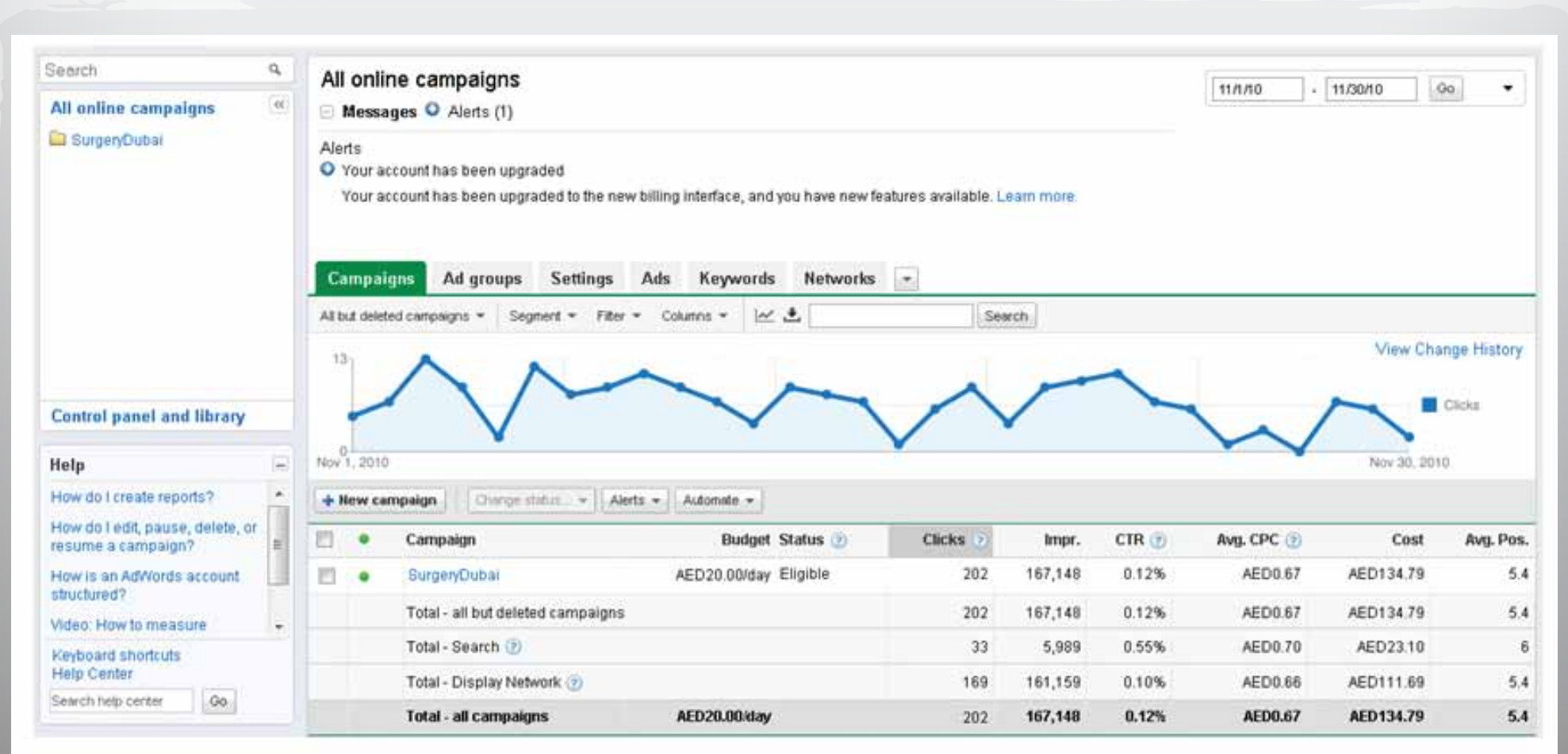
100%

# Monitor your traffic

## Googlebot activity in the last 90 days [\[?\]](#)



# Sample Adwords Report



## who we are?

Established since 1999, presence in Australia, New Zealand, US, UK, Ireland, United Arab Emirates. 500+ projects under our belt, should we say more?



▶ Dots & Coms **US**  
[www.dotsandcoms.us](http://www.dotsandcoms.us)

▶ Dots & Coms **AU**  
[www.dotsandcoms.com.au](http://www.dotsandcoms.com.au)

▶ Dots & Coms **UK**  
[www.dotscoms.co.uk](http://www.dotscoms.co.uk)

▶ Dots & Coms **NZ**  
[www.dotsandcoms.co.nz](http://www.dotsandcoms.co.nz)

## what else?

✓ eMail Marketing

✓ eCommerce Integration

✓ User Need Analysis

✓ .NET Technology

✓ Payment Gateway Setup

✓ Seamless Integration



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Lake Towers, Dubai, UAE