

# Is TOP Ranking of Your Website in the Major Search Engines Critical To The Success of Your Business?



## Where your customers find their businesses in 2011

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- 80% of people first search online before making a purchase ...(vs) Yellow pages, newspapers, traditional 'offline' methods; quickly becoming obsolete!
- Pay Per Click Advertising is Expensive and Less Effective than Organic Search Results
- Top Organic Search Engine Rankings Provide Greatest R.O.I. and Free Traffic



# Local Search Vs. Pay Per Click Ads.



# Is Your Website Invisible?

- Can **NEW** Clients Find You?
- How About **Existing** Clients?
- According to a recent study at Cornell University on the est. percentage of clicks based on Search Rank:
  - #1 Receives 56.36%
  - #2 Receives 13.45%
  - #3 Receives 9.82%
  - #4 Receives 4.00%
  - #5 Receives 4.73%
  - #6 Receives 3.27%
  - And So on..

Search Rank	% of Clicks	% Time Spent
#1	56.36	28.43
#2	13.45	25.08
#3	9.82	14.72
#4	4.00	8.70
#5	4.73	6.02
#6	3.27	4.01
#7	0.36	3.01
#8	2.91	3.68
#9	1.45	3.01
#10	2.55	2.34

Do You Target Local Customers?

**“Did You Know That 80% Of Internet Searches Are Actually People Looking For Local Solutions To Their Problems But Most Internet Marketing Does Not Target Local Customers?”**

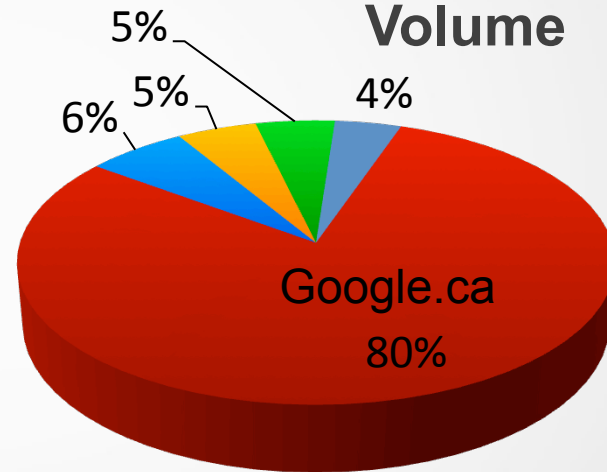
- Over 1 Billion Local Searches performed online EVERY month!!  
(And growing over 50% a year)
- Less worthy companies stealing your business
- Are you losing the popularity contest?
- The longer you wait, the harder it is to rank

# THE NUMBERS

## Local Search Results

- 90% of Online commercial searches result in offline bricks and mortar purchases. (comscore)
- 82% of Local searchers follow up online via an in-store visit, phone call or purchase (comscore)
- 80% of budgets are spent within 80kms of the home
- 74% of internet users perform local searches
- 73% of online activity is related to local content
- 61% of local searches result in purchases.

## Canadian Search Volume



# The Benefits of Search Marketing

- Better Branding
- More Inquiries
- More Business
- Joint Venture Opportunities
- Door Opener
- Bragging Rights
- Instant Credibility
- Expert Status



# Online Market Domination

- Keyword Phrases: What are your best potential customers searching for online?
- How Many Searches for Your Keywords? (Keyword Tool)
- Your Keyword Phrases?
- Where do You Rank Online on Google.ca and/or Google.com





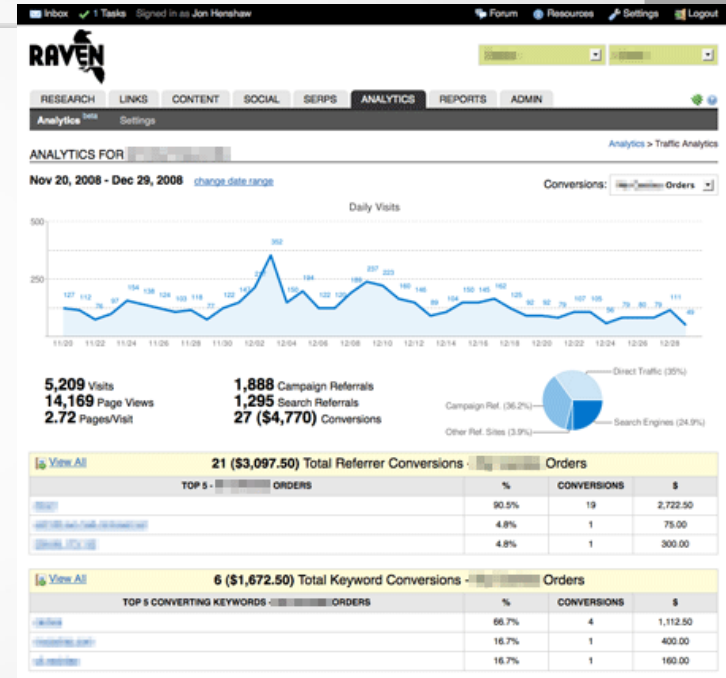
# Search Marketing ROI

## Calculate What Your Missing

- Traffic for # Spot =
- Prospect to Client Conversion ratio =
- New Clients =
- Yearly Client Value =
- New Clients X Client Value =

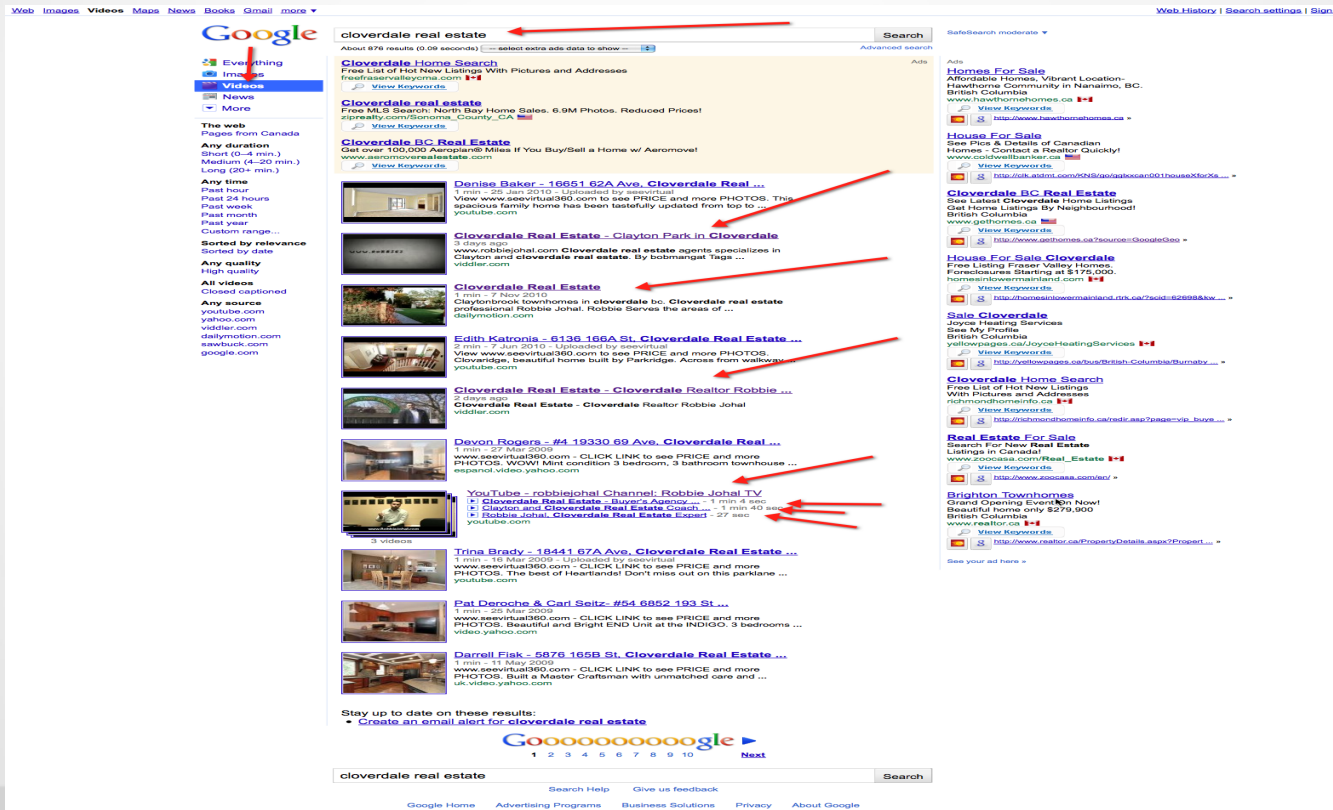
### Example:

1. #1 Spot = 100,000 Visitors to your site
2. Convert .5% to Clients = 500 New Clients
3. Each Client Value for jut one year = 1,000
4. Gross Income from SEO = \$500,000



# Proof - Case Study #1

## A Total of 6 - 1st Page Positions For Real Estate Term in Cloverdale



# Proof - Case Study #2

#1 for the Term “Real Estate Investing” – 41 Million Competing websites  
 In addition we’ve got 3 Additional 1<sup>st</sup> page Spots – Total Domination

The screenshot shows a Google search for "real estate investing". The search results include:

- Real Estate Investment - Invest In Canadian Real Estate.** Get Free eBook That Shows You How. [www.league.ca](http://www.league.ca)
- Real Estate Investment - Western Canada Accredited Investors** Limited Partnership - \$25,000 min. [buyapartmentbuildings.prestprop.com](http://buyapartmentbuildings.prestprop.com)
- RE Investor web sites** Video talking real estate investing websites, fully automated, \$295. [www.realestateinvestorswebsites.net](http://www.realestateinvestorswebsites.net)
- Property Investment Seminar | Real Estate Course | Real Estate ...** Ordinary People are Making Extraordinary Incomes - Using the Invigo Wealth System - Feb. 13th and 14th in Langley. [www.propertyinvestmentseminar.ca/](http://www.propertyinvestmentseminar.ca/) - Cached - Similar
- Canadian Real Estate Investing Guide** Finally, A Canadian Real Estate Investing Guide all in Plain English...information, articles, contacts, how-to's and step-by-step guides. [www.therealestatereenegades.com/](http://www.therealestatereenegades.com/) - Cached - Similar
- Real estate investing - Wikipedia, the free encyclopedia** Real estate investing involves the purchase, ownership, management, rental and/or sale of real estate for profit. Improvement of realty property as part of ... [en.wikipedia.org/wiki/Real\\_estate\\_investing](http://en.wikipedia.org/wiki/Real_estate_investing) - Cached - Similar
- Places for real estate investing near Surrey, BC**
  - HomeVestors Realty Ltd.** - Place page [www.realestateinvestingincanada.net](http://www.realestateinvestingincanada.net) - 6820 188 Street #213, Surrey - (604) 575-9008
  - PARSE Realty Ltd.** - Place page [www.parserealty.ca](http://www.parserealty.ca) - 5059 176 Street, Surrey - (604) 579-0277
  - Currencia** - Place page [www.currencia.ca](http://www.currencia.ca) - 208-12877 76 Avenue, Surrey - (604) 595-2625
  - TD Canada Trust Mortgage** - Place page [www.tdcanadatrust.com](http://www.tdcanadatrust.com) - 10435 King George Highway, Surrey - (604) 626-5665
  - Invigo Realty Ltd.** - 1 review - Place page [www.invigo.ca](http://www.invigo.ca) - Suite 213 - 6820 188th Street, Surrey - (877) 575-9008
  - Equitable Real Estate Investment Corporation Ltd.** - Place page [www.equitable realestate.ca](http://www.equitable realestate.ca) - 325 Howe Street, Vancouver - (604) 683-7571
  - VanCity Real Estate Investor.** - Place page [www.vancityrealestateinvestor.com](http://www.vancityrealestateinvestor.com) - 211-1238 West 11th Avenue, Vancouver - (778) 786-7508
- Real Estate Investment Training, Coaching, Tips & Strategies ...** Offering tips, risk guides and long term information about real estate investing in Canada. [www.realestateinvestingincanada.net/](http://www.realestateinvestingincanada.net/) - Cached - Similar

On the right side of the search results, there is a map of the Vancouver area with several red location pins indicating real estate investment opportunities in various neighborhoods like Vancouver, Coquitlam, Port Moody, Burnaby, Richmond, Delta, Surrey, and Langley.



# Proof - Case Study #3

#3 for the Term Canada Real Estate – 207 Million Competing websites  
 Local Independent Company competing with MLS.ca and Remax.ca

The screenshot shows a Google search for "canada real estate" with approximately 207,000,000 results. Red arrows highlight several search results:

- One Rate Real Estate**: Pay only \$2000 listing commission oneratererealestate.com
- MLS Listings**: See Pics & Details of Canadian Listings. Contact a Realtor Quickly
- Canada Real Estate**: Spectacular Canadian Real Estate View waterfront real estate in BC
- MLS.ca**: Official gateway to all Canadian MLS information sponsored by The Canadian Real Estate Association.
- RE/MAX Canada: #1 in Canadian Real Estate**: Canada's full service real estate organization. RE/MAX provides professional services to home buyers and sellers as well as assistance with commercial, ...
- Real Estate Investing in Canada**: 3 Mar 2011 ... Offering tips, risk guides and long term information about real estate investing in Canada.
- News for canada real estate**: Chinese investors once again pouring money into Canadian real estate
- Canadian Real Estate, BC Ontario Real Estate**: Canadian Homes For Sale - Canadian For Sale By Owner!

On the right side of the page, there are several advertisements for services like "Remote Cellular Unlocking", "Sutton West Coast Realty", "Passage To India Townline", "barrie.ontario realestate", "Vancouver B.C Real Estate", "Search Vancouver BC Homes", "Vancouver Home Search", and "RE/MAX Real Estate".

# Proof - Case Study #4

300% increase in Twitter followers in 2 Weeks. Targeted Customers

The screenshot shows the Twitter profile of Robbie Johal (@robbiejohal). A red arrow points from the 'Following' count (642) to the 'Followers' count (346), indicating a 300% increase. The profile bio states: 'Born and raised in Surrey, I now call the Clayton community home: a Full Time RE/MAX Realtor specializing in Fraser Valley Real Estate. http://www.robbiejohal.com'. The 'About' section shows 79 Tweets, 642 Following, 346 Followers, and 16 Listed. The 'Connections' section lists accounts followed by both users: @IceMusicUk, @rpx\_ro, and @604nication. The 'Following' section shows 642 accounts.



# Proof - Case Study #5

## # 1, 2 and 3 for Loose Diamonds in Winnipeg

The screenshot shows a Google search for "loose diamonds winnipeg" with approximately 21,400 results. The search interface includes navigation links (Pages, Videos, Maps, News, Shopping, Gmail, more), the Google logo, and search filters. On the right, there are sponsored links for "Loose Diamonds SALE" and "Certified Diamonds".

Annotations with red arrows point to specific search results:

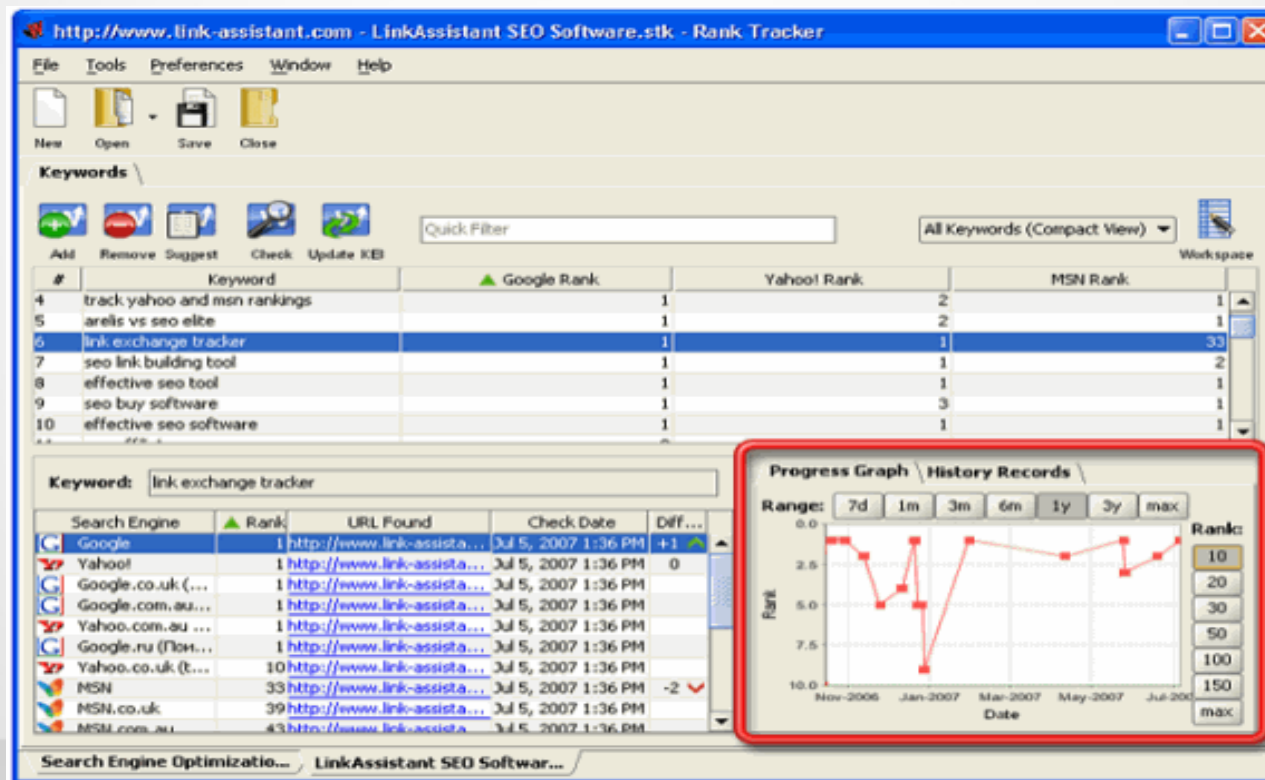
- 1st Place Organic:** Points to the top organic result: "Affordable **Diamond** Rings, Custom Engagement Rings, Canadian ...".
- 1st Place Local:** Points to the local listing for "Diamonds Winnipeg" at 10 Cedar Drive, Unit E, Winnipeg, MB R0A 1E0, Canada.
- 2nd Website / 2nd Organic Listing:** Points to the second organic result: "Winnipeg Diamond Wedding Ring Engagement Rings Loose Diamonds ...".

A central yellow starburst graphic contains the text: **OUR CLIENTS RANK HERE!**



# Daily Tracking, Monthly Reporting

We'll monitor your rank daily and report to you every month to chart your progress. (24/7 Live Phone and Chat Support)



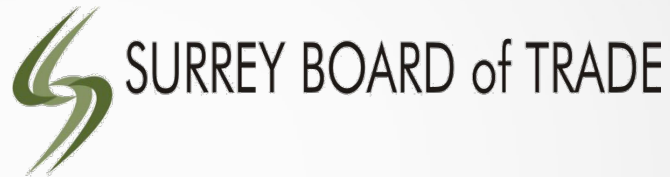
# Social Media Marketing Strategy

1. We'll implement and Manage an effective social media strategy to get targeted followers your Twitter and Facebook accounts.
2. All of our services include a Social Media Management.





# Our Credentials



# Raving Fans

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*"Having followed Invigo in the local area and seeing his success online and offline I was intrigued by his unique marketing strategies. I spoke with him about helping me with my marketing and well he agreed and now after about a month we're ranking on the first page of Google for one of my keywords. I was getting a measly 4-5 unique visitors on my site, and in just a month we're averaging **over 115 and generating 3-4 QUALIFIED buyers a day**. We're in our first month and I'm sure that # will increase. It helps that he's in the industry and knows what he's doing. I have no doubt that we'll be dominating the search engines very soon." He's always their consulting with me on direct marketing campaigns and provides advice on other ways to generate traffic. This guy knows what he's talking about" Robbie Johal – Re/Max Platinum Walnut Grove, Langley, BC Medallion and Re/Max Platinum awards recipient.*

More to come..

# SEO Services

Today Only – Setup Fees \$349.00 –  
 Regularly our setup fees Start at \$799.00 for Starter and \$3499 For Elite

SEO PACKAGES	STARTER	BEST! GOLD	ELITE
Price Per Month	\$799	\$999	\$1,299
Setup Fee	<del>\$1000-\$999</del> limited time	<del>\$3499-\$1000</del> limited time	<del>\$8499-\$4499</del> limited time
Package Features			
Keywords	3	5	10
SEO Articles	30/mo	75/mo	250+/mo
Permanent Directories	25	75	200+
Social Media/Bookmarking	Yes	Yes	Yes
All Packages Include			
FREE 24/7 Phone and/or Chat Support	Yes	Yes	Yes
Proven SEO Strategies	Yes	Yes	Yes
Satisfaction Guaranteed	Yes	Yes	Yes



**THANKYOU**  
IT HAS BEEN A PLEASURE!

