

# SEO / SEM for eCommerce

SEO Services to Help You Beat Your Competition

CLARITY

# SEARCH MARKETING

## BUILDING TARGETED TRAFFIC THAT CONVERTS

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Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them.

Seth Godin



Clarity's search marketing team strives to achieve rankings for our clients that build their business, aiming to build rankings and traffic that contribute to the bottom line.

### DISCOVERY

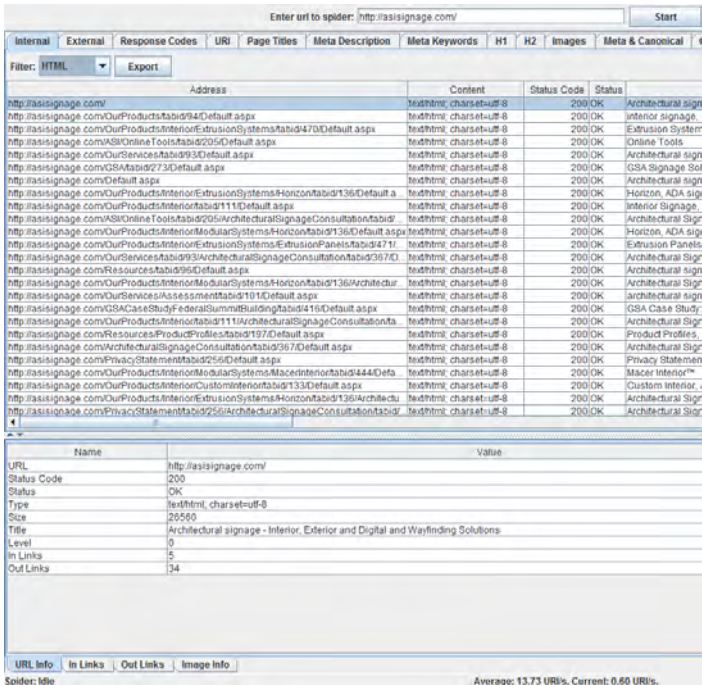
Clarity begins every search marketing project with a discovery phase in order to identify 3 things:

- Areas of opportunity
- Competitive environment and difficulty
- Strategy of website going forward

#### Setting up for Success

Unlike some SEO or marketing agencies, Clarity does not commoditize its optimization services. All Clarity Client websites and their competitive landscapes go through a vetting period in order to determine the best course of action for success.

This means our team of search marketing specialists perform a full crawl of the Client's current website, analysis on its backlink profile, audit of the PPC market in the Client's industry, and deliver a plan for moving forward in order to win the space and new customers.



Clarity's discovery includes a full crawl of the Client's current website (if applicable) in order to see the site as a search engine sees it. Example screenshot shown above.

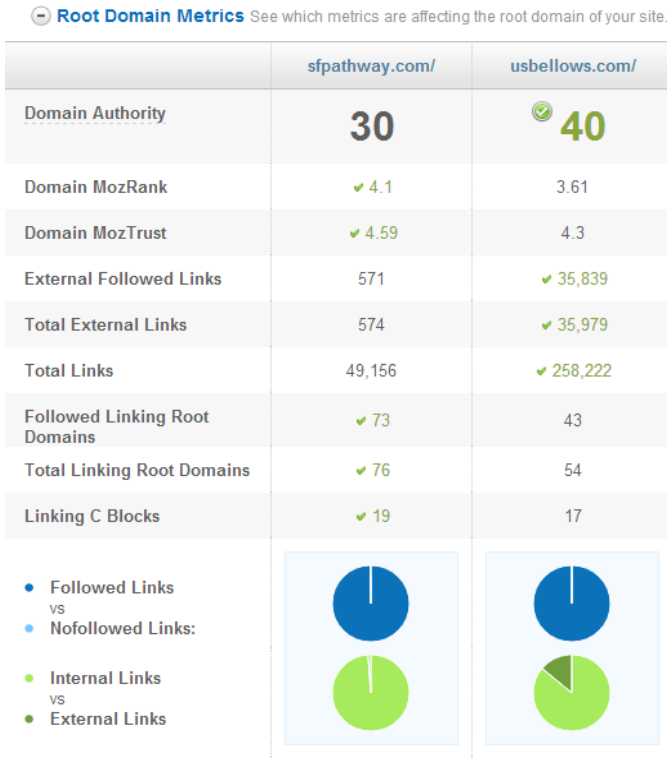
### COMPETITIVE ANALYSIS

Search marketing is a zero sum game. If your company wants to improve its rankings and acquire more customers, it means you have to win them away from your competitors. This is why it is important to know as much as possible about your competition's websites and campaigns.

#### Intelligence on the Competition

This is what you will know about your competitors within 24 hours of starting your search marketing project:

- The technical strengths and weaknesses of their websites
- The most valuable keywords that they rank for
- Their link profile, including authority levels of their site
- Their daily PPC advertisement spend (estimated)
- A list of the advertisements they use on search engines
- And more...



# EXECUTION



## Discovery

Everything starts with the discovery phase in which Clarity determines potential areas of opportunities, level of industry competition, and a basic on-page & off-page strategy.



## Brainstorm

Clarity and the Client Team will brainstorm fresh opportunities to leverage the Client's unique value proposition into effective content and link building strategies.



## Link Building

Links have been, and continue to be, the #1 most important factor for ranking well in competitive markets and for competitive keywords. Clarity creates a completely customized link building plan for the Client's industry and keywords. Clarity builds high quality links that withstand algorithm changes and provide long term results.



## On-site Optimization

Clarity analyzes each and every page of the Client's website with a 16-point checklist and programmatically determines which pages are outside of best practices. Then we fix them. This checklist is used in an on-going way as Clarity ensures that the site's pages are optimized at all times as the site grows.



## Content Creation

Content is engine of any company's marketing campaign. Clarity works with our Clients to determine what type of content to write (according to search volume data) and how to promote that content in order to earn rankings, traffic, links, and new customers.



## Customer Acquisition Rate Optimization

Clarity's search marketing team doesn't stop at rankings. Our team doesn't stop at traffic either. The number one goal of all projects is to grow the Client's business. We accomplish this is to track and optimize for visitor behavior and conversion rates.

\*\*Please note that every Clarity Client is different and the campaigns are designed as such. The core areas listed above are generalized and meant to give you an idea of what is usually involved in a search marketing project.



A gentleman called and needs \$60,000 of our product for a church in Louisiana. When our sales rep asked "how did you find us" he answered "Google".

This is a huge win for our SEO campaign.

- Brad Smith, Head of Marketing at IMC Imports  
(Case Study Below)

# ACCOUNTABILITY

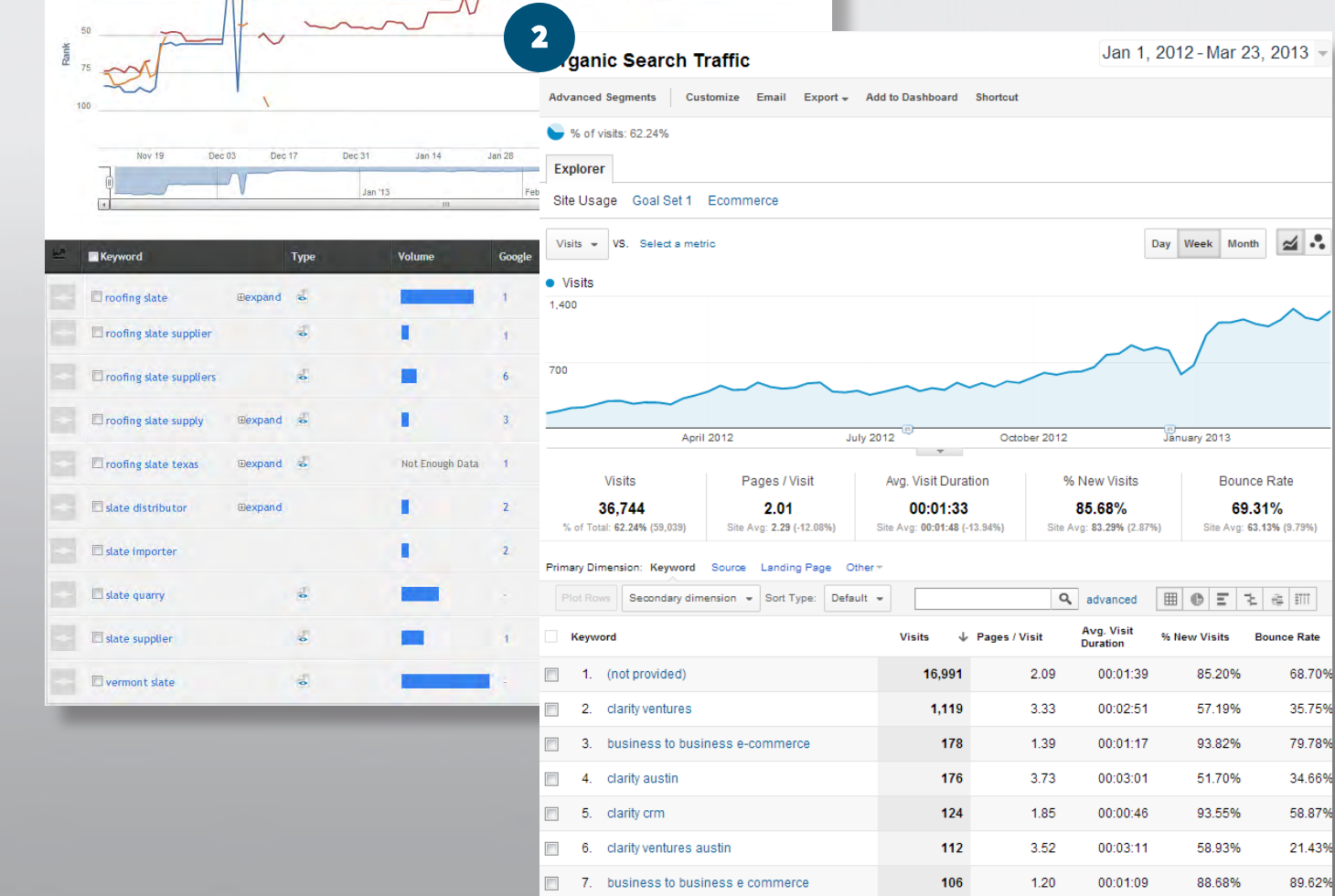
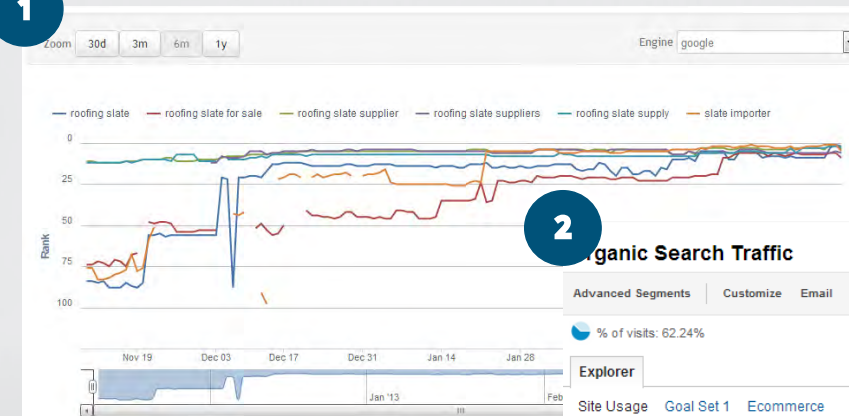
## 1 Interactive Ranking Reports

Interactive ranking reports from Clarity give the Client Team visibility into where the site stands in the result pages across its priority keywords and across the 3 major search engines. The reports give a visualization of these rankings with the choice of a 30 day, 3 month, 6 month, and 1 year view.

## 2 KPI Tracking for Traffic + Conversions + Visitor Behavior

In every search marketing project, Clarity dives into the Client Team's business to understand what goals and KPIs are most important to achieve in order to call the project a success. In most projects though, it is typical that Clients are in need of more traffic, better engagement, and more customers. Clarity makes sure that our Clients have complete visibility into these metrics (and more) in every stage of the project.

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## IMC IMPORTS CASE STUDY



### GeorgetownSlate.com

IMC Imports approached Clarity with a brand new website promoting its slate product line (Georgetown Slate) and a lot of vision for the sales potential it had. The product was already selling well offline and IMC believed that this new website, if ranked well in the search engines, could expose Georgetown Slate to even more customers.

### Discovery + Research

Clarity researched the most lucrative industry keywords as well as the companies that ranked well for them. IMC had several direct competitors that Clarity studied extensively in order to understand why the top ranking sites placed where they did.

### Optimization + Link Building

Since IMC had recently launched the brand new site, Clarity began working right away on optimizing the pages and the site's elements according to the keywords that would yield the most return.

Simultaneously, the Clarity team was prospecting and pursuing link opportunities to build GeorgetownSlate.com's domain authority.

### Results

After 5 months, GeorgetownSlate.com ranked #1 for the highly valuable keywords identified at the beginning of the campaign. This led to over 100% sales growth.

#### Briefing:

- Brand new niche website
- Promoting its slate product line
- U.S. national target market

#### Results:

- #1 for many competitive keywords
- Doubled sales for product line
- 1100% ROI

#### Ranked #1 in Google for:

- Roofing Slate
- Roofing Slate Supplier
- Slate Distributor
- Roofing Slate Distributor
- Exotic Roofing Slate
- Exotic Slate Supplier
- Imported Slate Supplier
- Imported Roofing Slate Supplier
- Imported Roofing Slate Distributor
- Natural Imported Roofing Slate
- Natural Roofing Slate Supplier
- Exotic Roofing Slate Supplier
- More...

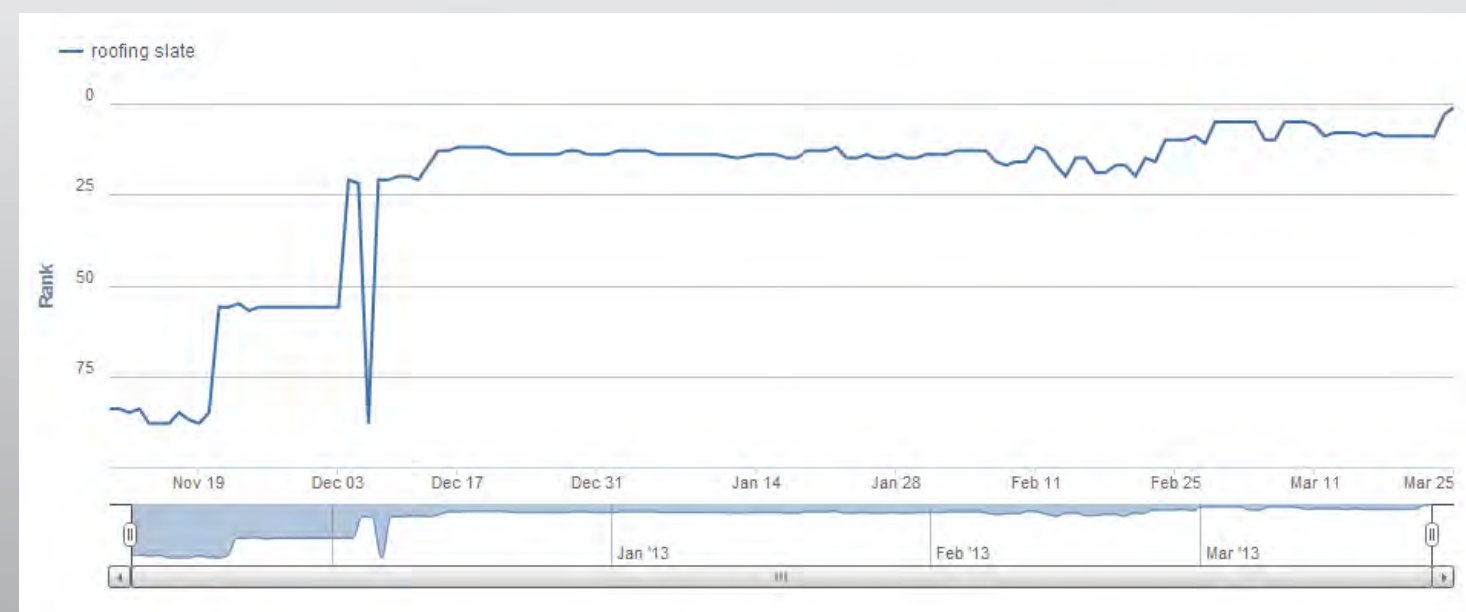
## 1100% Return On Investment

Doubled Sales - Multiplied Call Volume - Spread Product Line Branding



Our company initiated a marketing program to expand our natural slate product, with Clarity's SEO campaign being the core of the new program. Within 5 months our product's website ranked #1 for all of our targeted search terms, which resulted in sales more than doubling.


- Brad Smith, Head of Marketing, IMC Imports



The ranking report above covers GeorgetownSlate.com's first appearance in the top 10 pages all the way until it ranked #1 for the keyword "Roofing Slate" 5 months later. This was repeatedly communicated by IMC as their most important keyword term.

# Get in Touch with Clarity

If you are a business, ready to move forward with your project,  
please give us a call or visit our website.

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