

Search Engine Keywords, Landing Pages & Analytics

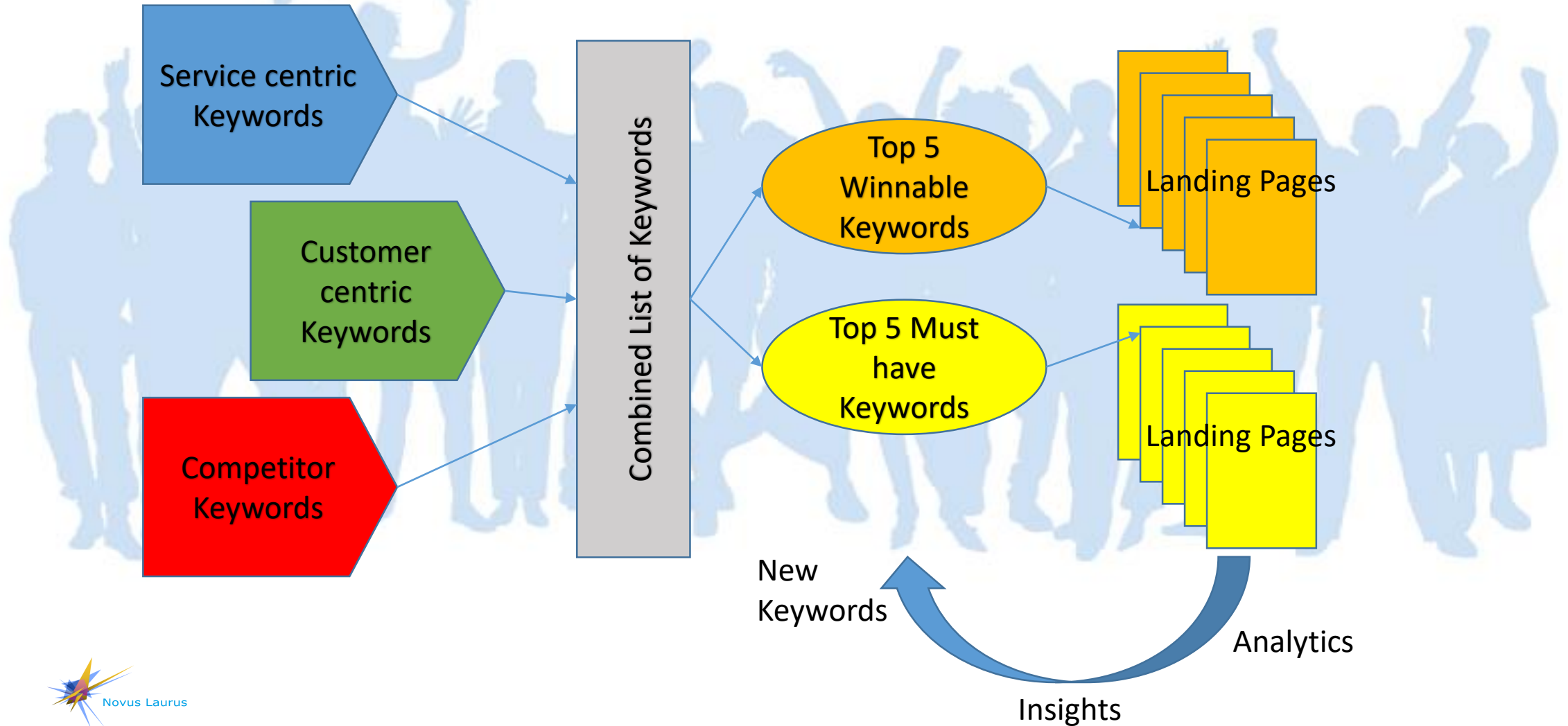


Contents

- Keywords
 - Money Transfer
 - Mobile Recharge
 - Holidays
- Landing Pages
 - Content
 - Back Linking
- Analytics
 - Goals Set Up
 - Goal List



Keyword Process For Each Service



Keyword Search Volume & Competition

Keyword Planner
Add ideas to your plan

Enter keywords
dollar to rupee

Get search volume Modify search

Targeting ?

- Canada, United States
- All languages
- Google
- Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

- Keyword filters
- Keyword options
- Show broadly related ideas

Search volume trends

Average monthly searches

Ad group ideas Keyword ideas Columns Download Add all (1)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
dollar to rupee	135,000	Low	\$5.73	-	ACCOUNT

Rupee2dollar.net – Bounce rate = 83%

Total Sites Linking In

37

Site	Page
1. seureserver.net	ip-173-201-142-193.ip.seureserver.net...
2. sharecash.org	forums.sharecash.org/viewtopic.php?f=8...
3. stuffgate.com	stuffgate.com/stuff/website/top-184000...
4. redbus2us.com	redbus2us.com/how-to-send-money-to-ind...
5. webnamelist.com	webnamelist.com/ALEXA/ALEXA_37.HTML



Prioritized Keyword List: Money Transfer

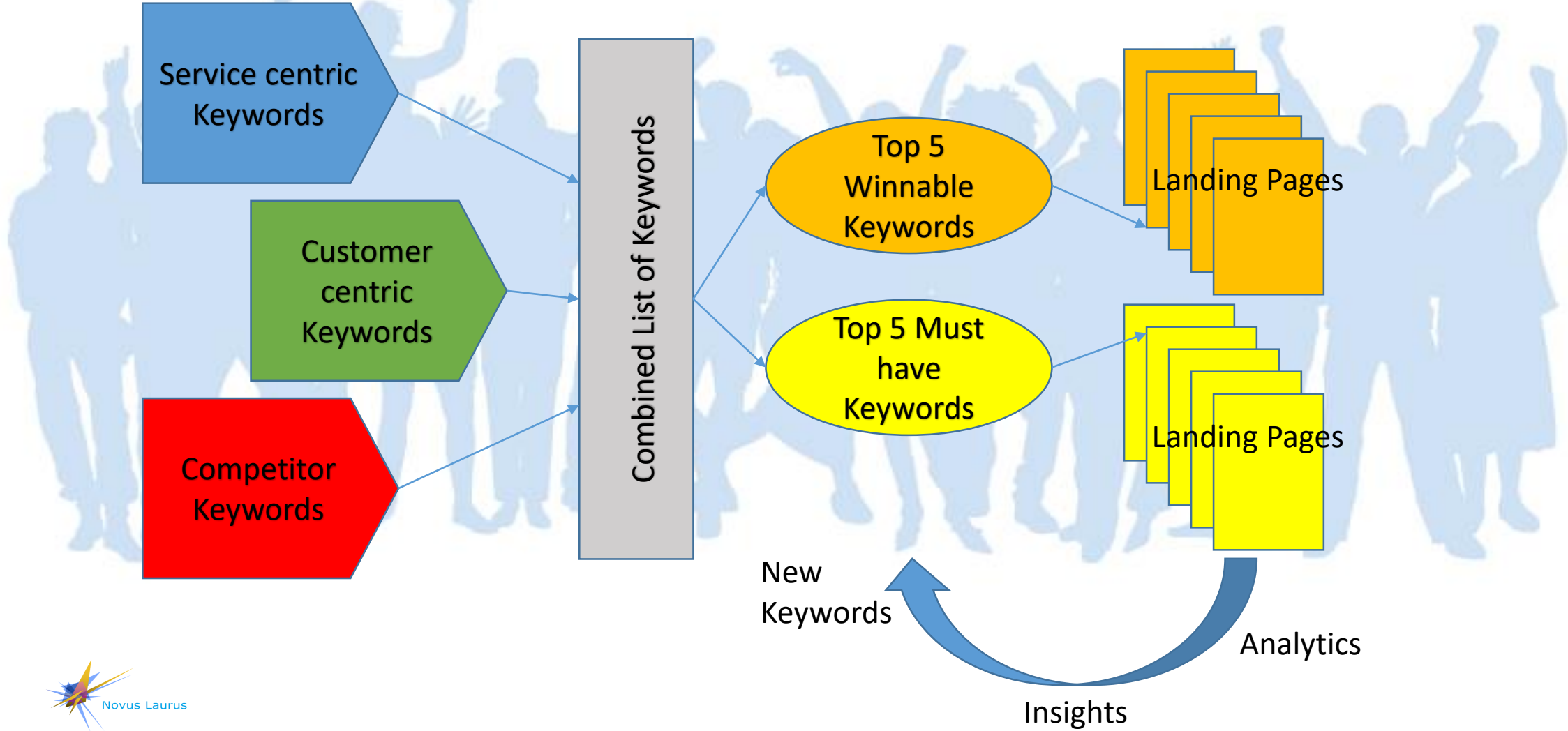
Focus	Customer Intent	Keyword	Search Volume /mth	Competition	Priority
Service Centric & Competition	Service Specific	Money Transfer to India	3600	High	
		Money to India	4400	High	
		Send Money to India	3600	Medium	
		Remit to India	1900	Medium	
		Money2India	1800	High	
		ICICI Money to India	5400		



Prioritized Keyword List: Money Transfer

Focus	Customer Intent	Keyword	Search Volume /mth	Competition	Priority
Customer & Service Centric	Observed behavior & addresses customer motivation to seek service	Dollar to Rupee	13500	Low	
		Dollars to Rupees	9900	Low	
		USD to INR	20100	Medium	
		Savings Account Interest	3600	Medium	
		Fixed Deposit Interest Rate	50	High	
		Rupee Exchange Rate	1600	Low	

Keyword Process For Each Service



Landing Pages

- Recommended
 - Landing Page for each identified keyword
 - Population of keywords into existing functional pages – content and tags
- Content Specification for each Landing Page
 - Overall Page structure & Canonical URL
 - Tag specific (title, meta, H, alt) keyword population
 - Content Brief based on customer intent – educational elements, interactive elements, video elements, review elements, social media elements, newsletter elements (copy snippets for your copywriters to consider)
 - Suggested functionality (share, transfer now etc) based on landing page intent
- List of important Back Links to build for each Landing Page



Goal Flow :

Viewed the blog

Select a segment

Connections:

Driving Outcomes

Traffic Type



Direct
917

Organic Search
739

Referral
443

Social
259

Home Page
1.83K

Viewed the blog
1.22K

Analytics

Insights

Redesigns & Updates



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Analytics Set Up

- Funnels
 - Detailed walkthrough of website and all internal pages (next week?)
 - Anticipated conversion paths
 - Goals set up for conversion, sharing, interactivity
- Reports needed
 - Key reports to generate based on these conversion and other goals
 - Key activity reports
- Set up
 - Google Analytics Set up (Novus)
 - Analytics code incorporation (Oxigen)



Analytics Goals & Reports List

- SEO
 - Landing Page to conversion
 - Landing Page to social media share
 - Landing Page interactivity
- Other Marketing Reports
 - Social Media to conversion
 - Adwords/SEM to conversion
 - Banners ?
- General
 - Conversion for each product
 - Conversion by channel – SEO, Social Media





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Your Partner For Optimizing Digital Outcomes
& Evolving New Revenue Mechanisms

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