



# Online Marketing Services at Surgeworks

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# Why do you need us?

- You want to get more website traffic
- You want to sell more
- You want to get more customer feedback on your products and services
- You want to increase your sales with the traffic you already have
- You want to get higher positions in search results
- You want to connect with your customers
- You **don't** want to be beaten by competitors
- You **don't** want to spend any money on advertising that doesn't work

At Surgeworks we offer services of both **inbound marketing** (a.k.a. next best action marketing) and **outbound marketing** (a.k.a. push marketing or interruption marketing). This means we cover most of the marketing techniques currently used in the modern business world.

**Inbound marketing** is marketing focused on getting found by the customers.

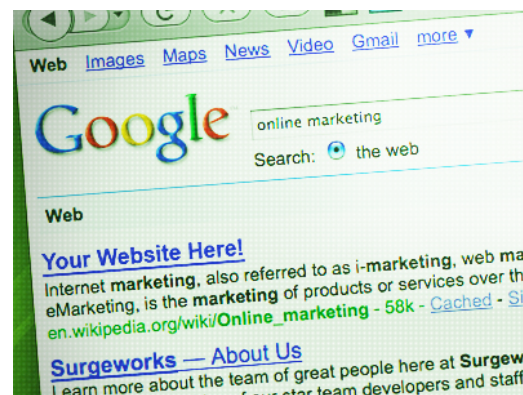
**Traditional marketing** (outbound marketing) is where companies focus on finding customers by advertising.

# Inbound Marketing Services we offer:

## Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via “natural” (“organic” or “algorithmic”) search results. Typically, the earlier the site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, and industry-specific vertical search engines. This gives a web site web presence.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.



## How do we do it:

Google (the biggest search engine in the world) changes and tweaks over 470 ranking factors during one year. We are professionals that stay up-to-date with industry news and we adjust your website accordingly for best performance in search engines.

There are two major parts of SEO work – **on-site** and **off-site** optimization.

In the process of **on-site optimization** for your website we change some of the HTML elements on your website to make you rank better on search engines for your targeted keywords (HTML elements like title, headings and so on). We also edit your internal linking structure to optimize the flow of page rank through your website and help your most important pages receive more juice. We sometimes need to make changes to your content management system to make your URL's more SEO friendly.

**Off-site optimization** is basically building links from other websites to your website. These links not only bring traffic, but also help you a great deal in ranking better on search engines. Since Google penalizes websites that

buy links, building these backlinks is an extremely difficult and time consuming job. We have to find websites that are relevant to your niche and be able to place a link to your website on them. We also optimize backlink anchors to make you rank better for keywords you're targeting.

## Social Media Marketing (SMM)

Social media marketing is an engagement with online communities to generate exposure, opportunities and, ultimately, sales. The number-one advantage is generating exposure for the business, followed by increasing traffic and building new business partnerships.

Common social media marketing tools include:



### How do we do it:

We manage accounts on popular social media websites around the world. Which websites will be used depends on your niche and targeted audience. We then **analyze, seek and engage your targeted audience**, building you a community of potential customers that we can engage in conversation at any time! These social media connections will help you in many other aspects of internet marketing as well as you can always use them to spread your message about a cool new product or service you have or share stories or news items that might be interesting to your potential customers.

## Viral Marketing

Viral Marketing is commonly considered a part of the Social Media Marketing. The buzzwords viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to increase brand awareness or to achieve other marketing objectives (generate an increase in sales) through self-replicating viral processes.

Marketers interested in creating successful viral marketing campaigns need to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being passed along.



### How do we do it:

Viral marketing can bring in great results with really low costs – something no other marketing technique can achieve. However, there are no guarantees it will work. This is why we only provide viral marketing **consulting** services.

We offer you our knowledge and years of experience to provide you with advice on your viral marketing efforts. We will guide you through the entire process of creating a viral marketing message, article, video, game or anything else you might have thought of that could go viral. We will help you find the right people to share your viral message and increase your chances of viral marketing success.

# Other Online Marketing Services we offer:

## **Landing Page Optimization (Conversion Optimization):**

Landing Page Optimization and Conversion Rate Optimization is the process of testing the various page variations and analyzing the data to see which variation works better.

Most of the websites have some sort of call to action on them and if you've never tested different variations of it, you don't know how many leads you might be missing.

This service has the biggest importance and impact when working with web shops. In some cases even a minor change on a website like the text on the "Add to Cart" button can result in over 70% sales increase.

Conversion rate optimization is an extremely time consuming process. To be certain that some variation of a website is performing better than the other one, it needs to be tested on a significant amount of traffic. The New York Times tested its online subscription sales landing page for over three years.

### **How do we do it:**

At Surgeworks, we have lots of experience with developing high quality web shops and that's why we can identify the key elements of a web shop that need to be tested, saving a lot of testing time (and money) by concentrating on the things that matter the most.

We do a series of A-B split testings of important pages on your website to find the one that brings you the best conversions.





When we work on search engine advertising, **we analyze the data and optimize the advertising campaigns on the go, focusing on the results (return on investment)**. We make series of tests to find the best keywords and ad variations for your business to target.

We most commonly use Google AdWords – Google’s advertising network that allows us not only to place your ads on Google and it’s partner search sites, but also to put your ad on a wide range of contextually targeted websites all over the internet.

For example, if you are selling shoes, we can make your ad appear on many different websites that talk about shoes. You will still **only pay for people that click on the ad and end up on your website**.

## Banner Advertising

Although Google’s network covers a vast majority of websites that offer advertising space on the internet, some of the major and perhaps most important websites in your industry have their own advertising system or are joined in some niche targeted advertising networks.

### How do we do it:

With years of experience, we learned which advertising networks can be trusted to bring in good results for the money we pay. We find the most targeted websites that are influential in your industry and place your advertisement there. We create the ad creative, handle the administration and communication process with these websites.



# Contact Information

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## Company Background

Surgeworks, Inc. has been providing agile software development services for over 14 years. We focus on developing high-quality software for small to medium businesses and government organizations, and on product development for commercial software firms. In addition to providing US-based technical project leads who can determine customer needs on-site, we seek out the best developers throughout the world to achieve the high level of quality expected by our customers. Surgeworks is a leading provider of Mobile and Ruby on Rails development and is an active supporter of local Ruby and open source communities.

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