

Link Building and SEO Services

Your Questions Answered



T: 0131 272 2710 | E: sales@traffic-generator.co.uk | W: <http://www.traffic-generator.co.uk>
Traffic Generator is a Visible Marketing company

Keyword Research FAQ

Q. What are keywords?

A. Keywords are the words or phrases that a user is most likely to use when searching for your business on the Web. In addition to commonly used search terms, keywords should reflect the main topic or message of your Web page.

Keywords should be present throughout the Web page content - in page copy, title tag, Meta tags, headings, attributes and link text. (1) Such on-page optimisation (content on your site) is only 20% of the equation though - the other 80% concerns off-page optimisation (building links into your site). It is using keywords as anchor text to build high quality links to your company website that we are most concerned with in providing our service.

Q. What is anchor text?

A. Anchor text is the visible, clickable text in a hyperlink. The words contained in the anchor text can determine the ranking that the page will receive in the search engines. (2)

Q. Why is keyword research so important?

It allows the right audience to find you. And you have quite a bit of control over that audience just by focusing on different keywords. And yes, you can have different pages focusing on different keywords and then you can gear each page to its specific audience. If you target the right keywords you will be able to drive qualified traffic to your website. These visits don't always come from big top level words like "cars", but rather they come from long-tail search terms like "red sports car". With the longer phrase, you have more of an idea of what the searcher is looking for and this allows you to be super targeted on your page. This also means that you may not see huge amounts of visitors, but the traffic you do see will convert at a higher rate. (3)

Q. What exactly are long-tail keywords again?

Long-tail keywords are keyword phrases composed of two or more words that collectively are more specific than a single keyword. Long-tail keywords are more likely to convert to sales than shorter, more generic keywords because there is less competition for them. Generally, the more specific the search, the closer the searcher is to the act of purchasing a product or service. (4)

Q. Is keyword research included in your service?

Yes. For an initial set up fee we will research and select long-tail keywords related to your company website and build links to your site using these exact keywords in the anchor text. We also research the competitiveness of your keywords to see how quickly we can rank your website for them, and also the 'commercial viability' of your keywords - to judge whether people typing them into the search engines are likely to be buyers or browsers.

Link Building FAQ

Q. Why are inbound links important?

A. According to search engines such as Google, Yahoo and MSN, inbound links are the single most important factor in determining a websites' success in ranking well and staying there. Search engines used to just count the amount of links coming into your site, but now the likes of Google also assess the quality of each link coming into your site. Each inbound link comes from a page which itself has inbound links. The more inbound links on the linking page, the more important that page is and, therefore, the more important the link to your page is.

So, in the case of Google, they give more weight to inbound links from important pages than they do to inbound links from lesser pages. They call the idea "Page Rank". Google is the world's number one search engine, and currently provides the results for around 65% of all the searches

done in the world. Because of that, it is vitally important for any website that relies on search engine traffic to do well in Google. Doing well in Google means making the site 'important' in Google's eyes and, to do that, the site must have good inbound links - as many of them as possible, and preferably from important pages (pages with medium to high Page Rank values). (5) Think of each quality inbound link as a vote of popularity for your company website, a very powerful factor when combined with good Web design and relevant, engaging on-site content.

Q. Why is it important to build links naturally?

A. Search engines like Google don't like it if you try to 'game' their listings by building huge numbers of links too quickly to help your business gain an artificially high ranking in the 'natural' search engine rankings, (the natural rankings are on the left after a search, paid adverts are at the top and on the right). As each link into your site can be viewed as a vote of popularity, it would be too easy to build thousands of links very fast and get top rankings for all your web pages.

Google in particular wants to provide users with valuable and relevant information on pages in its index that exactly match what the user was searching for, so they don't appreciate you building millions of spammy automated links just to try and sell stuff. They expect links to be built in a natural way based on the merit and relevance to search of your on-page content - and will drop sites in the rankings if they abuse this principle. We build links up over time in a natural way – based on the authority of your site and relevance of your content - which ensures a high quality foundation of incoming links into your website that the search engines will love.

Q. How long does it take to get to the top of the rankings?

A. This depends on the competitiveness of your keywords and the industry you work in. Some keywords will rank very well within a few weeks, while others will take longer. Once you have established the position of your rankings, it's important to keep up your link building efforts - because you can be sure your competitors will keep link building for the same keywords and after time you will start to drop down the rankings again.

Link building is an ongoing organic process much like losing weight - you have to put in an initial effort to shed the weight, and then maintain your exercise levels to ensure it stays off. That's why we recommend a minimum of three months with our service - but it's advisable to keep going month-on-month to keep ranking well for your chosen keywords.

Q. What methods do you use to build links?

A. We use only honest and transparent methods to build your links, often known as 'white hat' link building. These strategies include article-marketing, links from authority sites in your industry, social bookmarking, blog posts and directory submissions. This mix helps to create a solid foundation of high quality links over time. However, should you require us to buy or rent links from unscrupulous link farms or similar link building schemes – you will have to go elsewhere.

Q. Can you guarantee my website gets a number one listing in Google?

A. No we can't I'm afraid, and anyone who says they can is not being straight with you. Due to the organic and ever-changing nature of link building, rankings will go up and down over time as your competitors add new content to their own websites and build more links into their sites. In the face of such uncontrollable variables, our best practice service builds links to your site in a natural way that in all probability will increase your overall visibility in the search engines for your various keywords. Over time and with consistent attention, this will drive more traffic, leads and sales to your company website. We do offer guarantees with our service though, (please see the pricing section below).

Website Traffic FAQ

Q. What exactly is website traffic?

A. Web traffic is the amount of data sent and received by visitors to a website, which is determined by the number of visitors and the number of pages they visit. Usually, companies monitor the incoming and outgoing traffic on their website to see which parts or pages of their site are popular and if there are any apparent trends, such as one specific page being viewed mostly by people in a particular country. (6) You can monitor traffic by installing Google Analytics.

People tend to talk about 'hits' on their website as being important, but it's the actual unique visitors you should be looking at. Hits include all the pages visited and actions taken by individual website users, plus software programmes called 'robots' crawling your site to index pages for the search engines. Although the latter are important, it's the real unique visitors who can actually buy things that we should be most interested in monitoring when looking at website statistics. Although we don't do this monitoring on your behalf, our link building increases the amounts of real targeted and unique visitors to your website over time - building leads and sales for your business.

Q. Can you guarantee my traffic will always go up?

A. Not for all of your keywords, no. Although your overall search engine visibility will have a general upward trend over time, there may be peaks and troughs in your rankings over time, despite constant link building. This is because link building is an organic process and your competitors will keep building both web content and inbound links, and you have to keep chipping away with your own link building efforts to stay in contention.

We have a proven track record for increasing our clients search engine rankings over time, but you will have great months, good months and average months in the course of an ongoing campaign. What is crucial is that you keep going, as if you stop building links your site may drop out of the rankings altogether in due course. Again, we do offer some guarantees with our service in the pricing section below.

Q. My site is getting increased traffic but no new sales, why?

A. Our side of the bargain is to drive targeted traffic to your site in the form of highly relevant unique users, and to help your site rank better in the search engines. If you see an increase in traffic but you're not making any extra sales, this is because your website is not converting customers well enough. To increase onsite conversions you need to constantly split test your headlines, offers, body copy and other on-page elements to ensure that your message is relevant, compelling and can drive sales.

We strongly advise you to install Google Analytics onto every page of your website, including any order fulfilment or contact pages, so you can analyse the traffic coming to your site. If you do this in conjunction with calculating your average order value and website conversion rate – you can work out what a great return on investment link building services provide.

Q. Can I stop building links once my traffic goes up?

A. Yes you can, but it's not recommended. You may see an increase in traffic and sales from using our service and decide to stop building links, but while you rest on your laurels your competitors will continue their link building efforts - meaning over time you will drop out of the top listings for your chosen keywords and all your hard work will be undone.

Q. Why can't I just build links myself?

A. You can! There's nothing to stop you building links to your company website yourself. But bear in mind that if you choose the wrong keywords, build links too fast or in an unnatural way - your efforts will be wasted. Link building is also very time-consuming to do properly, that's why clients outsource it to us and get on with what they do best.

Q. Do you provide monthly reporting on my rankings?

A. Yes we do. Every month you will receive a detailed report on the various rankings for your chosen keywords in the UK search engines, compared to their previous positions. We can provide reports for other countries if required too, such as the USA, Australia and Canada. Unless requested, your report will show your rankings in just the top two search engines of Google and Yahoo, which together constitute the vast majority of searches made in the UK.

Here is a screenshot of an example report

The screenshot shows a report from Brown & Brown Design Studio for the website <http://www.wineaccessoriesbook.co.uk/>. The report is dated Feb 1, 2010, and is based on the top 100 results per search engine. It includes a disclaimer and a signature from Brown and Brown.

By Keyword

wine accessories book Up

Search Engine ?	Ranked	Difference	URL Found
1 Google.co.uk (pages from the UK)	1	0	http://www.wineaccessoriesbook.co.uk/
2 Google.co.uk (the web)	1	0	http://www.wineaccessoriesbook.co.uk/
3 Yahoo.co.uk (in UK)	1	0	http://www.wineaccessoriesbook.co.uk/
4 Yahoo.co.uk (the Web)	1	0	http://www.wineaccessoriesbook.co.uk/

wine antiques book Up

Search Engine ?	Ranked	Difference	URL Found
1 Google.co.uk (pages from the UK)	1	0	http://www.wineaccessoriesbook.co.uk/
2 Google.co.uk (the web)	1	0	http://www.wineaccessoriesbook.co.uk/
3 Yahoo.co.uk (in UK)	1	0	http://www.wineaccessoriesbook.co.uk/
4 Yahoo.co.uk (the Web)	1	0	http://www.wineaccessoriesbook.co.uk/

Q. Do you provide a list of incoming links?

A. No we don't. This is because some keywords will rank quicker than others and will not show up for the reporting period in question (although they will at a later date). Plus different search engines show inbound links in different ways and add more or less validity to certain links - so there is no accurate and standard way to show all the links coming into your site from all the

different websites they are found on. Also, some links may be de-indexed if the site they are on becomes obsolete - or certain types of links may become de-indexed as Google and the other search engines constantly change their algorithms. The majority of clients are very happy with a report showing exactly where they rank in the search engines for their chosen keywords. This gives a far better indication as to the success of our service.

Pricing and Getting Started FAQ

Q. What type of company is this service best suited for?

A. We have a proven track record of driving targeted visitors to the failing websites of companies of any size and in any niche. However, some industries are more competitive than others and good rankings may take a little longer to achieve in these cases.

Q. How much does your link building service cost?

A. We charge per keyword and offer packages of five keywords at a time. At present our link building service costs just £60 per keyword - with a minimum order of five keywords or £300 per month. There is also a one-time keyword research fee of £20 per keyword for each package of five, making £400 in total.

For all the valid link building reasons outlined above, we recommend you continue to build links on an ongoing basis to first achieve and then hold your position in the search engines for your chosen keywords. Although we don't hold you to any contract and you can cancel whenever you like (with a month's notice), we advise you to build links for a minimum of three months and then preferably continue after that to get the maximum benefit from this service.

Link building is a long-term investment in your business, but will only show the results you want if you stick with it over time. At £60 per keyword for link building and £20 per keyword for keyword research, (minimum order £400 including keyword research, then £300 a month for a pack of five) - this is one of the lowest priced but high quality SEO services currently available.

Q. What happens after I sign up?

A. Within one working day we'll send you a report of the keywords we have researched for your site, and that report will include where your site currently stands in the search engine rankings for those chosen keywords. We'll then start work on the link building for those set of keywords, sending you a new report on your rankings every month. If you want to add more keywords to your account, simply place another order with us for a new package of five and we'll add these into your report.

Q. What about guarantees and refunds?

A. We guarantee to build a minimum of 100 high quality inbound links to your company website for every keyword chosen every month – that's only 60 pence per link which is extremely low in an otherwise high price SEO industry. Over time this represents a great value and extremely powerful way to bring in new leads and sales through your website.

Once your order is placed our link building work begins immediately, and for this reason we require payment in advance every month and cannot offer any refunds once you have signed up for our service. You can of course cancel at any time provided you give us one month's notice.

Link Building Order Form



Company Details

Name _____

Company Name _____

Company Address _____

_____ Post Code _____

Tel No _____ Email _____

Would you like to join our mailing list? Yes/No

Link Building Service Details

Link building packages required (with 5 keywords per package) _____

Please indicate what industry your business operates in _____

Suggest any keywords you may like to target _____

Link Building Agreement

I agree to pay Traffic Generator by BACS for my link building packages up front on a monthly basis - Account No: 00697568 - Sort Code: 80-91-28

I understand that to cancel this service I have to provide one month's notice:

Signed _____

Please post this whole document to Visible Marketing, CBC House, 24 Canning Street, Edinburgh EH3 8EG. Alternatively, please scan this document and email it to sales@traffic-generator.co.uk - thank you.