

# GLOBAL INTEGRATED DIGITAL MARKETING



# CONTENTS

## CONTENT MARKETING, ONLINE PR & SEO

Increasing Organic Traffic Creatively & Sustainably .....	3
Measuring Campaign Success .....	4
Content Promotion and Outreach .....	4
Digital Promotion Channels / Seeding .....	5
Technical SEO Recommendations .....	5

## BIDDABLE MEDIA AND DISPLAY

Data-Driven Paid Search Services .....	6
Market-Leading Campaign Management Software .....	6
Driving Great Returns from Your PPC Spend – BidLab™ .....	6
Monitoring Your Key KPIs & Reducing Wasted Spend - AlertLab™ .....	7
Retail Solutions: Product Feeds & Automations - FeedLab™ .....	7
Highly-Targeted Display & Programmatic Advertising .....	7

## ABOUT SEARCH LABORATORY

Retail Experts .....	8
Centralised Global Strategy & Implementation .....	8
Integrated, Data-Driven Approach .....	9
Social Media Strategy & Consultancy .....	9
Google Analytics Consultancy & Training .....	9
Conversion Rate Optimisation & Landing Page Optimisation .....	9

---

# SEARCH ENGINE OPTIMISATION

## Increasing Organic Traffic Creatively and Sustainably

Creating and distributing highly engaging content to attract and retain customers is an essential part of your business's digital marketing plan. What was traditionally considered to constitute a typical 'SEO' campaign has evolved significantly over recent years and is increasingly inter-linked with your PR, Social and Content strategies.

We believe content marketing is the foundation for building your brand online and driving profitable customer actions. By creating and sharing useful, unique and interesting assets that your target market actually wants to read or use, you can build your brand online sustainably and ethically.

We take a bespoke approach to content marketing, online PR and technical SEO that focuses on attracting natural, high quality, links, shares and conversations in the relevant marketplaces.

Every client has different needs, so our strategies are bespoke however we can aid you with:

- Determining a creative content strategy
- Appraising existing content assets and re-deploying
- Competitor content analysis
- Conceptualising new content ideas
- Planning and implementing new content campaigns and outreach
- Designing and/or building creatives – multimedia, rich media etc.
- Determining a social media strategy
- Training for your in-house teams

We work closely with your in-house teams to enhance and integrate future campaigns, and a holistic approach to the brainstorming and planning process means all your digital marketing activity is aligned and capitalises on market trends and existing customer data.

We work to create engaging content and linkable assets that appeal to your target market and get noticed. Every single content idea goes through an initial outreach testing stage as well as a comprehensive sign off process to ensure they achieve your digital KPIs.

## Content Promotion and Outreach

Great content is pointless if no one can see it. Our multi-faceted approach to outreach ensures your content is seen by the right people at the right time. We take the time to research and approach the most influential people and publications within the digital sphere to maximise coverage, reach and success of your content.

---

### Measuring Campaign Success

LinkLab™, our custom-built, ever-growing database and relationship management tool, contains thousands of contacts relevant to your niche and allows us to instantly identify influencers and websites that would be interested in your content.

From networking with the key players in your market to connecting with powerful bloggers on social media, we make it our business to connect with anyone with the potential to maximise the reach of your business. In addition to this, Gorkana's media database gives us instant access to journalists and high-end publications across the internet.

By nurturing our relationships for the long-term and creating win-win scenarios, we can tailor content that appeals to the top-tier of influencers to ensure they become your future brand advocates. We regularly work with high profile sites including:

---



---

### Digital Promotion Channels / Seeding

Digital asset promotion is the key to a successful content marketing strategy. As well as facilitating organic promotion, we identify the right channels for distribution and push your content out at exactly the right moment to ensure maximised reach, audience retention and profitable consumer actions.

We pride ourselves on numerous award nominations for our content marketing campaigns:



### Technical SEO Recommendations

Search Laboratory's SEO team are experts in technical (or 'on-page') SEO. By assessing and optimising the structure of your website, you can significantly impact its rankings in the search engine results pages.

Our team of technical SEO specialists can make detailed recommendations as to how to optimise the coding and structure of your website to help it rank better in the natural search engine results for all the major global search engines.

We offer a bespoke technical report for your website that looks at how it is configured in granular detail. The report can highlight the main issues with your site from a search engine's perspective and advise you on how to resolve the problem.

Every report is bespoke and unique to the individual client's requirements, but may include insight into and practical recommendations to help improve:

- Site structure and crawlability
- Mobile-friendliness and responsive design
- Duplicate content / content quality
- Page and menu structure
- Keyword relevance
- Competitor analysis
- Usability
- Localisation

If you are considering translation of your site, please contact us before you start the process. We can ensure that your translation vendor follows the simple steps that will ensure search engine optimisation is taken into account within the translation process.

# BIDDABLE MEDIA AND DISPLAY

We can help you with the following areas of your global digital marketing campaigns:

- Pay-Per-Click Campaigns (PPC)
- Display Advertising & Programmatic
- Social Advertising
- Product Feeds & Automations
- Google Shopping Campaigns

## Data-Driven Paid Search Services

Profitable PPC requires a unique blend of mathematics, statistical probability calculations, creative semantic research, cultural (as well as market) awareness, and strategic planning. Search Laboratory's experience in managing global PPC campaigns gives our clients the competitive edge when it comes to paid search marketing.

We've been managing campaigns for retailers and brands since 2005. We believe PPC is more of a science than an art, and as such, Search Laboratory's highly skilled team are all graduates in a mathematical discipline and Google AdWords, Bing Ads and/or Yandex certified. Their scientific approach ensures they optimise your PPC campaigns based on fact rather than gut feelings and can achieve optimum results from your specified budget. For example, position 1 will get you the most sales, but which position will earn you the most profit? Our statistical approach and staff help us to identify the answer to this complex question better than anyone else.

Our team can help you run paid campaigns on all the major search engines including Google, Bing, Yahoo, Yandex, Naver, Baidu and Daum and have the exclusive use of BidLab™ (our proprietary bid management tool) which can help increase the ROI derived from paid search dramatically.

## Market-Leading Campaign Management Software

Developed in-house and constantly evolving, BidLab™, FeedLab™ and AlertLab™ are unique to Search Laboratory and its clients.

## Driving great returns from your PPC spend - BidLab™

BidLab is Search Laboratory's proprietary bid management system which helps Pay-Per-Click (PPC) clients drive greater ROI from their existing paid media spend by optimising bids at a keyword level on a daily basis using statistical significance, automation and constant monitoring and updating tools.

Developed by statisticians with a background in managing vast data sets for financial services

---

companies, it was built to overcome the problems associated with managing large campaigns with granular target keywords (KWs) that have low search volume. In some cases we've helped clients achieve ROI levels that were five times higher than they were experiencing previously.

Using methods and algorithms that overcome the problems found in "off-the-shelf" bid tools, our system can deliver a tailored approach to each account and ensure every bid is calculated based on the latest data. BidLab uses advanced algorithms to identify how likely each keyword is to convert compared to similar keywords in a group. Keywords with low search volume can be hard to optimise. BidLab optimises long-tail keywords with low search volume with mathematical precision by grouping keywords together based on meaning and performance. It can then accurately predict conversion rate to optimise bids and maximise your ROI.

#### Monitoring Your Key KPIs & Reducing Wasted Spend - AlertLab™

Our campaign health check / monitoring tool is linked to AdWords and Bing and provides an early detection system for account hygiene factors. It can monitor a vast array of key campaign performance indicators including:

- Budgets: thresholds and forecasts
- URL checks: (including: stock, price, downtime, and tracking parameter checks)
- Metric monitoring and benchmarking—notifications of changes to key metrics such as Impressions, Conversion Rates, Clicks, Bounce Rate, AOV, Time on site etc.

#### Retail Solutions: Product Feeds & Automations - FeedLab™

A two-tiered system for retailers with large inventories who need a granular approach to bid management which draws on data from their product feeds, in order to set bid prices at a product or category level to maximise spend. FeedLab works to create highly targeted, relevant adverts that help dramatically improve ROI from your PPC budget.

Tier one is designed for simpler product feeds and enables our account managers to create

highly targeted adverts at product level, checking for price or stock changes and testing the campaign landing pages.

The higher tier of FeedLab is a bespoke, tailored custom feed solution which is targeted at retailers with large inventories across an array of categories who need a greater bid management and advert granularity on the widest range of product and category levels.

#### Highly-Targeted Display & Programmatic Advertising

Search Laboratory can help you harness the power of display advertising (including social media advertising) and help increase the profitability of your PPC and/or Real-Time Bidding campaigns.

Traditionally display advertising is carried out through bulk purchasing of publisher inventory with an assumption that the right target audience will be on that site when your ads are live. This approach inevitably increases your cost per acquisition (CPA). It also provides little or no opportunity to optimise your campaigns with the statistical diligence that is required to achieve the best ROI or brand engagements that make campaigns truly successful.

Real-Time Bidding (RTB), however, offers a display advertising platform comparable to search engine marketing. It is the best way for you to maximise your online advertising budgets – allowing you to target specific users with static, rich media or video ads online.

If you are interested in our RTB services, please speak with our specialist programmatic arm - Bid.Media ([www.bid.media](http://www.bid.media)).



# MORE ABOUT SEARCH LABORATORY

## Retail Experts

We are a global agency with over 200 clients spanning 18 countries. We've worked with some of the biggest names in retail including managing global campaigns for Viking, Ted Baker, National Holidays, Boohoo, VisitBritain Shop, BT Group, O2 and Urban Outfitters. We understand the challenges retailers face when it comes to digital marketing and search engine optimisation and can share industry best practices that will make your campaigns sustainable, integrated and more profitable.

## Centralised Global Strategy & Implementation

We specialise in managing global search campaigns across many languages and countries. The company was founded to provide a more auditable, ethical, and statistical approach to PPC and to fill the gap in the market for a proper, linguistically faithful approach to multilingual campaign management. It's in our blood.

Our large in-house team of native linguists can optimise your campaigns in almost any language. They will ensure every element of your digital marketing campaigns are optimised for all your global target markets.







### Integrated, Data-Driven Approach

We can help with a range of other areas which we think are critical to the success of your digital marketing campaigns, including:

#### Social Media Strategy & Consultancy

Social media is an integral part of any successful SEO campaign. We can help you define your social media strategy and build it into your SEO campaigns for maximum impact. Our social media strategies aim to:

- Drive relevant traffic to your website.
- Create a community of engaged fans and influencers.
- Assist SEO efforts with the creation of natural, quality backlinks from a diverse range of sources.
- Generate new business opportunities / sales through thought leadership.

We can provide bespoke social media consultancy that could include:

- Actionable insights about your competitors activity and successes.
- Influencer and customer demographics that will help feed your overall digital strategy.
- Social advertising and seeding recommendations.
- Recommendations for multilingual campaigns.
- Social media monitoring.
- Advice on platform selection.
- Social media optimisation and content marketing strategy, planning and delivery.

#### Google Analytics Consultancy & Training

As a certified Google Analytics Partner, Search Laboratory is able to help you implement and optimise your website analytics to ensure you have maximum insight into your campaign effectiveness.

#### Conversion Rate Optimisation & Landing Page Optimisation

Convert more of the traffic landing on your website by tweaking your landing pages and usability. Sometimes even small changes can make a big difference to your conversion rate and profitability. Our specialist conversion optimisation and testing team will help you identify issues onsite and advise you about what is required to maximise the conversions you get for your digital marketing spend.

## WANT TO KNOW MORE?

Call us on: **+44 (0) 113 212 1211** or email us at **[info@searchlaboratory.com](mailto:info@searchlaboratory.com)** to find out how our expert paid search team can help you generate more profit from your search engine marketing and display campaigns.





### Contact details

Tel: +44 113 212 1211

Web: [www.searchlaboratory.com](http://www.searchlaboratory.com)

Email: [info@searchlaboratory.com](mailto:info@searchlaboratory.com)

### Head Office address UK

Blokhaus  
West Park Ring Road  
Leeds LS16 6QG

### Other office locations

#### **London**

24 Greville Street  
London EC1N 8SS

#### **New York**

Suite 307  
350 Seventh Avenue  
New York  
NY 10001