# Cider
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MARKETING STRATEGY
SEO SUPPORT

Company Overview

Company based in the heart of Silicon Valley

» Sources best talent around the world in order to deliver highest quality product.

» Ensures projects are delivered in the least possible time with primary concentration on product quality via transparent agile methodology.

» Envisions project delivery to be a process built on honesty with focus on clear communication between stakeholders and offshore development teams.

» 100% US based contracts and financial transactions.
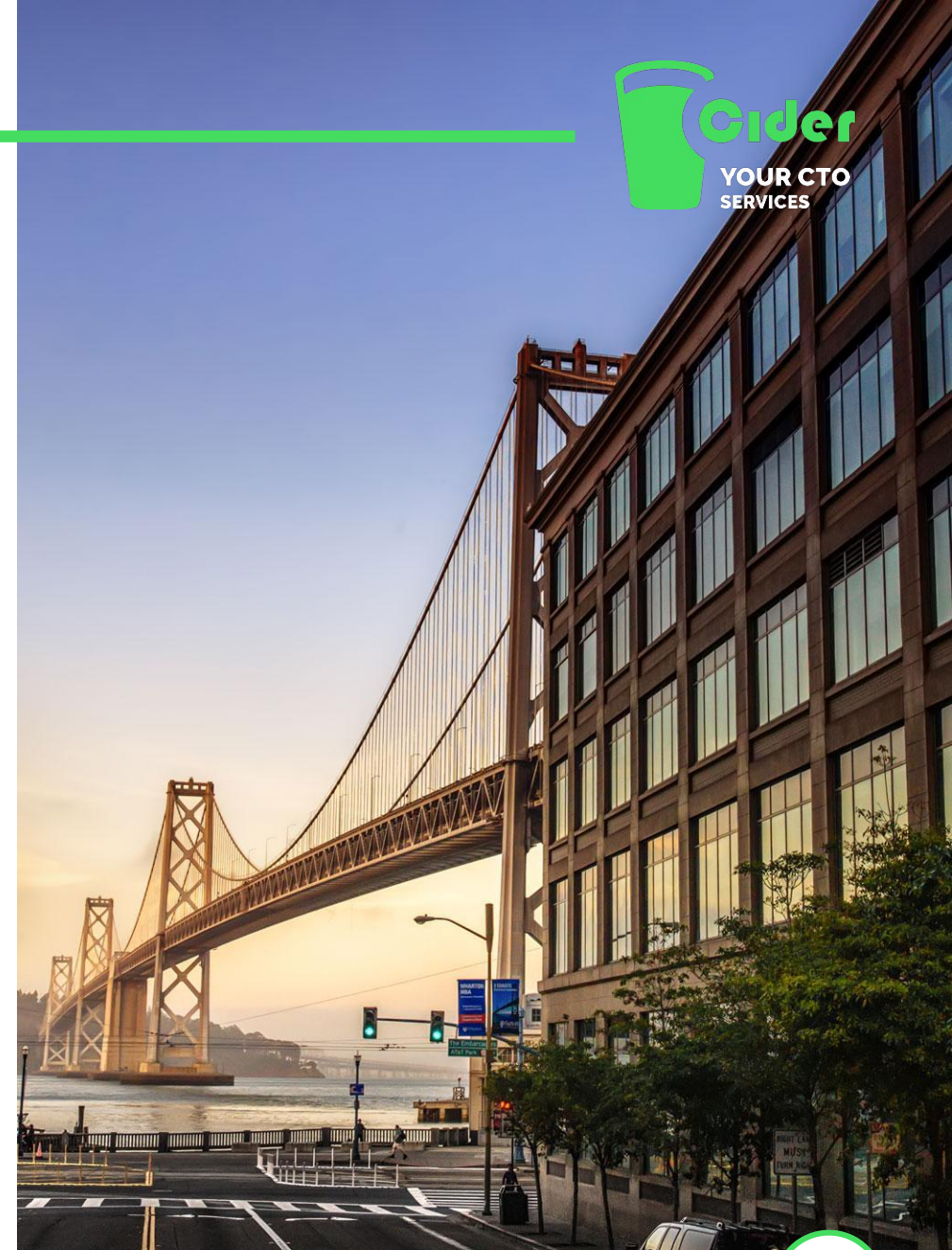
Our Team

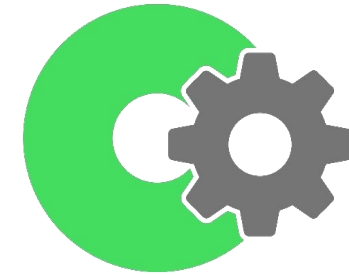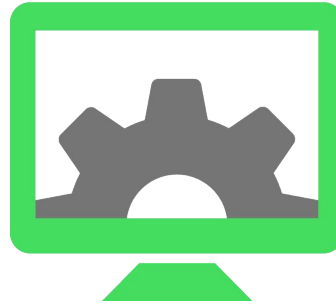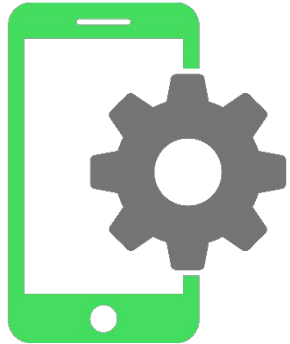## Core team is based in SF Bay Area

Ilya Lipovich

CEO
15 years of enterprise management with Finance and Operations background.

Extended teams are spread across 50 development studios around the world

Areas of Technical Expertise

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Mobile Development

» iOS, Android and Microsoft
» C++ cross platform
» Unity 2/3D
» JavaScript and HTML5
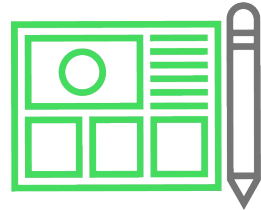» Backend: Java and Parse

+ other most widely used methods

Web Development

» WordPress
» Magento E-Commerce
» Drupal
» Joomla
» Ruby on Rails

Other areas of Software development

» Salesforce (SFDC)
» Amazon Web Services (AWS)

Marketing Support

UX / UI Design

Strategy

SEO / SEM

Digital Advertising

Lead Generation

Analytics

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SEO: Current Website Audit

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We need to understand the current state of the website (technical and content) - and based on results improvement plan will be created.

1. **Current positions on Google.** We analyze your site and compile all Top 100 Google **keywords** of the site. Keywords site optimization plan will therefore be created, which will help us in improving the rankings of targeted search queries .

2. **Links profile.** In order to promote some particular queries in search engine we need a lot of inbound and outbound links with necessary anchors. We will review your current referral profile, as well as research the type of outbound links your **competitors** use.

3. **Technical SEO.** We will review broken internal links, broken external links, h1 tags, URLs, google indexation, breadcrumbs, Robots.txt, Sitemap.xml, move to https if needed. Our developers will fix all tech related issues.

4. **Site Performance on Mobile and Desktop.** Low loading speed is often a huge problem in improving positions in search engine results pages. Our development team will optimize images size, upload all necessary plugins and work on other technical issues, improving your site performance.

At the completion of the site audit, first priority edits will be made and SEO Optimization Plan developed.

Redesign and Content Optimization

To meet Google search engine requirements, content placed on the website should be first of all keywords-optimized.

1. We set up Google Analytics, Google Tag Manager, as well as Google Keywords Planner, and therefore start gathering information about **incoming traffic** which will lead to better keywords selection.

2. **Optimize content** on existing web-pages and provide recommendations on the type of content needed. Will also serve as content writers for new pages, based on selected meta-tags.

3. **Website.** Using resources like Hot Jar, our **UX** designers will provide you recommendations on how the site can be improved from end-users perspective. This will help you a lot in bounce rate reduction, therefore improving conversion.

Website Support Cost Estimation

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Support cost will vary month to month, but will include approximate ranges as set below

1 month	• Competitors analysis • Keywords selection • Installation and Set-up of all Analytics systems • Checking site positions for different queries • Technical Audit • Optimized website prototype creation (structure, content, pages)	$3000 - 3500 / month
2 month	• Technical optimization (robots.txt, sitemap.xml, pages duplication) • Internal optimization (meta-tags, content, links) • Start building referral profile (list of anchors, backlinks donors) • Content Calendar • UX review and creation of redesigning plan	$3000 - 3500 / month
3rd month +	• Many of the above items will be repeated month to month • Content creation suggestions • Building referral profile • Work with website conversion rate, reducing bounce rate • Ongoing Audit of results, caused be implemented changes • Ad-Words campaigns - 20% of spend	$2000 - 2500 / month

PPC | Facebook

1st week	» Set up conversion tracking using GTM and Facebook Pixel » Set up Video Campaign » Set up Page Like Campaign » Set up Post Engagement Campaign » Set up Website Conversions Campaign (there should be a contact form on the website to let customer leave contact details (email, phone, etc) » Create at least 4 different Ad sets such as Remarketing, Lookalike based on different actions (for example on those who performed micro event), Interests. » Add unpublished posts as carousel ads (each slide must contain description and product benefits) In each ad set, test video creatives » Perform A-B tests in each ad set to find winning creatives for each audience » Add UTM tags for each creative
1st month	» Scale Website Conversions Campaign » Scale Post Engagement Campaign » Set up Lead Ads Campaign » Add new creatives in each Ad set (using different content options - pictures, videos and different Ad types - e.g. carousels, single image, video) » Create at least 5 different Ad sets such as Remarketing, Lookalike based on different actions (for example on those who performed micro event) » Create at least 3 Interests using audience insight report » Add UTM tags for each creative » Go through the check list

PPC | Google Adwords

1st week	**Google Display Network:** » Set up Youtube Video Campaign » Set up Display Campaign: Topics, Interest categories » Set up DSK Campaign » Set up Competitors Campaign » Add In-stream and Bumper Ads in rotation for Video Campaign » Add Responsive and Banner ads in rotation for Display Campaign » Create Audiences for Remarketing, also Audiences based on different factors such as page-depth, bounce rate etc. » Link Google Analytics view with Adwords, Import site metrics
1st month	**Google Search Network and Remarketing:** » Perform Keyword research using Keycollecor » Work out list of negative keywords using Keycollecor » Set up Search campaigns in Exact and BMM match types using SKAG structure » Set up DSA Campaign (Dynamic Search Ads) » Set up Display Remarketing Campaign » Add 5 sitelinks, 5 callouts, 2 structured snippet, location, message and call extensions in each ad group » Write 3 ads which include target keywords in each ad group, 1 with dynamic insertion » Set up conversion tracking via Google Tag Manager (GTM) - both macro and micro events and import them to AdWords **Google Display Network:** » Add placement exclusions such as adsenseformobileapps.com and appspot.com etc. » Split test at least 3 responsive ads in each ad group **Google Search and Display Networks and Remarketing:** » Set up RLSA campaign (Search Remarketing) » Scale Display Campaign: Topics, Interest categories » Test Smart Display Campaign (after achieving the conversions limit)

Ad Campaign Management Cost

PPC Channel	Campaign type	Management fee
Facebook (includes Instagram)	Website conversion	
	Post Engagement	
	Page Likes	
	Lead Ads	
	Video Ads	20% of ad budget
AdWords	Display Campaigns	
	RLSA	
	Remarketing	
	YouTube Video Campaign	
	Search	

* Creation of graphic and textual content for ads is not included in management fee and should be discussed separately

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FOR MORE INFORMATION

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