novi.digital

data-driven digital marketing

SEO | PPC | CRO

Training and Consultancy Brochure

NORTH WEST
business awards 2017
Winner

WINNER
LANCASHIRE BUSINESS VIEW
RED ROSE
AWARDS 2014

PREMIER
Google Partner

NOVI DIGITAL REVIEWS
★★★★☆
4.70 Rating   10 Reviews

Contents

Who are novi.digital?

Based in Lancaster University's cutting edge InfoLab21, novi.digital began life as SEO 24/7. SEO 24/7 was founded during the latter half of 2009 by Aaron Crewe, a leading and proven digital marketing consultant with over a decade of experience in the industry. Since that time, we have gone from strength to strength, defining ourselves as award-winning leaders in the field of digital marketing with a unique emphasis on data-driven strategies that bring real results for our clients.

In November 2016, we made the decision to transform from SEO 24/7 Ltd to novi.digital Ltd. While other organisations might have decided that their strongest time – when they have achieved their highest growth in their client portfolio, in their team size, and in their turnover – would be a time to rest on their laurels, we made the decision to evolve. We wanted a name and a brand that represented our commitment to digital marketing as a whole and our commitment to seeking new and innovative ways to improve.

At novi.digital, we prioritise people and their success. Whether with our employees, our clients or their customers, we understand that relationships matter. We recognise that innovation comes from skilled individuals taking pride in their work and so, with innovation in mind, we focus on employee well-being above and beyond all else. Working together with Lancashire Mind, we have created a workplace with purpose and drive, and with pride and creativity, working together to produce positive outcomes for our clients.

Why choose us?

It is your **customers and clients that make your business a success**, not the position at which you rank in search engines or the amount of traffic that you get to your website. It is easy to fixate on these metrics and see high numbers as positive, but the truth is that it is not difficult to get traffic to a website. With enough money, any agency or business can succeed in this! However, the novi.digital approach focuses on the fundamental purpose of marketing: **To make your business money**. If companies spend money on attracting a high number of visitors without tailoring their marketing efforts on ensuring that these visitors are viable leads who are interested in their products, then it is a wasted investment. Much of what we do involves working alongside leading organisations such as Google and Bing to educate and train because our ethos is in line with theirs.
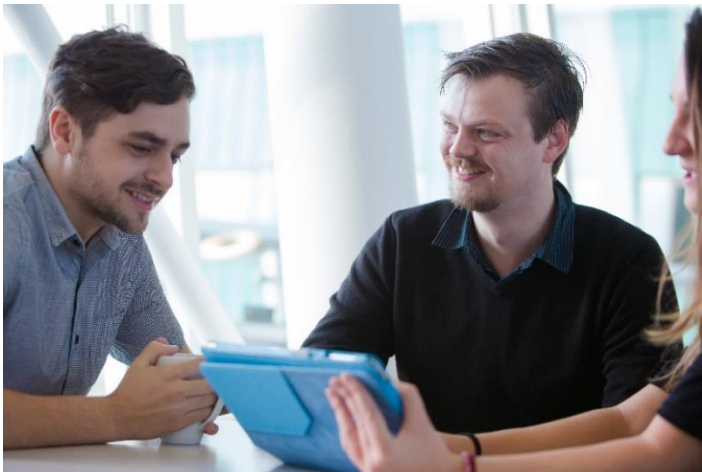
It is, for this reason, that novi.digital Ltd looks at data – past and present – and uses it to inform relevant strategies, not just quick, expensive results. We analyse your customer base and target demographics. We review the journey your customers undertake when they use your website, and we consider how to enhance their experience in a way which makes them more likely to convert from a browser to a buyer. By doing this, we look to bring value to your online presence and increase your income. We study each and every search query in terms of search volume and competitiveness / achievability along with the chances of conversion. This allows us to ensure we are targeting not only search queries that have a high volume but most importantly the queries most likely to generate **quality** converting visitors.

Digital marketing consists of a variety of different tasks, each one differently weighted in terms of impact on the performance of a campaign. As part of our efforts, we ensure that we allocate the most appropriate time and resource to each individual task based on the factors most likely to improve performance. As a leading agency in this sector, we can adapt to the rapidly changing requirements of the search engine algorithms, search engine advertising policies and changes in customer behaviour, as well as digital trends to create and maintain campaigns that stay ahead of the curve.

Our Approach

novi.digital uses a broad range of both industry standard and in-house tools to conduct a thorough analysis of our clients before commencing any work. Each of our clients receives a dedicated Account Manager who will collaborate with the support of experts in particular fields of digital marketing. Account Managers are assigned based on client needs and fit. We know that the primary risk to the success of any relationship, regardless of results, is communication.

While other agencies have focused on superficial, quick-win practices, we have worked with industry leaders to anticipate technology changes. For example, we are presently developing our own software to manage pay-per-click advertising campaigns as a display of our dedication to improving industry practices. We are a certified Google Partner with a track record of successful digital marketing campaigns.

Reporting and Regular Meetings

We provide all our clients with monthly reports as standard, followed up with a phone call from their Account Manager to discuss successes and answer any questions. We also propose face to face meetings at a venue of your choice every six months which will be attended by your Account Manager. Within this meeting, reports and strategy are discussed and performance reviewed. In addition to this, we also suggest regular, scheduled calls and ad hoc communication with your Account Manager.

In order to implement the software elements of whatever services we provide, we seek to include members of your IT team who are responsible for website development and maintenance. Our technical team will strive to communicate with them directly to ensure that everything is put into place to permit data collection and monitoring from the outset of any relationship. We want to be an integral and supportive part of your business – a part of your team – not an outside voice whose suggestions come without respect to your existing relationships.
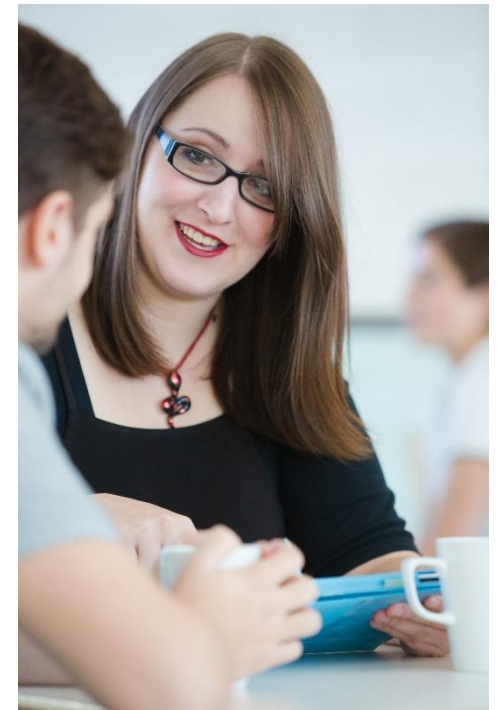
Why a specialist Digital Marketing Agency?

Digital Marketing is the broad term applied to any marketing methods performed via digital media.

For us, we prefer to be experts, as such, the core elements of the digital marketing we provide are as follows:
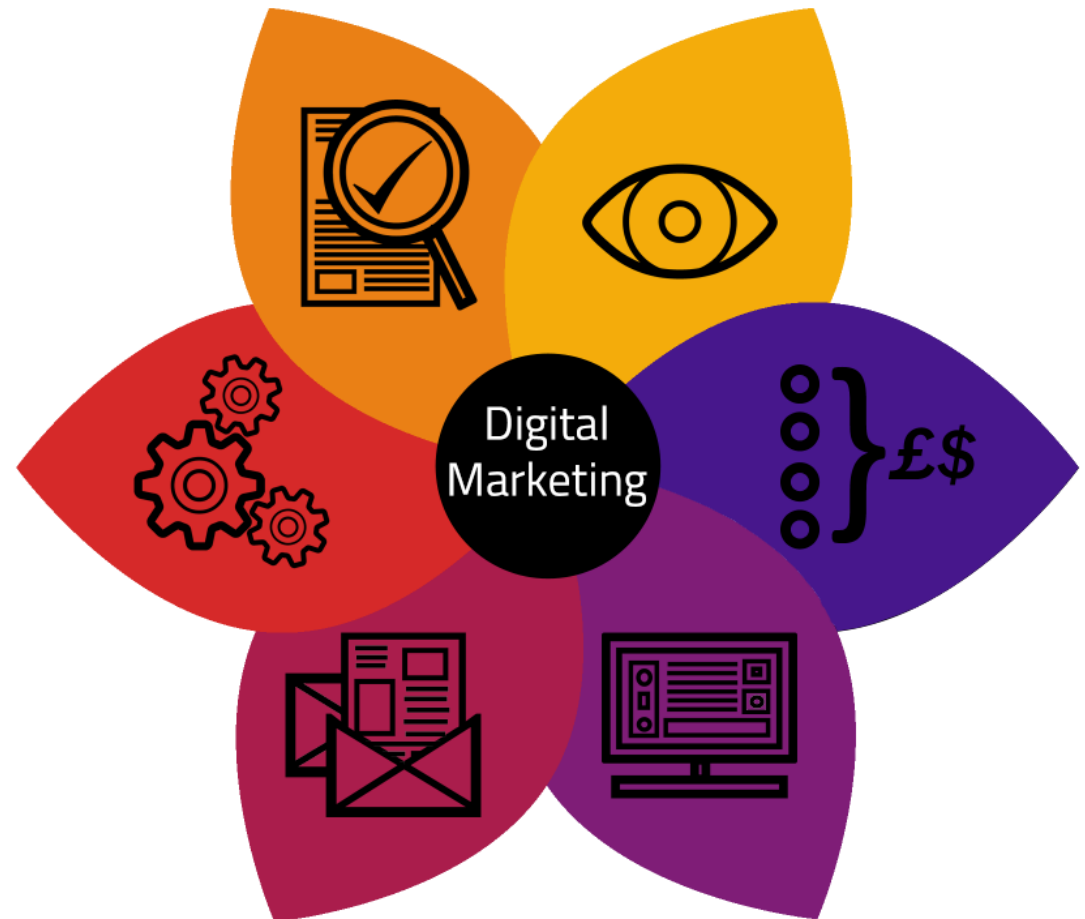
- Search Engine Optimisation (SEO)
- Pay-per-Click (PPC)
- Conversion Rate Optimisation (CRO)

Digital Marketing consists of a number of different elements which can be performed in isolation, but they are most powerful when they are performed at the same time. A social media campaign which encourages potential customers to sign up for a newsletter for an online retail discount could have an immense impact on a company's sales revenue. Subsequently, having captured that audience, it is easier for a company to reach out to them again and again with special offers or announcements that can encourage further sales.

Digital Marketing, unlike traditional advertising techniques such as print media, allows you to target your advertisement towards people who are most likely to convert into sales while tracking the success of your campaigns. Being able to follow the performance of Digital Marketing campaigns means that you can constantly adapt and improve your approach.

Digital Marketing is an exciting, evolving field with new theories and tools constantly being upgraded and released. Every sector and each individual business require a different approach. This is why a Digital Marketing agency with experience is needed.

novi.digital Ltd has worked for over six years providing Clients with our Digital Marketing expertise. Our success record in providing fully managed Digital Marketing services has won us awards and has won our Clients more business. We are able to provide the full range of managed services to Clients or support them in individual areas where they are unable to manage them in-house.

SEO Quality Cycle

1. User enters search terms relevant to your website into Search Engine
2. Search Engine returns relevant websites with high quality scores
3. User is happy, and will continue to use and recommend Search Engine
4. Search Engine popularity increases
5. Search Engine has greater user base and can charge more for Ads
6. Search Engine increases your website's quality score

SEO

Search Engine Optimisation is work which is performed to **increase both the quality and quantity of organic search traffic to a website**. It encompasses both creative and technical techniques to ensure that your website and its content is properly read and understood by both search engine algorithms and users so that web searches which are relevant to your products and/or services will return your website in its results. More and more businesses are making use of SEO to improve their digital presence which means that in order to compete, it is vital to have some understanding of what it all entails.

Search Engine algorithms are constantly evolving, compelling digital marketing agencies to evolve or fall behind. Using out-dated methods to improve a business's digital marketing by fixating purely on page rankings in organic searches will ultimately fail. These practices attempt to fool the algorithms behind the search engines and disregard the human users. They ignore the fact that page rankings are partly a *result* of your website being popular and not the sole *cause* of it.

In other words: search engines rate websites on both the relevance to a query and the quality of its content.

Search engines such as Google, Bing or Yahoo benefit if they are able to return high-quality, relevant results to their users. If users find that their searches return websites that they are interested in and that are directly related to their search terms (i.e., it is of high quality), then they are more likely to reuse that particular search engine. The more a search engine is used, the more popular it is. Therefore the more it can charge businesses who wish to make use of its advertising platforms like AdWords and Product Listing Ads. Google makes 96% of its revenue from ads, so it is vital to their business that this model works and is preserved.

Trying to "trick" a search engine into giving you a higher organic page ranking may work for a brief time, but will ultimately fail. Search engines are now very aware of "black hat" practices such as keyword stuffing or invisible text, and they inflict penalties on any companies that are discovered to use them. These practices appeal in the short term to outdated search engine algorithms, but they do not show regard to users. Subsequently, these practices will damage the search engine's success as a whole.

Search engine algorithms now use a series of complicated calculations taking into account a number of factors to determine the quality of a website. Our philosophy is that our Clients should have websites which have been properly optimised for users *and* search engines. SEO is the foundation of ensuring that your website can be found, but being aware of conversion methods is what will help to make it a valuable part of your business.

We use only "white hat" practices, that is, those that are supported and encouraged by search engines to improve the overall quality of the Internet. Our status as a Google Partner indicates both our expertise and understanding of the complicated factors that contribute to making any digital marketing campaign a success. We work at the cutting edge of SEO methodology performing comprehensive data analysis to work *with* search engines towards a shared aim: high quality, relevant results being returned for any search query. We know how to use the very latest tools and reporting methods available to provide you with advice that will offer long-term benefits.

Any SEO company that promises complete stability and guaranteed, long-term success as a result of short-term changes displays a misunderstanding of how frequently and diversely search engine algorithms can change. Improving the quality of a website can be done with a number of "quick win" techniques, but continuing to develop your reputation - much as with the world of business as a whole - requires evolution, improvement, and review.

Before we begin providing SEO services to Clients, we conduct an SEO audit on your website. In providing you with an SEO audit, we will illustrate where you can achieve immediate improvements through small modifications to existing campaigns, and how you can develop a full SEO strategy going forward. As part of this audit, we would be happy to implement quick win changes (following discussion with you) such as updating meta data and implementing a strong keywords strategy. We aim to show how your website can be judged as being of high quality by increasing engagement with your users, emphasising your relevance through metadata, and how your effort and SEO budget can be applied to greatest effect.

The User Experience

By focussing on the user and on their experience, we can work to improve their journey by removing obstacles, suggesting sensible and intuitive layouts with well-displayed information, all of which contribute to encouraging user engagement. We are skilled in developing long-term strategies that focus on Conversion Rate Optimisation (CRO) which will greatly improve the quality score of your website; search engines will be able to read into data that reveals whether or not your site visitors have had a positive experience (i.e. how many users have chosen to visit your site, how long they have remained there, how much they have engaged with it). Reviewing your website from the perspective of a site visitor helps us to appreciate where effort is best spent on creating interesting content, and where calls to action would be employed to best effect. We are well experienced in recommending the best steps to take to increase engagement.

The Search Engine Experience

When a user enters their search into a search engine, that search engine pulls hundreds of thousands of pages and considers them all for their relevance to the user's query. If a search engine cannot understand your website's content or index it, then there is little to no chance of it being found. A search engine crawler, for example, will not "see" graphics, images, or aesthetically pleasing colour palettes. If your content is hidden in visual elements, then this will not be read, understood, or categorised. This is where technical expertise is required to ensure that the full breadth of your website's potential is discovered. Search engines return results in a matter of seconds, so the easier to understand your website is, the greater the chance of it being presented. This is technical SEO.

The metadata of your website should reflect its content. Using relevant keywords, building accurate sitemaps, and using correct tags are all examples of improving the way in which search engines can more easily read, rate, and index your website. Ensuring that your social media is clearly connected to your website, that pages are well categorised, and that the written copy reflects the keywords all contribute. All of these things and more ultimately mean that your website will be easier to categorise and its value easier to gauge by Search Engines.

We take into account factors that impact both user experience and search engine requirements. For example, studies indicate that users are likely to become frustrated with a webpage which takes more than 4 seconds to load. More recent studies have found that that the threshold at which 40% of users consider abandoning a retail or travel website is just 3 seconds. When some search engines like Google, for example, crawl and index webpages, they may choose to abandon pages which take longer than 2 seconds to read. Awareness of such issues can provide immediate and highly positive quick wins.

Copy

Written content, known as Copy, is an invaluable aid to both SEO and conversion rate optimisation (CRO). Copy can cover a wide range of categories such as articles, news, blog posts, and static explanatory text, amongst others. Not only does it provide your business with the opportunity to convey the purpose of your website to Search Engines, but well-written, interesting copy can help significantly with converting readers into buyers. In other words, copy has two audiences: the Search Engine algorithms and human visitors. In order to be successful, copy needs to satisfy them both.

Industry advice has moved away from only satisfying algorithms. This may have been how things were done in the past, but digital marketing has evolved since then. Copy which is stuffed with "key phrases" is copy that does not flow naturally. This content is regarded as being "thin". "Spamming" key phrases and keywords that you wish to be recognised for by Search Engines will come across as artificial and strange to human readers and will serve to isolate and frustrate them. Algorithms are now sufficiently intelligent that they are able to gauge the intensity with which ranking phrases are embedded in text, and they can determine whether or not a piece of copy has been created for the purpose of technical SEO and search engines alone.

Before producing copy for a website, the question should be asked: "why?". If copy is being produced for SEO purposes, then it is detracting from the value of your website. Time spent producing that copy, or buying resource from a third party to create content for the purpose of ranking is a poor use of marketing budget. Your quality score will be affected, and your website will subsequently be damaged. Copy for the sake of SEO benefits no one: it is a cost to you, it damages your brand and your marketing.

As with all things, novi.digital believes that the end goal of any digital marketing endeavours should be the increase of revenue through conversions. This means that paying attention to what your audience considers important is the way forward. Giving your audience what they want and doing so in a way that balances tone, length, and information is vital. Copy has the potential to show off your expertise, provide information about your products, and persuade an undecided buyer to become a committed customer. There is a skill to producing content which fulfils all the criteria mentioned above, and novi.digital are proud to have a team capable of delivering just that.

novi.digital can work with our Clients to audit their existing copy and make suggestion on how to optimise it. Alternatively, we have the capacity to produce copy either as a one-off in response to an SEO audit or as part of an on-going contract. We have a number of clients for whom we produce articles and blog posts focussing on subjects which are relevant to their business; as part of conducting keyword research, we are also ale to isolate those terms and phrases which are likely to result in higher conversion rates and more quality visitors.

PPC

novi.digital is experienced in implementing and running a range of highly successful Pay-Per-Click Campaigns to a total spend well in excess of £6 million. Not only can we implement campaigns from scratch but we can easily improve upon any existing PPC campaigns whether on the Google AdWords Platform, Bing Ads, as well as Social Media PPC Platforms. For our managed clients, we provide monthly reports showing how we have worked to lower cost and increase conversions. We have our own in-house proprietary reporting system, specifically created for the purposes of enabling accurate reporting. Alongside this we have invested substantially in the development of our own algorithmically-driven PPC Bid Management software called Captivise (further details are available on www.captivise.com).

In terms of our team, our experts have over a decade of experience managing PPC campaigns on Google and Bing including Product Listing Ads (PLA) and Remarketing.

What's next?

Before we start work on any advertising campaigns, we will work through a detailed questionnaire with you, establishing your budget, your aims, any preferences you may have over advertising schedules, and whether or not you have specific copy that you would like us to include. We respect that you know your audience and you know your customers – we work with respect to your knowledge and will transform that into a successful digital marketing strategy.

What we deliver as part of our PPC Management:

- **Increased Click-Through Rates** – achieved through creating appealing ad copy and relevant keywords.
- **Increased Conversion Rates** – achieved through targeted keywords and targeted landing pages.
- **Optimised Cost-Per-Click** – achieved by obtaining the highest quality scores and structured campaigns.
- **Increased Exposure** on the Google AdWords Platform using a wide variety of targeted keywords.
- **Increased Accuracy** of your campaign to target the most appropriate traffic for your pages.
- **Improved Keyword Quality Score** enabling cost per click to be reduced and a higher ranking achieved as a result as well as more clicks for your budget.

On average, we can reduce our Client's monthly spend on existing PPC campaigns by up to 50% whilst retaining the same number of enquiries. In many instances, we are also able to increase enquiries by double whilst retaining the same level of spend. When our Clients have doubled their monthly spend, we have been able to increase their sales by up to 4 times. We will work constantly to refine and develop your advertising campaigns, assessing what does and does not work for you.

How do we do this?

Our belief is that your website should add value to your business, not detract from it. There is too much bad advice available and too many false promises which claim that "being number one" is the most important goal to achieve with any business website. With enough money spent on advertising, any business could theoretically see its adverts appear at the top of every search engine search, but the amount of money required to retain that position and obtain traffic from it would be prohibitive.

Take, for example, an independent business that sells second-hand cars. They may specialise in selling used Vauxhall vehicles and may feel that in order to be successful, searches for "Vauxhall cars" should see their website appear at the top of search listings. In this endeavour, they would be competing with the Vauxhall manufacturing brands itself, car publications, and with official dealerships among a great many others. A single click obtained on an advert for "Vauxhall cars" will cost in excess of £1.25, amounting to £56.50 per day based on current volumes of search traffic. Over the course of a month, this single search term would amount to over £1,751. This is the amount paid to search engines such as Google to make an advert appear whenever the search "Vauxhall cars" is made, and whenever someone clicks on it to visit that website.

However, someone searching for "Vauxhall cars" may not be interested in purchasing a second-hand vehicle, or in purchasing a vehicle at all. They may be looking for images, or parts, or specifications, among a great many other things. They may click on the advert in the belief that they will find what they want on that website and not purchase anything. It's even possible that without correct targeting, people outside of the company's "catchment area" or, indeed, in other countries may click the advert.

A popular term such as this is likely to attract a lot of false interest and is likely to cost more than could be reclaimed through sales. A single conversion from all of the obtained clicks over the course of a year would cost that second-hand car salesroom well in excess of £21,000. If that successful conversion was for a vehicle costing for customer £3150, then the dealership has recovered only 15% of their overall spend. Thus, the campaign runs at a significant loss and this isn't how it should work.

Although this might seem like an extreme example, many companies choose to spread their advertising budget over a number of broad and generic keywords. Although this looks sensible at first, if those terms are not properly tailored to that company's products, or if their campaign is not carefully monitored, then it is very easy for costs to rise quickly and exceed far beyond the example above. Worse still, if Search Engines realise that your website is not being accurately represented by its adverts and that users are being encouraged to visit your website under false pretences, it will damage your keyword quality score and Ad Rank. This will result in more expensive costs for each click, in fact up to 500% as much as an advertiser with a 10 out of 10 quality score.

novi.digital have a more advanced approach to PPC campaigns. We pay attention to "long tail" searches which are overlooked by less experienced digital marketing companies. It is a fact that user queries on search engines have started to become more and more specific. Rather than searching for "shoes", for example, users are more inclined to input exact requirements, such as "shoes, red, flat, formal, size 6", or submit more natural questions such as "where could I buy formal shoes from in Lancaster?".
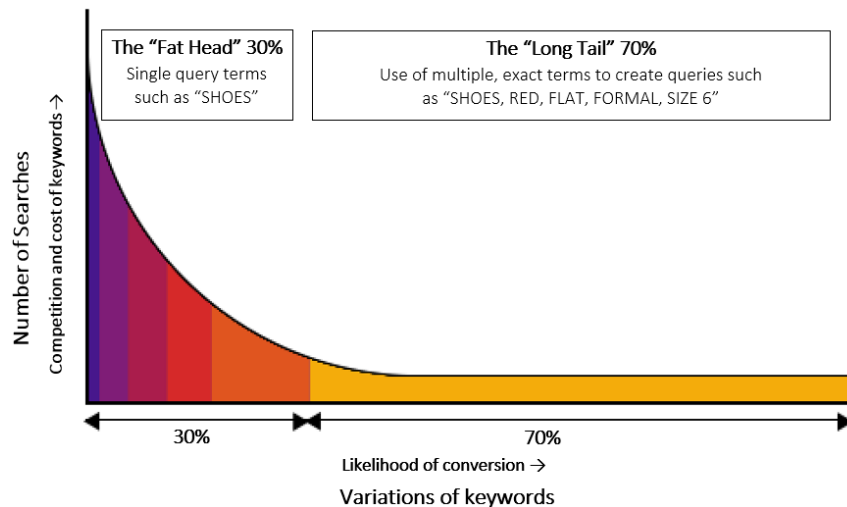
In the example of the used car salesroom, rather than search for "Vauxhall cars", a user is more likely to enter car age, car make, and sales location.

People who search for such specific terms are people who are more likely to convert from being browsers to buyers because they know precisely what they want and are actively seeking that product and/or service. This makes long tail search queries a large and valuable resource to investigate. 70% of all search queries are now categorised as "long tail" queries, as opposed to general, non-specific "fat head" queries.

Finding variants like this is requires a significant amount of time to understand your business, your products, and to create a viable list of terms which balance search volumes and cost. We aim to provide you with a PPC campaign which sees an increase in your revenue without an increase in your cost. Through careful research and application of expertise in making campaigns specific, time-bound, and geo-targeted (amongst many other demographic metrics), we will make your website an invaluable tool in your sales arsenal.

CRO

Conversion Rate Optimisation (CRO) is the broad heading that covers everything which encourages website visitors to become customers. **CRO covers all the analysis and intuition which goes to creating a website that engages your target audience and inspires them in such a way that they want to make a purchase.** While SEO focusses on website quality and organic traffic, and PPC focusses on bringing paid traffic by intelligent campaigns, CRO is what will ultimately persuade people to make your investment worthwhile.

A great many actions can fall under the heading CRO. Ultimately, however, CRO is the process of analysing and adjusting based on what is most likely to bring results.

What website elements come under CRO?

Arguably, everything on your website and everything associated with your brand falls under CRO. CRO is about engagement and making a compelling case to why a user should want to buy your product or service, become a member of your organisation, or agree to participate in whatever you are arranging.

Anything and everything on your website can contribute to conversion: the layout of your website and how easy it is to navigate without getting frustrated; the content – how well written it is, how enjoyable/informative it is; the ease of finding the desired product/service/other that a potential customer may be looking for; the colour, design, and overall aesthetic; and more. CRO takes into account colour, alignment, the size and placement of images, tone, and many other small elements which may not even cross the mind of the average viewer. All that matters is how they enjoy their experience and how this ensures they are predisposed to engage with the website.

How is CRO performed?

In the past, market research and focus groups were used to determine which versions of a product, a service, or its advertisement was likely to have the most positive effect on consumers. With websites, however, there are more intelligent analysis tools which can perform the same function without users even knowing. This is done through multivariate testing in which users can "vote with their feet".

Multivariate testing enables users to be presented with different versions of a website with very subtle differences. Based on the responses of visitors to the different website versions, changes can be implemented wholesale across the website so that all visitors will experience the same. As empirical data exists which will prove which changes will evoke a more positive response from users, we can confidently make changes that we know will increase engagement.

Multivariate testing is an ongoing process of testing and refinement. Everything impacts on everything else, which means that if you successfully trial one website element, confirm one variation is more popular than another and make that change permanent, that may then influence user engagement with other parts of the website.
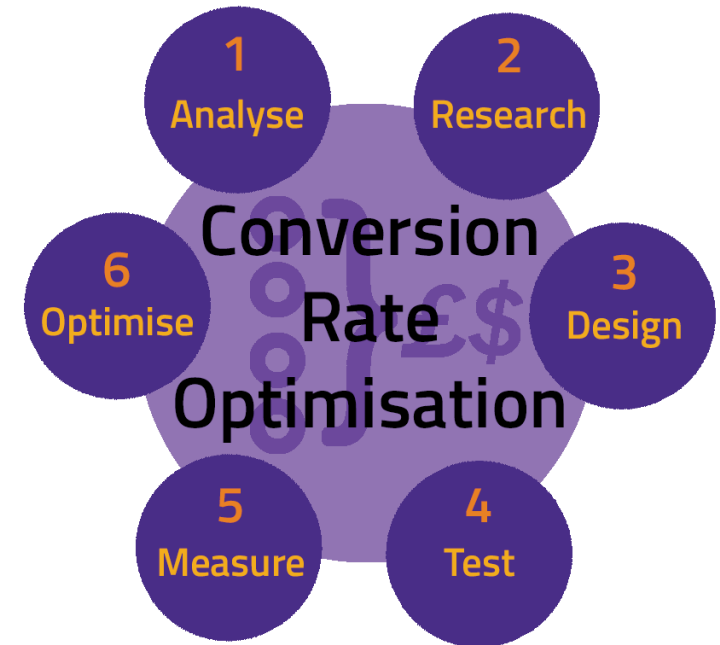
Training:

Standalone Service Fees	Cost schedule	Fixed Fee Cost
On-Site Training Day (client location)	(1-person rate, with additional fee of £200 + VAT per attendee)	£600 + VAT
Off-Site Training Day (novi.digital)	(1-person rate, with additional fee of £150 per attendee)	£550 + VAT
External site Training Day (Regus office or similar)	(1-person rate, with additional fee of £150 per attendee)	£700 + VAT

Strategic Consultancy:

Standalone Service Fees	Cost schedule	Fixed Fee Cost
On-Site Consultancy Day (client location)	One-off	£700 + VAT
Off-Site Consultancy Day (novi.digital)	One-off	£600 + VAT
External site Consultancy Day (Regus office or similar)	One-off	£800 + VAT

If you are interested in discussing a bespoke package tailored to your requirements, please do not hesitate to get in touch with our consultancy team.

Next Steps

1. If you would like to proceed with arranging a Training or Consultancy session, please get in touch.
2. Following receipt of your enquiry, we will then arrange a call to discuss your requirements in further detail.
3. Once we've obtained your requirements, we will then produce a schedule for the day and agree a convenient day for the session to take place.
4. On the day, we will provide an informative session with as much or as little detail as you require.
5. We will make ourselves available for you so that a 30-minute conference call can take place to discuss any questions that you may have following the session.

Thank you

We thank you for taking the time to read our brochure. Should you have any questions following on from reviewing this document then please do not hesitate to contact us on the contact details shown below.

novi.digital Ltd | InfoLab21, Lancaster University, Lancaster, LA1 4WA | www.novi.digital | 01524 510 570 | hello@novi.digital