



## Green Chair Marketing Group

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Web Design and Search Marketing Experts

### About Us

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Green Chair Marketing Group has been in operation since 2000, and Dave Carlson, the owner, has been involved in developing media pieces since 1988. Green Chair's main emphasis is to help businesses and non-profits develop and implement effective Internet marketing strategies, and well as develop eye-catching identity packages. We have designed approximately 160 web sites over the last six years.



We have developed partnerships with highly qualified contractors whom we hire on occasion to help with portions of projects that we feel will add to the quality of the project. We hire professionals who specialize in programming, web site design, print design, copywriting and project management.

### Web Design

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We will meet with you to discuss your desire for what you want to accomplish with the site and get your thoughts on themes we should have in the design. We will come up with a design per our discussions and then present the design to you. We will make suggested changes. You will have the opportunity to make two revisions to the original design. Any design revision after that will be billed at our design rate of \$75 an hour.

The estimated time to complete most smaller web sites is four weeks if we get all copy, graphics and photos in a timely manner.

## Search Engine Optimization

We will research what phrases will be best for your site and then format your site for the search engines to be able to index you as best as possible. We will concentrate on two phrases per page, which is the recommended standard. We will then submit your site to the major search engines and directories. We will also work on developing links into your site in order to get you more traffic and increase your link popularity.

Monthly management is important to keep your site high on the search engines and move it up higher. With the management, we would give you a report on how well you are doing on the search engines, tweak the site if necessary, re-submit the site to the search engines, and continue getting links into your site. We estimate you will see significant results within four months because it takes a while to get your pages indexed on the various search engines.



## Pay Per Click Advertising

We will create pay per click accounts on Google Adwords and Overture (feeds Yahoo! and MSN), and bid on certain key phrases that people are using to find a site like yours. You will determine an upper limit of how much you are willing to spend each month. As a result of this, you will get people to your site who are sincerely interested in your storage units, so you are developing good leads. We will also set up tracking so you can concentrate on the phrases that are providing the most leads at the lowest cost. We will manage your accounts by looking at your account on a regular basis, make appropriate changes, and send you monthly reports concerning the traffic to your site.

## Contact Information

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# CASE STUDY ONE

## Overview of Our Client's Strategy

Our client had an online store. They were spending \$15,000 each month on pay per click advertising. This resulted in about \$225,000 per month in sales. They didn't know which clicks were leading to sales because they didn't track the clicks. Their rankings in the natural listings were minimal because they hadn't done keyword research on what visitors were using to try to find a site like theirs. They weren't able to quantify results because their web statistics program only showed very general traffic information. They were also doing an irregular email newsletter even though they had more than 32,000 emails in their database.

## Analysis of the Situation

In the natural listings we suspected they were being penalized by the search engines for duplicate content. The search engines frown on this because they feel this is a deceptive practice. Google will often give a site like this something called "Supplemental Results", which means that the search engines know the page exists but doesn't have any content in their database. We also suspected their email newsletter was being blocked by many spam blockers because the names of the products they sold were often on used in spam emails.

## Implementation of a Solution

For the pay per click advertising we started tracking the clicks down to the individual terms and the actual results that came from them. We were able to delete terms that were not getting enough sales and increase the bids on ones that brought sales. For the natural listings we did keyword research and focused on the main keywords on the content for the home page and in the META tags. We also found that visitors search on product names rather than manufacturers, so in the Title tag for the page we switched and put the product name before the manufacturer. With the newsletter, we used a good mix of graphics and content to appease the spam blockers, as well as put the

product names in graphics so they wouldn't be blocked. In order to analyze of the site's traffic, we implemented a powerful web statistics program.

### Results of Our Work

Through our tactics, our client was able to move up to #4 on Google for their main search term, which got a lot of traffic. With pay per click, they went from \$.62 per click to \$.43. They decreased their budget to \$10,000 per month, yet increased their traffic by 33 percent. Through our optimization of their pay per click program, their cost per conversion to sale decreased by at least 45 percent. The deliverability of their newsletter increased as well. Within a year, their sales increased to over \$600,000 per month.

## CASE STUDY TWO

### Overview of Our Client's Strategy

Our client sold a large item online, which they also advertised on TV, radio, and direct sales. They were spending about \$20,000 per month in pay per click advertising, and were paying about \$98 per lead. At their peak, they got 407 leads in one month through pay per click.

### Analysis of the Situation

In their pay per click efforts, they were bidding too much on the major keywords and were sending all their visitors to their home page. They needed to bid on more phrases and then send them to landing pages within their site. We helped them establish that they would make \$300 on each lead they got because the net profit on each sale was \$15,000 and they converted 1 out of 50 online leads to sales.

### Implementation of a Solution

We created a dozen or more landing pages on their site that were also optimized for the natural search engine results. We created a list of more than 1,500 keywords for them to bid on. These phrases had less traffic than the major keywords but had a higher likelihood of converting to sales. They also doubled their monthly budget.

### Results of Our Work

Through our tactics, our client raised their monthly budget to more than \$80,000 per month due to the increased number of leads and sales. Their monthly leads went to over 1,700 per month and their cost per lead went down to \$42 per lead. Overall, the Return on Investment went up over 380 percent from when we first started doing their pay per click. And this doesn't include the amount of traffic they were able to get through the natural search results.

## CASE STUDY THREE

### Overview of Our Client's Strategy

Our client is a manufacturing rep in the U.S. for an overseas company. In 2001, they had decent sales, relationships with resellers, highly competent leadership, and a showroom in Orlando, Fla. Their web site consisted of a single page that contained contact information and a small amount of information about their products.

### Analysis of the Situation

Our client needed a more robust web site that highlighted and demonstrated their various products, as well as a downloadable PDF catalog. They also needed visitors to the site through the search engines.

### Implementation of a Solution

We created a fully-functional web site with product description and pictures that elevated their business greatly with approximately 70 pages. We added video demonstrations of 12 of their products and created them in such a way that their customers could view them from locations with lower speed Internet access. We designed four other sites that were focused on specific product offerings. We also created an online store for their smaller products.

### The Results

Since we started, their web site traffic has gone from a few hundred visitors a month to more than 13,600 visitors on six different web sites. The sales have gone up to approximately \$8 million per year, which the sales manager largely attributes to the Internet marketing strategy that we implemented. Their online store recently had more than \$4,400 in sales for one month. Our client has been with us now for six years.

## CASE STUDY FOUR

### Overview of Our Client's Strategy

Our client sells custom-made pieces of machinery to help other companies get greater visibility at major events. They had two people working part-time to manufacture and sell their products.

### Analysis of the Situation

Because of budget limitations, our clients were only able to optimize their site for a few key phrases with their former marketing company. They needed to market more focused phrases, and to have more pages optimized for the search engines. They had started a pay per click campaign with limited results to make up for the leads they were missing in the free results of the major search engines.

### Implementation of a Solution

We redesigned their logo and web site to make it look more professional. We shortened their contact form so visitors would be more likely to fill it out. We also optimized their site so they would get more visitors through the natural search engine results, and removed some pages that the search engines considered illegal. We took off some of their outgoing links so that visitors wouldn't leave their site. With their pay per click strategy we increased the number of keywords they were bidding on and added conversion tracking so they'd know which phrases were working best for them.

### The Results of Our Work

Within the first month of the implementation of the plan, their web site traffic was up more than 10 percent with more qualified visitors. Their ranking on the major search engines went up on more than 90 percent of their phrases. Within the last year their traffic has increased more than 50 percent. Sales have tripled since we have started working with them, which allowed one of the owners to leave his old job to work full-time with his business.

## CASE STUDY FIVE

### Overview of Our Client's Strategy

Our client owns a flyer delivery service for real estate professionals. Her clients would drop off the flyers at the printers, where she would pick them up herself. She was driving all over town through bad traffic to pick up print jobs.

### Analysis of the Situation

Our client had been trying for three years to get her web site to work effectively. She had experienced frustration in finding someone who understood her problem and offered a good solution. She knew that having a usable web site would help her spend less time in the car and more time serving her customers and making sales. And because she used an invoicing system, she had thousands in accounts receivable from slow-paying customers.

### Implementation of a Solution

We developed a process where her customers uploaded their flyers through the site and the print jobs were automatically sent to a local Kinkos for printing, eliminating the need for her and clients to drive to the print shop. We negotiated on behalf of the client to reduce the printing price by almost 66 percent. We also had Kinkos deliver the printing to our client. The site also started taking credit cards.

### The Results of Our Work

By implementing our process, the client was able to save herself many hours in the car driving back and forth to the printers. She was also able to make more money on the printing. The CTO of Kinkos was impressed that no one else in the U.S. was using this system. Our client was also able to greatly reduce her accounts receivable balance as a result of taking credit cards.