

PPC/SEO

PAY PER CLICK (PPC)

Program Plan

Setup and Launch PPC campaigns on Google, Yahoo! Search and MSN Ad Console for approximately 75 keywords related to luxury linens.

Program Cost

\$1750 retainer per month (6 month minimum)
 \$3000 click charges budget per month (6 month minimum)

Deliverable

Monthly report that shows conversions, click through rate, cost per click and total money spent analysis by search engine and by keyword.

SEARCH ENGINE OPTIMIZATION (SEO)

Program Plan

Obtain first page rankings for Luxury Linens, Inc. on Google, Yahoo!, and MSN for 10 primary and 10 secondary keyword phrases (based on SEO copywriting).

Program Cost

\$3250 startup (first month, startup cost)
 \$1750 retainer per month (months 2-6, 6 month minimum)

Deliverable

Monthly report that shows current SEO progress and current position by keyword and by search engine

PPC/SEO PROJECTIONS FOR INCREASED SALES

(Assuming Projection: Increase to 5,000 Visitors and campaign for 6 months)

Ratio	Visitors	Sales	Revenue	Increase Amount per Month
1.2%	1,000	12	\$8,400	baseline (current amount per month)
1.2%	5,000	60	\$43,000	\$33,600 (projected increase)

PPC/SEO COST/BENEFIT ANALYSIS OF 6 MONTH CAMPAIGN

(Assuming 1.2% conversion & \$700 avg sale with increased visitors to 5,000)

PPC Total Cost	SEO Total Cost	Incr. Revenue	Projected Net Sales
\$28,500	\$12,000	\$201,600	\$161,100 (6 mo. total)

LUXURY LINENS, INC

Recommendation:

Incitrio recommends both a PPC and an SEO campaign.

Pay Per Click (PPC)

PPC would ensure upon launch of new site that traffic would flow immediately and consistently.

Search Engine Optimization (SEO)

SEO would ensure that the site is positioned properly for long-term results. Over time, Luxury Linens, Inc. could transition to an SEO only campaign.

CURRENT SITE STATISTICS

Average Visitor Sessions: 1,000/mo
 Average Number of Sales: 12/mo
 Average Conversion Rate: 1.2%
 Average Sale: \$700
 Current Annual Sales: \$100,800
 Current Monthly Sales: \$8,400