

# solutions 4 restaurants

## Get More From Your Website With Search Engine Marketing



### Main pointers:

- Detailed keyword analysis
- Site optimisation
- Creation of optimised content
- Search engine submission
- Website marketing plan

Compared to the cost of traditional advertising, a well designed website, combined with a properly planned and executed search engine marketing campaign, can provide a tremendous long-term return on investment for any restaurant.

**Internet analysts suggest that over 85% of website visitors find the site initially through search engines and online directories.**

This makes it essential that your site is highly visible in major search engines and online directories, if you are to successfully win new clients.

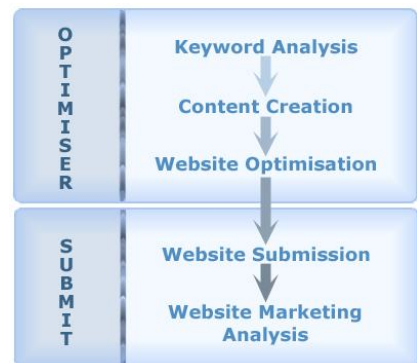
The **r-WebMarket** service has been designed to ensure your website is well positioned in major search engines and online directories, with the objective of driving traffic to your website.

**r-WebMarket** consists of two separate but linked services, namely **Optimiser** and **Submit**.

Both services are included in our **r-Web** solutions as standard and are delivering hundreds of visitors per month to our customer's sites.

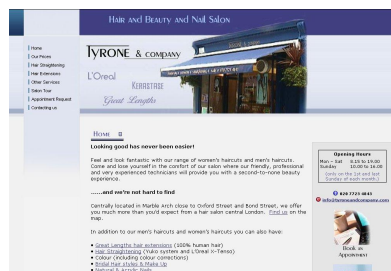
For businesses with an existing website, we carry out an initial website health check and submit a report detailing recommendations on how our Website Marketing services could be used to improve the performance of the site.

For further details about **Optimiser** and **Submit** please see overleaf.



## Case Study

In October 2004 we provided a solution to Tyrone & Company based on using the **Optimiser** and **Submit** services. The site we developed was submitted to major search engines in November 2004.



[www.tyroneandcompany.com](http://www.tyroneandcompany.com)

In March 2005 the site was generating 10 new clients per month and they have since upgraded their solution to include the **Salon Campaign** eMail and SMS marketing solution.

Throughout 2005 the site started to see visitor traffic grow steadily and by September 2005 was running at around 1,500 visitors per month.

**[www.solutions4restaurants.biz](http://www.solutions4restaurants.biz)**

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## Optimiser



*Drive visitors to your business*

*“Optimisation and submission will deliver increased revenues to your business.”*

The **r-WebMarket Optimiser** service combines in-depth research into the most appropriate keyword phrases with programming and content writing, to produce a highly “optimised” website, that achieves excellent overall rankings in search engines.

1. **Research** – by combining the knowledge you have about your restaurant with our in-depth understanding of search engines, we produce a list of highly targeted keyword phrases for each page of your site.
2. **Content** – based on your input and the agreed keyword phrases, our skilled copy writers create concise yet highly optimised text.
3. **Programming** – your website includes a number of “tags”, which along with text content, are used by search engines to determine rankings. Our programmers populate these tags with the chosen keyword phrases.

What you can expect to achieve from **Optimiser** is that, within weeks of subscribing to the service, you will have a highly “optimised” website with concise, appealing, content that satisfies the needs of both site visitors and search engines. The selected keyword phrases represent the fundamental building blocks of your online marketing strategy.

## Submit

The **r-WebMarket Submit** service is the next logical step in the website marketing process. Your site is submitted to all of the major search engines including:

- Google
- Yahoo!
- Altavista
- MSN
- HotBot
- Excite
- AOL
- ScrubTheWeb
- AllTheWeb
- Lycos
- Wanadoo
- Mirago

A submission to the above search engines also means your website will appear in the results of other search services. These include sites such as DogPile, InfoSpace, iWon, Netscape and Metacrawler whose search services collect results from multiple search engines.

In addition, there are numerous search engines, directories and portals on the web which will list your company’s details and provide links to your website for people searching their database. These listings are vital as search engines are placing increasing importance on these links when ranking sites. The higher the rank of the directory or portal linking to your site, the more this will help to improve your ranking.

As part of the **Submit** package we provide a “Website Marketing Analysis” report, which provides a recommended list of directories and portals that your site would benefit by being listed in. The report details the importance and cost of each listing, allowing you to plan an effective online marketing strategy for your business.

The service also includes the provision of monthly visitor statistics, to allow the progress of the site to be monitored. The information is presented in graphical format and, in addition to visitor numbers, includes useful information on which keywords and directories, visitors are using to find the site.

Contact us now to find out how your restaurant could benefit. Phone 020 8286 9822 or register your interest on our website.

