Marketing Proposal

A marketing activity proposal for
CPR Building Control

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Background

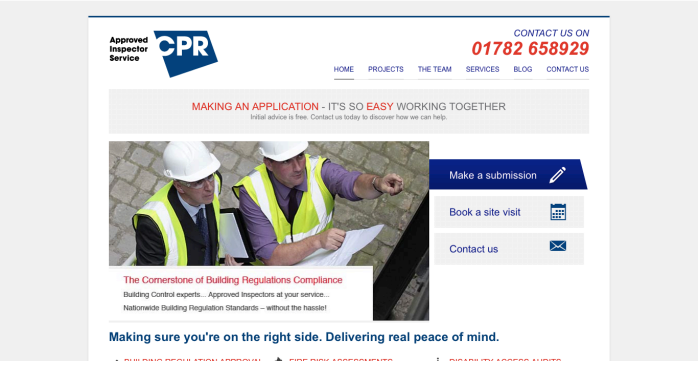
Construction Plans and Regulations (CPR) Limited was established back in 2002. They offer a Professional, Approved building regulation service to individual home owners building, extending or renovating their own homes as well as to builders and property developers.

The principle services offered are Building Regulation Approval, Fire Risk Assessments and Disability Access Audits. The business operates under English Law and is therefore able to offer these services across England and Wales, but not in Scotland.

Like many businesses, CPR has traditionally relied on word of mouth, referral and recommendation to generate new business. The business has been operating successfully & the management team wish to focus on new business generation via a Marketing Strategy & have turned their attention to the potential of the Digital channel.

Smart Sales Consulting has already undertaken a basic audit of the existing CPR website as well as an initial appraisal of the Search Market potential (the number of searches conducted in the UK for the types of services that CPR offer).

Scope of Work



The current CPR website is 4 or 5 years old. While it contains company information as well as an outline of the service offering, it isn't well constructed to current web standards.

It is built using a very basic content management tool, which does not lend itself to search engine optimisation.

As identified in SSC's Website Review, the site has no online visibility and is therefore not helping the business to access the considerable online segment of its target market.

SSC propose the following programme of work:

- New Website Build in a new content management system (CMS) environment – we recommend WordPress, which is the single largest platform in use across the web.
- On-going website maintenance programme. This will address not only the technical updates for the website, but also ensure site security and improved search visibility.
- On going Search Engine Optimisation (SEO) programme structured to improve the site's search visibility with search engines, allowing more, new potential businesses and individuals to find the site.

- On going Pay Per Click (PPC) programme structured to generate leads via the website through a paid-for ad campaign.

Over 54,000 UK monthly searches for building inspection services

We believe there is a clear and potent opportunity to build the CPR brand through digital media.

Today's business customers are buying more online than via the phone and other offline channels:

- 74% indicate that buying from a website is more convenient than buying from a sales representative[1]
- 93% prefer to buy online when they've decided what to buy and just need to make the purchase[1]
- the number of B2B buyers completing at least half of their work-related purchases online are expected to double to 56% by 2017[1]

We have undertaken some initial online keyword research around the services that CPR offer and found over 54,000 monthly searches by UK consumers and businesses, focussed on over 250 search terms. These figures come directly from Google – they are facts based on average search term values over the last 12 months. While the terms would clearly need rationalising to ensure enquiries from builders and property developers were prioritised over 'one off' requirements from individual home owners, the digital sales opportunity looks very strong.

Potential website traffic of over 3,000 visitors a month

Accessing just 6% of your total relevant search market would mean 3,240 monthly visitors to your website. That is achievable through cost-effective website development and management, Search Engine Optimisation (SEO), Email Marketing and Pay Per click (PPC) marketing programmes.

Solution

We will be responsible for the whole of the website development process from the ground up. We expect to be provided with mandatory assets (images, photography, corporate brand ID and logo, access to domain management) but aim to be autonomous with minimal approval touch points through the build and design process.

The site will be built on the WordPress Content Management System. Half the world's website are now built on WordPress. It is an 'open source' (as opposed to proprietary) system which means its free to use and does not tie its users to one digital service provider (so your website will be fully 'portable').

In future, the new website could be integrated with Customer Relationship Management and automated marketing communications platforms. This will allow for enhanced and segmented customer service to be delivered for higher volumes of clients, both businesses and individuals.

[1] Forrester Research, Death of a (B2B) Salesman, April 13, 2015

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Planning

It goes without saying that one of the advantages of digital marketing is that it is highly trackable, so we must ensure that the tracking and reporting suite for CPR addresses the key performance indicators for the business.

In addition, there is a need to develop a digital proposition that allows for any potential changes to the business model going forward, for example focussing on different potential business customers such as architects or the development of a new service proposition.

Service Menu

To assist with agreeing the scope of work to be provided, this proposal presents the following suite of services for the whole CPR digital estate.

ONE OFF SERVICE	COST
Website Build in WP	£2495 + VAT

ON GOING SERVICES	COST
Website maintenance	£395 + VAT p/m
SEO	£995 + VAT p/m
PPC	£595 + VAT p/m*
12 Month Fixed Price Contract	£1985 + VAT p/m

*NOTE: This is a management fee and excludes media costs charged by Google etc. directly

Website Build & Development

We have through our initial website review identified several opportunities for improving the design and construction of the existing website:

- The new website would be built using a proprietary content management system (CMS) which is flexible enough to allow quick and easy edits to content.
- We will develop a full Key word Strategy for your website, identifying exact terms used by your would-be client base to find the services they want and that you offer.
- The initial site would contain 10 pages, with full written content included.
- The site will come structurally optimised from the start. All the 'behind the scenes' pointers that the search engines need to find you and your services will be completed as standard.
- The new website will include best practice Calls to Action (CTA's) to make it easier for customers to find the products and services they are looking for – and act on them.
- The website will be fully mobile responsive.

- We will include Analytics set up, so that you have a powerful tool to be able to track and manage visitor behaviour on site. You'll be able to see how many visitors you get, to what pages, and what they do once on the page – including making calls direct from the site phone number when on a mobile.

First and foremost, we only build websites that **work**.

For a website to 'work' to provide a source of new business, customers have to be able to find it on the internet and the user experience must be first class and sustainable.

Our websites also need to 'work' for our clients. To this end we do not use proprietary technology to tie clients in to our services, and we ensure, as far as possible, that the site can be maintained with minimal cost and effort.

See Appendix 1 for a full breakdown of the services provided.

Website Maintenance

Beyond the practicalities of managing content, websites must be maintained to ensure proper functionality and for security purposes to prevent hacking. Most websites are hacked because they have not been properly maintained (source Securi).

Fixing a hacked website is a complex exercise and far from guaranteed so in most cases it is more economic to rebuild the website from scratch.

Our maintenance programme ensures that:

- The core WordPress CMS is up to date and correctly configured
- The Theme that the website is built with is up to date and correctly configured
- All third-party software plugins are up to date and correctly configured
- The hosting environment for the website is functioning correctly and optimised
- The website is monitored 24/7 to ensure it is always available
- The security software for the website is maintained including block lists
- We run regular security scans of the site to check for vulnerabilities
- We take regular backups of the site so it can be restored quickly if something goes wrong

As part of the monthly maintenance programme we also provide an amount of development time to cover minor website changes, updates and fixes.

MAINTENANCE	PRICING	
CPR	Maintenance + 4 hours' development work / month as required	£395 + VAT per month

See Appendix 2 for a full breakdown of the service provided.

Monthly SEO programme

Three-quarters of internet users never look past page one of their search results, so making sure that your website is visible online is essential to driving sales enquiries through it.

CPR's current website is not search optimised or visible, meaning that search engines like Google, Bing Yahoo do not present them in the first several pages of search results for key service terms. An on going SEO programme will help ensure that sustainable growth in visibility creates more website visits from would-be customers.

Our monthly SEO program ensures that your website is well optimized and provides a consistent stream of quality, targeted content. We estimate the SEO requirements as follows:

SEO	PRICING	
CPR	SEO + 2 content pieces per month	£995 + VAT per month

See Appendix 3 for a full breakdown of the service provided.

Monthly PPC programme

Over 75% of people who 'Google' a search term don't look beyond the first page of results. Think back to those 54,000 monthly searches for products that you sell in the UK. Pay Per Click advertising can be a great way of getting immediately onto the first page of search engines and driving visitors – and sales – via your website.

Our PPC team are highly experienced in setting up and managing highly effective campaigns, and one of our monthly PPC programs can be a source of cost effective sales leads for the business.

If opening a direct to consumer sales channel, we would recommend starting with a highly-targeted campaign and potentially expanding from there based on results.

Please note that:

1. Running an efficient and effective PPC campaign requires a well-designed and optimised website – the website development and SEO programmes will help your site to be 'PPC campaign ready'
2. The quoted price does not include the media costs of the PPC advertising and assumes the campaign will be less than £2000 per month in scale.

We will of course assist CPR with identifying a sensible media budget for the PPC programme as part of the planning and ongoing performance review process.

See Appendix 4 for a full breakdown of the service provided.

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Appendix 1

Website Development

FEATURES	BENEFITS
1-year free hosting	• The cost of your first year's hosting is included in the cost of the website build. • We use commercially available providers (GoDaddy is our preferred supplier). • Unlike other agencies, we do not use proprietary hosting services to tie you into our agency's services. • The hosting account will be in your name, controlled and accessible by you at all times. • Free 24/7 GoDaddy Hosting Support. • 99.9% uptime promise and money-back guarantee (GoDaddy). • If you want your site to be hosted on another basis, we will cover the cost of the hosting up to the value of the hosting we offer.
Content Management System	• Your website will be built on a freely available, 'open source' Content Management System (CMS). • WordPress is our recommended CMS solution. • 50% of the websites on the internet are built on WordPress. • As a client you will have full access and control of the Content Management System for your website at all times. • Unlike other agencies, we do not tie clients into our services by building websites on a proprietary CMS. • We will build your site on another CMS platform if you choose.

Website theme	• Your website will be built using a commercially available theme.
	• You will own the theme License.
	• The cost of the theme License is included in the website build cost.
	• A theme provides the technical structure as well as the 'look and feel' of the site.
	• The theme we use for your site will be:
	  ○ Responsive (it will work on all types and sizes of device)
	  ○ Designed with SEO optimization in mind
	  ○ Well documented and supported
	• Unlike other agencies, we do not tie clients into our services by building websites on a proprietary theme.

Existing website audit	• Before we begin building your website we will audit your existing site to understand its current performance. • We will analyse the data provided by your website tracking tool (usually Google Analytics). • We perform an SEO audit to identify the pages on your site which have search engine equity that is worth keeping for your new site

	• If required, we will conduct usability testing on the current site to identify a user experience issues. • We will audit the digital assets used on your current site to identify those which will be usable on the new site.
Project Brief	• We will go through a briefing process with you to ensure we understand all of your requirements. • The brief for your project will be formally documented and signed off.
Keyword research & strategy	• We will research and produce a Keyword Strategy for your new website to ensure that it targets all relevant products and services for your business. • A Keyword Strategy is critical to producing websites that work in terms of driving sales - we will not build a website without one. • You will receive a documented Keyword Strategy to assist with future website development and SEO.
Sitemap	• We will produce a sitemap for your website which maps how all of its content will be organised. • The Sitemap will reflect the findings of the Keyword Strategy for optimal SEO performance
Media sourcing / treatment	• We will source, amend existing images, treat, edit and format images for use on your website. • The purchase cost of the appropriate licenses to use the images is included in the cost of your website. • Extra images can be sourced, purchased, edited and formatted at additional cost.
Digital assets	• We will create new or amend existing digital assets for your site e.g. icons: • As required, the purchase cost of the appropriate licenses to use the digital assets is included in the cost of your website • Extra digital assets can be sourced, purchased, amended, edited and formatted at additional cost

Conversion forms	• We will configure and integrate website conversion forms on your new site including:
	  ○ General site contact forms
	  ○ Category contact forms e.g.
	  ○ Product or sector specific contact forms
	• Additional specific web conversion forms e.g. referrals can be created, installed and configured at additional cost.

Analytics	• Google Analytics tracking will be installed on your site. • Specific goal tracking will be implemented to monitor web conversion form completion. • Filters will be implemented to exclude spam data from your website metrics.
Email integration	• Where possible and appropriate we will integrate functions such as newsletter sign up forms on your site with email services such as Mailchimp.
Social Media integration	• Where possible and appropriate we will integrate your website with your Social Media platforms e.g. Twitter, Google+.
Install website security	• Where possible and appropriate we will install and configure a website security service on your site to reduce its vulnerability to hacking attacks.

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Appendix 2

Website Maintenance

There are 1,000 cyber-attacks on UK websites every hour and a third of the UK's small businesses were attacked by hackers in one year*. Website maintenance combined with basic security measures can prevent a client's site from being hacked. It's very often more economic to rebuild a website from scratch than to try and repair one that has been hacked.

** Source: PWC research for The Department for Business Innovation & Skills 2014*

FEATURES	BENEFITS

Updates	• The components which are used to build a client's website are constantly being developed and upgraded
	• Often these upgrades are in response to security flaws being discover through websites being hacked
	• If these components are not kept up to date on a client's website, then it is vulnerable to being hacked
	• Our regular website maintenance program will ensure that:
	  ○ The Content Management System (CMS) application is kept up to date
	  ○ The website theme is kept up to date
	  ○ Plugins, modules and extensions used on a client's website are kept up to date
	  ○ Unused themes plugins, modules and extensions are deleted from a client's CMS
	• If necessary, we will install and/or configure appropriate security applications on a client's website (the cost of software licenses are not covered)

Monitoring	• We will set up a website monitoring service to ensure that a client's website is available 24/7 • We will run periodic security scans on a client's website to ensure that it has not been hacked or blacklisted
Backup ups	• We will take regular backups of a client's website to ensure that it can be restored in the event of an issue
Development / Support	• We will provide website support for you and a client's staff to deal with any minor issues or questions relating to the website. This is available 9am – 5 pm Monday to Friday excluding Bank holidays • A client's support hour(s) may also be used as development support to fix minor issues with the website or to make minor changes to it. • The support hours do not accumulate • Our website development team are available for more significant work at additional cost.

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Appendix 3

Monthly SEO programme

FEATURES	BENEFITS
Existing website audit	• Before we begin a client's SEO program we will audit a client's existing site to understand its current performance including: ○ General ▪ Check indexed pages ▪ Review the number of organic landing pages in Google Analytics ▪ Search for the brand and branded terms ▪ Check Google's cache for key pages ▪ Do a mobile search for a client's brand and key landing pages ○ On-page optimisation: ▪ Title tags are optimised ▪ Check for pages missing page titles and meta descriptions ▪ URLs are descriptive and optimised ▪ Clean URLs ▪ Short URLs ○ Content ▪ Homepage content is optimised ▪ Landing pages are optimised ▪ Site contains real and substantial content ▪ Proper keyword targeting ▪ Keyword cannibalization ▪ Content formatting ▪ Good headlines on blog posts ▪ Duplicate content ▪ Sub-domain duplicate content ▪ Check for "print" pages ▪ Check for a secure version of the site ▪ Check other sites owned by the company ○ Accessibility & Indexation ▪ Check the robots.txt ▪ Check for blocked content ▪ Check for 4xx errors and 5xx errors. ▪ Check the XML sitemaps ▪ Check pages for meta robots noindex tag ○ Site architecture and internal linking ▪ Number of links on a page ▪ Vertical linking structures are in place ▪ Homepage links to category pages ▪ Category pages link to sub-category and product pages as appropriate. ▪ Product pages link to relevant category pages. ▪ Horizontal linking structures are in place ▪ Category pages link to other relevant category pages. ▪ Product pages link to other relevant product pages. ▪ Links are in content ▪ Footer links ▪ Good internal anchor text ▪ Check for broken links ○ Technical issues ▪ Proper use of 301s ▪ Redirects point directly to the final URL and do not leverage redirect chains ▪ Use of JavaScript ▪ Use of iFrames ▪ Use of Flash ▪ Check for errors in Google Webmaster Tools ▪ XML Sitemaps ▪ Canonical version of the site established through 301s ▪ 'Rel canonical' link tag is properly implemented across the site ▪ Uses absolute URLs instead of relative URLs ○ Site speed ▪ Review page load time for key pages ▪ Make sure compression is enabled ▪ Enable caching ▪ Optimised images for the web ▪ Minify a client's CSS/JS/HTML

	▪ Consider using a CDN for a client's images. ○ Mobile ▪ Review the mobile experience ▪ Make sure analytics are set up if separate mobile content exists ▪ Review how the mobile experience matches up with the intent of mobile visitors ▪ Ensure faulty mobile redirects do not exist ▪ Does the mobile version canonical to the desktop version? ○ Analytics ▪ Analytics tracking code is on every page ▪ There is only one instance of a GA property on a page ▪ Analytics is properly tracking and capturing internal searches ▪ Demographics tracking is set up ▪ AdWords and AdSense are properly linked if you are using these platforms ▪ Internal IP addresses are excluded ▪ Event tracking is set up for key user interactions
Keyword research & strategy	• We will research and produce a Keyword Strategy for a client's website to ensure that it targets all relevant products and services for a client's business. • A Keyword Strategy is critical to aligning a client's online visibility with a client's business objectives • You will receive a documented Keyword Strategy to assist with future website development and SEO.
SEO Plan	• With you we will produce an SEO plan (usually quarterly) detailing the content we will produce and the optimisation work we will carry out.
Content	• Depending on the SEO package that you choose, we will produce between 1 and 6 pieces of optimised written content for a client's website per month which may consist of: ○ Product pages e.g. Professional Indemnity Insurance ○ Category pages e.g. Personal Insurance ○ Blog posts ○ News articles • All content will be: ○ Fully integrated with the agreed keyword strategy. ○ Written to target an agreed theme, audience or product as part of an overall content strategy. • We can also source video content for a client's site at an additional charge. • An image for each piece of content can be sourced, purchased, edited and formatted (as appropriate) ready for upload • The purchase cost of the appropriate license to use the image is included in the monthly charge. • Written content, depending on the subject matter, will be between 300 and 800 words of optimised copy. • We will upload and format the content onto a client's website at no extra charge.
Onsite optimisation	• Each month we will use specialist SEO tools to audit the structure of a client's site and its content to ensure that it is properly optimised. • The results will be fed into a client's SEO Plan and consist of the optimisation of one or more of the following: ○ **Keywords**: Titles, Site Description, Keyword Density, Heading Status, Use of Questions and Context, Robots, Site Map updates, Page Objects and Metatags. ○ **Page Objects**; File size management (for example images), alt descriptions, code to text ratios, URL structures, broken links, Underscores in Links, quality backlink building, Inline CSS and mobile rendering of all aspects of the site. ○ **Speed Optimisation**: Page size, Caching, Flash, image Expiry tests, Frameset tests, JS and

	CSS Minification, Total Site Load Times test. ○ **Server and security**: Review and manage 'spam' visits, URL Canonicalisation, Access tests. ○ **Social Media**: Integration and use. • We will also regularly review a client's site against search engine algorithm changes (e.g. Google's Panda update) and advise on recommended as appropriate.
Offsite optimisation	• Where appropriate we will promote a client's website including: ○ **Search Engine Submissions**; register and update geographic targets in Google Webmaster tools. ○ **Registering the business** with Google+ and Bing Places for Business. Directory Link Building. ○ **Manage digital integration** of marketing strategy with affiliates – for example the BTA.

Appendix 4

Monthly PPC Advertising programme

FEATURES	BENEFITS
Campaign Planning	• Before we begin a client's PPC program we will take you through a planning process to establish how best to structure the campaign for a client's business including: ○ Identifying all of the products, risks and services ('target markets') which you may choose to market through PPC activity, and those that you wish to exclude ○ Quantifying the target lead acquisition costs for each target market ○ Performing initial keyword research to quantify the search volumes for the target markets ○ Sourcing average Cost per Clicks (CPC) for each target market ○ Calculating recommended budgets for each target market ○ Calculating estimated lead volumes, cost per lead and Marketing Return on Investment (ROI) for each target market
Campaign Build	• Once the planning stage is complete will be build a client's campaign in AdWords (or the platform of a client's choice). This will include: ○ Implement campaign tracking on a client's website to ensure that leads generated through a client's campaign are correctly identified ○ Researching and build out the campaign keywords and negative terms ○ Splitting keywords into Exact and Broad match groups ○ Uploading and structuring the keywords into Campaigns and Ad Groups ○ Configuring all campaign settings including: ▪ Daily spend (by campaign) ▪ Language ▪ Location

	▪ Network (Search and/or Display) ○ Setting the Bid Strategy ▪ Mobile Bid Strategy ▪ Time of day scheduling ○ Creating Ad Extensions ○ Creating regulatorily compliant campaign Ad Texts ○ Reviewing and adjusting as necessary campaign analytics (Google Analytics, Google Tag Manager, Phone numbers/extensions) ○ Configuring campaign goals ○ Establishing a Remarketing group(s) • On completion of this activity the campaign will be built in AdWords and ready for launch.
Campaign Management	• During each month, a client's PPC campaign will be actively managed to ensure that it meets a client's objectives. This will include: ○ Monitoring ad spend and lead acquisition costs ○ Testing and adjusting new Ad Texts ○ Researching and adding new keywords and negative keywords ○ Bid management including mobile bid management ○ Monitoring website landing page performance ○ Analysing campaign performance by various critical metrics e.g. hour of day, mobile and non-mobile • We will provide you with a monthly performance report on the campaign and recommendations where appropriate.

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