



SEM (Search Engine Marketing)

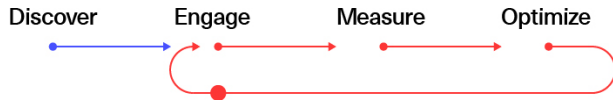
Search engine marketing is our approach to delivering maximum content returns on search engines (both organic and paid).

Why you should care

Content drives great search performance. But too many content campaigns fail to take advantage of these clear synergies. You can't just make content and expect it to deliver a spike in search results. You need to optimize for the right terms with transparency, care and precision if you want it to drive traffic and conversions.

It's an open goal that you just can't afford to miss.

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



SEM in Action

Velocity

Let's go back to 2012 and the launch of the "B2B Content Marketing Strategy Checklist" on the back of an all-out optimization plan. Even the last two years have seen on average:

- 334 monthly organic visits
- 42 downloads per month
- 12.45% conversion rate

It's a gift that never stops giving.

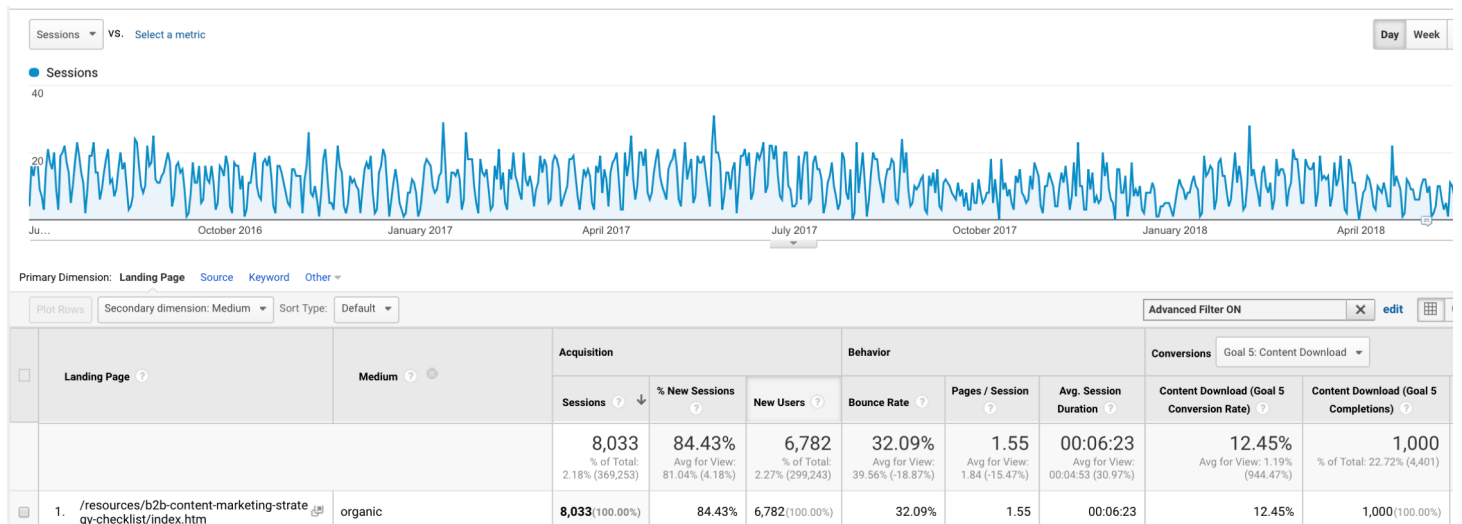
[Learn more](#)

velocity

How it works

We use a mixture of SEO and PPC to drive measurable leads, opportunities and revenue from every content investment.

Audit	Apply	Promote	Measure	Optimize
<ul style="list-style-type: none"> - Identify open keyphrases - Benchmark against core competition - Measure future trends - Identify focal points of search cluster 	<ul style="list-style-type: none"> - Integrate with content planner - Plan pieces (search driven or search support) - Optimize all pieces and landing pages 	<ul style="list-style-type: none"> - Build out PPC campaigns, AdGroups and creative - Pitch to influencers and bloggers - Get active on social media - Generate backlinks 	<ul style="list-style-type: none"> - Run dashboard of search performance for key content - Report on traffic, engagement, conversions - Attribute search performance to revenue. 	<ul style="list-style-type: none"> - Run ongoing, monthly and quarterly reviews - Optimize against measured good and bad performance.



Getting started

If you want to optimise your SEM, talk to us today.

Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099