

## ONLINE MARKETING

### SEARCH ENGINE OPTIMISATION

SEO (Search Engine Optimisation) consists of listing your website in directories and search engines in order to increase its traffic (the number of visitors). But also of an expert analysis, including a technical aspect, to optimize the site and make it as accessible as possible, and a marketing aspect, in order to define the ideal key-words and adapt users' needs with the contents and services offered on the website.

SEO allows your website to benefit from the natural web surfer traffic on search engines, and generates, on average, twice as much traffic as sponsored links. It also offers the best visitor acquisition costs and visitor to client transformation rates. Traffic from search engines represents 20% to 40% of visitors on a website, which makes natural referencing an ideal strategy to be integrated into any Internet marketing plan.

The ethical procedures used by DFi for SEO guarantee the sustainability of the positions obtained on search engines. Our work is guided by our experience, the analysis of web user behavior, and monitoring of search engines and new internet technologies.

### To know before starting a program SEO

SEO is not an immediate process; results are generated on average in 3 to 6 months. Furthermore, positions must be constantly monitored, and contents, key words and optimizations regularly adapted.

The indexation delay of a website is not immediate. It depends on the workload of our search engines and the website's popularity, and can vary from several weeks to several months.

### Services

1. Analysis of your activity and target audience
2. Technical expertise
3. Analysis of competition
4. Definition and advising of choice of key words
5. Choice of pages to be optimized and optimization of the contents (tags, meta-data, and text of the page)
6. Manual submission in search engines and directories
7. Customer service: regular monitoring of obtained positions, and site traffic statistics, code revision if necessary
8. Monthly site positioning reports sent by e-mail.

### Our offer

#### • Audit and Optimization ( Services 1 to 6 )

Technical audit, key-word analysis, customized consulting, analyses, optimization of the code and inscriptions: Fee of CHF 1700.- (tax not incl.) for up to 5 optimized pages (for a greater number of pages, please contact us).

#### • Monitoring and maintenance ( Services 7 and 8 )

Follow-up, statistics and positioning reports: Fee of CHF 2500.- for up to 5 optimized pages (for a greater number of pages, please contact us).

Contract duration: 6 months

### Your Advantages

- Customized consulting
- Unique agent
- Controlled costs



## ONLINE ADVERTISING GOOGLE ADWORDS



In addition to natural referencing, sponsored links allow to rapidly generate specifically targeted traffic from search engines. A few hours are enough to produce almost immediate results, visible in search engines.

The principle of sponsored links (Pay per click): a cost per click, the rate of which is often auctioned. The amount of the auction determines your position in the list of sponsored results of a search engine.

### Advantages

- **A specific target audience** : Your advertising directly targets web users on Google. Even if your website already appears in the search results, AdWords can help you target a new audience on Google and its advertising network.
- **Ideal management of your advertising campaign**: You can modify your ads and adjust your budgets in order to obtain your required results. Furthermore, your ads can target specific languages and geographical zones.
- **Quantifiable results** : You choose the duration and the expenses. With Pay per click, you only pay when users click on your links.
- **You decide on your budget** : There is no minimum expense- you decide how much you spend on AdWords. For example, you can fix a daily budget of CHF 10.- and a maximum cost per click of CHF 0.10 for your ad.

### Why sponsored links to promote my site?

- In order to rapidly generate a target audience on your website
- When launching a website, before natural referencing takes over (3 months, on average), to generate specific traffic as soon as the site is online
- For occasional communication needs, for a specific event (Valentine's Day, Christmas, Contests, Sales, etc).

### Services

- Analysis of goals and target audience
- Creation and managing of your Google Adwords account
- Drafting of ads and choice of advertising means or optimization of existing ads
- International geographical targeting
- Daily optimization of advertising campaigns
- Client assistance
- Customized consulting to increase your site turnover
- Monitoring of ROI
- Weekly performance reports
- Advertising campaigns can be terminated any time by simply sending an e-mail.

### Our offer

Service set-up fee: CHF 450.-  
Monthly management fees: 20% of the advertising budget

For example:

Your advertising budget: CHF 2000.-

Set-up fee: CHF 450.-

Monthly management fee: CHF 500.-

Amount invested in AdWords: CHF 1050.- the first month, and CHF 1500.- the following months