

## Vault Analytics' Expertise

*Vault specializes in the following four areas. We teach businesses how to perform:*

### **Search Engine Optimization**

- Identify opportunities to improve your online position
- Rank at the top of search engines like Google for terms related to your product/service offerings
- Enable people already interested in your business to find you
  - these people turn into buyers.
- Provide valuable content that keeps people coming back to your site for more
- Increase trust and brand equity by ranking well in the search engines

### **Social Media**

- Gain sales opportunities by being present when people need your services
- Improve damage control by being aware of negative sentiment and fixing before it gets big
- Increase trust with buyer community (people buy from those they trust)
- Increase understanding of people's needs
  - Take advantage of opportunities you may miss otherwise to alleviate customer pain and turn a profit

### **Web Analytics**

- Avoid losing customers by understanding problems people have with your website and fixing them
- Use demographic and geographic analysis as well as content consumption data allows you to target searchers more specifically, tailor content to them, and turn them into buyers
- Find inefficiencies in your website and fix them to avoid wasting money in PPC campaigns
- Understand exactly what search terms and types of PPC ads bring in traffic that converts visitors to clients
- Tailor your strategy to targeted people/demographic to increase number of paying customers who visit and decrease wasted cost getting searchers to your site who will not buy

### **Competitive Analysis**

- Identify who your competitors are and what they are doing
- Assess market threats posed by competitors
- Seize opportunities ignored by competitors
- Understand how to position yourself in industry as a leader
- Identify your own weaknesses in comparison to industry
- Capitalize on industry best practices
- Better serve your customers
- Ensure your company is up to par so you do not lose paying customers to competitors

## Potential Seminar Topics

### Understanding Search Engine Optimization and Inbound Marketing

- Search engine optimization and inbound marketing revealed
- Free tools to help you make informed strategic decisions
- How to perform basic search term analysis and structure your site so you rank in the search engines
- How to create and optimize web content for higher search rankings and traffic volume

#### *Questions Answered in Seminar*

- What is inbound marketing?
- What is search engine optimization?
- Why are these important?
- How does inbound marketing and SEO work together?
- What tools are available to perform SEO and inbound marketing?
- How do I use these tools to perform some basic improvements to my site and see visible results?
- What are the relevant metrics to track improvements? How do I measure and improve my ROI?

### Using Competitive Analysis to Generate Leads

- Why's of competitor analysis
- The how-to's of robust, effective competitive analysis
- Niche positioning and strategy development
- Checklists for application

#### *Questions Answered in Seminar*

- What are the search terms that your competitors use to attract targeted website traffic?
- How well does your competitor rank in search engines for their key terms?
- How effective are your competitors' websites at generating business leads?
- How often do your competitors update their sites with valuable content?
- How many other sites link to your competitors (adding credibility and traffic to your competitors' sites)?
- How user-friendly are your competitors' sites?
- How much press or media attention do they receive offline?
- How much press or media attention do they receive from the social media universe?
- How well are your competitors capitalizing on industry trends?
- What are they emphasizing about their product/service?
- How well do they quantify their ROI?

### Strengthening Brand Loyalty with Inbound Marketing

- Inbound Marketing Explained
- Measuring Brand Loyalty
- How to use inbound marketing in your strategy development
- Checklists for application

*Questions Answered in Seminar*

- What is inbound marketing?
- How does it strengthen brand loyalty?
- How is inbound marketing used to strengthen brand loyalty?
- How to create great content that keeps people coming back?
- How to effectively structure a website for optimal results?
- How does inbound marketing fit into an overall marketing strategy?
- How to leverage the power of inbound marketing analytics for bottom-line results

**Using the Internet for Nonprofit Marketing**

- Finding, joining, and promoting social causes using the Internet
- Using the Internet to find donors easier and increase dollars given
- Turning donors into cause evangelists using social media
- Checklists for application

*Questions Answered in Seminar*

- Why is the Internet the best place for cause marketing?
- What are the basic components of an online cause marketing strategy?
- What are the sites I can't afford to miss?
- What do people need to know to become donors? How do I move them down the commitment funnel?
- How do you improve your website and overall web presence to ensure more donations go to your cause?
- How do you create content worth talking about?
- How do you effectively utilize web analytics to promote your cause?