



Vault gives you the most robust analysis possible of your online marketing efforts. Below you will find a list of our services with each bullet point of customized analysis Vault will perform for your business. You can get the entire integrated suite of marketing services or can cherry-pick the services you want. **Call (888) 321-9526 for a quote.**

1. Vault will run the analysis listed below.
2. All findings will be visualized in a user-friendly, actionable presentation.
3. These findings will then be submitted to you and your management team for review.
4. Pending your approval, Vault will develop strategies and action plans with you for optimizing your online marketing initiatives.
5. Vault will develop an implementation timeline, and then execute the plans, providing you weekly and monthly analytics reports, tracking progress towards goal achievement.

Service	Deliverable
Web Design / Search Engine Optimization	<i>Site Design</i> <ul style="list-style-type: none"> • Website layout • Graphic selection • Navigation structure • Lead capture form • Sitemap creation • In-text editing set-up (so you can make changes) • Email accounts • Content creation • Blog set-up with RSS feeds • Audio/video integration
	<i>Keyword Analysis</i> <ul style="list-style-type: none"> • Analysis and visualization of thousands of search terms relevant to your business • Your search engine rankings for each term • Difficulty of ranking organically for each term • Click-through rate for organic traffic • Level of advertiser competition • Avg. cost-per-click • High/low cost-per-click • # of clicks and impressions received • Conversion rate for ads • Avg. position/rank for ads
	<i>Site Analysis</i> <ul style="list-style-type: none"> • Amount of site content • Quality of content (keyword deployment, density, proximity, word group synonyms, user-friendliness) • Depth-of-content (sublinks) • Calls-to-action • Eye path optimization • Use and quality of graphics
	<i>Site Structure and Coding Analysis</i> <ul style="list-style-type: none"> • Title tags • Meta descriptions

Service	Deliverable
	<ul style="list-style-type: none"> • Meta tags • Header tags • Link navigation • Link quality (all working, correct keywords, streamlined for search engines) • C structure • Breadcrumb trail • HTML errors
	<p><i>Link Analysis</i></p> <ul style="list-style-type: none"> • Amount of links from external sources • Quality of links from external sources • Quality of sites linking to yours • Current methods of site promotion and link building • Competitor linking analysis
	<p><i>Link Generation</i></p> <ul style="list-style-type: none"> • Amount of forum participation • Amount and quality of article coverage • Reciprocal link exchanges • Online publication coverage • Use of Web 2.0 & social media (more detail further down) • Wikipedia entry coverage • Amount and quality of lenses
	<p><i>Directory Submission</i></p> <ul style="list-style-type: none"> • Amount and quality of directories used <ul style="list-style-type: none"> ○ Free directories ○ Paid directories ○ Reciprocal directories ○ Bid directories ○ Niche directories ○ Deep-link directories • Determination of other directory submission sites valuable to your business strategy
	<p><i>Site Map Creation</i></p> <ul style="list-style-type: none"> • Existence and quality of site map (both HTML and XLS) • Submission to search engines
	<p><i>Image/Graphic Optimization</i></p> <ul style="list-style-type: none"> • Amount and quality of graphics on site • Existence and quality of ALT tags • Keyword deployment in images • Built-in image links
	<p><i>Local Optimization</i></p> <ul style="list-style-type: none"> • Evaluation of local optimization needs (i.e. rather than rank nationally for a word, rank only for a given city) • Evaluation of microsite options • Level of current local optimization • Places on site where local content can be included • Evaluation of on and off-line channels to promote local site optimization
	<p><i>Pay-per-Click Campaigns (Search Engine Marketing)</i></p> <ul style="list-style-type: none"> • Existence and quality of current campaign

Service	Deliverable
	<ul style="list-style-type: none"> • Keyword effectiveness analysis • Amount of traffic brought to site from paid ads • Conversion rates of interested traffic • A/B site testing evaluation • Evaluation of other terms for multiple campaigns <p><i>Landing Pages</i></p> <ul style="list-style-type: none"> • Existence and quality of specific landing pages • Determination of landing page goals • Analysis of required landing page content and required links • Analysis of visitor behavior and conversion rates on landing pages • Analysis of A/B test results <p><i>Google Earth Optimization</i></p> <ul style="list-style-type: none"> • Evaluation of business opportunities on Google Earth
Web Analytics	<p><i>Basic Web Analytics</i></p> <ul style="list-style-type: none"> • Existence of analytics • Current usage/reports employed • Actions taken from data <p><i>Advanced Web Analytics & Online Marketing</i></p> <ul style="list-style-type: none"> • Visitor segmentation • Customer analysis • Site goals • Conversion funnels • Calls-to-action • Advanced metrics
Market Research & Competitive Intelligence	<p><i>A/B Conversion Testing</i></p> <ul style="list-style-type: none"> • Understanding and use of A/B testing • Determination of problem areas and opportunities for A/B testing <p><i>Client Targeting</i></p> <ul style="list-style-type: none"> • Analysis of regional and international interest • Analysis of MSA size, industries, targeted client amounts, level of current business done in city, and competition levels • Ties between current off-line and online initiatives <p><i>Competitive Profiling</i></p> <ul style="list-style-type: none"> • Analysis of competitor websites • Analysis of competitor press releases • Google Search Insights • Competitive marketing analytics • Cross-reference to MSA analysis • Competitor positioning analysis • Advanced SWOT analysis
Public Relations / Social Media	<p><i>Consumer Mindshare Analysis & Market Trending</i></p> <ul style="list-style-type: none"> • Evaluation of online awareness of company • Presence on and feedback from social media sites analysis • Analysis of consumer thought patterns in relation to your company/brand/product/service offering <p><i>Public Relations</i></p>

Service	Deliverable
	<ul style="list-style-type: none"> • Use and quality of press releases • Evaluation of relationships with media makers • Amount and quality of distribution outlets • Amount of media representation (trended) • Number of quotes/appearances in newspapers, radio, television • Number of articles in publication outlets (magazines, newspapers, trade publications, online representation) • Site traffic analysis in relation to PR efforts <p><i>Social Media</i></p> <ul style="list-style-type: none"> • Social media campaign strategy development • Social media campaign deployment • Social media analytics • Representation on Delicious, Digg, Twitter, blogs, Facebook, and other social media sites • Links from social media sites <p><i>Blog Evaluation</i></p> <ul style="list-style-type: none"> • Existence and quality of blog • Keyword deployment on blog • Levels of traffic to blog • Levels of traffic to site from blog • Traffic sources and keywords searched to blog • Calls-to-action • Capitalization on comments and feedback <p><i>E-newsletter Management</i></p> <ul style="list-style-type: none"> • Existence and quality of newsletter • Subscriber sources to e-newsletter • Subscriber volume trends • Calls-to-action and eye path analysis within newsletter • Actions taken as a result of newsletter <p><i>Whitepaper Evaluation</i></p> <ul style="list-style-type: none"> • Need assessment for whitepapers • Existence and quality of whitepapers • Number of whitepapers • Amount of whitepaper keyword optimization • Promotion of whitepapers both onsite and online (whole web) • Actions taken as result of whitepapers
Rich Media	<p><i>Interactive Rich Media</i></p> <ul style="list-style-type: none"> • Rich media advertising strategy • Rich media content development (Flash, etc.) • Geographic targeting • Campaign deployment • Campaign analytics and ROI analysis (with control groups) • Continuous campaign optimization <p><i>Video Content</i></p> <ul style="list-style-type: none"> • Existence and quality of site video content (webinars, podcasts, etc.) • YouTube representation & YouTube traffic <p>Analytics on effectiveness of video content</p>

