

Online Search Strategies
10-135-115
Prior Learning Assessment



Develop an Online Search Strategy marketing plan for a website that does not fare well in search engine results. Run a search of your own and go beyond page 3 of the search results to find one that needs help. Develop a search marketing plan for that website.

The written plan provides details of the search engine marketing plan for this business to prosper in the online environment. Document the following aspects of an online search strategy. Please submit a single PDF file to Blackboard for this assessment.

Step 1: Situation Analysis

- Provide a description of the website and its URL.
- Explain the business objectives.
- Describe the current website goals.
- List the current organic search rank
- Describe how the website is currently listed in search engines (description under the site name normally).

Step 2: Strategic Planning

- Identify the online target market by demographics, geographic and psychographics.
- Document suggested website goals for the future.

Step 3: Objectives

- Develop measurements to determine the site's search engine effectiveness.
- Document how online objectives are complementing the overall business objectives.

Step 4: Online Search Marketing Strategy and Implementation Plan

- Based on your suggested website goals (from Step 2), describe how a paid search campaign could aid in meeting the goals.
- Provide recommendations of changes to existing website to optimize for the suggested paid search campaign.
- List keywords for content optimization for organic search.
- List keywords for paid search campaign.
- List pages within the Web site that should be targeted for content optimization for organic search.
- List pages within the website to target for a landing page for your paid search campaign.

Step 5: Evaluation Plan

- Compile a list of statistics and the frequency of each to track for your paid search marketing campaign.
- List where this data can be found to know the ROI (Return on Investment) of the paid search campaign.

Email Karen Krejcie at karen.krejcie@nwtc.edu when this project is complete and ready for review.