

Get more of the right traffic, more of the time



Bringing customers and prospects to your website can be tough. With so many websites and so much content out there, it can be hard to know where to invest time and resources.

Working with Coda, you'll get a strategy that will improve your organic traffic and help you decide whether PPC is right for your business.

PPC: Get seen by prospects when they're ready to buy

- ✓ Online visibility above competitors
- ✓ Guarantee traffic on subjects with sparse content
- ✓ Target customer intent and track your conversions

SEO: Show your knowledge and appear in more places

- ✓ No paying for clicks
- ✓ Build up credibility by appearing on SERP for related terms
- ✓ Rank organically for expensive keywords

Better engagement = more leads. Contact us today.

+44 (0)1202 721169 | chris@codacomms.com | codacomms.com

Our process

A trusted process, delivered on time – how we work and what you can expect from our PPC and SEO services:

1

Understand what you want and need from your website traffic

Through emails, calls, Skype and face-to-face, we build up a picture of what your successful website looks like.

2

Run an SEO audit and build a strategy

We build an audit of your site with tailored, actionable items. This is used to build a three to six month strategy to make the biggest impact with optimised resources, maximising your ROI.

3

Outline and run a test PPC campaign

Using data captured from the SEO audit, plus various Google and PPC tools, we outline a campaign, including objectives, deliverables, timeline and cost. Typically a test campaign runs for three months, giving it time to pull in valuable data.

4

Evaluate the PPC campaign, proceed as data suggests

By the end of the test campaign, we will know the value PPC can offer your business. Investment moves forward accordingly.

5

Use learnings from PPC to help SEO, and vice versa

Data from both strategies help improve content and click-throughs. SEO and PPC can function independently, but utilising both can lead to faster and higher-converting gains.

A continuous process

Search engines change, and so do campaign and business objectives. Investment in PPC and SEO should be reviewed constantly to get on top and stay on top of search results.

Case study

A niche market, with big competition

Our client was interested in how PPC could be used to generate more leads. As part of the project, they agreed to test SEO, as it could play a big part in their PPC strategy.



Audit uncovers immediate improvements

Our audit of the client website delivered simple, actionable items to site pages, titles and descriptions. These dramatically improved the website's prominence on search engines.

Strategy paves the way... in PR

The SEO strategy outlined many PR opportunities which were capitalised on. From back-lines to blog posts, the site benefited from new content and links to related subjects and sites.

A PPC test... that works

After a three-month test focusing on the US market, the PPC campaign expanded to other products and regions, and is still running 12 months later.



Expansion into LinkedIn and Bing

After achieving strong results with Google, we shifted the focus to Bing, which supplies a fair amount of traffic to the site. LinkedIn is also being investigated as an awareness tool.



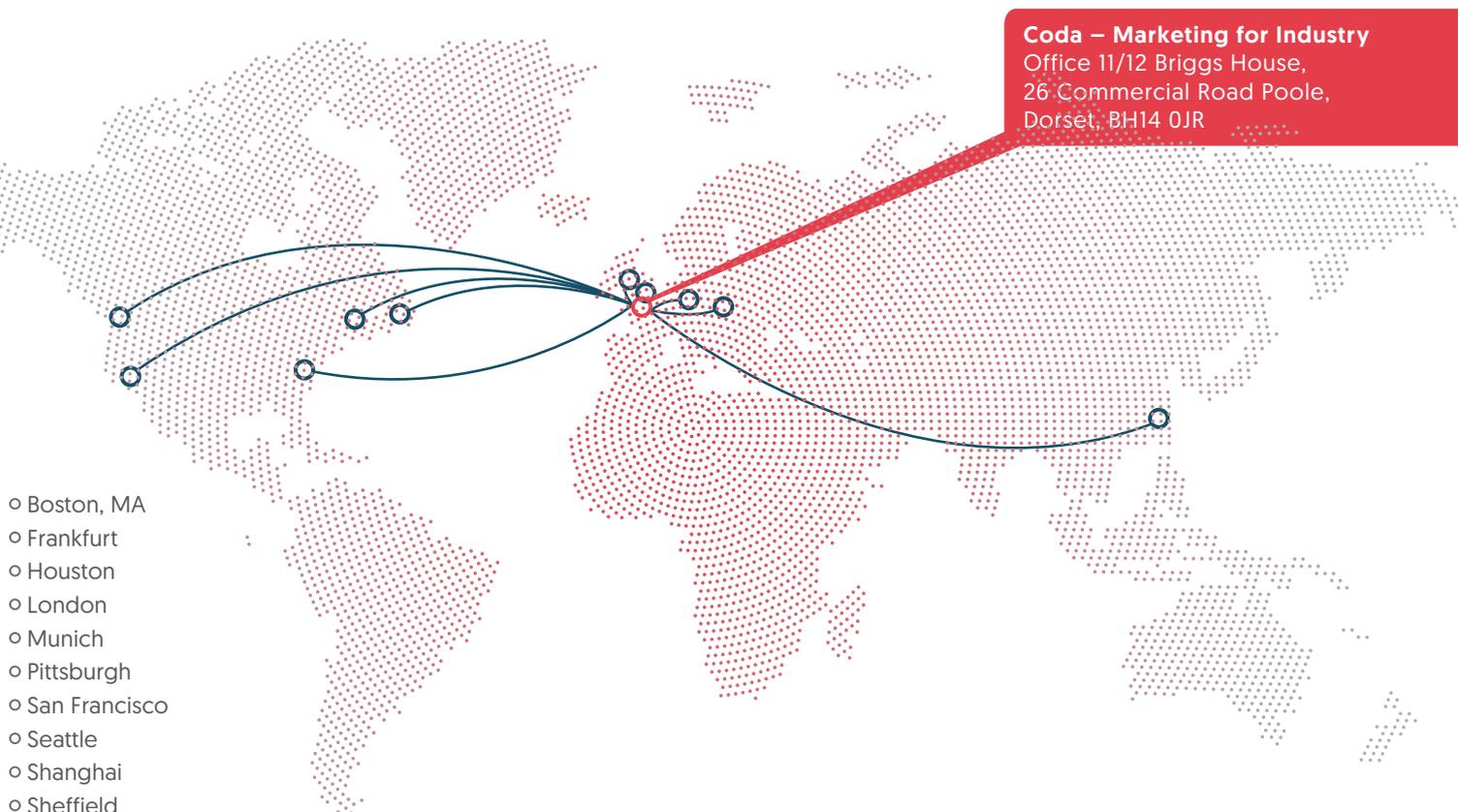
What you get...

- SEO audit
- SEO strategy for three - six months
- Assessment on the suitability of PPC for your business
- A strategic approach to content promotion and creation

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management support
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



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