

# FAQ's

## 1. Who is Full On Digital?

We are a cutting-edge, internet marketing company specializing in Digital Marketing, Search Engine Optimization (SEO) and helping clients significantly increase their traffic and their business. WE SPECIALIZE IN MORE SALES FOR LOWER COST! We have helped over 10,000 companies, and optimized over 40,000 Web sites since 1998, and we maintain an industry-leading 93% client retention rate. We also offer complete Lead Generation, Search Engine Marketing (SEM), Websites, and Hosting solutions as well.

## 2. What solutions do you offer?

We know that a business today has to maximize their web presence and web traffic or they will gradually and continually lose business to an internet-savvy competitor. So, our Full On Lead Gen package is a full suite of products at a STEEP DISCOUNT and it CAN include the following:

- Social Ads
- SEO
- Content Creation
- Pay-Per-Click Campaigns
- GMB Optimization
- Website Design
- Social Media Posting
- Reputation Management
- Hosting / Monitoring and more!

## 3. Do I start with SEO services first?

You should start with paid ads to get leads NOW. Then start SEO to maximize your ROO. As SEO experts we strongly recommend SEO to REDUCE YOUR DEPENDENCE ON PAID ADS OVER TIME, build traffic to your site and gain important visibility for your company. It can also help reduce your paid ads cost as you go. A major benefit of successful SEO is that, as you improve your ranking, you are pushing your competitors down and diminishing their visibility and providing increased access to your company. Once you are getting the visibility you desire, we can help you maximize your opportunity to convert visitors into customers.

## 4. Why are you different?

Full On Digital is different from its many competitors for multiple reasons:

- We offer a GUARANTEE...ask for details for your specific industry and location.
- We have successfully serviced over 10,000 clients, of all shapes and sizes, since 1998
- Our pricing is published for all to see, there are NO SURPRISES
- There are NO CONTRACTS...you can cancel at any time (and that's rare, we usually maintain over a 95% retention rate).
- We are EXPERTS...we specialize in MORE visibility for LESS cost!

## 5. How much does SEO optimization cost?

There are different levels of service based on 3 criteria:

- Budget – SEO can REDUCE your Google spend...we are simply shifting dollars from PPC to organic search, a more efficient and effective use of your money AND moving you to Page 1
- Competition – what it will take to gain Page 1 placement based on how competitive your keywords and search terms are in your market
- Goals – what do you wish to accomplish? Simple as, do I want more Web traffic? Do I want to affect my competition? Do I want to promote new products/services/locations, etc?

Once we establish the above criteria, we then determine the levels of service tailored to your company

- ✓ Any additional pages needed to properly promote the phrases will be added at no additional charge
- ✓ Professionally written content to complement newly written HTML coding
- ✓ 6 Press Releases written and submitted to media sources, upon request.
- ✓ Traffic statistics always available for performance monitoring
- ✓ Monitoring of your site to ensure that it stays 95-100% compliant with current search engine criteria
- ✓ Consultations with our SEO and Paid Ads experts
- ✓ GUARANTEED front page listings on the major search engines
- ✓ KEYPOINT: Typically, our SEO will REDUCE your monthly expense, REDUCE your daily Paid ads budget over time and, most important, INCREASE your placement to Page 1 of the search engines!!

#### **6. What can I expect when I sign an Agreement?**

First of all, you can expect a simple “Agreement” authorizing us to proceed with your services. No fancy “legaleeze”, just a clear and forthright outline of what we will do, in what timeframe, our Guarantee, and what you will need to provide us to launch successfully. In addition, you will need to authorize payment. Once this simple process is complete, we will ask you to complete our “Client Questionnaire” (we are happy to assist you with this if you prefer”). From this point on, we work our magic on your site and begin delivering on our promise, typically ready to launch within a couple of weeks or less. .

#### **7. Do I get to approve the changes to my Website?**

Yes. As we complete the necessary coding we also will be developing the requisite content that you can review and approve. It is important to note that we will not change the “look and feel” of your Web site. We will be adding some content to your Home Page and adding additional “Landing Pages” to your site and Sitemap..

#### **10. What are contract terms?**

There are NO LONG TERM CONTRACTS. We require a one-time, upfront charge and a recurring monthly fee for maintaining the account. Sometimes we do require a 3 Month Minimum, but we usually let our clients decide month to month whether they are happy with us or not. We ALWAYS try to provide enormous value for what we do.

#### **11. Do I need to fire my Webmaster?**

No. We can, and do, work along with your Webmaster to optimize your Web site. SEO is a specialized skill set rarely found in typical Web site designers.

**12. If there is no contract, what's included in my Agreement?**

Very simple terms, upfront and understood by all parties:

- Our Responsibilities
- Your Responsibilities
- Payment Terms
- Defaults

**13. Why is there a payment upfront?**

We require payment upfront simply because there is a significant effort on our part including time, expertise and resources to ensure your success. This is the bulk of the work that typically costs thousands more from our competitors. Also, you can sometimes split the upfront payment into 2 payments if you wish.

**14. Can I upgrade my plan to further improve my results?**

Yes. Many clients do as they achieve the first level of success. It's easy to do and only requires a call to your Account Manager to initiate. You only pay the difference between your current level and your new level. Again, NO CONTRACTS are necessary.

**15. Can I cancel at any time?**

Yes. It rarely happens as we maintain an industry-leading 95% retention rate. We have NO LONG-TERM CONTRACTS. We like to say that we EARN your business every 30 days! Clients love the increased business and the effect it has on their business.

**16. Does someone monitor my account routinely?**

Yes. And this is critically important to maintain your lead flow as the search engines change their criteria and we make sure you don't lose your momentum.

**17. Do you have successful clients in my industry?**

Yes. We have worked with over 10,000 clients and over 40,000 Web sites since the beginning and that includes just about any and every type of business, large and small, product or service, Web-based or bricks and mortar. We are long term experts!

Search Engine Optimization

**18. What is SEO?**

SEO stands for "Search Engine Optimization" and is the process of affecting the visibility of a website or a web page in a web search engine's UNPAID results -often referred to as "organic", "natural" or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the MORE VISITORS it will receive from the search engine's users, and these visitors can be converted into CUSTOMERS. SEO may target different kinds of search objectives. In simple terms, effective SEO gets you ranked on Page 1 of the search engines.

**19. What is difference between Organic vs PayPerClick (PPC) ads?**

When a search engine (Google, Yahoo, Bing, etc.) returns it search results, it gives you two types; organic and paid. Organic search results are the Web page listings that most closely

match the user's search query (keyword phrases) based on RELEVANCE. Also called 'Natural' search results, ranking high in the organic results is what SEO is all about.

Paid results are basically advertisements – the Web site owners have paid to have their Web pages display certain keywords, so these listings show up when someone runs a search query containing those keywords.

On a search results page, you can tell paid results from organic ones because search engines set apart the paid listings, putting them above or to the right of the organic results, or giving them a shaded background, border lines, or other visual clues.

In either case, RELEVANCE is the key point...the more RELEVANCE you have, the higher you rank whether, you pay or it's natural. SO, WHY PAY IF YOU DON'T HAVE TO!

If you are currently using Google PPC, you know that:

- ✓ You have a daily budget which expires when used up
- ✓ You have to manage the process on a daily basis OR pay someone 20% or so of your budget to manage for you
- ✓ You know that approximately 20% of people searching will click on an ad
- ✓ You know that your ad is only "live" until your daily budget expires (you don't have 24/7 visibility)
- ✓ You know that your PPC placement is based on your BID AMOUNT and your QUALITY SCORE and can vary greatly day-by-time even time of day
- ✓ You know that your ads are for GOOGLE ONLY, which is ONLY 60% of the search engine market (Yahoo and Bing, etc.)

Our Paid Ads cover the most cost effective platforms for your specific business.

Conversely, "Organic" or "Natural" search affords you the opportunity to tell YOUR COMPANY'S STORY using relevant content and keywords. If your site is OPTIMIZED and managed accordingly, you will gain Page 1 placement, get MAXIMUM VISIBILITY at the LEAST COST.

## **20. Why does SEO matter?**

SEO is a critical business strategy today simply because it provides maximum visibility for your company when prospects are searching for the types of products and services that your company offers. The overwhelming majority of people who search will click on those companies ranked on Page 1 of the search engines. In fact, 80% of searchers will click on the organic listing on Page 1 and only 20% will click on paid ads. This means, if your site is optimized with Full On Digital, potential buyers will click on YOUR LISTING ahead of your competitors!

## **21. What are the benefits to me of Organic SEO?**

Your competitors will do whatever it takes to get more business. More and more, companies are paying for business to get in on the action and reap the benefits of increased visibility. The costs for effective Pay per Click are going higher every day. GETTING TO PAGE 1 (COST EFFECTIVELY) IN ALL SEARCH ENGINES SHOULD BE YOUR PRIORITY!!

The benefits of Full On Digital's organic SEO services include:

- ✓ Lower Cost - typically, your costs will go down (if you're using PPC) and they are fixed
- ✓ Increased Credibility – Page 1 organic ranking companies have a perceived higher degree of trust and

authority than PPC ads

✓ Better Return on Investment (ROI) – once optimized with relevant content and keywords, your cost

goes down while your rankings still maintain and/or go up

✓ Maximum Relevance to Buyer – with the appropriate keywords tailored to YOUR BUSINESS, people

who click on your listing are “buyers” looking for your type of product or service ✓ Consistency – once you achieve the Page 1 ranking, our monitoring service ensures that you stay there and gives you complete visibility into your status at any time. You can choose to further increase your ranking by upgrading at your convenience.

✓ “Stickiness” – when you match keywords to buyer intent, this produces a more engaged prospect and,

statistically, they stay longer on your site, visit more pages and are more likely to return

## **22. Is SEO easy to do...can I do it myself?**

Certainly if you have the time and expertise. Some try, few, if any, have succeeded. Why? Because it's an ongoing battle to stay current with the multiple changes in search engine criteria as well as the specialized resources required to build and maintain Web site relevance that effectively tells your story to attract buyers. Specifically, expert resources are needed in 4 areas:

- Coding / HTML Formatting /WordPress
- Content Development
- Link Strategy
- Traffic Rank There are multiple skill sets involved in each of these competencies. We have experts built around these components and have mastered SEO...that's why we are confident in our results!

## **23. Tell me about White Hat vs. Black Hat techniques?**

SEO techniques can be classified into two broad categories:

- Techniques that search engines recommend as part of good design (White Hat)
- Techniques that search engines do not approve (Black Hat) White Hats tend to produce results that last a long time whereas Black Hats anticipate that their sites may eventually be banned either temporarily or permanently once the search engines discover what they are doing. Full On Digital employs ONLY White Hat techniques.

An SEO technique is considered white hat if it conforms to the search engine's' guidelines and involves no deception. As the search engine guidelines are not written as a series of rules or commandments, this is an important distinction to note. White hat SEO is not just about following guidelines, but is about ensuring that the content a search engine indexes and subsequently ranks is the same content a user will see. White hat advice is generally summed up as creating content for users, not for search engines, and then making that content easily accessible to the spiders, rather than attempting to trick the algorithm from its intended purpose. White hat SEO is in many ways similar to web development that promotes accessibility, although the two are not identical.

Black hat SEO attempts to improve rankings in ways that are disapproved of by the search engines, or involve deception. Search engines may penalize sites they discover using Black Hat methods, either by reducing their rankings or eliminating their listings from their databases altogether. Such penalties can be applied either automatically by the search engines' algorithms, or by a manual site review. Full On Digital will NEVER employ Black Hat techniques!

#### **24. Will SEO work for my small business?**

If you can get customers it clients online then Yes, probably. And it's a critical component to help grow your business and compete in your market. Why?

- SEO, and the techniques employed to improve SEO, works and is proven
- SEO will continue to work effectively based on the way search engines are developing
- SEO is cost-effective compared to all other online marketing tactics
- Search Engines now provide between 80-90% of buyer research, you need to be visible
- Growth of mobile bandwidth will lead to expanded SEO techniques and visibility for your company
- Your Web content and, thus, your relevance is critical to your visibility
- Your competitors are doing it and will ultimately bury you when they become proficient

#### **25. How do I get started?**

Ask us for a Web site analysis to determine your current state. We'll review this report in detail with you so you completely understand how your current site is performing - and it will serve as our baseline for delivering on our promise. We then help you complete a simple Questionnaire to determine 3 things:

➤ Budget – Comparison vs PPC? How to increase your visibility for less cost? ➤ Competition – who are your targeted competitors? How many competing pages? ➤ Goals – what are you trying to accomplish short term and long term? After completion of the Questionnaire, we will recommend a level of service best for you. Our prices are always published on our Web site, never any "hidden" charges or surprises. Once the above is completed, you are on your way to MORE VISIBILITY WITH LESS COST!

#### **26. What do I have to provide to get started?**

It's easy. You just have to request an analysis, we will determine the appropriate level of service, you approve the Agreement, and then fill out our Questionnaire that will guide the optimization. That's all we need to start the process.

#### **27. Will SEO get me more business?**

SEO will get you more VISITORS to your site with interest in your type of product or service. It is up to you to CONVERT those visitors into buyers. For example, if you typically get 20 visitors per day to your site and you convert 10% of them, you get 2 new customers per day. Imagine if you get 100 visitors to your site and convert 10% of them...that's 10 new customers per day. What business would not want that? More visibility = More opportunity = More customers!!

#### **28. Can you improve my website?**

Yes. Our SEO service will make initial improvements to your site to get you Page 1 ranking. We can also help with enhanced Web site improvements as you deem necessary.



**29. What if I've been penalized by Google...can you still help?**

Yes. However if it is determined that your site has been compromised (i.e. virus, hacked, penalized, etc.) your placement will take longer to obtain and we may not be able to offer the guarantee to you. It will STILL WORK, but it just may take a little longer to get you out of the penalty box.

**30. Can I see my current Google ad results?**

Yes. We will review this with you or show you how to monitor going forward.

**31. Can you get me on Page 1?**

Yes. Of course, that is what we do.

**32. Can I achieve multiple front page listings?**

Yes. That is our goal and you can always upgrade for even more Page 1 rankings.

**33. How long will I stay on Page 1?**

Your monthly subscription will ensure that you stay on Page 1. That is our promise as long as you maintain your subscription. We continually monitor your site (and the search engine changes) to ensure your placement.

**34. What about the other search engines?**

We treat all of the major search engines equally as they are all important to your visibility.

**35. Is organic search better?**

Well, our Paid ads are FANTASTIC and FAST. Organic search is slower, but it is the best way to reduce your dependence on paid ads. So the long term goal would be to focus more on SEO, over time to still maintain your growth plans.

And think about it - How often do you click on the ads when you search? Organic is what people are looking for, paid search and social media search simply puts things in front of people who may or may not be seeking what you offer. We know that "x" amount of people are looking for "y" every day. So if we can get you in front of those people, you have a much greater opportunity to create a buyer with a better overall ROI.

Specifically, organic search is better due to:

- ✓ Lower Cost - typically, your costs will go down (if you're using PPC) and they are fixed
- ✓ Increased Credibility – Page 1 organic ranking companies have a perceived higher degree of trust and authority than PPC ads
- ✓ Better Return on Investment (ROI) – once optimized with relevant content and keywords, your cost goes down while your rankings still maintain and/or go up
- ✓ Maximum Relevance to Buyer – with the appropriate keywords tailored to YOUR BUSINESS, people who click on your listing are "buyers" looking for your type of product or service
- ✓ Consistency – once you achieve the Page 1 ranking, our monitoring service ensures that you stay there and gives you complete visibility into your status at any time. You can choose to further increase your ranking by upgrading at your convenience.
- ✓ "Stickiness" – when you match keywords to buyer intent, this produces a more engaged prospect and, statistically, they stay longer on your site, visit more pages and are more likely to return

### **36. Will you help me develop relevant content?**

Yes. Every Full On Digital Marketing Package includes new and relevant content as well as new “Landing Pages” that we add to the site. These pages MAY NOT appear on the Home Page menu or navigation. We add them to what is called the “Sitemap”, where every page of the site appears in a listing. The search engines follow a link

to the Sitemap, typically at the bottom of the Home Page, and they see all of the new pages we’ve created. They can also see these pages via a different type of Sitemap called an “XML Sitemap”. Think of the Sitemap as being a roadmap for the search engines to follow – AND WE’RE DIRECTING THEM TO WHAT NEEDS TO BE SEEN!

After we have received your Questionnaire and we’ve performed the keyword research, we will send you what we feel is the BEST FOCUS for your campaign, for your approval. You will see a list of page titles, one for the Home Page first followed by however many Landing Pages are included in your service level. These Landing Pages are what increase your RELEVANCE for various keyword phrases. The Home Page will also bring new placement but, specifically, it’s the Landing Pages that do the heavy lifting because there are so many of them that are RELEVANT. People will actually LAND on these pages and they will then get the full experience of the Web site and can easily navigate to any other page on the site. They can click their back button and get back to the page they entered on but it will not be part of the main menu or navigation that previously existed.

### **37. Will you help me with keywords and keyword phrases?**

Yes. When you complete your Questionnaire, we learn all about your business and its goals and objectives. We identify initial keyword phrases that YOU FEEL are significant to your business, your business segment and your competition. We then, through extensive research by our SEO experts, determine multiple additional keywords and phrases that become part of your optimization.

### **38. Will SEO affect my link strategy?**

No, but we can point out the shortcomings. Your LINK STRATEGY is an important component to your Web site RELEVANCE. Link Popularity is the amount of quality, inbound links to your site. When someone (a partner or affiliate?) links a site to yours, it’s very much like a vote for your site. This vote is just like a vote in an election – get the most votes and you win! It’s important to note that these links are graded based on whether or not they are related to your industry/profession and the quality of the site linking to you.

Types of links include:

- Inbound Links – having an inbound link from a quality site is your best link and having this link established on your Home Page is even better
- Reciprocal Links – exchanged links with partners/affiliates is best
- Chain Links – if you have numerous associates that you can establish a linking relationship with this is best, as in A links to site B, site B links to C, site C links to site D, and site D links BACK to site A Our SEO service DOES NOT affect your current link strategy. We can assist you with your link strategy if you wish.



### **39. When do I quit PPC?**

After optimization, it is best to maintain your Google account until you have reached the amount of Web site traffic acceptable to you from your Page 1 rankings. You may also continue your Google Ads in combination with your SEO (obviously, at a much lower spend rate) to further maximize your Web visibility.

### **40. When will I see the ranking results you promise?**

Typically, 60-90 days after your optimization, sometimes sooner.

### **41. Can I monitor my own results?**

Yes. We will show you how to monitor your results daily.

### **42. Will my site also be optimized for mobile devices?**

Yes. As long as it's "responsive" and built for mobile users. We will make recommendations during the optimization process.

### **43. What exactly does Google look for in their rankings?**

The Web sites that Google ranks on the 1st page of its search results for any given search terms are the ones that they consider to be the most relevant and useful. They determine this by using a complex algorithm (mathematical process) which takes into account over 200 factors:

- Domain Factors
- Page Level Factors
- Site Level Factors
- Backlink Factors
- User Interaction
- Special Algorithm Rules
- Social Signals
- Brand Signals
- On-Site Webspam Factors
- Off-Page Webspam Factors

There is tremendous complexity in gaining Page 1 ranking and the reason why Full On Digital SPECIALIZES in this unique "science", and has an unparalleled record of success!

### **44. Do Google's (and Yahoo and Bing) search criteria change?**

Yes. In a recent year there were over 500 changes to their algorithm! Your monthly monitoring fee enables us to integrate the various changes necessary to maintain your Page 1 rankings.

### **45. What are my competitors doing?**

Plenty. They are fighting you "tooth and nail" for Web site traffic and, in many cases, are outspending you for Google ads (remember, less than 20% of people click on the ads, and they abandon the site faster than from organic search!) It behooves you to be smarter and more relevant by maximizing your SEO and gaining organic Page 1 ranking. Not only will you get MORE VISIBILITY FOR LESS COST, but you will also be pushing them down in any search engine rankings. That's' how you bury your competitors!

### **46. Why is my current site ranked so low?**

The search engines, specifically Google, have complex and specific criteria they use to rank your site. In essence "the stars must align" in order to rank you on the prime spot...Page 1. More specifically, "relevance" is key to a top ranking and the key components (and the primary expertise of Full On Digital) are:

- Coding
- Content

- Link Strategy
- Traffic Rank Your optimization through Full On Digital addresses each of these components in detail to ensure your Page 1 ranking!

**47. Will SEO alone improve my business?**

SEO will bring you more visibility (site traffic) for less cost than Pay-Per-Click and, if you are able to convert visitors to leads, and leads to buyers, your business will improve. It is the essential foundation of an effective and efficient internet marketing program. Many of our 10,000+ clients enjoy this visibility and it has significantly improved their business.

Depending on the size and complexity of your business and its product/service types, Full On Digital can help in any additional internet marketing initiatives