

The Race is on!

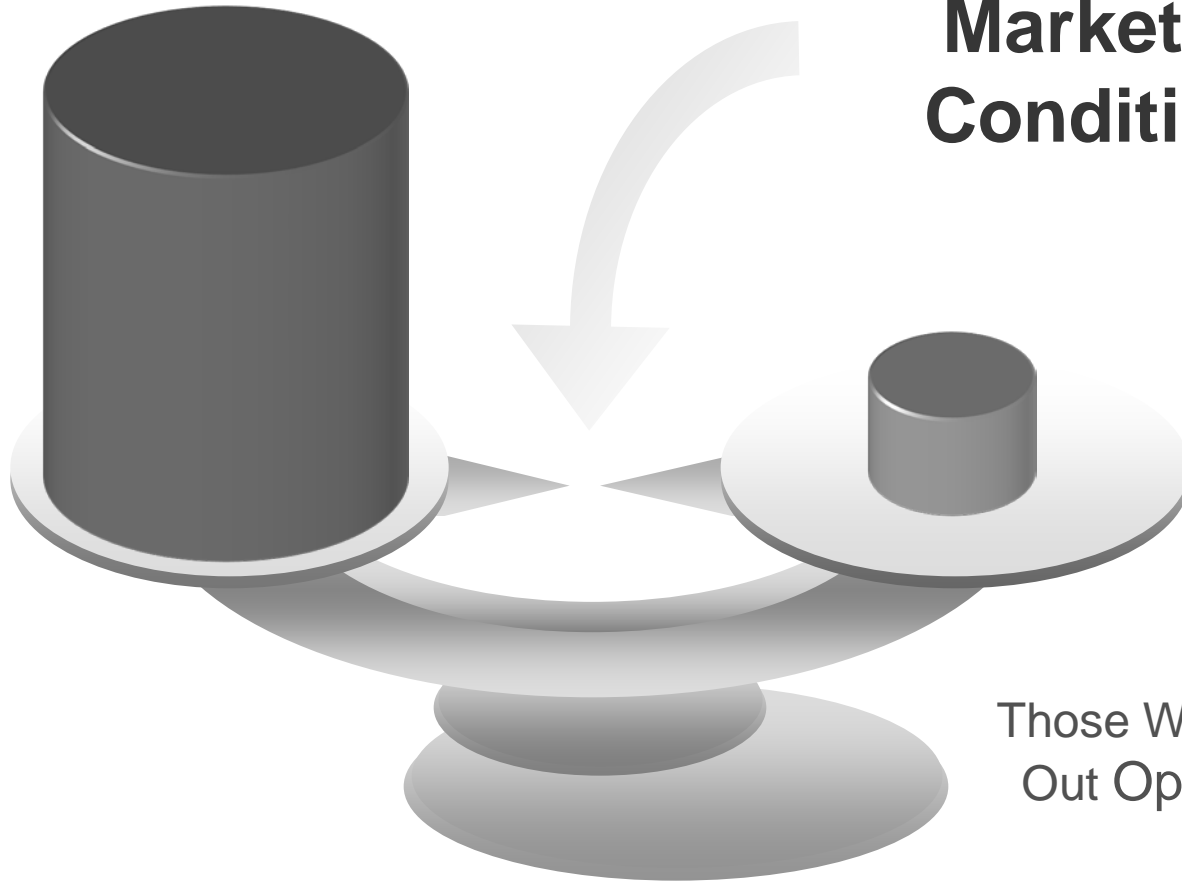
WILL YOU SURVIVE
2009's CHALLENGING
MARKETING TIMES?



CHALLENGING TIMES BRINGS OPPORTUNITIES

Those Who Hope Something Changes.

**Economic
Marketing
Conditions**



Those Who Will Seek
Out Opportunities!

WHICH ONE ARE YOU?



ECONOMIC CHALLENGES VS. OPPORTUNITY

CHALLENGES

**BUDGET
CUTS**

**LESS
CONVERSATIONS**

OPPORTUNITY

SEO

**MORE
CONVERSATIONS**



SO...WHAT IS A CONVERSATION?



NEW LEAD

PH INQUIRY
from web site

SEMINAR
sign up

WEB FORM
completed online form

SALES ORDER



WHAT IS SEO?



SEO OPTIMIZATION is the process and practice of optimizing your website so that it ranks well on search engine results pages. When someone types a word or phrase into search engines (like Google) looking for your product or services, you need to appear on the first or second page of the search results.

If your website doesn't appear in the first two page results, it's invisible to the world.



TOP REAL ESTATE KEYWORDS

Keywords	Advertiser Competition [?]	Approx Search Volume: November [?]	▼ Approx Avg Search Volume [?]
Keywords related to term(s) entered - sort by relevance [?]			
real estate		124,000,000	124,000,000
real estate agent	TOP REQUESTED REAL ESTATE KEYWORDS SEARCHES.	5,000,000	7,480,000
real estate search		5,000,000	7,480,000
buying real estate		11,100,000	4,090,000
selling real estate		11,100,000	4,090,000
real estate condo		9,140,000	2,740,000
real estate agents		1,500,000	1,500,000
arizona real estate		1,220,000	1,220,000
commercial real estate		823,000	1,220,000
florida real estate		1,000,000	1,000,000
real estate sale		550,000	823,000
lake real estate		550,000	673,000
real estate for sale		450,000	673,000
real estates		74,000	673,000

GOOGLE SEARCH FOR "Chicago Real Estate"



chicago r	
chicago reader	3,240,000 results
chicago restaurants	3,700,000 results
chicago real estate	3,440,000 results
chicago ridge mall	384,000 results
chicago radio stations	582,000 results
chicago rush	679,000 results
chicago restaurant guide	476,000 results
chicago red eye	1,140,000 results
chicago radio	12,400,000 results
chicago river	3,690,000 results
	close

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)



chicago real estate

Search

[Advanced Search](#)
[Preferences](#)

Web [News](#)

Results 1 - 10 of about 1,880,000 for [chicago real estate](#).

Chicago Real Estate Sponsored Links
www.DreamTown.com Find up to date Chicago real estate listings in over 180 neighborhoods!

Chicago Real Estate
www.coldwellbankeronline.com See IL, IN, MI, WI Real Estate Find Many Photos and Detailed Info.

Find Chicago Real Estate
www.ChicagoHomeEstates.com Find 100k+ Chicago Listings. Plus the Expertise of 25yrs! Search Now.

Sponsored Links

R+D 659 Chicago Condo
 The West Loop's Hottest New C
 Great views. From the low \$200
www.rd659.com

Chicago MLS Home Sea
 Search all Windy City Neighbor
 and Make Finding a Home a Br
www.GreatChicagoHome.com

StartingPoint Realty, Inc
 Chicagoland Real Estate Agen
 Dedicated to First Time Home E
www.startingpointrealty.com
 Chicago, IL

Ready Real Estate
 110,000 Chicagoland listings, w
 Pics. Cash Rebates and Agent:
www.readyrealestate.com
 3257 N Sheffield Avenue, Chica

Find 47,585 results for [chicago real estate](#)

Location

Remember this location

This is where you want to be!

Chicago Real Estate and Homes | **Chicago** Lofts, Condos and ...

Chicago Real Estate team with 1000s of pictures of homes and lofts for sale from the Chic:
Homes and properties for sale.

www.greatchicagorealestate.com/ - 33k - [Cached](#) - [Similar pages](#) -

Chicago real estate listings and new homes for sale from the ...

Interactive guide features listings, closing prices, and community profiles.

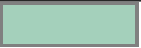









www.chicagotribune.com/classified/realestate/ - 202k - [Cached](#) - [Similar pages](#) -

Chicago Real Estate Search Engine | **Chicago Real Estate** Listings ...

Chicago real estate search engine. Real time Chicago real estate listings. Our comprehensive database is updated daily, and supported by first-class real ...

www.dreamtown.com/ - 51k - [Cached](#) - [Similar pages](#) -

OF MONTHLY SEARCHES FOR “CHICAGO REAL ESTATE”

chicago real estate		673,000	673,000
chicago illinois real estate		301,000	301,000
chicago il real estate		135,000	110,000
chicago real estate search		49,500	74,000
real estate agent chicago		49,500	74,000
chicago real estate agents		9,900	14,800
real estate in chicago		9,900	12,100
chicago real estate commercial		4,400	9,900
chicago real estate sale		1,300	6,600
chicago real estate for sale		1,000	5,400



PPC VS ORGANIC SEARCH

Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; keywords' performance history, use the Traffic Estimator within the appropriate ad g

Average CPC: **\$4.91** (at a maximum CPC of \$7.61)

Estimated clicks per day: **0** (at a daily budget of \$7.61)

Maximum CPC:	<input type="text"/>	Daily budget:	<input type="text"/>	<input type="button" value="Get New"/>
Keywords	Search Volume	Estimated Avg. CPC		
chicago real estate	<input type="text"/>	\$0.00 - \$5.30		
Search Network Total		\$0.00 - \$5.30		

**\$4.91 (minimum) X 673,000 Monthly Searches =
\$3,304,430.00 !!!**



LET'S LOOK AT SEO ROI with a Web Marketing Calculator

Calculating ROI : Website Optimization

What is the value of SEO? Optimizing your website for top rankings will generate new business. Our Exclusive Interactive SEO ROI Calculator is designed to estimate your return on investment when implementing a SEO campaign. Plug in the numbers and see how SEO changes your profits, along with the present and future value of your business.

CURRENT WEBSITE STATISTICS

Total Average Monthly Visitors

5000

Average Number of Monthly Visitors your website gets. Look at your web site analytics to get this information.

Conversations

10 %

Human traffic conversions. A conversation is represented by an "action" taken by your website visitor. This could be a telephone call to your business from a visitor on your contact page, a form filled out, a file download from your website, a webinar registration, raw impressions, or some other "call to action" that you consider valuable to the sales process. . (A strong website converts at 20%. An average website converts at 10%) What percentage of your human traffic converts into sales prospects, or leads?

Value of a Successful Conversation

\$

2000

Your value is the dollar amount of a sale, or any other dollar value associated with a conversation. (WE can also show you ways to increase your website conversations!)



WEBSITE STATISTICS AFTER OUR SEO OPTIMIZATION

Website Visitor Increase

30 %

SEO Optimization will increase my website visitors by what percentage? Your website traffic will continuously grow over time. Each website is different; therefore each SEO Optimization will be different. We suggest a conservative percentage of 30%

Conversation Increase

10 %

After website improvements, how many more conversations will your website generate?

Estimated SEO Optimization Cost

\$

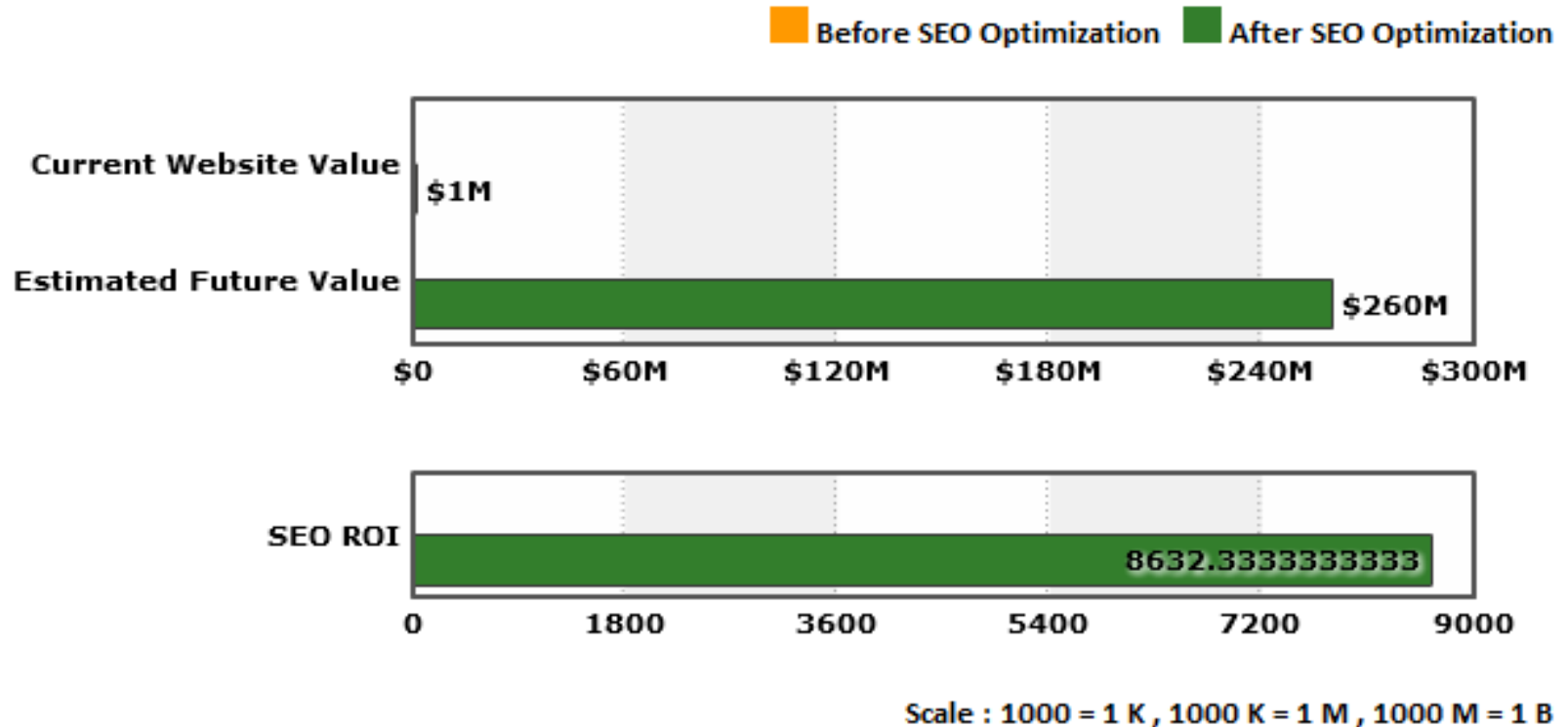
30000

This is an annual estimate number. This number will vary depending on the scope of the SEO Optimization project.



WHAT IS YOUR NEW COMPANY VALUE AND ROI?

Estimated Impact of SEO Optimization



Current Website Value / Before SEO	\$	1000000
New Website Value / After SEO	\$	260000000
SEO ROI	%	8632.333333333333

Email SEO ROI Results to a friend or yourself!

Email

(If you enjoyed our Exclusive SEO ROI Calculator, share it)

Thank You!

Randi Thornton

SEO Google Guru for PCMS
Consulting

SEOGoogleGuru.com

