



**MarketSense**

*create: loyal customers*

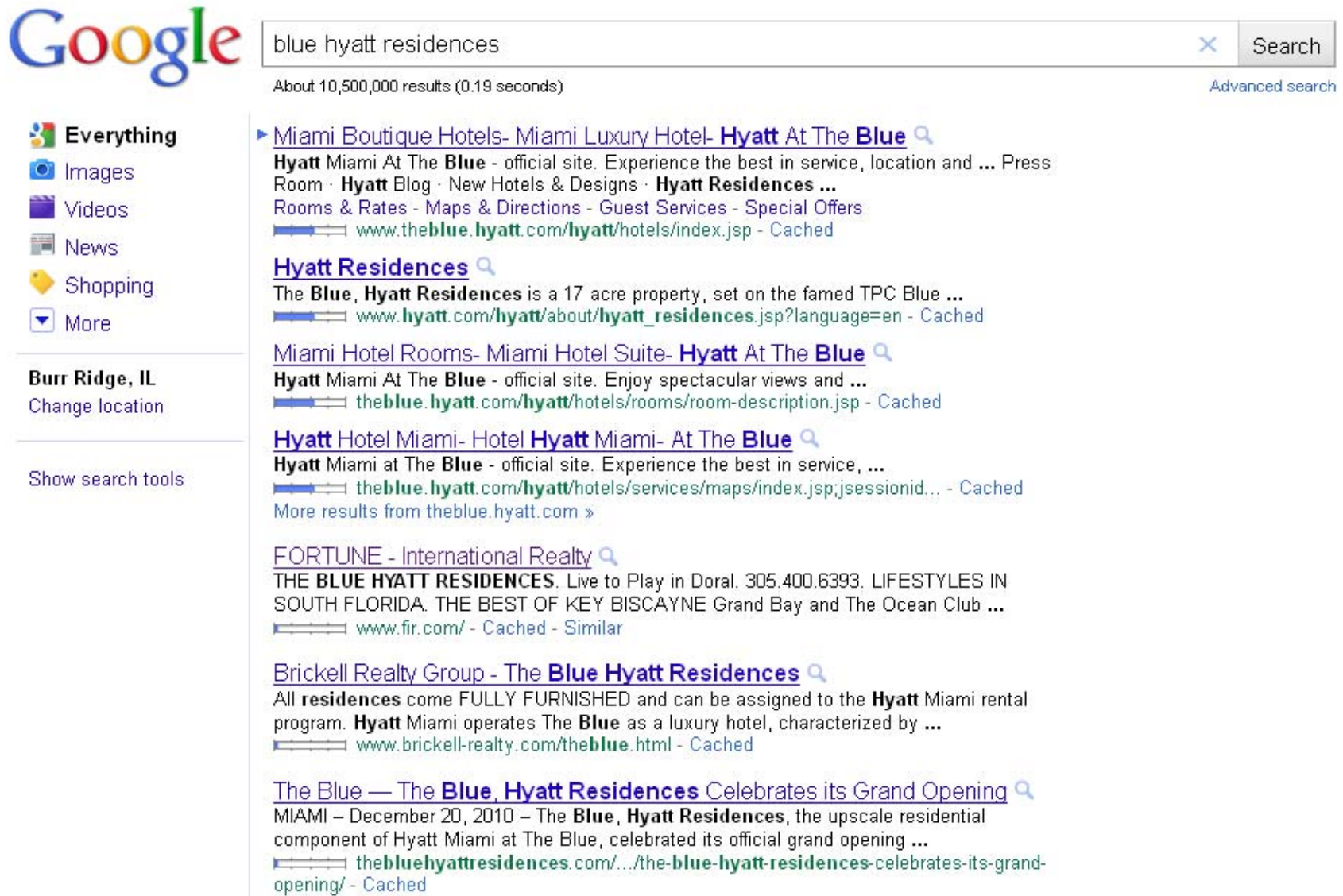
**Search Engine Optimization Proposal**  
**Fortune International**  
**5/25/11**

**TheBlueHyattResidences.com**

# Background

- Fortune International is looking to improve the organic search rankings on one of its properties: [www.TheBlueHyattResidences.com](http://www.TheBlueHyattResidences.com)
  - Currently 80% of the traffic is from PPC
- The site design is fairly new – built on a WordPress template
- Google Analytics implemented April 2011 (approx 3100 unique visitors April 23-May 23)
- Site is translated into Spanish
  - Of note: significant traffic from South America (2 referring sites are Spanish language sites)
- Page count : 46 pages (24 are English, 24 Spanish)
- No current tags and minimal inbound linking
- PPC program is in place
- Some confusion with Hotel Blue & The Hyatt at the Blue (hotel on property)
  - 50% bounce rate on site indicates likely confusion for visitors
- The site is mobile friendly but not optimized for mobile access
  - Droid:
  - iPhone:
  - Blackberry: renders fairly well, difficult to navigate

# Brand Search Results



The screenshot shows a Google search interface with the query "blue hyatt residences" entered in the search bar. The search bar includes a close button (X) and a "Search" button. Below the search bar, it indicates "About 10,500,000 results (0.19 seconds)" and a link to "Advanced search".

On the left side, there is a sidebar with navigation options: "Everything", "Images", "Videos", "News", "Shopping", and "More". Below these is a location filter set to "Burr Ridge, IL" with a "Change location" link, and a "Show search tools" link.

The search results are listed below the sidebar. The first result is titled "Miami Boutique Hotels- Miami Luxury Hotel- Hyatt At The Blue" with a magnifying glass icon. The snippet describes the official site and lists links for "Hyatt Miami At The Blue", "Hyatt Blog", "New Hotels & Designs", "Hyatt Residences", "Rooms & Rates", "Maps & Directions", "Guest Services", and "Special Offers". The URL is "www.theblue.hyatt.com/hyatt/hotels/index.jsp" and it is marked as "Cached".

The second result is titled "Hyatt Residences" with a magnifying glass icon. The snippet states "The Blue, Hyatt Residences is a 17 acre property, set on the famed TPC Blue ...". The URL is "www.hyatt.com/hyatt/about/hyatt\_residences.jsp?language=en" and it is marked as "Cached".

The third result is titled "Miami Hotel Rooms- Miami Hotel Suite- Hyatt At The Blue" with a magnifying glass icon. The snippet describes the official site and mentions "Enjoy spectacular views and ...". The URL is "theblue.hyatt.com/hyatt/hotels/rooms/room-description.jsp" and it is marked as "Cached".

The fourth result is titled "Hyatt Hotel Miami- Hotel Hyatt Miami- At The Blue" with a magnifying glass icon. The snippet describes the official site and mentions "Experience the best in service, ...". The URL is "theblue.hyatt.com/hyatt/hotels/services/maps/index.jsp;jsessionid=..." and it is marked as "Cached". Below the snippet is a link "More results from theblue.hyatt.com »".

The fifth result is titled "FORTUNE - International Realty" with a magnifying glass icon. The snippet describes "THE BLUE HYATT RESIDENCES" and mentions "Live to Play in Doral. 305.400.6393. LIFESTYLES IN SOUTH FLORIDA. THE BEST OF KEY BISCAVNE Grand Bay and The Ocean Club ...". The URL is "www.fir.com/" and it is marked as "Cached - Similar".

The sixth result is titled "Brickell Realty Group - The Blue Hyatt Residences" with a magnifying glass icon. The snippet states "All residences come FULLY FURNISHED and can be assigned to the Hyatt Miami rental program. Hyatt Miami operates The Blue as a luxury hotel, characterized by ...". The URL is "www.brickell-realty.com/theblue.html" and it is marked as "Cached".

The seventh result is titled "The Blue — The Blue, Hyatt Residences Celebrates its Grand Opening" with a magnifying glass icon. The snippet mentions "MIAMI – December 20, 2010 – The Blue, Hyatt Residences, the upscale residential component of Hyatt Miami at The Blue, celebrated its official grand opening ...". The URL is "thebluehyattresidences.com/.../the-blue-hyatt-residences-celebrates-its-grand-opening/" and it is marked as "Cached".

# Summary

- We believe that there is a substantial opportunity to improve the organic search rankings of TheBlueHyattResidences.com
  - Keyword integration into content
  - Site tags (Title, meta, alt, etc)
  - Inbound link development
  - Content enhancement
- Improved visibility will work to increase relevant organic traffic and improve quality scores for PPC campaigns (more traffic at less cost)

# SEO Research/Analysis/Strategy

- Keyword Strategy Development
  - Factors/inputs:
    - Search volume
    - Relevance
    - Competitiveness
    - Performance in paid search
    - Site analytics data
- Benchmarking
  - Competitive link profile analysis
  - Competitive ranking analysis
  - Natural search traffic performance
- Technical/Architectural/Content Assessment
  - Site organization
  - Crawlability
  - Footprint Consolidation
    - URL consolidation
    - Duplicate content
  - Tags
  - Content
  - Internal linking structure
  - Internal anchor text

# SEO Strategic & Tactical Plan

- Keyword strategy
- Content strategy
- Short and long-term recommendations for enhancing
  - Inbound link profile (external links)
  - Internal link structure
- Recommendations for addressing technical issues
- Recommended improvements to conversion process
- Recommended changes to analytics setup
- Prioritized implementation plan

# SEO Strategic & Tactical Planning

## Keyword Landscape Map

Broad Category Terms

Software  
("auto dealer software")

Dealer Management  
("auto dealer management")

Core Business Terms

Inventory Management  
("auto inventory management")

Related Terms

General Information  
("used car market")

Auto Inventory  
("automobile inventory")

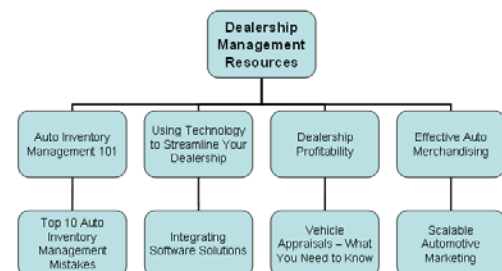
Profitability  
("dealership profitability")

Score Table

Keyword	DIFFICULTY SCORE	Broad Search Volume Monthly	Exact Search Volume Monthly	Relevance	Priority
auto inventory management	47%	320	110	high	1
auto inventory software	50%	590	170	high	1
automotive inventory management	42%	210	110	high	1
automotive inventory software	41%	210	140	high	1
car inventory software	41%	320	140	high	1
auto dealer inventory management	50%	91	28	high	2
auto dealer inventory management					2
auto dealer inventory software					2

Content Enhancement Strategy

## Content Enhancement Strategy Sample Content Plan – Thought Leadership Section



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## Link Profile Analysis

The amount and quality of inbound links (links from other sites) are critical factors in how well a site ranks in natural search engine rankings. This chart shows:

- Total number of external links that are followable by search engines
- How many different sites these links represent (*Linking Domains*) and how diverse these site are (*Linking C-Blocks*)
- How much authority these links are giving to the home page (*Page Authority*) and to the site overall (*Domain authority*)

Site	Total Links*	Domain Authority	Home Page Authority	Linking Domains	Linking C-Blocks	Linking Domain Diversity
V Auto Inc	10,486	42/100	54/100	380	87	...
Dealership						
Financing						

## Link Profile Analysis – Anchor Text Distribution

Anchor Text	Number of Linking Root Domains Containing Anchor Text	Number of Links Containing this Anchor Text
www.vauto.com	334	455
vauto	26	819
[No Anchor Text]	12	2,385
vauto.com	6	20
http://www.vauto.com	5	9
vauto inc		
http://www.vauto.com		
[No Anchor Text]		
vauto live n		
vauto		
www.vauto.com		
velocity from		
used car pi		
tain capital		
real deal		

Includes all phrases with contained in more than 5 links

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## Assessment – Local Search Presence

**V Auto Inc**  
2221 Camden Ct. #210  
Oak Brook, IL 60521-4007  
(630)910-2000  
vauto@vauto.com  
vauto.com

**Listing Score:**  
This listing is 10% complete.  
What does this score mean?

Get the business information you expected to see?

**Google**  
You have not claimed this listing on Google.  
Claim your listing >  
View additional details >

**yelp**  
Business listing not found on Yelp.  
Add your listing >

**bing**  
You have not claimed this listing on Bing.  
Claim your listing >  
View additional details >

**YAHOO!**  
You have not claimed this listing on Yahoo.  
Claim your listing >  
View additional details >

**Best Web**  
Business listing not found on Best Of The Web.  
Add your listing >

**Hotfrog**  
You have not claimed this listing on Hotfrog.  
Claim your listing >  
View additional details >

We need to fully claim and leverage local pages.

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# Initial Implementation

- Content and tag edits
  - Develop tags for 15 pages
  - Copy edits to six pages
  - Develop two new pages
- Initial directory submissions
- Technical adjustments

# SEO Monitoring and Development

- Quarterly reporting/monitoring
- Ongoing optimization
  - Ongoing content edits/enhancements
  - Additional content/tag edits as warranted
  - Recommendations for inbound link development

# Project Estimate

	Fees	Materials	Total
<b>I. Search Engine Optimization</b>			
A. SEO research and recommendations	\$5,500	\$1,000	
B. Implementation	\$5,300		
C. Quaterly review and updates @ 2	\$4,000		
D. Project management	\$1,500		
	<hr/>		
	\$16,300	\$1,000	\$17,300
 <b>Total</b>	 \$16,300	 \$1,000	 \$17,300

## Notes

Initial deposit: \$3500 due at contract signing. To be applied to final project invoice.

Estimated costs due monthly as incurred.

Materials fees - estimated costs for outside directory placements for link enhancements.

Any changes to the program scope will be estimated and approved before work commences.

## Optional

Spanish optimization: MS to provide English content in Word, FI to translate, MS to implement - \$1500

Design review and recommendations: \$3500

Mobile enhancements: review and recommendations - \$ 2750

# Project Timeline

- Research and recommendations: 3 weeks
- Implementation: 3 weeks

# Questions & Next Steps