

be seen – get top ranking search results for your business

# Google

## SEARCH ENGINE OPTIMIZATION

INCLUDING SOCIAL MEDIA & VIDEO SEO & MARKETING  
**BASED ON GOOGLE'S NEW SEO RULES FOR 2012**

1/1/2012  
BANGKOK VIDEO PRODUCTIONS  
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**WWW.BANGKOKVIDEOPRODUCTIONS.COM**

Bangkok Video  
Productions .com

For Bangkok &  
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## SEARCH ENGINES THREE KEY PROCESSES

**Crawling:** Do Search Engines know about your site? Can they find you?

**Indexing:** Can Search Engines Index your site?

**Serving:** Does the site have good & useful content that is relevant to the user's search?

## VIDEO SEARCH RESULTS

YouTube is the 2<sup>nd</sup> largest search engine after Google.

**3 BILLION** people a day search YouTube.

It also happens to be owned by YouTube. So having videos are imperative to SEO.

## SOCIAL MEDIA ENGAGEMENT

Social Media Engagement is a unique way to "shout out" and bring instant results.

Social Media Engagement turbo-charges the first months of

SEO by targeting local interest groups.

# SOCIALLY INTEGRATED SEARCH ENGINE OPTIMIZATION & MARKETING FOR BUSINESS



- **Money Back Guarantee** - No measurable growth? Your money back.
- **Monthly Reporting** - Detailed report each month with full work log, keyword analysis & more
- **Legitimate SEO** - We won't risk your website's standing with Google like other companies may. There are no short-cuts with SEO, just hard & smart work building authority to your website naturally.

## GOOGLE HAS CHANGED THE SEO RULES FOR 2012

In keeping up with internet trends, every year Google releases its **PANDA** update. This is a report on how Google has changed its search results algorithm & what you need to know to get & keep top search results positions. Whilst most reports focus on what Google is down-ranking (such as low quality link building) We are focused on what Google has given prominence to "**Blended Search Results**" with a very strong focus on incorporating both video-content & social media content into search results.

## BY HAVING A SEO OPTIMIZED VIDEO IN GOOGLES INDEX. YOU WILL BE 53 TIMES MORE LIKELY TO APPEAR ON THE FIRST PAGE SEARCH RESULTS.

You may already have noticed over the past year the gradual inclusion of video & SM in search results as Google fine-tuned this new strategy, (Bing & Yahoo will also do this in 2012) Well now its official & has been given priority status. BUT your social media & video must be first be Search Engine Optimized for Google to include it. You must submit video site-maps & optimize all texts & Meta-tags. Your Social Media pages must also be optimized – And this is what we do! And we are very good at it too.

JENNY.BALEE@BANGKOKVIDEOPRODUCTIONS

## WE CREATE INTEGRATED CAMPAIGNS.

Traditional SEO takes time to take effect. A 3 month campaign is the minimum required for ongoing effect but an Integrated campaign that uses video and social media can boost early results and heightens your immediate visibility.

## A GOOD VIDEO CAMPAIGN HAS 3 ELEMENTS

- **NOVELTY FACTOR** – Something unique that distinguishes your brand.
- **TELLS A STORY** – Everyone loves a good story and good stories uses emotion to sell products and services.
- **HOOKS THE VIEWER & A CALL TO ACTION** – Give the viewers something irresistible that makes them take an action. Creating a good hook and turning viewers into customers is what it's all about.

## CONTACT US TO DISCUSS YOUR NEEDS

TEL: 038 186 335

## THE PROOF

A good SEO company should have good SEO results for their own company. We are a video production company, based in Pattaya. Check our own SEO results.

Our "sister software company" owned by us averages 5,000 YouTube views a day. More than 1.7 Million views so far.

[www.YouTube.com/4help2u](http://www.YouTube.com/4help2u)

Again -Check us out.

## VIDEO CHANNELS

We have a wealth of marketing research that is geographic, demographic and industry specific. We know how to reach and extend your customer base.

## EXTENSIVE COVERAGE

We place your videos in multiple social media and video channels both locally and internationally.

## CONTACT US

For more information on any of our products or services please visit us on the Web at:

[www.BangkokVideoProductions.com](http://www.BangkokVideoProductions.com)

## TRADITIONAL SEO SERVICE

	SOHO Less Competitive Industry	Local Business	Medium Business Competitive Industry	Large Business	Enterprise More Competitive Industry
Monthly Fees	15,000 THB	20,000 THB	30,000 THB	40,000 THB	55,000 THB
Contract Term (Months)	3	3	3	3	3
<b>Search Engine Optimization</b>					
Keyword Research	✓	✓	✓	✓	✓
Competitor Analysis	✓	✓	✓	✓	✓
Onsite Search Engine Optimization	3	6	10	20	25
Content Distribution	✓	✓	✓	✓	✓
Article Writing	2 / Month	3 / Month	5 / Month	7 / Month	12 / Month
Blog Writing / Posting	0	1 / Month	2 / Month	4 / Month	8 / Month
Press Release Creation & Distribution	0	0	1	1	2
Social Bookmarking + Incorporation	✓	✓	✓	✓	✓
Local Places Setup + Optimization	✓	✓	✓	✓	✓
Link Building	✓	✓	✓	✓	✓
Man-Hours	10 Hours / Month	15 Hours / Month	30 Hours / Month	40 Hours / Month	60 Hours / Month
Monthly Report	✓	✓	✓	✓	✓

We can customize our service for your specific requirements, especially within highly competitive industries where special-emphasis can give us the edge, also if you have a limited budget but want to get a more immediate result. Using Social Media Marketing and Video Marketing we can create "Spikes" that get fast results, but remember that only dedicated, long term SEO efforts will keep you highly visible.

## + WE ADD TO THIS

- VIDEO CREATION + VIDEO MARKETING**  
 We create specific purpose videos that are designed to present your business and highlight your features as well as viral videos that are crafted to receive exponential results. We then place these videos in all top local and geographically targeted video-sharing sites.
- SOCIAL MEDIA MARKETING**  
 We Create a database specifically relevant to your business of up to **500 targeted social media and local websites** and directly market your business within these sites & pages
- WE WILL CREATE YOUR SOCIAL NETWORK**  
 If you haven't built your Social Media Network yet, we will do that for you by creating your social media channels.

## WHY VIDEO & SM?

- NEW GOOGLE SEARCH RULES FOR 2012**  
 Each year Google updates their search algorithms to keep up with trends & this year two major changes are the added emphasis on video content & social media content to create "Blended Search Results". You may already have noticed video results appearing on the first search results page.
- VIDEO FOR SEO**  
 Having a video & SEO optimizing it gives you a 50x better chance of being on Search Results page One in Google (Source: Forester Research).
- SOCIAL MEDIA SEO**  
 Your Social Media sites are just like websites in that they can be optimized for SEO. Even more important now with new SM emphasis by Google.

# MAKING SENSE OF SOCIAL MEDIA JARGON

**NAME SEARCH** – We automate the process to check your SM name availability across more than 40 SM platforms.

**SITE CREATION** – Including Facebook, Google+, YouTube, Twitter, LinkedIn & up to 50 sites.

**PAGE & KEYWORD OPTIMIZE** – Page design, your profile, about us data & keyword placement for Optimal search engine results.

**META DATA CREATION** – Every image, app, tab, video & data is optimized with keyword tags

**CUSTOM PAGES** – Some SM sites allow you to create “Welcome” & other custom pages.

**OPEN GRAPH DISPLAY** – Adding SM to websites as an active app.

**UPDATES AUTOMATION** – Post once, display everywhere. Free & paid services are available.

**LINK & LIKE BUILDING** – Targeting geographic, demographic or industry sites & posting a viral campaign into them

**SOCIAL BOOKMARKING** – Digg, Delicious, Slashdot, Stumble upon etc. sites that turbo-charge SEO

**NETWORKING, PROFILE SITES** – LinkedIn, ZoomInfo, Friendster, Retaggr etc. Profiles for executives & business networking.

**CITATION BUILDING** – Online Directories to list your business.

**SEO TRAINING** – to help you get the best out of social media.

# + SOCIAL MEDIA SEO & MARKETING

## NEW SEO SERVICES

social media & video search engine optimization

	SOHO	Local Business	Medium Business	Large Business	Enterprise
Monthly Fees	Included	Included	Included	Included	Included
Contract Term (Months)	3	3	3	3	3
<b>Social Media Search Engine Optimization &amp; Marketing</b>					
Social Media SEO & Marketing Consulting	✓	✓	✓	✓	✓
Name search across social media platforms	✓	✓	✓	✓	✓
Social media site creation across platforms	4 Sites	6 Sites	10 Sites	25 Sites	50 Sites
Pages & Keyword Optimization	✓	✓	✓	✓	✓
Comprehensive Meta-data Creation	✓	✓	✓	✓	✓
Designing & Adding Extra Custom Pages	Optional Extra	Optional Extra	✓	✓	✓
Adding Open-Graph website display	Optional Extra	Optional Extra	Optional Extra	✓	✓
Social media sites updates automation	Optional Extra	Optional Extra	Optional Extra	✓	✓
Link & Like building campaigns	100 Sites	200 Sites	300 Sites	400 Sites	500 Sites
Social Bookmarking Campaign	2 Sites	5 Sites	10 Sites	15 Sites	20 Sites
Social Networking & Profile sites creation	2 Sites	4 Sites	6 Sites	8 Sites	10 Sites
Citation Building Campaign	10 Sites	15 Sites	20 Sites	25 Sites	30 Sites
Social Media SEO & Marketing Training	Intro Course	Intro Course	Intermediate Course	Intermediate Course	Advanced Course

- ON-LOCATION OR GREEN-SCREEN STUDIOS**  
 We can film your video's on-location, at your business or in one of our green-screen studios. We craft videos for specific purposes & can add animation & special effects to your requirements.
- SOME VIDEO TOPIC IDEAS FOR YOU**  
 Products & Services Presentations, Special Offer or Promotion, Top 10 FAQ's, Product Training, CEO or Executive Message, Tutorials, New Product or Service Release, Industry Advice (the expert), Customer validations & kudos, Viral video & lots more.
- WHY BANGKOK VIDEO PRODUCTIONS** Our Directors have been creating websites and providing dedicated Internet Marketing & SEO services in Thailand since 1997. We have a wealth of experience & knowledge available to us that few can match. We also keep abreast of trends & changes (such as the very important Google 2012 changes) that keep us in front of our competition, most who are still marketing only traditional SEO services.



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SEO Integrated Marketing

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