

The background features a dark gradient with a horizontal bar of orange and purple light. Scattered throughout are various geometric shapes, including squares and diamonds in colors like green, yellow, and purple, some with a glowing effect. In the top right corner, there are fine, parallel lines radiating outwards.

ciplex WebPromote

Highly effective marketing campaigns with unbeatable ROI!

What is WebPromote?

WebPromote is a service that optimizes websites to come up at the top of search result listings, Google, Yahoo, and Bing. WebPromote Search Engine Optimization (SEO) drives highly targeted visitors to your website, leading to increased opportunities to convert visitors to leads and sales.

Value	SEO has the highest ROI compared to online and offline marketing campaigns which WebPromote delivers for the lowest cost in the industry.
Measurable	Results are available in real time, giving you a 24/7 view of traffic increases and conversions of visitors to leads and sales.
Focused	Reach your target market (local, national, or global).
Cumulative	Real-time conversion tracking allows for precise improvements on a monthly basis.

The Proof!

- **80%** of Cipler's own business is generated through SEO.
- We deliver over **5 million** TARGETED unique visitors to clients annually.
- We have a **95%** contract renewal rate.
- We have **over 1000** competitive keywords ranked in the top 5 search results on Google, out of hundreds of millions of results - bringing over **10,000 targeted visitors per day** to our clients.

How WebPromote Works

WebPromote is not a machine. It's not software that plugs into your site to work magic.

WebPromote is an ongoing SEO service that involves continuous daily actions on and off your website, to constantly prove to Google, Yahoo!, and Bing that your website is the most relevant source of information for the keywords we are targeting. This isn't easy. Google, Yahoo!, and Bing go to great lengths to keep their algorithms secret. Their algorithms determine which sites get placed above others. In fact, they constantly change their algorithms to control over-optimization and spam. At Ciplax, we constantly monitor search engines to adapt to the latest changes.

We use over 50 methods to optimize a website; here are a few of them:

- Competitive Analysis • Link Building • Directory Submissions • Local Search Marketing
- URL Restructuring • Social Media (Digg, Twitter, Facebook, Youtube, etc.)
- Blogging • Site Code & Content Enhancements • Content Writing & Submissions

What WebPromote Delivers

Results! With WebPromote, success is not calculated by having an increase in traffic alone.

If we substantially increase your website traffic, but you receive no calls or purchases, what would the ROI be? WebPromote will bring targeted traffic to your website, substantially increasing your conversion rates and delivering a high return on investment for your business! Each month we will provide you with a report that shows results and analyzes your keyword positions, traffic, visitors, and conversions.

Pricing Options

Option A | A flat-rate tailored campaign based on your market, keywords, competition, and budget.

Option B | A performance-based plan comprised of a monthly charge plus a performance fee for achieving targeted positions.

Interested in learning more? Schedule a free SEO consultation with website and market analysis.

1 Bag at a Time Case Study

CHALLENGE

Fast-growing offline brand needs engaging online presence

Lisa Foster dreamed of reducing waste and pollution created by disposable shopping bags by replacing them with her own brand of reusable, earth-friendly bags. She launched her brand, 1 Bag at a Time, to sell her environmentally friendly bags to consumers and businesses. The popularity of the brand was enormous despite the poor design of her previous website. Lack of e-commerce meant large overhead on small orders. Keeping up with the demand was difficult and Lisa faced a disaster business dread: the risk of losing sales volume without increasing staff and overhead.

SOLUTION

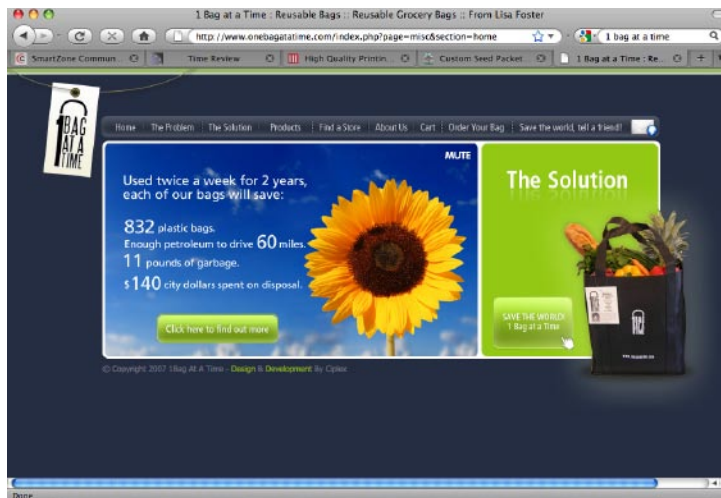
Create a new website that can speak and promote the brand, automate sales, and generate new customers.

The Ciplax marketing team created a digital communication strategy for 1 Bag at a Time. This strategy led to a comprehensive solution to create a new e-commerce website combined with a search engine marketing strategy through Ciplax WebPromote. Ciplax developed a new website that represented the brand with a user-friendly, engaging, and powerful user-experience. A powerful educational flash presentation was created to inform visitors about the effects of disposable shopping bags on the environment. An aggressive online marketing campaign was engaged to reach both B2B and B2C customers. Ciplax went the extra step and reduced 1 Bag at a Time's carbon footprint, by combining the receipt and packing slip print out to one piece of paper.

RESULTS

100% increase in visitors and instant sales in the first month following the re-launch.

The website redesign created a stronger brand image for 1 Bag at a Time, leading to multiple deals with major supermarkets nationwide. B2C sales started coming in from the day one of launch, and traffic began to increase exponentially as a result of the Ciplax WebPromote campaign. Through search engine optimization (SEO), Ciplax placed Lisa Foster's brand into the top 5 position of Google for hundreds of competitive terms, including "reusable bags," "reusable shopping bags," and reusable grocery bags." 1 Bag at a Time saw over a 1,000% increase in online-driven traffic in the first 6 months. As traffic at 1 Bag at a Time continues to grow, the Ciplax e-commerce solution has simplified the purchase process for visitors, while enabling the company to easily keep up with processing the increased order volume. Lisa Foster's dream continues to thrive, having already sold millions of reusable bags across North America. Presently the website is featured as an inspirational piece across dozens of galleries across the web, and has also won a Davey Award for Creative Excellence.



“The Flash intro on the homepage helped get our research out front and center, in a way that was inspiring and beautiful.”

~ LISA FOSTER, FOUNDER OF 1 BAG AT A TIME

Money Now USA Case Study

CHALLENGE

Over-spending on low converting, high cost online marketing campaigns.

Money Now USA matches loan seeking customers to qualified lenders. Being in one of the most competitive search markets on the Internet, businesses in the same industry as Money Now USA are known to have to spend high budgets on pay-per-click advertising in order to stay competitive. This is due to the difficulty of attaining a top organic (natural) search engine ranking for the same 'bought' terms. Ciplax was hired to attain that 'impossible' ranking and bring in a large amount of targeted, organic traffic. In addition, Ciplax was hired to redesign the website for Money Now USA to increase conversion rates from visitor to lead – to increase the return on investment (ROI) of the campaign.

SOLUTION

Redesign current website and create an aggressive Search Engine Optimization campaign.

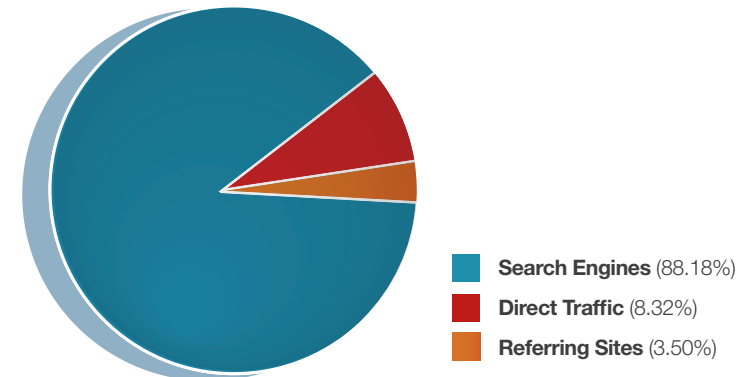
Ciplax conducted extensive research to identify keywords potential consumers would use to find Money Now USA's services. Once a comprehensive keyword list was created, competition was analyzed, and an aggressive search engine marketing strategy was developed. Simultaneous to the SEO campaign, Ciplax created a strategy to redesign the website to increase conversion rates and improve usability.

RESULTS

Highly ranked targeted traffic from top search engine position, with outstanding conversion rates.

Money Now USA now ranks high in search engine results for hundreds of competitive terms. We cannot disclose specific terms due to a Non-Disclosure-Agreement, however, these terms are some of the most competitive terms in the search engines. From June to July, Money Now USA had a traffic increase of 88%. Overall conversion rates have almost doubled since the start of the campaign and the redesign. Bounce rates (% of people that leave the site within seconds of coming there) are at an all time low, showing that visitors brought to the website are relevant to their needs. Search engine traffic and conversions have been at a consistent increase since the start of the campaign.

The screenshot shows the Money Now USA website interface. At the top, there are navigation links for 'Personal Loans', 'How it Works', and 'FAQ'. The main header features a woman's image and the text 'PERSONAL LOANS' and 'CASH AS FAST AS 1 HOUR!'. A list of benefits includes 'Giant Lender Network', 'No Filing of Documents', 'Secure Application', 'Highest Loan Amounts', and 'Instant Online Approval'. Below this is a '3 Easy Steps' section: 1. Apply Now (Apply online with our simple two-step application), 2. Get Approved (Receive Approval - 4 out of 5 approvals approved), and 3. Get Funds (Money Deposited in your bank account as fast as 1 hour). A 'LOAN CALCULATOR' section includes fields for Loan Amount (\$), Interest Rate (%), Term (years), and Additional monthly payment, with a 'CALCULATE' button. The 'RESULTS' section shows fields for Monthly Payment (\$), Total Rate (%), and Average monthly interest (\$). A 'Start Now!' button and a 'Verified Account' icon are also visible.



Mega Meeting Case Study

CHALLENGE

To increase online sales and attract new potential customers.

MegaMeeting, an online video and web conferencing service, came to Ciplax with a need to increase offline and online sales from their current leads. In addition, MegaMeeting wanted Ciplax to create an online marketing campaign to bring in new, potential customers. Going against large, well-funded competitors such as WebEx, GoToMeeting, Microsoft, and Adobe, presented a challenge. Because MegaMeeting's virtual meeting application worked well, helping a small brand play with the big boys was a challenge Ciplax was very excited to face.



SOLUTION

Aggressive Search Engine Optimization campaign and website redesign to improve traffic and conversions.

After analyzing MegaMeeting's existing website and sales goals, Ciplax determined that in order to increase conversion rates of current traffic, a smarter, cleaner, and easier-to-use website was needed. The redesign of the website started with a study of current traffic flow, and included a new layout, brand improvement, and overall user-interface restructure. Better call outs were created to increase visitor to lead conversions.

Following the redesign, an aggressive Search Engine Optimization (SEO) campaign was initiated through Ciplax WebPromote. The goal was to increase MegaMeeting's online visibility and traffic while decreasing the amount of advertising spent on Google Pay-Per-Click. In order to maintain a high conversion rate, the right visitors from the right keywords had to be attracted.

RESULTS

"... more than quadrupled the traffic and sales we received."

Shortly after we launched the new re-designed website and SEO campaign, MegaMeeting.com's traffic and conversions began to dramatically increase.

"Not only has Ciplax given us a professional looking website that we are tremendously proud of, but just as important, they have helped us more than quadruple the traffic and sales we receive from our organic search. Our business is far better off because of Ciplax and I am grateful for the services they provide," quoted Dan Richmond, CEO of MegaMeeting.

Currently the website is beating out major well-funded competitors, such as Microsoft, Adobe, and WebEx, for hundreds of keywords; including "web conferencing" which MegaMeeting ranks in the top 5 out of 4 million results in Google. The results of the new website and Ciplax WebPromote campaign were so successful, that MegaMeeting engaged Ciplax to market their UK office.

"In our six years of marketing our video & web conferencing services, we have tried at least half a dozen different SEO and web design companies and I can honestly say that NONE of them have come close to the capabilities of Ciplax. Not only has Ciplax given us a professional looking website that we are tremendously proud of, but just as important, they have helped us more than quadruple the traffic and sales we receive from our organic search. Our business is far better off because of Ciplax and I am grateful for the services they provide".

~ DAN RICHMOND, CEO OF MEGAMEETING.



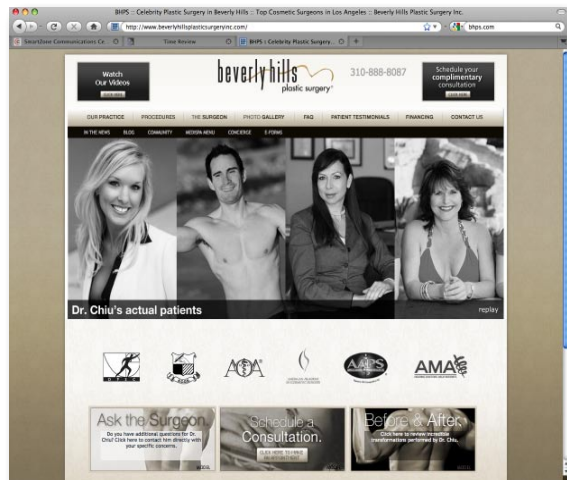
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Beverly Hills Plastic Surgery Case Study

CHALLENGE

To establish a strong online presence for a brand new company entering a competitive market.

Beverly Hills Plastic Surgery Inc., also known as BHPS, is a full service plastic and cosmetic surgery practice led by Dr. Gabriel Chiu. When BHPS came to Ciplax, they did not have a website or any online presence, in fact, they were just starting up their new practice. As such, Ciplax was hired to create their brand, online presence, and online marketing campaign. Knowing that BHPS was entering a competitive industry and location, a smart and aggressive strategy had to be developed.



SOLUTION

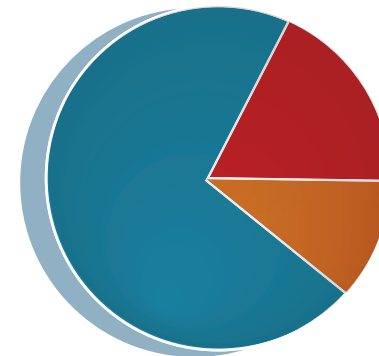
Created a dynamic and impactful site tied together with a strong online marketing campaign.

The process started off by creating a brand identity for BHPS. A logo had to be designed that worked across multiple mediums, including website, print materials, and building signage. In creating the website, we aimed to maintain an aesthetic quality that was in line with the clients' vision of offering customers a positive, relaxing, and life-changing experience. Before the website was complete, Ciplax engaged in an aggressive search engine marketing campaign, through Ciplax WebPromote. The goal of this custom-tailored campaign was to bring in quality search engine traffic for relative and location-based search terms. In order to have a strong online presence in a very competitive market and one of the most sought after locations, Beverly Hills, the campaign had to be planned accordingly.

RESULTS

In less than 8 months, BHPS is recognized as a top Beverly Hills Plastic Surgery practice.

As soon as we launched the website and marketing campaign, Beverly Hills Plastic Surgery Inc. instantly began to see results. Search engine traffic was at a steady climb, and thanks to a great looking and well engineered website, this traffic was quickly converting to leads for the practice. After marketing the website for only 5 months, Ciplax placed BHPS in the top 5 search results in Google for the highly-competitive phrase "Beverly Hills plastic surgery." Achieving a top 5 ranking out of 800,000+ other websites, on a brand new domain, isn't easy. Ciplax has been constantly improving this ranking as well as over 100 other keywords ranked in the top 5 position. A local search marketing campaign has also proved successful, showing up on the first page in Google Maps, for every competitive term. Since day one, BHPS has been seeing a constant increase in traffic, leads, and sales.



Search Engines (61.20%)
Direct Traffic (22.59%)
Referring Sites (16.22%)

Schedule a free consultation.

Give us a call! 1.877.4CIPLEX

