

RedAlkemi

Delivering Measurable Online Success

Founded in 1986, RedAlkemi has grown steadily to become an industry leader in the Internet Marketing and Web Development space. RedAlkemi delivers measurable online success through Search Engine Marketing, Social Media Marketing and Web Development. Over 400 clients across the globe, from multiple industries have leveraged RedAlkemi's innovative solutions and expertise to record impressive business growth. With 20 business partners, 85% repeat business, multiple challenging projects and a motivated team of 130 professionals, RedAlkemi has the expertise to help you win over your business challenges.

Presented By:	RedAlkemi
Presented On:	December 22, 2009
Nature of Plan:	2010 Marketing Strategy

What is MoonDoggieInc?



The screenshot shows the MoonDoggieInc website interface. At the top, there is a navigation menu with categories: Apparel, Neckwear, Travel, Beds, Blankets & Mats, Dining, Fun With Toys, Tiny Dogs, and Big Dogs. On the left side, there is a sidebar with the text "we make dogs smile!™", "Home 904-543-0653", and "About Us Our Commitment to the Canine Community". The main content area features a black and white photo of a dog wearing a collar, the MoonDoggie logo (which includes a dog's head inside the letter 'O'), and the taglines: "-Dog Clothing-", "-Harness Me HAPPY Shopping-", and "Collar Me Colorful Shopping". Below the photo and logo, the text reads "You can always tell a Moondoggie by his/her Smile!".

MoonDoggieInc is a beautiful amalgamation of high-quality designer and luxury clothes and accessories for the canine pets! The online dog store they present comprises of all the essentials pet dogs will ever need. They ship everything from designer dog clothes stylish dog harnesses, to fancy dog collars in a huge span of shapes and sizes.

Not only that their online-shopping is safe and convenient and they deliver dog merchandise to all places in the USA., they are actively involved in working with the abandoned, uncared and abused dogs!

Competition Analysis

In the present business-world, the style of operating has evolved drastically and competition dynamics are extremely spontaneous and cut-throat. We are sure you would agree with us?

Based on your inputs about your nearest competitors:

- Muttropolis.com
- Trixieandpeanut.com
- Moderntails.com
- Barkslope.com
- Madisonavenuemutts.com

We did a deep-check on the facts and came up with the Intelligence about how they are marketing their products & services through various interactive marketing-channels. This is an exclusive and high-end analysis, that we have shared in the following slides.

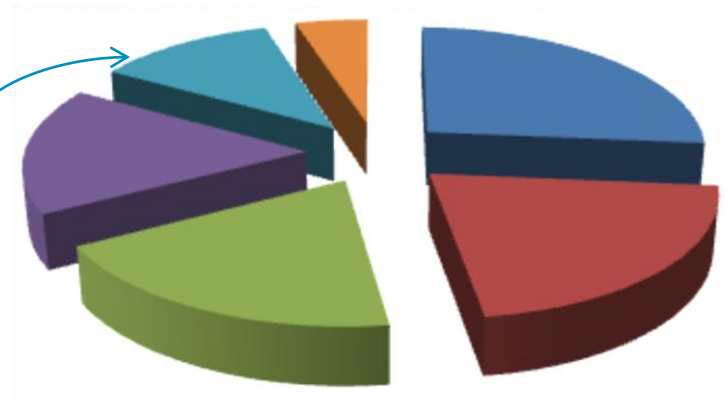
Buckle-up for some action!



Search Engine Marketing Competition Analysis Data

Section	www.Muttropolis.com	www.Trixieandpeanut.com	www.Moderntails.com	www.Moondoggieinc.com
Website Grade	100	90	80	60
Google Page Rank	5	4	3	2
Google Indexed Pages	2,300	1,550	1,970	2,200
Citations	81,700	23,400	27,100	24,400
Traffic Rank	107,193	242,315	691,774	1,724,863
Inbound Links	7,831	8,593	2,335	328

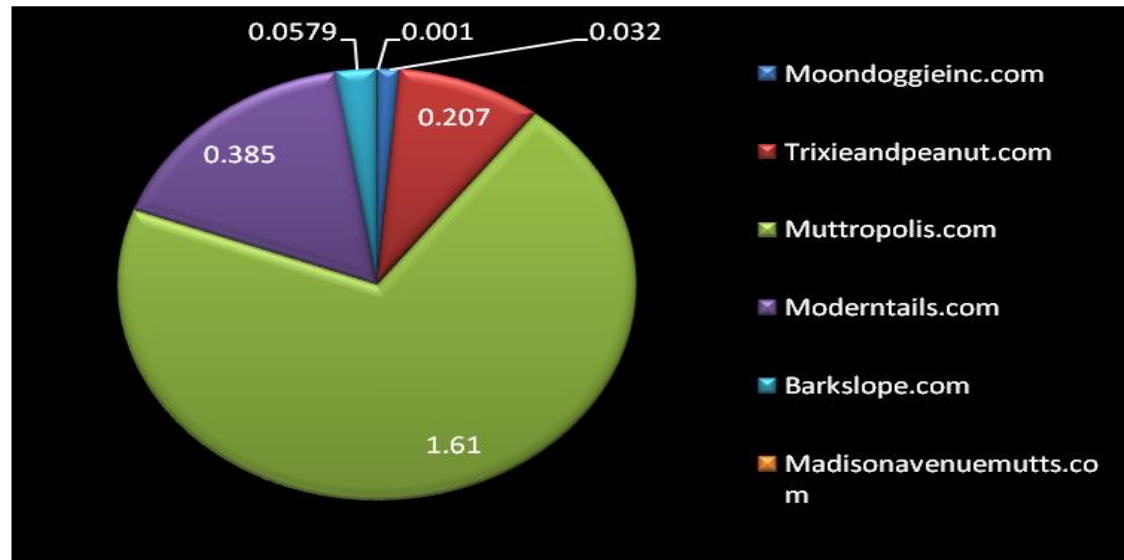
- www.muttropolis.com
- www.trixieandpeanut.com
- www.moderntails.com
- www.barkslope.com
- www.moondoggieinc.com
- www.madisonavenuemutts.com



Social Media Marketing Competition Analysis Data

Social Media Presence	Blog	Forum	Videos/ You Tube	Social Networking Sites	Social Bookmarking	Total Traffic	Social Media Index
www.moondoggieinc.com	✓			✓	✓	8,500	0.032
www.trixieandpeanut.com				✓	✓	18,000	0.207
www.muttropolis.com	✓	✓	✓	✓	✓	26,500	1.61
www.moderntails.com	✓			✓	✓	11,000	0.385
www.barkslope.com	✓			✓	✓	12,500	0.0579
www.madisonavenuemutts.com				✓		400	0.001

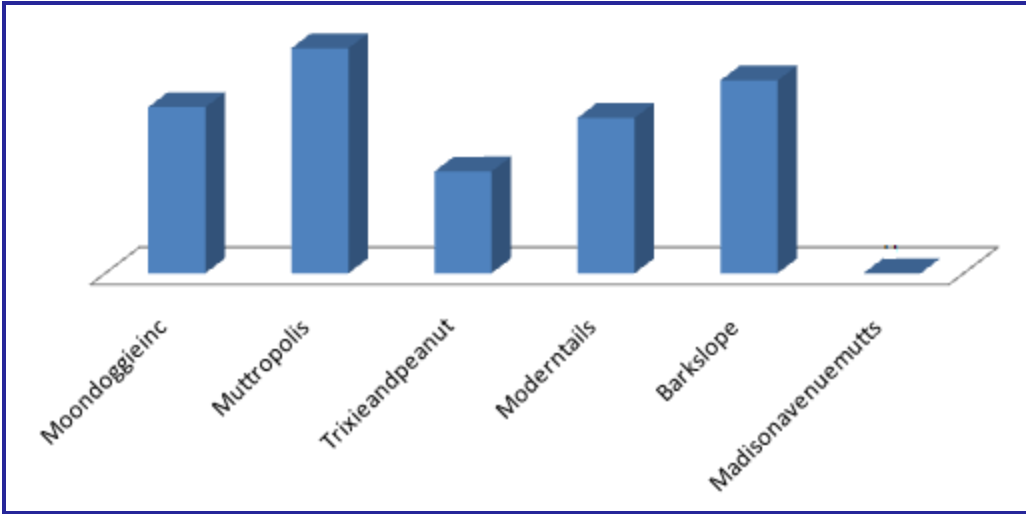
The graph represents the social media index for moondoggieinc.com with respect to its competitors. Its **ranking 5th** in the competition!



Keyword Ranking (www. Moondoggieinc.com) on Google

Keywords/ Websites	Dog Clothing Boutique	Online Dog Boutique	Dog Clothes & Accessories	Dog Boutique Stores	Cheap Dog Collars	Unique Dog Collars	Cheap Dog Sweaters	Dog Sweaters and coats	Dog Coats and Jackets	Average Score
Moondoggieinc	48	9	-	67	-	-	-	38	59	69
Muttropolis	-	16	24	23	-	-	28	-	27	58
Trixieandpeanut	-	-	63	-	68	15	-	75	-	81
Moderntails	20	-	55	38	-	24	-	-	-	71
Barkslope	-	4	58	27	52	-	-	-	29	64
Madisonavenuemutts	-	-	-	-	-	-	-	-	-	100

The graph represents the Keyword Ranking comparison on the basis of Average Score. Moondoggieinc.com is ranking 3rd in the competition and needs to be optimized.

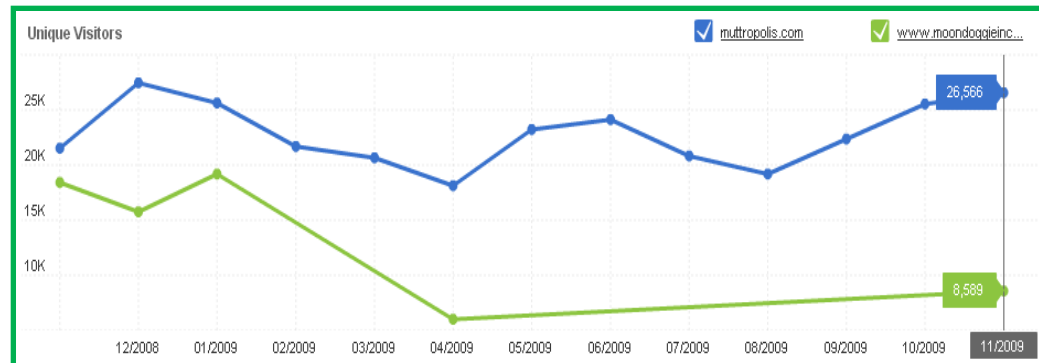


Comparative Analysis (Moondoggieinc Vs. Muttropolis)

Key Observations - SEM

We did a comparative analysis of facts for SEM, and hence are sharing our inferences based on the degree of difference in each marketing-activity in between you and the **top-competitor (Muttropolis.com)** in the list.

- **24x** times more link-backs that draw traffic from external sources to the website as compared to MoonDoggiInc.com
- **16x** times better ranking than MoonDoggiInc.com on Alexa
- **3.5x** times more Citations on Google
- **10.5x** times more number of pages that are indexed on Google
- The **content-optimization** done on their website is more advanced since most of their keywords are ranking higher than MoonDoggiInc.com



Comparative Analysis (Moondoggieinc Vs. Muttropolis)

Key Observations - SMM

We did a comparative analysis of facts for SMM, and hence are sharing our inferences based on the difference in activities on relevant socio-interactive platforms:

- Continuous updates on **fan-pages**
- Attracting huge traffic to their sites through active **Tweeting**
- Flashing attractive product-offers on **MySpace** and **Facebook** communities
- Driving targeted traffic by leveraging product-related conversations **in forums**

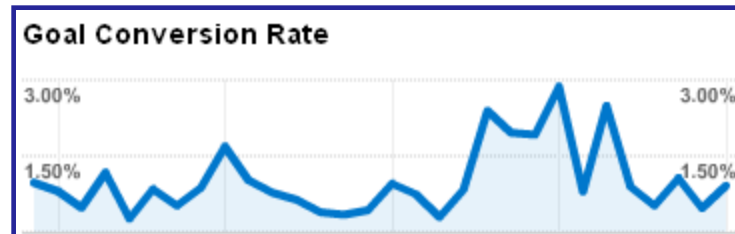
* These were the factors contributing to a higher SMI (social media index) as compared to MoonDoggieInc.com.



Google Analytics – Key Observations



- The website has very good bounce rate and time on site, thus it is evident that the site is usable and traffic coming to the site is not exiting.
- Website gets maximum traffic from Search Engines but out of total traffic more than **70% traffic is Paid**. We should optimize the website to bring more targeted organic (free) traffic.
- Website is getting very little traffic from Referring sites. This is generally due to lack of off-page optimization, number of link backs and presence on Social Media Websites. At present the site has a very weak link profile – only 382 links. Site also lacks presence on Social Media Network.
- Conversion rate is also not very impressive. The current conversion rate is close to 0.80%. As per overall industry standards a conversion rate more than 2% can be considered good.



Are you all set to Crush COMPETITION?

Alright here we go!

RECOMMENDATIONS



SEM Recommendations

On-Page SEO is the process of placing your selected keywords in the right places on your web pages. On-page SEO involves changing page titles, headings, content, and URLs to improve search engine rankings. We have analyzed your website and it seems to have weak on-page optimization status and we need to optimize the site for relevant keywords.

Off-Page SEO includes all the things you do to promote your website outside the design of the website itself. Getting more inbound links to your site, registering with directories relevant to your industry, and getting more pages into the search engine indexes are all parts of Off-Page SEO.

Inbound Links: 382

One of the most important measures for a website is how many other sites link to it. The more links the better. Having links to your website from authoritative resources on the Internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content.

Article Syndication

We will do article syndication for website on various article website. With Article Syndication you get free promotion for your site, and get those all-important links pointing back to your site. This will help in improve incoming links and also help in to get high ranking in search engine. Articles are great source of direct traffic to your website.

Press Releases

Write, optimize and submit press releases in your industry related websites. This will help in bringing referral traffic to the website during the initial stage of the SEO.



SMM Recommendations

- Increase activities on the **Fan Page** to increase the number of fans
- Need to have a **Twitter account** to drive targeted traffic
- **Community Postings** and **Wall postings** on Facebook and MySpace to drive targeted traffic
- **One on One conversations** to create awareness about the brand and lead conversions on social networks
- Discussions on **Forums** to drive traffic and generate leads
- **Blog-commenting** to create brand awareness and drive targeted traffic
- YouTube **Video Promotion** (If Any)



Overall Marketing Activity & Budget Projection

		Q1			Q2			Q3			Q4		
SL	Service	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10
	Search Engine Optimization												
1	On-page Optimization												
2	Link Building												
3	Article Syndication												
4	Directory Submission												
	Social Media Marketing												
1	Social Media Sites Profiles												
2	Social Networking Sites												
3	Corporate Blog & Blog Commenting												
4	Content Syndication												
5	Forums promotion												
6	Social Bookmarking												
7	Video Promotion												
8	Online Press Releases												
	Other Promotion												
1	Banner Advertising												
2	Newsletter Sponsorships												
	Website updates												
	Budget Distribution	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200

Marketing Mix includes details about the activities covered every month for each campaign. We will review the performance of each month and will share our Success Tracking Report with you. We may tweak the proposed activities as and when required with prior discussion with you.

Plan of Action



I am sure you would like to discuss the Strategy in detail to build a rock-solid Marketing-plan for the year 2010 and surface as the top-player in your business?

We could talk!

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