

# Internet Puzzle

Where are you?



Your business on the  
First page of Google, MSN and Yahoo for  
over 14 key search terms a total of 850,000



Internet marketing is placing **your website** in front of  
**buyers** who search phrases that make you money!

**Coslee case study**  
**By Internet Puzzle.**

Internet Puzzle

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The Internet can be a puzzle when it comes to marketing

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**Google is the leader in Australia as a search engine with greater than 80% of people searching and using Google.**

**Today more people than ever are using the internet at work and home to search for everything from holidays and accommodation to cars and rubbish skips.**

**And it's growing!**

**The future is online, more and more people are searching for products and services which drive sales to your business.**

**Google also has retail usage, business to business usage and geographically is cost effective to cover wide areas such as Australia easily or narrow areas like Melbourne.**

**And all the figures are tractable so you know how it works**

**Google allows for Internet marketing but it is very insistent that it be done correctly. Google has a complicated guideline for its ranking and positioning and it is always changing. Many companies including BMW have misused Google and have been quarantined by Google for this misuse.**

**The proof is the delivery! You can check if an online agency has done it right by simply doing searches for that company on Google. Many don't get it right.**

**You need to match searches that your customer uses to the areas of business that make you money. If you are dominant in the wrong areas you get the wrong enquiries which waste your time.**

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## Case Study: Coslee

### Background:

Coslee is a Light Poles Manufacturing business in Melbourne who is in a B2B competitive market. They service all Victoria, South Australia, NSW and country areas.

### Needs:

They need phone enquiries and need to be found in key search phrase that will generate business for them, from small to large projects both private and Government.

### Approach:

A web site that appears on the first page of Google, Yahoo and MSN in several headings that customers are using. (93% of people don't go past the first page when searching)

### Outcome:

To increase business turnover and market share.

### Result:

The Web page was structured for key result in search phrases that were identified and online strategy put in place.

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Google Australia (Australia) www.coslee.com.au

Keywords	Website	Position	Previous	Change	Page	Best
Cantilever road poles (773)	http://www.coslee.com.au	4	-	⊕	1	4
Car park poles (22,900)	http://www.coslee.com.au	2	-	⊕	1	2
clock poles (15,700)	http://www.coslee.com.au/coslee-difference.htm	1	-	⊕	1	1
electricity poles (47,600)	http://www.coslee.com.au/coslee-difference.htm	26	-	⊕	3	26
Flood light poles (8,620)	http://www.coslee.com.au	-	-	-	-	-
football lighting (71,500)	http://www.coslee.com.au/case-studies.htm	8	-	⊕	1	8
football lights (24,200)	http://www.coslee.com.au	-	-	-	-	-
Freeway light poles (2,650)	http://www.coslee.com.au	8	-	⊕	1	8
light pole (57,500)	http://www.coslee.com.au	-	-	-	-	-
light pole for sale (14,900)	http://www.coslee.com.au	-	-	-	-	-
light poles (234,000)	http://www.coslee.com.au	-	-	-	-	-
light poles melbourne (140,000)	http://www.coslee.com.au	1	-	⊕	1	1
light poles Sydney (172,000)	http://www.coslee.com.au	5	-	⊕	1	5
Light poles Victoria (15,800)	http://www.coslee.com.au	2	-	⊕	1	2
light rail poles (8,650)	http://www.coslee.com.au	3	-	⊕	1	3
lighting poles (14,700)	http://www.coslee.com.au	-	-	-	-	-
lighting poles melbourne (17,400)	http://www.coslee.com.au	2	-	⊕	1	2
poles for signs (48,100)	http://www.coslee.com.au/case-studies.htm	4	-	⊕	1	4
power poles (45,200)	http://www.coslee.com.au	-	-	-	-	-
rail yard poles (4,410)	http://www.coslee.com.au/company-profile.htm	1	-	⊕	1	1
road light pole (18,300)	http://www.coslee.com.au	5	-	⊕	1	5
road light poles (26,300)	http://www.coslee.com.au	3	-	⊕	1	3
Road light poles (26,300)	http://www.coslee.com.au	3	-	⊕	1	3
Soccer lighting (53,200)	http://www.coslee.com.au/company-profile.htm	2	-	⊕	1	2
sport light poles (23,800)	http://www.coslee.com.au	5	-	⊕	1	5
sporting field lights (129,000)	http://www.coslee.com.au	-	-	-	-	-

The key is to match the search terms to the phrases that are profitable to you. Then by achieving page 1 positioning you have created an effective internet marketing campaign.

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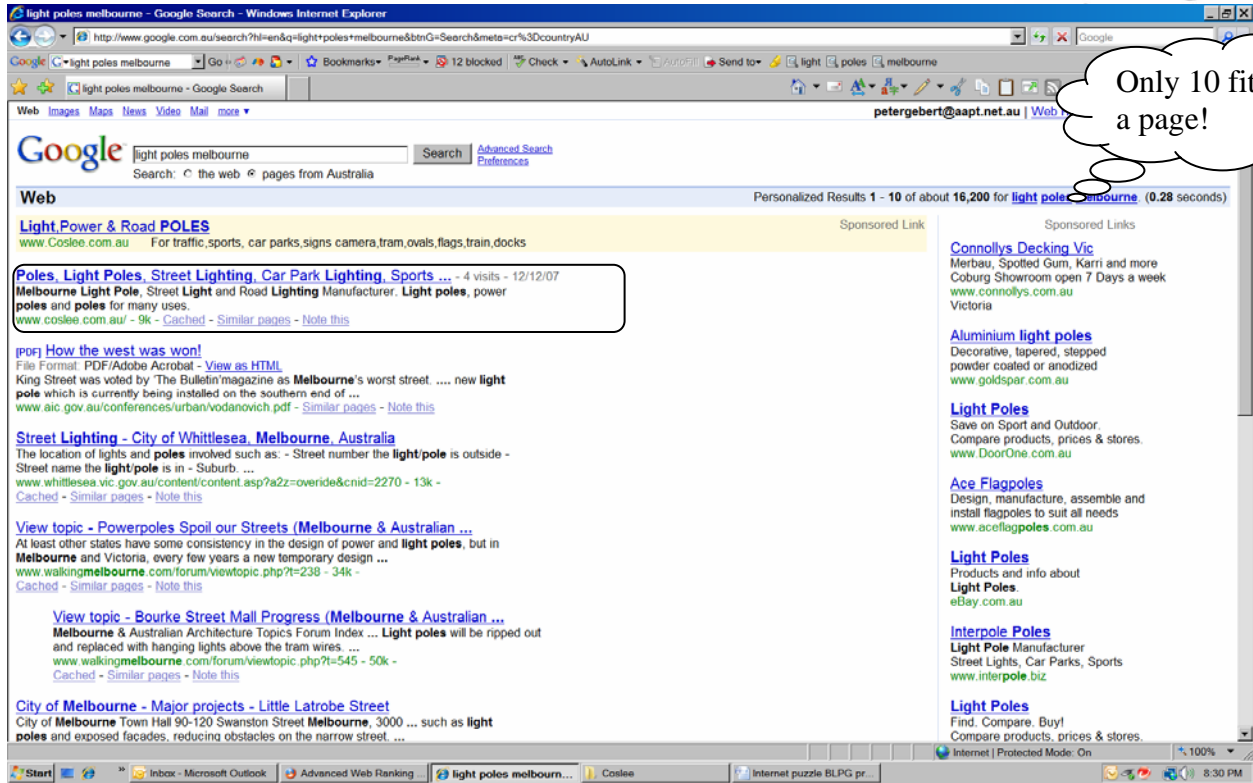
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Only 10 Organic searches fit to a page.

16,200 Websites with the same search term.

93% of people stay on the first page.

Once the customer finds your web page, the design and easy navigation make the user think “this site is easy to use” so they stay on site.

Don't do all the hard work to get a potential customer only to have them “click off” because your site is poor. We also can advise you of this.

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