

# Using SEO/SEM for International Trade & Sourcing

Differentiating your business  
on the Internet



Michael Michelini  
CEO  
Shadstone Ltd.

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# Personal & Company Background



Michael Michelini 迈理倪

- Grew up in NorthEast USA (New York)
- 3<sup>rd</sup> generation American born
  - Grandparents from Italy, Russia, France, Canada
- First website in 1999
- Selling online since 2003
- Moved to China end of 2007



- Shadstone Limited is an ecommerce company selling home & gift products B2C in USA
  - Internet marketing office in Shenzhen, China
  - Representative of USA internet & USA merchant account companies



# Attention Trading Co. & Factories!

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- Build a dominating brand on the internet - Utilize SEM and SEO to generate inquiries and business cooperations.
- The internet is a level playing ground where you can truly differentiate yourself from your competitors - use it to your advantage!
- You make products – yes – BUT YOU PROVIDE A SERVICE!  
You're not just another product in a B2B directory! You are a brand!



# Today Needs More than B2B Directories



**DON'T BE  
ANOTHER GUY  
WAITING FOR  
CUSTOMERS!!!**



# Today's Agenda

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- RESEARCH the market → keywords
  - Identify & Target Your Market - Managing Cultural Differences - China vs USA vs Europe style/feel, Building Trust - Think as your customer would
- OUTLINE Your Business (not just products)
  - BUT YOU ARE ALSO A SERVICE.
- STANDARDIZE (clear package)
  - Clear & organized - Sample, payment, process
- CONVERT visitors with landing pages
  - Landing page optimization - FORMS!!!!!!!!!!!!!! secure checkout
  - Newsletter list, build and manage it
- MEASURE success with Analytics + defined CPL
  - What's a new lead worth? – calculation
  - CRM – track leads and sales clerks performance
- OPTIMIZE Sales Channels +/-
  - Increase better channels, decrease dogs



# Market Research – Understand Your Customer



- Keyword Research uncovers their thoughts & ideas!
- Content, product ideas, distribution ideas

By Keyword

or

By Website

Google AdWords interface showing the Keyword Tool results for the term 'marketing'. The table lists various related keywords, their estimated ad positions, average CPC, and advertiser competition. A red circle highlights the 'Keywords related to term(s) entered - sorted by relevance' section.

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Match Type
marketing	1 - 3	\$3.88	Low	Broad
marketing strategies	1 - 3	\$3.16	Low	Broad
marketing strategy	1 - 3	\$3.26	Low	Broad
marketing plan	1 - 3	\$1.60	Low	Broad
marketing management	1 - 3	\$4.44	Low	Broad
strategic marketing	1 - 3	\$3.20	Low	Broad
marketing communications	1 - 3	\$3.31	Low	Broad
marketing research	1 - 3	\$2.89	Low	Broad
marketing mix	1 - 3	\$1.56	Low	Broad
marketing company	1 - 3	\$6.31	Low	Broad
marketing articles	1 - 3	\$1.46	Low	Broad
product marketing	1 - 3	\$4.59	Low	Broad
promotional marketing	1 - 3	\$4.50	Low	Broad
marketing campaign	1 - 3	\$10.98	Low	Broad
marketing campaigns	1 - 3	\$4.99	Low	Broad
retail marketing	1 - 3	\$5.17	Low	Broad
business marketing	1 - 3	\$5.12	Low	Broad
mobile marketing	1 - 3	\$4.17	Low	Broad
relationship marketing	1 - 3	\$4.26	Low	Broad
marketing article	1 - 3	\$1.96	Low	Broad
successful marketing	1 - 3	\$3.17	Low	Broad
marketing objectives	1 - 3	\$1.54	Low	Broad
marketing promotion	1 - 3	\$5.04	Low	Broad
marketing advertising	1 - 3	\$5.23	Low	Broad
marketing distribution	1 - 3	\$2.22	Low	Broad

Google AdWords interface showing the 'How would you like to generate keyword ideas?' section. The section is circled in red and contains two options: 'Descriptive words or phrases' and 'Website content'. The 'Website content' option is selected, and a text box contains the URL 'http://www.marketing.com'. Below the text box is a 'Get keyword ideas' button.

How would you like to generate keyword ideas?

Descriptive words or phrases (e.g. green tea)

Website content (e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

[Or, enter your own text in the box below. \(optional\)](#)

[Filter my results](#)

# Outline Your Business (more than products!)

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- Take your keyword list AND GO CRAZYYYYYY!
- Convert your catalog into your website – I bet you have more on the catalog than your current website!
- List your products – of course!
  - Use a shopping cart, even if you don't sell B2C – to “feed” your products into the search engines. (turn off buying)
- Discuss the manufacturing process
  - Hit as many keywords
    - Materials
    - Industry Specific acronyms
- Be an expert in the industry
  - 1: drives traffic online
  - 2: proves you KNOW WHAT YOU ARE TALKING ABOUT!
- Talk about seeking distributorship
  - TALK ABOUT YOUR TARGET MARKETS
    - Discuss the opportunity in UK, USA, EU.



# Example – Market Research with Keywords



**mobile phone** 59,534 searches (top 100 only) [Want more mobile phone keywords?](#)

Keyword	Searches (?)
1 mobile phones ( <a href="#">search</a> )	7,220
2 can i locate someone by mobile phone ( <a href="#">search</a> )	4,538
3 locate mobile phone ( <a href="#">search</a> )	3,357
4 directory of mobile phone numbers ( <a href="#">search</a> )	2,749
5 free mobile phone ringtones ( <a href="#">search</a> )	2,005
6 samsung mobile phones ( <a href="#">search</a> )	1,743
7 tracing a mobile phone location ( <a href="#">search</a> )	1,621
8 mobile phone tracking system ( <a href="#">search</a> )	1,475
9 when was the first mobile phone invented ( <a href="#">search</a> )	1,159
10 mobile phone hacking ( <a href="#">search</a> )	1,090
11 free mobile phone games ( <a href="#">search</a> )	1,050
12 boost mobile phones ( <a href="#">search</a> )	1,015
13 mobile phone games download ( <a href="#">search</a> )	966
14 hack codes for mobile phones ( <a href="#">search</a> )	962

Quick search by “mobile phones”

- Finding someone by mobile phone
- Directory of mobile phones
- When was mobile phone invented
- Brands

IDEAS:

- Make a page about brands, comparison.
- Discuss new phone technology (locations)
- History of Mobile phone
- Rank for your competitors

<http://freekeywords.wordtracker.com>

# Standardize Your Sales Pitch



- Create a standard sales / media kit
  - Its probably in your CATALOG – get it on your website!
  - What should new inquiries do?
  - What do you want to receive from them?
  - Sell a sample kit of your products!



Attract their attention to your SALES PITCH!

Main
Request a Quote
Sourcing Services
China Direct
Industries Served
Sourcing Resources
Link Directory
About Shadstone
Contact

**Get Started Today!**



**Submit a Request for Quote (RFQ)**



**What is Shadstone Sourcing Associates?**

We are American business liaisons assisting small to medium sized businesses compete against large competitors that are already utilizing lower cost labor and manufacturing to level the playing field.

- Strategic Import Export & Sourcing in China
- Import Export Business for small to mid-size manufacturers

We partner with small to mid-sized American manufacturers to import, export, or source quality products in China. Simply put, we provide china direct sourcing services.

Large American manufacturers are already manufacturing in China. Typically companies doing \$50MM or less do not have the resources (time, money, expertise) to scale their business to accommodate a full-scale facility manufacturing in China.

Sure, you may be importing already (from Taiwan, Hong Kong, or even the mainland), but are you getting the best prices? Are you having quality control issues? Shipping issues? Do you

# Convert Visitors with Landing Pages

Take Me to A Free Kindermusik Class, Mommy!



**Shake, Wriggle, and Giggle**

- ♪ Immerse your child in an atmosphere of playing, singing and dancing
- ♪ Music as a means of learning: get their feet tapping and their wheels turning
- ♪ Connect with other moms and learn how music helps make parenting easier
- ♪ Best value per class in music and movement classes for newborn to seven years old

Complete the form below to try a free class with no obligations

You'll also receive four MP3 downloads of our favorite music, free!

\*first name:  \*last name:

\*email:  phone:  e.g. 123-456-7890

\*postal code:  child's age:  \*required field

Have you enrolled in a Kindermusik class before?  Yes  No

[Try a FREE Class](#)

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**magnify<sup>360</sup>**  
Profile. Target. Convert.

**"magnify<sup>360</sup> increased our lead volume by 90% in just 4 months."**

Shawn Vicklund  
Director of Marketing  
Continental Warranty

**DOWNLOAD HOW:** A magnify<sup>360</sup> Case Study with Continental Warranty, the nation's leading auto warranty company.

Case Study Highlights

- \* 42% increase in lead volume in 10 days
- \* 90% increase in lead volume in 4 months
- \* 23% increase in sales
- \* \$1.5 million in additional annual revenue

magnify<sup>360</sup> Inc. provides the industry's most advanced on-site behavioral targeting platform. Since 2004, magnify<sup>360</sup> has enabled marketing professionals to better understand their visitors and target them with personalized on-site experiences to dramatically increase conversion rates.

[Click here to download a complete case study.](#)

**Find Out More**

Want to know more? One of our team members will respond ASAP.

I would like to find out more about

Email:

Phone:

[NEXT](#)

- **PROFILE** individual visitors as they enter your site.
- **TARGET** the most effective on-site experience to each visitor in real-time.
- **CONVERT** more visitors into leads and sales.

Optimize your conversion rate automatically, 24x7...

- Quick, Simple, Direct
- Selling 1 thing
  - RFQ (request for quote)
  - Product Alerts
  - General Inquiry for more info
- BE CAREFUL with forms
  - Just get what you need.

# Drive Traffic to this Landing Page



- 1<sup>st</sup>, get your head in the right mindset
  - How much do you spend on B2B directories?
  - How much do you spend on trade shows?
  - How much do you spend printing catalogs?
- Put a healthy budget in testing your website with paid advertising.
  - Add this to your monthly or yearly budget.
  - Give it TIME – its going to take some experimenting.



The screenshot shows a Google search for "buy from china". The search bar contains the text "buy from china" and a "Search" button. Below the search bar, the results are displayed. The first result is "China Exporter" from www.hktdc.com, which is highlighted with a red box. The second result is "Buy In China?" from en.onccc.com, also highlighted with a red box. The third result is "Wholesale - Buy China Wholesale Products from Chinese Wholesalers ..." from www.dhgate.com. The fourth result is "Made-in-China.com China manufacturer directory, China products ...". The fifth result is "China-Direct-Buy.com - Buy Direct from China". On the right side of the search results, there are two columns of "Sponsored Links". The first sponsored link is "American Buyers Want You" from www.SupplierEvaluations.com. The second sponsored link is "Products Made In China" from www.EC21.com. The third sponsored link is "Source China Distributors" from www.starmass.com. The fourth sponsored link is "Export Import Business" from a website that is partially obscured.

# Testing Your Pages! A/B Testing (or multivariate)



A vs. B



Combinations Page Sections

Analysis for: Aug 21 2006 - Aug 21 2006

Sort By:  Relevance Rating  Order Created

Download:

Relevance Rating [?]	Variation	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
4 / 5	Section 2 Original	29.1% ± 1.0%	—	0.11%	—	951 / 3273
	Variation 2	32.5% ± 1.0%	99.9%	99.8%	11.9%	1099 / 3380
	Variation 1	29.1% ± 1.0%	52.8%	0.13%	0.26%	975 / 3347
4 / 5	Section 3 Original	28.3% ± 1.2%	—	0.02%	—	684 / 2417
	Variation 1	32.6% ± 1.2%	100%	89.7%	15.2%	833 / 2555
	Variation 3	30.9% ± 1.2%	97.9%	10.1%	9.33%	758 / 2450
	Variation 2	29.1% ± 1.1%	73.2%	0.18%	2.80%	750 / 2578
1 / 5	Section 1 Original	30.8% ± 0.8%	—	89.4%	—	1529 / 4960
	Variation 1	29.7% ± 0.8%	10.6%	10.6%	-3.71%	1496 / 5040

The internet allows you to TRACK EVERYTHING.

Even though this is only for PPC (paid advertising) you can use the results on your SEO (organic) pages throughout your website

Not just for this single page!

Find your best company logo

Product color

Next product to release

# Measure Success with Ratios & Analytics

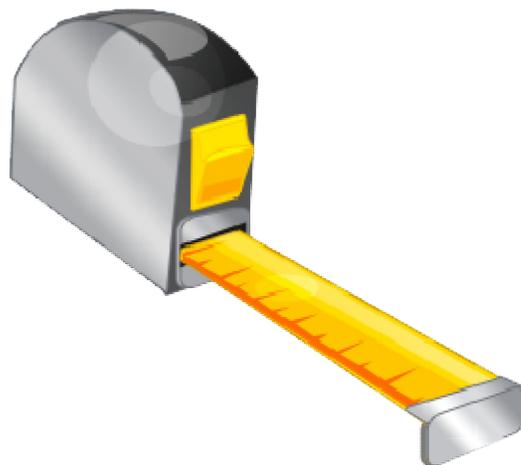
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First, define your business, define your cost per lead value.

How much are you spending on marketing?

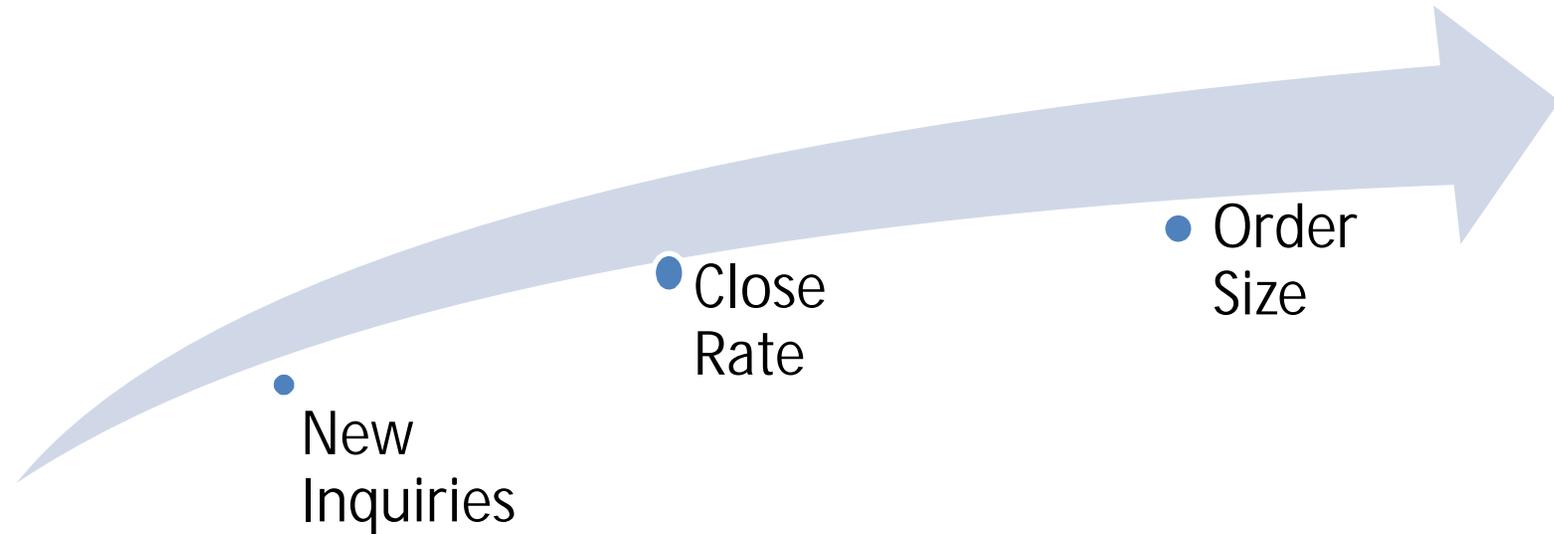
Determine which channels are the top performers.

Reduce/Eliminate Non Performers  
Increase/Focus on Performers.



- ✓Trade shows
  - ✓Directories
  - ✓Money out
  - ✓Money in
  - ✓On Site Promotion
  - ✓Brand Building
  - ✓Building Email List
-

# CPL - Cost Per Lead



Avg Sale	Gross Profit	Overhead	Margin
\$100,000	\$15,000	\$10,000	\$5,000

Budget	Close Rate	Cost Per Lead
\$5,000	0.25% (1/400)	\$12.50usd

# Analyzing your Lead Cost



Different click rate, different conversion cost.

Will these  
turn a positive  
ROI?

Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.	Conversions
2,106	286,967	0.73% ?	\$0.48	\$1,004.72	2.23%	\$21.38	47
2,106	286,967	0.73%	\$0.48	\$1,004.72	2.23%	\$21.38	47
0	0	-	-	\$0.00	0.00%	\$0.00	0
14,598	1,325,178	1.10% ?	\$0.55	\$8,013.68	3.62%	\$15.18	528
14,598	1,325,178	1.10%	\$0.55	\$8,013.68	3.62%	\$15.18	528
0	0	-	-	\$0.00	0.00%	\$0.00	0

\$21/lead

\$15/lead

\$7/lead

Every  
business  
different!

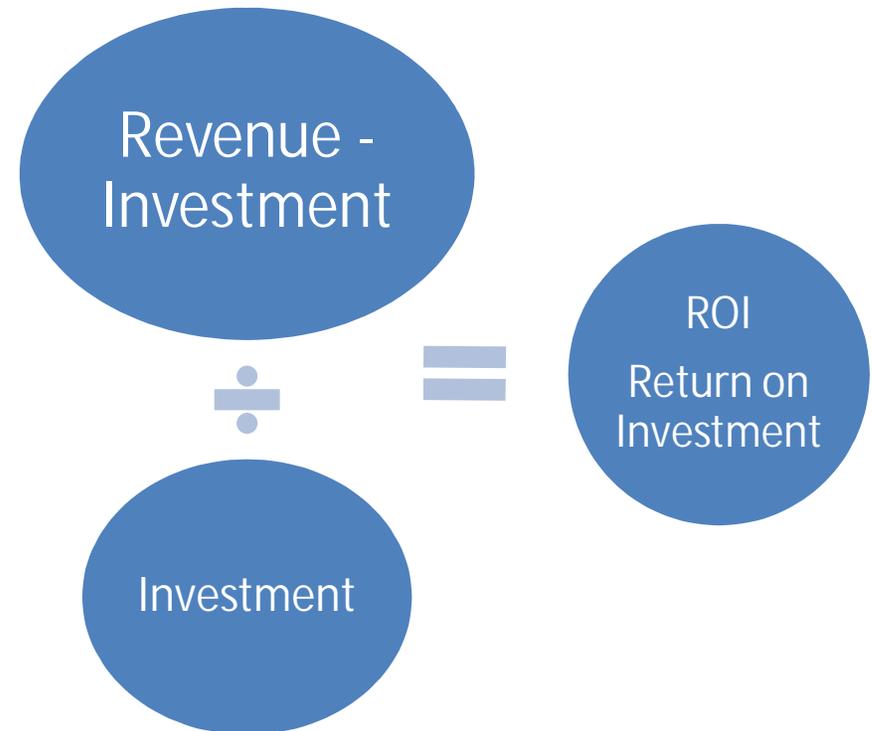
clicks	impressions	CTR	avg cpc	cost	conversion %	cost/conv	total conv.
68,962	2,770,527	2.49% ?	\$0.13	\$8,622.38	1.70%	\$7.37	1,167
68,924	2,539,263	2.71%	\$0.12	\$8,614.17	1.70%	\$7.36	1,167
38	231,264	0.02% ?	\$0.22	\$8.21	0.00%	\$0.00	0

# ROI - Return On Investment

First, TIME IS MONEY

Also realize this in your formula.

Website optimization takes time,  
and time is money. Weather in-  
house or outsourced.



Investment	Sales	R - I	Divide	As percent
\$1,000usd	\$4,000usd	\$3,000usd	3,000/\$1,000	3 X 100 = 300%

# Measure & Optimize Your Channels



Marketing Chanel	Cost	# Inquiries	Sales (Revenue)	ROI (return on investment)
Trade Shows	300,000 Booth, Travel, Staff	1,000	200,000	-33%
B2B Directories (Alibaba, GlobalSources)	50,000 Yearly Subscription	3,000	80,000	60%
PPC (Adwords)	12,000 1,000/mo	60 x 12 (720)	19,000	58%
Website Promotion (even in-house)	26,000 Time Value	300	30,000	15%
Social Media	29,000 Time Value	800	38,000	31%

Are you doing this? Yearly, Monthly, Weekly?

You need to monitor which channels bring the best business!

# Case Study

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# Conclusion

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- RESEARCH the market → keywords
    - Identify & Target Your Market - Managing Cultural Differences - China vs USA vs Europe style/feel, Building Trust - Think as your customer would
  - OUTLINE Your Business (not just products)
    - BUT YOU ARE ALSO A SERVICE.
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