

SEO – Search Engine Optimization - White Paper Brief

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SEO White papers Topic

Is SEO becoming more important or less important given the changes to the Google Search Engine Results Pages (SERP)?

Reason for White paper?

To show the audience of 40parkLane,Ilc the small and medium size companies our knowledge of Digital marketing and SEO, and to have visitors sign up for our newsletter, request an introductory consulting meeting or web-site audit.

The deadline for the White paper is March 2016

- First draft of copy early March 2016
- Draft of design and copy by Mid-March 2016
- Final Revisions and sign off End-March 2016

Where and how will the white paper be used.

This paper is to be used on www.40parklane.com either on the front page or a page that can be accessed through a link from the front page. The idea is for small and medium sized businesses as well as start-up entrepreneurs to search for “what is the impact of the Google SERP changes on SEO”. www.40parklane.com or this brief “SEO – Search Engine Optimization White paper” should show up in the SERP. Next to the sign up form to get the white paper should be a button stating “Contact Us or Let’s Chat – It’s Free! To instigate an interested reader to open a communication channel with 40parkLane,Ilc

Who Should this White paper be Aimed at? Who is the reader?

Start-ups – The founder of the company or if they have significant funding, the IT Manager
Small Companies – The President or IT Manager or (Digital) Marketing Manager
Medium Companies – IT Manager or (Digital) Marketing Manager

Who else could read the paper?

In principle anyone who wants to know about SEO, in particular the impact of the Google SERP changes on SEO.

What tone and Style should the White paper have.

As the paper is aimed not just at techies, but also at general management, the tone should not be pure tech talk. And a picture speaks a thousand words, so graphics always help.

What should the readers learn from the white paper?

The primary benefit for the reader should be to understand whether SEO is more important, or less important given the recent Google SERP changes, and why.

The secondary benefit of this paper is that the reader understands how SEO fits within the context of changing goal posts like Google SERP, conceptually and in broad terms. This paper is not meant to discuss SEO in minute detail, for two reasons. One, the target group is not just technical, but also

general management and marketing management; thus don't make the paper too technical, but add a strategic point of view. Two, the aim is to get the target group to contact us, by a) requesting an SEO audit of their site and b) to set up an initial consulting meeting. So you don't want to give away too much!

What is happening to our web-site visitors and their industry.

The paper should quote some statistics that underpins the white paper's case and conclusions. In this case the paper should show stats supporting the increased need and importance for SEO or not.

What problem does our visitor and reader have?

Our readers and web-site visitors, are trying to gain an edge in an ever crowded market place online. They are trying to crack the code to have their web-site pages and posts indexed by the search engines, found by their readers and visitors and show up as high as possible in the Search Engine Results Pages (SERPs). With this paper we aim to give our readers a quick overview of what SEO is and whether it has become more important to focus on SEO and if so what areas..

Why haven't our readers and visitors solved this issue on their own?

Not everyone is as smitten with the internet and the mysteries of Digital Marketing as a whole and SEO in particular. And that is not helped by the fact that the rules of engagement online and vis a vis SEO keep on changing. So a lot of people just don't want to research the changes and issues too much themselves. That's where our white-paper comes in, we have done the groundwork for them and are offering a conclusion and a path forward to solve any issues they may have.

What are the risks of not solving their SEO issue?

Well, one can argue about that. This white paper hopes to address that assessment and question: How important is SEO and has it become more important given the Google SERP changes. What happens when I don't address it, will I lose ranking?

What solution will help our (potential) customers.

One part of our web-site visitors and readers of the white-paper may simply read it to get educated. Other readers have a small to medium sized business or are entrepreneurial individuals who are trying to find someone who has experience in the fields of Digital Marketing and Web Design and SEO in particular. Their solution will be to implement what we are suggesting or to hire us to do it for them. Alternatively they could of course ignore everything or anything we say and move on or move to someone else.

What are the benefits of implementing any solution offered.

The white paper is about testing two theories, 1) Impact of Google SERP changes 2) Why is SEO important. The reader can draw his/her conclusion and proceed to improve their digital marketing efforts.

What would you like the reader to do after reading the paper?

To click on the button that says, "Contact Us or let's Chat It's Free!". And definitely bookmark our site and come back!