

SEO

PPC

Analytics

Free Audit

Consultancy

Clients

Get Quote

Harvest your online potential

Continuum Online Marketing is a specialist consultancy division of the award winning web design company Continuum Technologies. We offer a comprehensive range of online marketing services including; [Search Engine Optimisation](#), [Pay Per Click Management](#), [Web Analytics](#) Packages, [Website Consultancy](#), [Online Marketing Training](#) and many additional online marketing services. Continuum Online Marketing ensures your website is performing at its best.

Online Success

SEM Training

Results Drive Online Marketing

Google AdWords

SEO

We Love Traffic!

Pay Per Click

Online Sales

Web Consultancy

Increased ROI

Internet Marketing

Web Analytics

Get Quality Traffic Today

Expose Yourself Online

Search Engine Optimisation

Search engine optimisation is the process of increasing the visibility of your website in the natural listings of search engines such as Google for relevant keywords.

Search engine optimisation (SEO) is a cost effective way of driving 'qualified' traffic to your website leading to increases in lead generation and sales volume. By implementing a professional SEO campaign you can be assured of increasing the visibility of your website and gaining a competitive advantage over your competitors.

Search engine optimisation has been shown to provide a better ROI than conventional forms of marketing such as television, radio, direct mail, print ads and trade shows. This is probably not surprising when you consider that nearly 90% of internet users rely on search engines and directories for locating websites and over half of all online purchases begin with a search engine.

As part of our search engine optimisation services we offer the following;

- Audit of your current site and benchmarking its performance against direct competitors.
- Competitor analysis of the industry's critical keywords and phrases using state of the art software tools.
- Individual page analysis including the optimisation of content for relevant key words to deliver high quality 'qualified' traffic and increase online conversion rates.
- Manipulation of the websites content for optimum keyword density.
- Link building from interrelated sites and directories to increase ranking and direct appropriate traffic to your site.

"PC Cubed invested in search engine optimisation just over a year ago and the results have been magnificent. Our presence on the web is stronger than ever. More importantly we have exposed ourselves to a broader range of customers. The sales team have reported an increase in calls into the company, 80% of which have come direct from Google search engine. As we continue to launch new products SEO will play an integral part of the marketing mix."

Michelle O' Brien, Marketing Manager, PC Cubed Limited



Clients



Pay Per Click Management



Pay per Click (PPC) or Cost per Click (CPC) is when you pay for each visitor a search engine directs to your website. These appear as advertisements or 'sponsored links'. Given that two thirds of Irish adults have been shown to click on sponsored links when doing an online search, PPC is an important feature of an online marketing campaign.

Pay per click gives you immediate online visibility for relevant keywords whether your budget is €50 or €50,000. This means that you can receive enquiries, leads and sales within minutes of implementing a PPC campaign.

The benefit of pay per click is that it enables you to have complete flexibility and control - you can use one set of keywords today and a completely new set tomorrow. Continuum's PPC services are focused on Sponsored or Content Match Advertising as offered by Google AdWords, Yahoo! Search Marketing, Microsoft AdCenter and others. Currently, we provide Pay-Per-Click Services in English, French, Spanish and Arabic.

Google AdWords is the most popular pay per click platform in Ireland and Continuum offers a competitive and fully transparent [Google AdWords Campaign](#) Management service. As Google AdWords professionals we are at the top of our game when it comes to creating, monitoring and reporting on your PPC Campaigns.

"Initially we created our own Google AdWords account and set about attaining traffic...but it was getting more and more expensive over time. Since partnering with Continuum we have greatly reduced our cost-per-click and increased the quantity of leads through our site. Continuum have also got us onto the first page of Google for all of our key phrases in the organic search"

Ciaran Walsh, Managing Director, Eye Laser Ireland

As part of our Pay per Click services we offer the following features;

- A complete keyword competitive analysis which involves identifying the best, least expensive and relevant keywords and phrases for your campaign that will generate 'qualified' traffic to your website.
- Creation of an AdWords campaign. Our experienced ad copywriters will create a campaign which discourages unwanted click-throughs while attracting potential clients and customers.
- Constant monitoring, maintenance and optimisation of your campaign to increase your online competitive advantage.
- Provision of traffic statistics and analytical tools such as Google Analytics and Webtrends to track the number of users to your site, the path they take through the site and the number and cost of conversions.
- Through PPC Bid Management we will constantly revise the bid placed on your keywords in order for your company to stay ahead of the competition. Website ranking shuffles around on a constant basis. It is very important to keep a track of you bids and make immediate changes when competitors increase their bids and move ahead of you in the sponsored link results.
- Provision of weekly and monthly reports so you can see how your PPC Campaign is doing. We also provide you with full access to these reports online so you can check progress as and when you wish.
- Creation of landing pages for specified keywords improving the relevancy of the content and increasing sales conversions.

Web Analytics and Reporting



At Continuum Online Marketing we provide all of our SEO and PPC customers with a comprehensive suite of weekly and monthly reports so that you can see exactly how your campaign is progressing. To enable you to make informed decisions about your online activities you require a standardised performance measurement framework. This empowers you to justify online advertising expenses and continuously improve your results. Web analytics data allows you to gain insight into the effectiveness of your marketing, identify opportunities for improvement, and demonstrate the success of your online advertising strategies.

As part of our Web Analytics and Reporting services we offer the following features;

- Weekly and monthly reports available online.
- Integration of Google Analytics as standard and we also have experience working with Web Trends users.
- Our comprehensive SEO and PPC Report Packs provide both the Headline Figures for management use and full detailed analysis. Utilising these reports we can make informed decisions on how to continually improve your online marketing strategy.
- Using benchmarking we put the pressure on ourselves to ensure we continually produce excellent results for our clients.

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Continuum Online Marketing

At Continuum Online Marketing, our goal is simply "to work in partnership with our clients to harness the internet and associated media to further develop our customers business and exploit the efficiencies of web-based technologies."

For more information please call +353 1 855 8860

Continuum Online Marketing,
River House,
East Wall Road,
Dublin 3



Consultancy Service



Continuum Online Marketing offers professional advice on the services and solutions available on developing and executing your internet marketing strategy, planning and implementing online services and solutions and the analysis and reporting of the results to enable you to make informed decision regarding your online marketing strategy. Whether you're at the website planning, building, re-design or marketing phase, our online marketing consultants can offer you the benefit of their experience.

Our behind-the-scenes online marketing consultancy has benefited many organisations, large and small, ensuring they get maximum search engine coverage, and those all-important high conversion rates.

Our e-marketing consultancy is a blend of search engine technical know-how and online marketing expertise. We understand that your website needs to be made a certain way, so we'll work round any technical or brand issues you may have.

By means of our focused workshops, Continuum Online Marketing can help you understand where your company is in terms of internet marketing and help you to define a strategic online marketing plan that will drive your organisation in a comprehensive, controlled and measurable way to maximise your online budget.

Online Marketing Training



Almost 65% of Irish companies now have a web presence and many are making substantial profits from their online activities. Completing your website is only half the battle, to attain online success you must execute a cohesive online marketing strategy to bring customers to your door.

The course is targeted at small businesses, particularly in niche markets that are unable to justify professional AdWords management services on an on-going basis.

This training course is designed to fast-track your return on investment from running a Google AdWords campaign. It will equip you with the know-how to effectively target and communicate with your market through Google AdWords search engine marketing in order to attract new business leads and sales. You will learn how to manage your own Pay-Per-Click Marketing Campaign with Google AdWords and attract new customers to your website

Features of the Course

Google AdWords Account Setup
Google Analytics Account Setup
Keyword Analysis Training
PPC Ad Optimisation
AdWords Account Management Training
Campaign Reporting Setup
30 Days AdWords Campaign Support

Cost

€750
(+ Travel Expenses where applicable)

Additional Online Marketing Services

Continuum Online Marketing also offers a comprehensive range of additional online marketing services such as banner advertising, email marketing, marketing micro sites and mobile technologies. These services can add value to your brand by creating awareness of your marketing campaigns and creating interactivity between your target market and your brand.

Free Audit and Quotation

Our Online Marketing Solutions offer you professional, quality and affordable ways to promote your business online. For a free audit of your website, quotation or additional information on our comprehensive range of online marketing services and solutions, please call +353 1 855 8860 or e-mail info@continuumonlinemarketing.ie

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