

# NEWSLETTER

APRIL 2010

## NEW LOGO, WEBSITE AND MISSION

Over the past year, we've spent a considerable amount of time looking within our company to establish a new identity and find a way to honestly explain who we are and what we do for our clients. As part of our efforts, we're proud to announce the unveiling of our brand new logo and [website](#). We're also proud to present the following mission statement:

*"We're dependable people who focus on delivering honest results. And after we establish our level of transparency, commitment and trust, we create and manage the answers to your Internet marketing strategy. We're not just another short-term solution to your Internet marketing challenges. We're People To My Site."*

Our team has worked diligently to create a new direction for our company as we've entered 2010, and these changes reflect the outcome of our efforts. But we want to be clear: even though we've made some big changes, we're still the company you know and trust, helping each client realize their website's full potential through building better traffic and establishing an effective online presence. It's just now, we have a better way of saying it.

## NEW FOCUS ON OUR PRODUCTS



Among our efforts to re-brand ourselves, we've decided to structure our business using three core competencies: PPC, SEO and Usability. Although we're still committed to serving our clients with Web Development and Design, Branding, Application Development, Social Media Marketing and Copywriting, these three principles will be our main focus as we move ahead.

This direction really is a natural fit, based on our unique offerings and operating procedures. Here's a little background: we're one of only two agencies in Columbus that uses Omniture analytics software, which allows us to provide better focus in your campaign, using this Fortune 1,000 tool to enhance your bid strategy and outperform your competition with Pay Per Click. We also conduct competitive intelligence research to identify better ranking opportunities for your business by gathering and analyzing external information. Then, through Search Engine Optimization, we increase the quantity of traffic and quality of content on your site to help you achieve a better ROI. And to ensure that you achieve a desired outcome, we conduct in-house Usability Testing to measure the

### ptmsblog



Jake Stoops' Blog  
SEO Strategist



Karin Oliver-Kreft's Blog  
Director of Marketing



Ben Clarke's Blog  
Director of Technology and  
Product Development



behavior of actual users on your site, and adjust your site accordingly to improve effectiveness.

Our new direction - using these three core competencies - will serve as the foundation that will allow us to solidify not only our own business presence, but that of our current and prospective clients as well.

## SPOTLIGHT ON **SUCCESS**



The Arnold Sports Festival took place in the Convention Center earlier this month, and People To My Site was happy to be a part by not only building the site, but increasing their traffic with SEO. The Arnold Sports Festival is a four-day event that welcomes over 17,000 athletes competing in 40 sports events - 13 of which are Olympic sports.

Our work - from in-depth keyword research to enhancing its on and offsite efforts - was a resounding success. We successfully increased their website's traffic in the search engines by nearly 60% during our SEO campaign, and the number of keywords by which the site was found by nearly 50% (in comparison to the previous year.) And we didn't just bring people to the website. The festival achieved record attendance this year. We're proud of the results we achieved for The Arnold Sports Festival, and are ready to achieve similar results for all our clients.

## UPCOMING FREE SEMINAR - SIGN UP **NOW!**

On April 28, People To My Site will be hosting a free seminar, "Is Your Website Really Working?" In this seminar, you'll learn what it takes to build an online presence that generates awareness and leads. We'll cover all the essentials: SEO, PPC, Usability, Brand Strategy - everything it takes to help you achieve online success. To sign up to attend, just email us at [info@peopletomysite.com](mailto:info@peopletomysite.com). To learn more, [click here](#).

## NEW **HIRES**

People To My Site would like to introduce you to our two newest team members, Mike Wright and Nancy Colvin, who recently joined our Sales team.

As a Business Development Director, Mike exceeds in relationships founded on integrity, transparency and mutual benefit - making him a perfect fit for the People To My Site team. Mike holds a BA in Marketing from the renowned Fisher College of Business at The Ohio State University. Outside of work, he enjoys sports, backpacking in the great outdoors and spending time with his fiancée, Meg. Mike's also a proud member of a barbershop quartet here in Columbus.

Nancy Colvin has also joined our team as a Business Development Director. Nancy achieved her BSBA in Finance from OSU's Fisher College of Business - focusing on financial reporting and analysis. Nancy loves innovation and gets a thrill from finding unique solutions for clients, and her love of marketing and web technology is a natural fit for our company. [Outside of work, she balances an active social life with the responsibilities of

being a level 80 Dranei Priestess in World of Warcraft.]



## RECENTLY COMPLETED **WORK**



One thing we love is when clients let us use advanced technology to improve what we've already provided for them. Signs Now is a great example. We've been able to take their websites to a new platform that offers the franchisees better content management and a fresh design. We also created training videos so each franchisee can easily learn how to use the new system without any extra hassle. The new platform is rolling out for all Signs Now franchisee sites - take a look at one that's launched!

We're continuing to perform as the official SEO provider for Lexus in the U.S. Plus, we're in charge of widgets on all their dealer sites. A new widget just launched for the spring - so check it out.





People To My Site is proud to be the official marketing partner of the Dental Network Group. As their marketing arm, we've created their website, and provide marketing support for the group and educational seminars to Ohio-area dentists. Most recently, we held an instructional "SEO Seminar for Dentists - Building Traffic For a Better Practice." Columbus-area dentists came to learn what SEO is, and how it can help them to ensure patients can find their practice.

## DID YOU KNOW?

It's not enough to get people to your site. They have to convert once they're there. Clickstream Analysis can help you understand what path visitors take through your site, but it doesn't answer what they're thinking in the process. That's where [Usability Testing](#) comes in. If you're getting plenty of traffic, and they're just not converting, chances are there's something on your site that's contributing to the problem. Usability Testing can help you understand exactly what that is, and how to fix it. Usability Testing starts with mapping out the goals - what you want people to do on your site - then taking real people through the site, and having them explain what they're thinking at every step. With real-life input, we can go beyond just our expertise in interpreting your analytics and get proof of why visitors are behaving the way they are. Our experience in Usability provides the framework for understanding sites and how they work in the real world, which leads to building to build sites that convert more effectively.

**BETTER RESULTS, HONESTLY.**

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