

Angie's Copywriting

Effective copy, great results. Simple



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Content & Marketing

Audit

Steam Driven Media

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Contents

Current Site and Business Inventory	3
Summary	3
Company Profile.....	3
Objectives.....	3
Marketing Overview	4
Proposed Content-Based Marketing Plan	5
Website	5
Inventory	5
Branding	5
Home Page	6
Web Site Design	7
Internet Marketing Pages.....	8
Portfolio	9
About Us/ Our Method/ Contact Page	10
Content Marketing Strategy.....	11
The Next Step for Steam Driven Media	15

[Home](#) [Website Design »](#) [Internet Marketing »](#) [About Us »](#) [Blog](#) [Contact Us](#)

Steam Driven Media

Website Design
Internet Marketing
Cause Marketing

Website Design

Whether you are dipping your toes in to the internet for the first time, you are starting your hundredth web site, or you just want to refresh an old web site with modern techniques and look, Steam Driven Media has the experience to bring your project to the web. We have been building successful web sites since 1994 and we can leverage that experience to make your web site successful too. Your web site from Steam Driven Media will help you:

[Read More](#)

Cause Marketing

When for-profit and non-profit organizations work together, magic happens! We bring these organizations together, create priceless marketing relationships between the two, and help both sides reap huge rewards.

We have been working with charities and non profits for years. I originally founded Animal Charms to give us a revenue stream that can be donated to animals in need. I quickly learned that while most charities struggle to raise enough funding to continue operations, almost none of them understand the fact that they need to both market themselves effectively and search for corporate partnerships in order stay in operation.

To that end we have created several marketing programs to assist those charities.

(more...)

From the Blog



Slaktivism: Awareness or useless?
Dec 10th, 2010 | No Comments



SEO Breadcrumbs for OpenCart
Nov 15th, 2010 | No Comments

World records: the new viral marketing
Oct 18th, 2010 | No Comments

Search Engine Optimization

1 TRILLION pages in Google, what are you doing to stand out?

Search Engine Optimization, better known as SEO to many, is just one small part of a comprehensive internet marketing campaign design to promote your web site and brand. In it's purest sense SEO refers to optimizing your web site for optimal performance in the search engines, every thing else, link building, press releases, article marketing and more are all additional services even though most companies tend to lump them all in to one service.

When we talk about SEO at Steam Driven Media we are referring to on site efforts designed to make your web site as search engine friendly as possible. This includes site structure, content optimization, source code clean up, canonicalization, proper titles and descriptions. The search engines provide guidelines that they would like all web site owners to follow, and work with our clients to follow those guidelines as closely as their niche and competition will allow.

When you enter in to an SEO contract with us we don't just start throwing things at the wall and then toss our hands up and say, well, that's Google (or Bing or Yahoo). We apply our method to every project. We assess your goals, research your competition and industry, create a plan that fits within your budget and then execute that plan to the best of our ability. We found over the years that while no marketing company can guarantee specific rankings, or traffic, or sales goals, we can achieve great results with a solid plan, back by solid research.

Contact Us

To find out how we can solve your website development or website marketing needs, call us at 800- or email us at customerservice@steamdrivenmedia.com or fill out our online contact form.



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Steam Driven Media

<http://steamdrivenmedia.com/>

Current Site and Business Inventory

Summary

Company Profile

A complete website marketing and design agency led by Steve Gerencser, Steam Driven Media has been online since late 2010. Their specialties? Web design, Internet marketing, and cause marketing.

The website is clean and modern, but there hasn't been a whole lot going on with the site over the last year. And while the business is busy, the work isn't coming from the site.

Steve would like to see the site start pulling its own weight. It needs more human interaction and more attention. Steam Driven Media approached Angie's Copywriting to get some ideas on how best to move forward.

Objectives

- Increase traffic
- Build links
- Generate and promote interaction between the company and its target audience
- Increase sales



Marketing Overview

Traffic and Conversions.

With just a quick look, and no access to the analytics, we can see traffic is low -- Alexa (to get an idea of current traffic levels) ranked the site well below 3 million.

Three-Month Goal:

We'd like the site to get 200 highly targeted visitors each day, generate 10 enquiries daily, and secure approximately \$2,000 worth of new work each day. (These numbers do not include traffic outside Steam Driven's target audience, or any of the traffic/enquiries currently generated through methods outside the ones outlined here.)

Backlinks

Backlinkwatch.com found 32 backlinks from another of Steve's sites, the Internet marketing forum WebProWorld, and Level 343, an SEO agency. We'd like Steam Driven Media to use content to gradually build its backlink profile. Ideally, we want 5 high-quality links (CNet, Business Insider, etc) and 100 mid-range links monthly. (These targets are over an above anything Steam Driven has now or will generate through methods other than those outlined here.)

Keywords and Traffic Sources

According to Alexa, the site's traffic generally comes from keywords such as:

- Opencart seo breadcrumbs
- Add a category to breadcrumb opencart
- Opencart breadcrumbs category
- Obencart breadcrumbs
- SEO friendly breadcrumb product opencart

These keywords likely won't bring in their target audience. Before other marketing can start, we need to perform keyword research and compare it with the behavior of the agency's target market to generate a list of potentially lucrative keywords.

Paying clients will likely be attracted to the site through ingenuity, creativity, and expertise, rather than keywords. Therefore, we need to create funnels specifically designed for each group of site visitors (who have been divided by intent, rather than demographics).

Social Media & External Advertising

At the moment, Steam Driven Media doesn't advertise or use social media marketing. Considering 80% of Americans spend 23% of their time on social networks ([Nielsen](#)), this needs to change. Women, 18 to 34 years old, are the most active social networkers. They're also most likely to be involved in running or starting a business.

The issue, however, is Steam Driven Media's lack of time and resources, as well as a highly saturated market. Therefore, their chosen solution must require little time, have maximum impact, and still let it stand out from its competitors.

That being said, Steve has a strong and personable approach to marketing, multiple web properties, and wide professional circles, which could easily play a large role in Steam Driven's marketing while maintaining their brand/image.

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Proposed Content-Based Marketing Plan

Website

Inventory

The website has 11 pages with content, 1 portfolio a contact page, and a blog with 11 posts (no comments). There are no offsite properties.

Branding

Recommendations:

- Redesign with a fun, exciting, and risky edge
- Possible shift in target audience

With a name like "Steam Driven Media", and the great steampunk-inspired logo, the company has a ton of options for some cool and memorable design ideas. Images featuring quirky brass creations and steampunk fantasy elements would make the site instantly recognizable and memorable.

The steampunk movement is also known for its high level of unique creativity, particularly scientific romanticism from the Victorian age. Considering the agency's niche, this could be its best defense against its competitors. Fun and interactive buttons, sliders, and other design elements would show the company isn't scared to take a risk and be a little different.

And for this company, different *is* normal. That's what its clients (and potential clients) are counting on. This audience is sick and tired of the same old solutions and they're starving for some fresh ideas that will help them overshadow their competition.



Home Page

Recommendations:

- Fresh design elements
- Client-driven copy, with a creative flair
- Site elements that will sell should be moved above the fold
- Less important elements should be eliminated or moved
- Advertise a "taste test" of the company's services

Steam Driven Media has a great start, but it could greatly improve its chances of making conversions by refining its target market and focusing on visitor intent. Why are visitors landing there in the first place?

When visitors come to Steam Driven, they're looking for something that will help them stand out. They won't necessarily have a specific marketing method in mind, so they likely won't use standard keywords like "cause marketing" to find the website. The home page should reflect that.

To be effective, it needs content visitors can identify with. They should instantly realize the company understands their needs and has the ability to solve their problem.

So, instead of giving visitors three services at the top of the page, each of the tabs should focus on what customers will gain by hiring Steam Driven Media. The copy on each slider should start off with a story that takes the visitor on a journey. And this journey should only end on the contact form, Steam Driven Media's "money page".

The Steam Driven site needs to display more confidence in itself. This can be accomplished by displaying links to the industry-leading podcast Steve regularly appears on, links to past clients, and a visual link to its portfolio, all above the fold.

The blog takes up a significant amount of space on the home page, and this isn't doing the agency any favors. It's dated and simply repeats information found elsewhere on the site. Move this section to the site's footer (that currently makes the site look unfinished).

Once the site is updated as outlined here, visitors will be able to experience the uniqueness and professionalism Steam Driven brings to the table. In short, the home page needs a bold personality and significant focus on the traits that make the company amazing.

On a side note, there is nothing on the home page to tempt visitors into trying the service. Therefore, it needs something like an offer for a short proposal, a consultation, or other item that would give Steam Driven the chance to sell itself, while helping the visitor feel more confident about the company's abilities. After all, just because someone has been doing something since 1994 doesn't mean they've done it well.

Web Site Design

Recommendations:

- Improved design and graphics
- Client-focused copy
- Supporting elements that emphasize the agency's ability, reliability, and expertise

The content on this page goes through the basics of web design, the process, and some of the additional software Steam Driven Media works with. This is good, but it takes the wrong approach.

Because we've already determined people aren't going to land on the site by accident, they're likely already searching for a particular design style or for ways to make their existing sites stand out.

Therefore, the copy should target:

- Businesses that already have websites
- Those who have underperforming websites in a crowded marketplace
- Those who have discovered their current site no longer matches their business or their brand

Currently, the copy under the process section discusses goals and failing websites. There are two issues with this:

1) Businesses land on the site with goals in mind. They want Steam Driven Media to help them achieve these goals, not become part of the business process.

2) They don't want to think of fears and failures. This will only make them gun-shy when signing a contract with Steam Driven Media and handing over the cash.

Instead of talking about what could (or has) gone wrong, include elements that show the client he or she has nothing to worry about. Use a unique style and fun language that has a no-nonsense edge. In the copy, explain how Steam Driven customizes every element of their process to serve the client and meet their needs.

The page could also include:

- Examples and case studies of past successes
- Links to their portfolio
- Testimonials
- Graphics to enhance the branding



Internet Marketing Pages

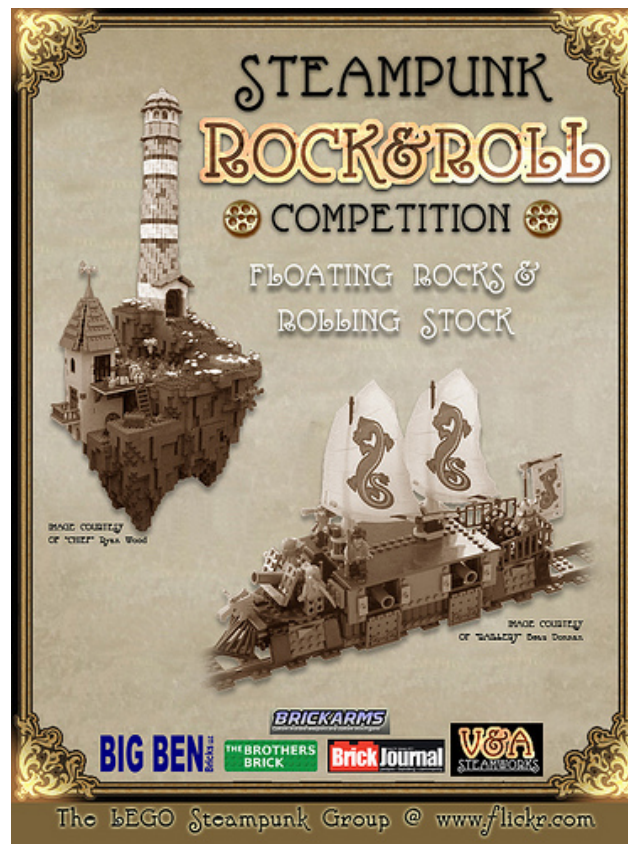
Recommendations:

- New copy focused on visitor intent and needs, rather than the company and the same old problems
- Improved graphics and marketing elements
- Add relevant samples to each page, as well as testimonials

These pages have some great copy, but they could really use some personality. It would also help if the copy focused a bit more on what visitors are looking for, rather than reminding them of all the dangers of outsourcing and hiring others. Think of it like talking about hot dog ingredients while trying to get people to buy them for lunch. It's counterproductive.

A few other thoughts:

- The pages need graphics that enhance the company's branding and highlight the benefits of working with the agency.
- Make the call to action stand out by turning it into a button, as seen on the portfolio page.
- The layout of each page should be consistent and encourage conversions by providing proof of results on each page.
- Each page should have a call to action and contact information clearly displayed on it. (Visitors will likely decide whether or not they're interested in contacting the company after the first paragraph.)



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Portfolio

Recommendations:

- Improved functionality and graphics that highlight each sample, encouraging visitors to take a closer look
- Additional information
- Pitch services using a pull method (highlighting strengths)

There is so much potential here to make the portfolio fun and interesting. Steam Driven should be proud of these samples and take the time to really show them off with some interesting design elements or feature.

Suggestions here include:

- Fun, focused language with a professional air.
- Give each sample the prestige it deserves.
- Give visitors some background. What issues or problems did each client come to Steam Driven Media with? What kind of work did they do for each site?
- Feature particular elements or strengths. Which areas of the project are they most proud of?
- What kind of results did Steam Driven Media get from each site?
- A quote/testimonial from the client

The call to action here is great, but it could definitely stand out a bit more. Perhaps some contact information here, as well?



About Us/ Our Method/ Contact Page

Recommendations:

- Additional information
- Make the copy friendly and informative
- Eliminate the 'Our Method' page and make it part of the "About Us" page
- Graphics and branding

The "About Us" page is where the company can really shine and show off its personality (an image of a steampunk office would be fantastic). Unfortunately, there isn't much here.

While the information on the page is important, and it does a good job of making Steve the face of the company, they need to have some fun.

- Why "Steam Driven Media"?
- What has the company accomplished?
- What does the team do when it's not working?
- Impressive steampunk images

Steve has appeared in a number of places online and held a number of roles. Why not highlight these accomplishments and activities?

The "Contact Us" page is good, but the various contact methods run together. Set each method apart by using a graphic for each one and eliminating the unnecessary text.

The blog categories should also go. Why? Once a visitor has finally reached the money page, the worst thing to do is encourage them to go elsewhere. If they visit the blog from here, they likely won't come back.

The "Our Method" page is important, but it's useless in the navigation. And since visitors will likely expect to see that information on the about page, add it to that page and eliminate an extra click from the conversion process.



Content Marketing Strategy

Newsletters/Email Marketing

Recommendations:

- Add a signup form to the home page
- Start regular email marketing

There is currently no way to capture email addresses or build any sort of email list, aside from the contact form. This should be on the front page to help the company connect with as many members of their target audience as possible.

With a solid email list, Steam Driven Media could quickly and easily promote its content, market new products and services, and sell via affiliate links to diversify its income and expand its reach.

Rather than offering a free gift or other specific incentive to those who sign up, Steam Driven Media should focus on revealing the kinds of information members of the list would receive. In short, let the content sell itself, at least to start with.

Blogging

Recommendations:

- Change blog categories slightly
- Change focus
- Publish regularly
- Choose topics a bit more suited to their target audience and ones that help Steam Driven meet its goals
- Adopt a three-sided content marketing approach

Currently, the content is dated and focuses on specific marketing, design, and development issues. While this is important, their target audience doesn't want to read about marketing methods. They want the Steam Driven Media team to look after these things for them. Therefore, the company needs to adopt a slightly different approach.

- Attract clients by blogging about fun and interesting web design and marketing ideas
- Build rapport and authority by blogging about accomplishments, ideas, and ways they're making their services better
- Use content that fits into the current blog categories to complement other marketing methods and get links from similar websites

This means Steam Driven will use three content marketing methods on their blog:

Target Method -- To get attention from specific clients and authority sites (for links), Steam Driven needs to create content specifically with those individuals in mind. Then, additional steps can be taken to get attention from those people. Repeat the tactic until it has the desired effect.

Magnetic Method -- Steam Driven Media needs to create and publish content that draws members of its target audience to the site. Before this can happen, the company will need to spend some time researching them to find out what topics are hot and what really brings out their passion.

Push Method -- Once Steam Driven established itself and built up a reasonable audience, it will need to sell itself to its target audience. This might be pushing a particular product/service, talking about a

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client/achievement. However, it needs to be done in such a way that it doesn't offend its audience, while still keeping them interested in the topic.

Social Media

Recommendations:

- Choose 2-3 networks that suit Steam Driven's style while also containing a large portion of their target audience.
- Use the services to share information about their company, clients, and content, but also to push their steampunk brand and creativity.
- Set aside 30 minutes each day to update each profile and interact with followers.

Tumblr or Flickr would be an excellent choice for Steam Driven Media, since creative types frequent both networks. They would also give the company the opportunity to share images and content, as well as interact and have a little fun. Tumblr and Flickr have the added advantage of helping the agency spread its reach.

Twitter is an excellent way to connect with companies that fall on the geekier side of things. They'll be a little more receptive to the company's style and can help influence traditional style companies and brands.

Facebook makes it easy for Steam Driven Media to sell and offer its services and products directly to its target audience, without forcing them to leave the social network. It also gives the company the ability to share a variety of content and media on one easy-to-use platform.

Each social network chosen should contain unique information, released specifically for each crowd. Each one should also have a specific focus, content type, and a particular audience segment to help Steam Driven Media maximize its reach, without boring its audience.



External Content Marketing

Recommendations:

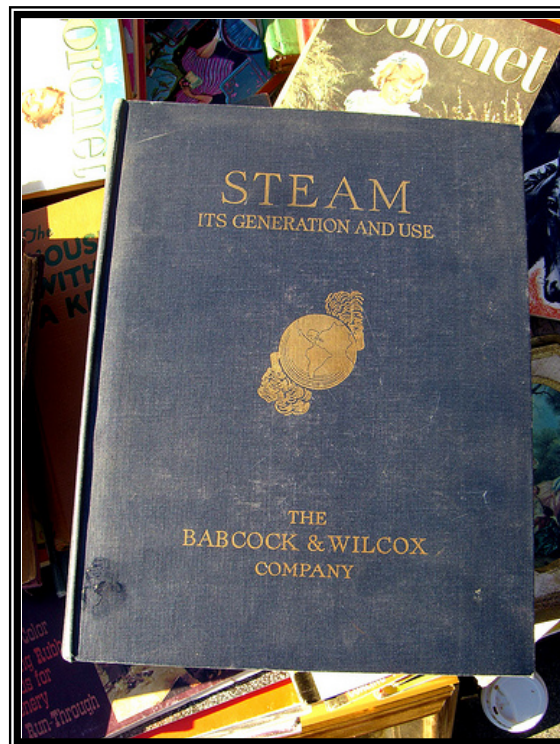
- Begin placing content on high and medium level sites
- Build authority by distributing high-end content
- Ensure each piece published helps push the agency toward its goals, while giving the company a unified look, feel, and direction.

One of the main reasons Steam Driven Media lacks traffic is simply because people aren't aware it exists. And relying on search alone would require a huge time and money investment. The secret to getting more clients and more traffic for this agency is to make use of the success others have already had.

They need to:

- Identify sites that already have a reasonable amount of traffic (from their target audience), authority, and a quality onsite content management system
- Assess each site to determine what topics and marketing styles would have the most impact
- Create and publish the appropriate piece on each site.
- Create and publish a related post on their own site that visitors from the target site would see when they arrived at Steam Driven Media. Custom landing pages may also be an option to consider.

To build its authority and strengthen its brand, the agency needs some kind of case study, white paper, ebook, or other product it can distribute and use to its advantage. This could be done in cooperation with other companies to save time, expand their reach, and limit the amount of investment needed.



Advertising

Recommendations:

- Release a fresh and interesting advertising idea once annually

Again, given the unique opportunity the agency's brand provides, there are a ton of ways the company can advertise and get noticed. Whatever it chooses, the concept should be incorporated into an offline, online, and onsite campaign.

Some initial ideas include:

- Interactive QR code campaign with a choose-your-own-adventure style business-themed story. Elements could be incorporated into both online and offline items to lead visitors to the site. This has the added benefit of helping to bring in traffic from alternative sources such as online magazines, forums, and websites, particularly if it were done in partnership with complementary businesses.
- Steampunk graphics, icons, and images given away to promote the company. They could be distributed offline to potential clients as well. They'd act as a great conversation starter, particularly at meetings and conferences in the local area. They would also be great for banner ads and advertising in traditional media.
- Reward loyal followers with a particular graphic, character, or clue for each activity they partake in (if they follow you on a social network, download a report, sign up to a mailing list, read your blog, etc). Then, use these images, clues, or characters to create a set of icons, a story, or even provide them with a free product or service.



Search Engine Optimization

Recommendations:

- Keyword research
- Create sales funnels that match visitor intent/behavior and assign the appropriate keywords to each page.
- Keeping the conversion/sales process in mind, build links to each page using content and connections.
- PPC campaigns with highly targeted landing pages

Currently, the site hasn't had much SEO. While the more technical steps are in place, giving the site a strong foundation, it's going to need some time, attention, and to get it ranking.

Again, the biggest issue this site faces is an oversaturated market. Therefore, it will require a significant time and money investment to get the site ranking for major design and marketing related terms. This fact, combined with the suspected habits of its target audience, means the best plan of action will be to rank for longer tail queries first. Then, build on these terms, so the site can eventually rank for the more competitive terms.

Some ideas to work on include:

- Fun videos going through some of the projects Steam Driven Media has done. Or, something that goes through the story behind the company. This would make a great feature on the "About Us" page.
- Images and graphics that have been optimized and designed to share.
- Perform a survey or report. One idea might be to do an assessment on a group of sites (or in a niche) Steam Driven would like to focus on. Compile a list of the design elements (or marketing) that make them successful. Offer up some ways in which they could improve their site or marketing and distribute the report, after contacting each company. Other options might include examining successful home pages or contact pages, marketing campaigns, etc.
- List posts looking at elements the company does best: cause marketing campaigns, shopping carts, etc. Perhaps even a comprehensive review of various software.

The content placement, blog strategy, advertising campaigns, and social media strategy already set out within this report should give the site a healthy boost in the rankings. However, some starter pieces may be needed to create a foundation and get it started. (For example, a press release or a few articles published and placed on specific sites.)

If the company has the budget, some PPC campaigns, targeted at a very specific audience segment would be an excellent way to generate some income and build on their existing client base while working on other marketing methods. The best audience would be the same one targeted with the other marketing methods (which would be an audience that is most susceptible to the brand, have a reasonable budget, but still need help to climb to the top.

The Next Step for Steam Driven Media

The next step would be to analyze the site's analytics and client base to get an accurate idea of traffic sources, sales patterns/funnels, audience behavior, and intent, as well as the company's budget and most profitable services. Once that has been completed, this audit can be reassessed and an appropriate plan of action and schedule can be determined.