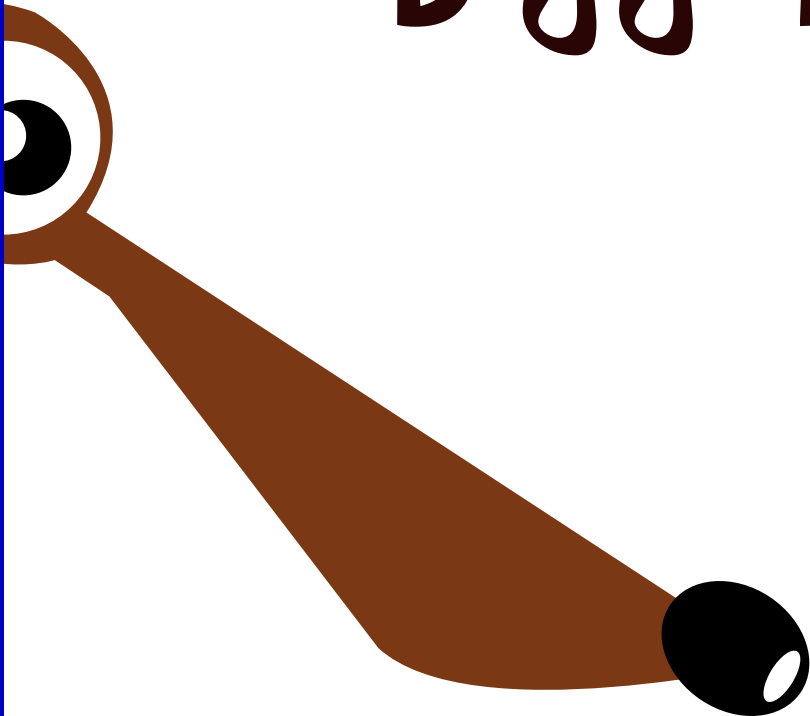
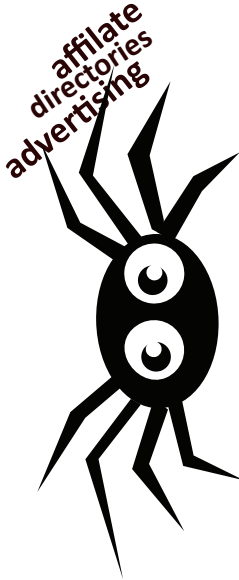


Digger Dog SEO

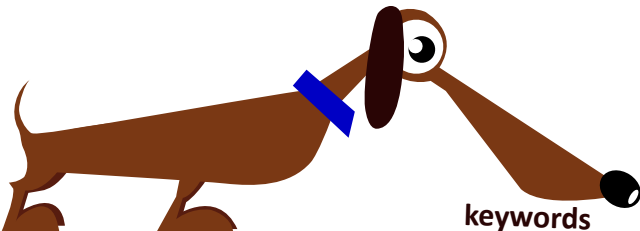


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Google



pay-per-click

advertising

SEO

CREATIVE BRIEF

Purpose

Digger Dog SEO will be an informational site presenting information on search engine optimization that can benefit anyone (whether it be churches, non-profits, small businesses, or personal sites) trying to increase their search engine ranking. Articles written on SEO topics will try touch upon SEO from start (the structure of a website) to finish (how to analyze your results/placement).

Page Descriptions

1. Index

The index page will contain teasers from all four articles, in addition to a brief mission statement in the right-hand column as to how the site hopes to help people.

Images: Statistics_arrow_graph.jpg

This image will appear in the right hand column with the mission and will show an arrow indicating increase on a graph. This hopefully will symbolize increasing one's SEO position.

2. Search Engines

This article will describe how search engines are used, the

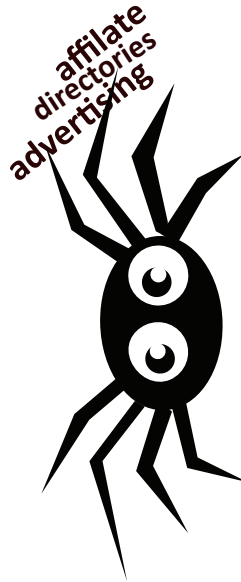
demographics of those who use them, and how search engines work. It will also touch upon directories. A side box including the statistics from reports put out by comScore and Hitwise will complement the discussion of the findings from those reports which is a topic within the article.

Images: Yahoo_icon.png, Google_icon.png, Bing_icon.png, Ask_icon.png, Windows_icon.png, AOL_icon.png

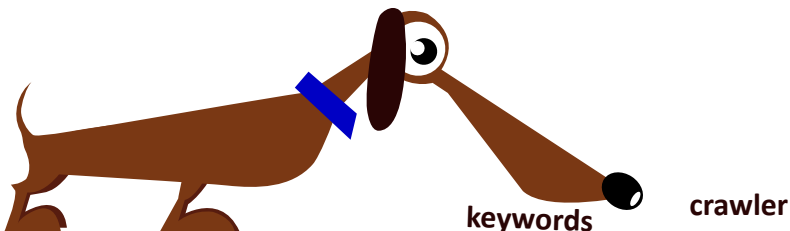
Icons of the major search engines mentioned in the article will appear throughout the article as these search engines are touched upon in the discussion. The icons will be about 128x128 pixels and will either have a consistent style to them or be as varied as possible, depending on the availability of the icons.

3. Site Construction

Site Construction will be about the best practices for making a website search-engine friendly if one is building the site from the ground up. It will include how to best display content and what aspects are absolutely crucial in the header. It will also have a two block side bar that will contain two sections: black hat/white hat techniques and practices that one really should avoid.



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CREATIVE BRIEF

Images: Ladder.jpg and nails.jpg

Since construction a website is primarily coding it correctly, there aren't a lot of visually appealing images directly related to web design. Therefore, the images in this article will be building tools commonly associated with building a house.

4. Placing Ads

This article will be an explanation of how pay-per-click (PPC) advertisements work with a focus on using Google Adwords, but also touching upon the Google Display Network, Yahoo! Advertising, and Microsoft's AdCenter.

Images: AdwordsLocation_screenshot.jpg, YahooAdsLocation_screenshot.jpg, BingAdsLocation_screenshot.jpg

Since this article will be explaining how to set up advertisements with the major search engines, it will also include screenshots that show where these ads can show up once you've begun a PPC campaign.

5. Analyzing Results

Once the site is built, the ads are placed, and one understands how

search engines work, the next step is to monitor and analyze the results. This article will go into detail how one can do that whether using their host, Google Analytics, or other software, such as W3Perl.

A side column will present SEO vocabulary words, which appear throughout the article, and their definitions.

Images: JustHost_screenshot.jpg, ApplyingAnalytics_screenshot.jpg, and line_graph.jpg

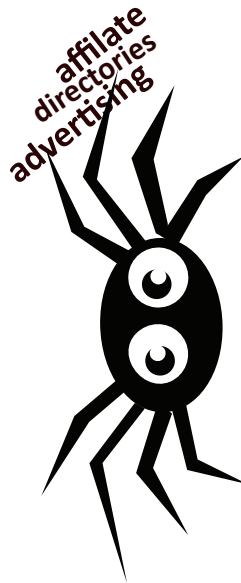
Images will include a screenshot of a web host analytic service, an illustrated example of where to paste the Google Analytics code within one's website, and a line graph image to indicate to the viewer what type of content is on this particular page.

6. Credits

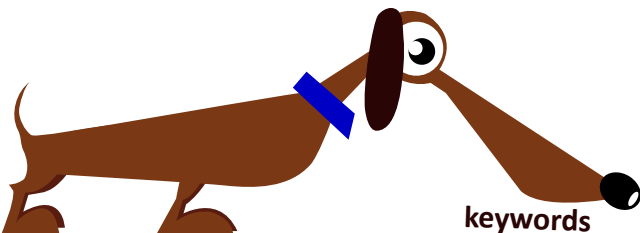
This page will include a list of thumbnails for every image used as well as attribution from whom they were taken.

Perception Tone

Amusing, Fun



Google



keywords

crawler

pay-per-click

advertising

SEO

AUDIENCE

Target Audience

Small business, non-profits, or individuals who are trying to self-educate themselves on how to improve or obtain a good search engine ranking. They do not want to pay to have someone improve their search engine position, but they need up-to-date information on the topic and an overview of what they need to do.



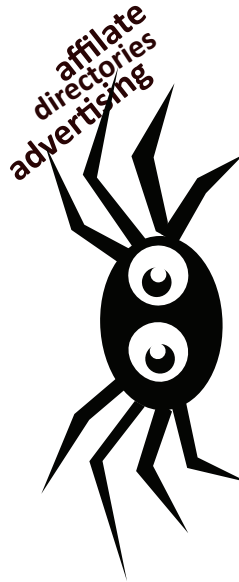
Persona

Name: George Dowell
Age: 42
Occupation: Sub Shop Owner
Location: Rally, NC

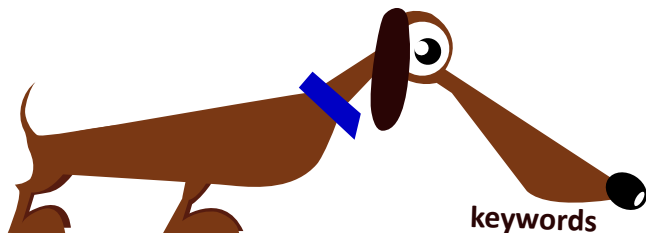
George Dowell is the relatively new owner of a sub shop in Rally, North Carolina. George is passionate about making food that is free from preservatives and that people can feel good about eating. Armed with his

Grandmother's sour dough and pumpernickel bread recipes he is certain that if customers knew the amount of work he was doing

and how much love went into his breads, they would choose him over corporate sub shops. He even has a website that explains where he gets his vegetables, meats, and cheeses from and how he makes his own bread. The problem is that the franchised sub shops come up first when people google for restaurants in his area. George knows he needs to increase his SEO for his website to compete with these guys, so he starts reading into it. Unfortunately, he realizes that it changes so fast that most books are out of date, so he turns to the web, which is where he comes across the Digger Dog SEO blog that posts articles on how to get started improving one's SEO. It doesn't go in depth, but it provides the steps one needs to get started when first approaching SEO and that's exactly what George needs in order to take himself further.



Google



keywords

crawler

pay-per-click

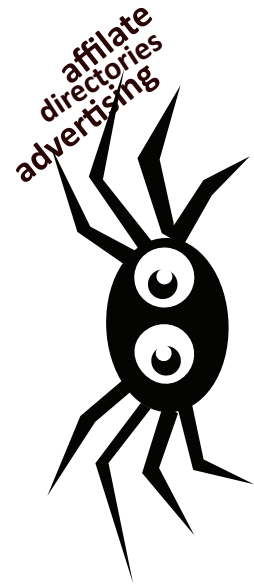
advertising

SEO

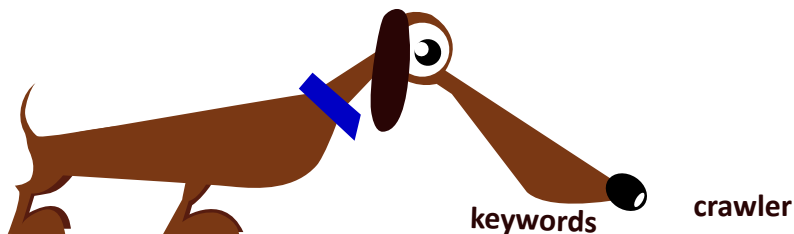
DESIGN SUMMARY

The aim of the design is to provide a light-hearted take on search engine optimization information. The character repeated throughout the design is a dachshund because dachshunds are known for digging small animals out of holes. The implied metaphor in the design is that rather than digging animals out of the hole, the dachshund is digging out search engine optimization research. To keep a playful tone, the dachshund is a cartoon dog that is supposed to be cute and a little exaggerated in character. But because of its unrealistic proportions, the title of the site refers to the nature of the dog “Digger Dog,” rather than referring to it by the breed, dachshund, just in case users are not aware of the dachshund’s history.

Since dachshunds are usually brown or black, a light brown (#7a3815) will be used for the dog and a dark brown (#280c01) will be used for the hole that the dog is digging. Rather than provide surroundings for the dog, whitespace will be used to imply a continuation between the dog’s movements throughout the site. In the header he is digging a hole, in the footer he is inside the hole, and on the side columns he is sniffing key words. A bright orange (#ff3600) is used as an accent (on a hover state) to the shades of brown and the dog’s bright blue color (#0204bb) breaks up any monotony of the digging dog itself.



Google



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advertising

SEO

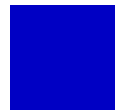
STYLES



Light Brown
#7a3815



Dark Brown
#280c01



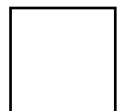
Blue
#0204bb



Orange
#ff3600



Black
#000000

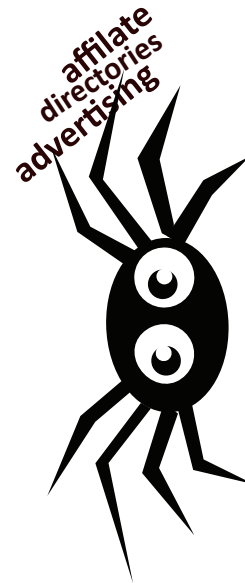


White
#ffffff

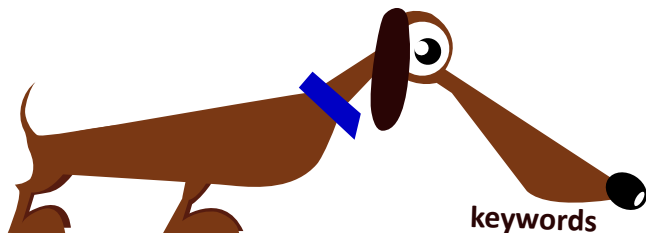
h1, h2, h3, h4, h5, h6
Verdana

body text
Verdana, 12px

navigation menu
Verdana, 13px



Google



keywords

crawler

pay-per-click

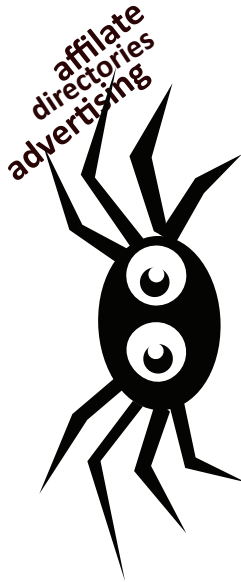
advertising

SEO

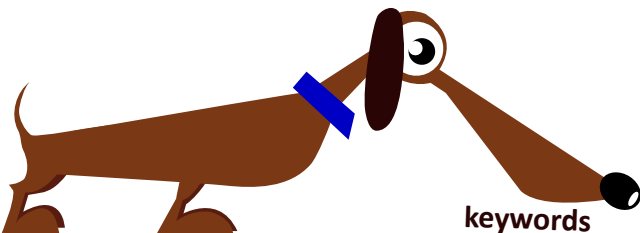
7

NAVIGATION MAP & WIREFRAMES

As the site was created in WordPress and the project was about learning WordPress and SEO materials, wireframes and a navigation map were not required for this project and are not included in the process book.



Google



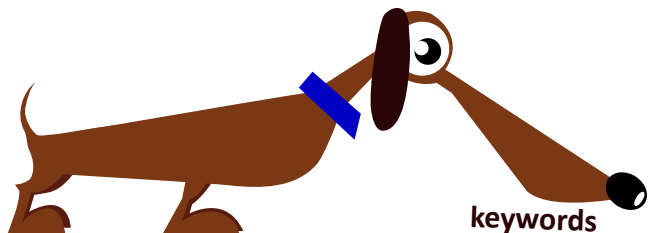
crawler

pay-per-click

advertising

SEO

TECHNOLOGY



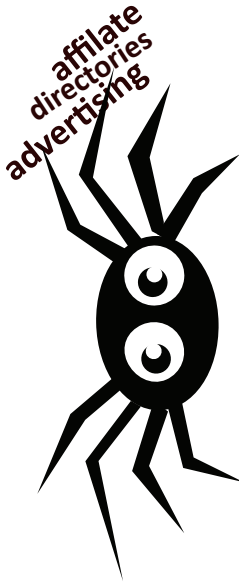
keywords

crawler

pay-per-click

advertising

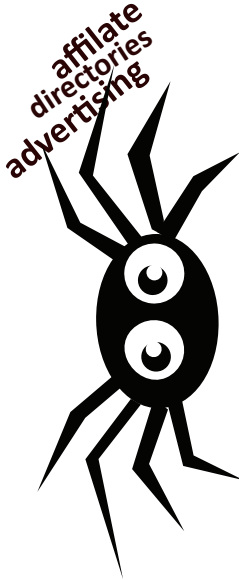
SEO



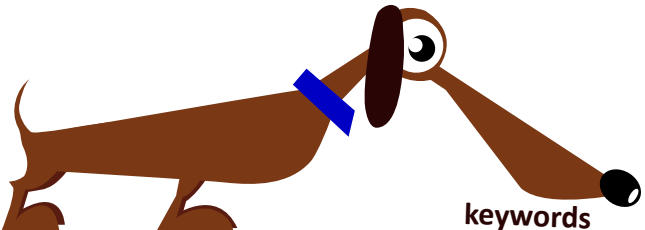
affiliate
directories
advertising

Google

CREDITS



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pay-per-click

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