

Bruce Clay, Inc. **Company Information**

www.BruceClay.com
sales-bc@bruceclay.com
866.517.1900

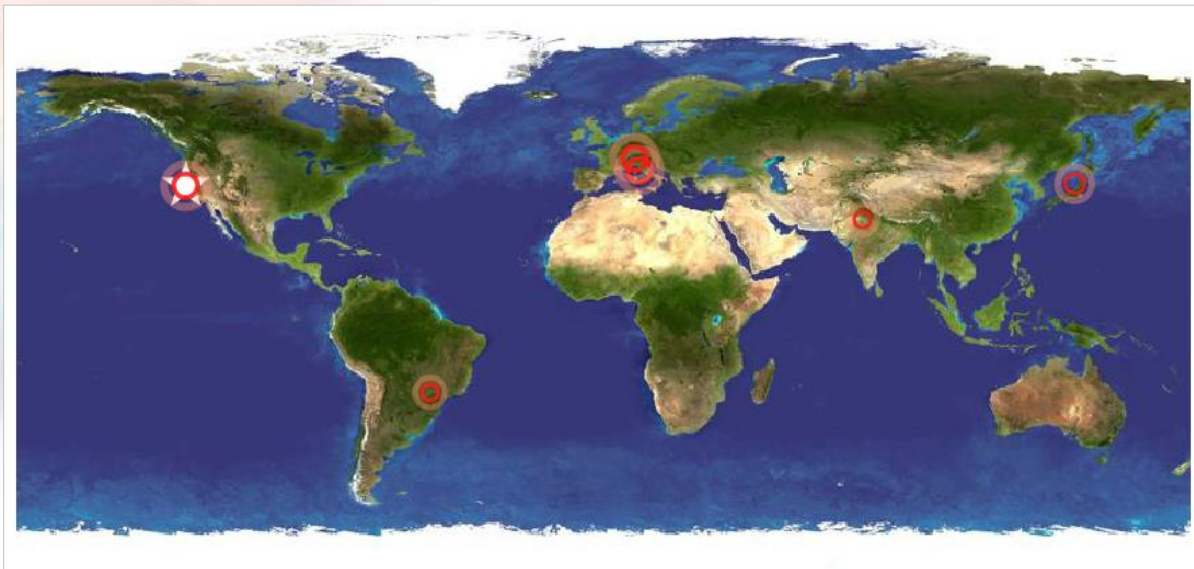
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Bruce Clay, Inc.

Since 1996, Bruce Clay, Inc. has been a leading provider of Internet marketing solutions with U.S. offices near Los Angeles and internationally in Brazil, Italy, India, Japan and the United Arab Emirates.

The company website, BruceClay.com, is home to one of the Internet's first infographics, the famous Search Engine Relationship Chart®. The SEO Code of Ethics and the Bruce Clay, Inc. Blog are trusted sources of digital marketing industry leadership. BruceClay.com is a leading destination on a broad range of Internet marketing optimization topics, offering step-by-step methodologies and free and subscription diagnostic tools.



Please visit http://www.bruceclay.com/web_locations.htm for office details.

Internet Marketing Optimization services are provided in the areas of Search Engine Optimization (SEO), Pay-Per-Click (PPC), Content Development, Website Analytics & Conversion Rate Optimization (CRO), Social Media Marketing (SMM) and Design & Information Architecture. Offerings include site assessments, consulting services, and full-service projects.

Bruce Clay, Inc. produces an industry-recognized Standard three-day SEO training course for beginners. For search marketing professionals, the company offers an additional one-and-a-half-day Advanced Certification course with SEOToolSet® Certified Analyst eligibility.

SEOToolSet Training is rated ★★★★★ 4.9 out of 5 based on [reviews](#).

Bruce Clay, President

Bruce has been a recognized leader in the search marketing arena since 1996 when, after a long career as an executive with leading Silicon Valley companies, he launched one of the first consulting firms devoted to search engine optimization (SEO). His pioneering efforts continue to lead the search industry through award-winning SEO training and certification courses, the SEO Code of Ethics and the full-featured diagnostic SEOToolSet®. He is a popular speaker at major industry conferences including Search Marketing Expo (SMX), Pubcon and Affiliate Summit.

Bruce authored the all-in-one desk reference guide for SEO in John Wiley & Sons, Inc. For Dummies series and co-authored "Content Marketing Strategies for Professionals." He has been quoted in publications such as Wall Street Journal, USA Today, Huffington Post, Forbes, PC Week, Wired Magazine, and Smart Money, as well as in several books. Bruce and the company share insights into evolving SEO, PPC and content marketing strategy, news and tactics on the company's weekly podcast, SEM Synergy.

Noted Accomplishments

- Past member of the Search Engine Marketing Professionals Organization (SEMPO) Board of Directors
- 2013 recipient of the Lifetime Achievement Award from the History of SEO advisory board
- Author of "Search Engine Optimization All-in-One For Dummies," the comprehensive 765-page desk reference on SEO, now in its third edition.

Financial History

Privately funded and owned 100% by Bruce Clay.

The company has managed consistent growth resulting in Bruce Clay, Inc. being one of the very few firms listed in the **Inc 5000** for all **consecutive years since 2007**.

We are highly selective in the projects we undertake to assure quality and success in those projects.

Services offered have adapted to the evolving Internet marketing optimization space to include: SEO, PPC, content development, social media marketing, analytics and conversion rate optimization, and information architecture and web design. Our software technology expanded with the release of SEOToolSet 6 in 2015.



Privacy and Data Protection

We do not require transferring personal data from client websites for our projects. We require access to Google Search Console and analytics data as appropriate for the needs of the project.

We do not keep any data on-site that requires advanced security. If a client plans to provide us with data that requires additional protection, we will acquire appropriate protections.

Industry Experience

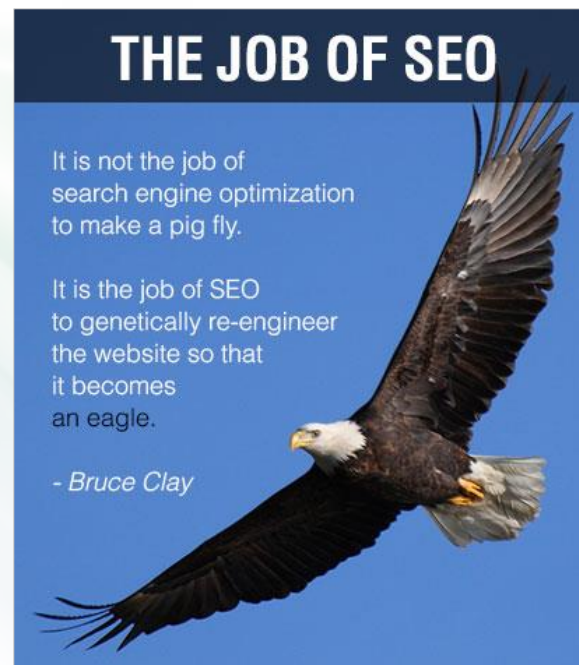
Any visitor can access our SEO methodology with embedded SEO diagnostic tools to see our methodology in action via our 20-step SEO tutorial: <http://www.bruceclay.com/seo/search-engine-optimization.htm>.

Bruce Clay, Inc. is well recognized in the industry and has held page-one rankings for the term “search engine optimization” for years, unlike any other major SEO/SEM vendor. As mentioned, our organization has been chosen as the official masterclass program partner to train at the Search Marketing Expo (SMX) series of top search industry conferences.

It is important to note that Internet marketing in all its forms (SEO, PPC, content development, CRO, SMM, design and even analytics) is never finished. It is an iterative process of research, analysis, action, monitoring, analysis and reporting, repeating each step again and again. All programs include analysis of website analytics data to determine direction and validate success.

It is commonly known that there are over 200 different factors in the Google search ranking algorithm. For many keywords, there are a million or more competing pages with many undergoing frequent revision. Additionally, Google continuously develops and refines their algorithm and each update usually impacts and affects several of the 200 variables.

Google announced that they have exceeded 500 algorithm updates each year. Even if a website has a number one ranking position, the constant instability of the index and algorithm, and changing search engine guidelines and enforcement policies as a whole, allow opportunities for others to overtake any site.



Adding to the variability of rankings, competitors are actively working to increase their rankings, and we do not have control over other sites, nor do we know which competitor may overtake a site in search results or when it might happen. Our objective is to react quickly, and based upon the nature of each update, to raise rankings and traffic even higher.

Since there are more than 200 ranking algorithm variables and a near infinite combination of variable weighting, we may adjust our optimization focus in an attempt to repair the weakest link. And sometimes we must simply wait for our changes to be spidered by the search engines.

Rankings are always fluctuating, sometimes rising, sometimes falling, with change being the only constant. Once a client's initial optimization goals are met, we do not stop optimizing. We look at other factors that help increase traffic, rankings and conversions to see how a project can be improved in the changing landscape moving forward. Our mission is never-ending as there is always more work to do. Natural competition and the search engines see to that.

Developing Strategy

We have worked with our clients large and small to research, identify and document opportunities for improvement and to produce actionable project plans to drive client success. We frequently adjust and update project plans – such is life in the world of Google.

Coordination and Collaboration

The ability to coordinate and collaborate with a full spectrum of team members, especially on larger projects, can enhance the outcome of projects.



An SEO agency or consultant can be a powerful ally, filling in the gaps by mentoring and guiding an in-house SEO.

It is not unusual for a client to come to us with other vendors already in place on a project where our guidance is all that's needed to pull it together. In such instances, we can either provide our schedule as a common calendar for the project, or adapt to a production schedule from another group or team. We have coordinated work with web design firms, developers, PPC firms and even our own offices overseas. It's not at all difficult or problematic.

We welcome the opportunity to collaborate and coordinate with marketing agencies and other vendors at every opportunity throughout a client engagement. Our involvement at that level

not only allows us to provide more value and a deeper level of service toward the needs of a client project, but also allows us to help all vendors consider their roles in the project in an expanded and more responsible way.

Staying Informed to Stay Ahead

Approximately 20% of our production staff time is dedicated to researching industry trends, developing and testing new theories, and suggesting changes to company procedures, policies and tools for the better of our company and ultimately our clients. Information that comes out of our research is passed on to clients as appropriate.



SEO is a competitive space where a company must compete against a million or more results — there are no shortcuts.

Setting Goals

Projects start with an understanding of common goals. Our training program is the cornerstone that enables everyone to work toward common goals.

Once all team members understand the same terms and methodologies, we find that the team functions more effectively and that progress is made more rapidly than it would in an uneducated environment.

Bruce Clay, Inc. is happy to help manage corporate and business-level initiatives by attendance at strategy and planning meetings, production of documentation, analysis of data, or presentation to appropriate audiences as deemed necessary.

Staffing

All projects are assigned a Client Liaison who acts as project manager and an SEO Analyst who acts as technical lead. Attached to each project is resource staff needed to accomplish the project goals with skills like training, design, copywriting, marketing, PPC/SEM, analytics, social media, and strategy.

All of our SEO staff has dealt with companies both large and small in the B2B and B2C area. A gathered project team consists of an array of talent **including staff with upwards of 10 years** of extensive, varied and successful experience with our firm.

Based upon the needs of the project which may shift month-to-month, all roles are available to support client projects on an as-needed basis.

All employees receive extensive training, regardless of work history. Our training course is often cited as “a plus” on job postings for firms seeking to add staff, and appears on many resumes found on Monster.com.

A Client Liaison is in charge of communication, project status, and overall client servicing. This system ensures that every client receives servicing per contract, to expectation, and with the best return possible in the results. Client satisfaction is our internal measurement of success. To accomplish this we track and measure satisfaction internally through periodic surveys and touch-base conversations performed by our Client Liaison staff.

Every member of our staff has handled projects from launch to landing. This includes ground-up site design with SEO in mind to modifications of sites massive in scale. We are in touch with the movement of the search industry and advise on all traditional and emerging technologies.

Training and Knowledge Transfer

It is the job of a competent SEO company or professional not to hinder website design and usability but to accomplish client goals by collaborating with design and usability stakeholders.



It's the job of an SEO to transfer knowledge across departments so that IT, marketing and design understand how SEO initiatives help everyone.

Education and knowledge transfer are key success factors in the Bruce Clay, Inc. methodology and are built into the project timeline.

We believe that educating clients removes roadblocks within an organization that may hinder a project's progress.

The quantity and variety of our client projects provides constant awareness of search engine trends, updates, and unexpected shifts. And our industry standing puts us on the receiving end of new product and service announcements before they reach the general public.

We share what we learn with clients as we learn it ourselves, in regards to their needs and interests. This aligns with the knowledge transfer approach we apply to our client relationships and keeps our clients on the bleeding edge, right along with us.

Ultimately, education and awareness of the ever-changing world of search marketing allows projects to be nimble. This, in turn, allows for quick and efficient adaptation when technology constraints and unpredicted issues require effective alternative choices.

With very rare exception, employees from the client company are required to attend our three-day SEOToolSet Training course at our California facility and to meet face-to-face with their project team. Our in-depth training covers our foundational SEO methodologies and includes take home study materials. **To our knowledge, no other SEO firm offers or provides this level of commitment to ensure a successful outcome on a project.**

A clients' understanding of our methodologies through our unique training will dramatically increase the effective implementation of our recommendations and enhance the SEO results.

The focus of our training classes is to teach clients about the basic SEO concepts and how to find out about the latest trends. Students will learn all about the search engines and how they rank websites. We teach training attendees the optimization strategies and methodologies performed at our own SEO company using the SEOToolSet.

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***Training and knowledge transfer
are our greatest weapons.***

Having well-educated staff across the board expedites the success of a project. To that end, we have developed training courses centered on providing key methodology information. Training and knowledge transfer are the greatest weapons we can arm our clients with.

Project and Goal Management

Prioritized work plans that can be flexible, but are rigid enough to ensure the overall success of the project, will be necessary to meet all business objectives. Bruce Clay, Inc. would work and consult with both upper and line management on a regular basis to report on progress and project issues in a routine manor. We need goals, but faced with the shifting search landscape we must also remain agile to cope with competitors and search engine changes.

We believe that a combination of a centralized platform with a solid network of departments working together are paramount to the success of a project. Because of the scope of varied projects we require all parties to have a common understanding of the overall project's goals and objectives.

A complete and appropriately estimated project plan coupled with scheduled milestones backed by project reporting and review meetings on a regular basis are required for the proposed project scope. It is extremely important that everyone knows who is responsible for what at all times and that departments are always given the appropriate resources and collaborative tools required to accomplish a job or task. The project plan must be accessible at all times to every party involved so that it can be efficiently referenced at any time.

Bruce Clay, Inc. tracks and monitors time spent (human resources), keyword rankings across multiple search engines, analytics metrics and customer feedback to make educated and progressive decisions that ensure the project continues to move down the right path. This may require modification to project plans, changes in resource allocation or target research if weaknesses in the current plan are identified.

The SEOToolSet is used extensively to measure the effectiveness of optimization efforts. Various CRO tools may also be recommended to improve performance of conversion funnels.

We measure our performance based upon client satisfaction. We will, of course, set ranking and traffic goals and project milestones, but the true sign of success for us is a happy and satisfied client.

Tracking and Reporting

The SEOToolSet can provide near real time rank tracking and reporting as needed. Client staff is given direct access to the software so reports can be view or generated at any time. A trial account is available so that clients can evaluate these tools.

Along with our own proprietary tools, we often use third-party tools to better understand demographic information.

Some reporting is automated, but most of the work we produce is on an as-needed basis. We do not work from a script. We rely on constant research and data mining to continually move projects forward.



Our reputation is our results. We attain rankings for clients, generating life-changing traffic and business.

Quality Management

Proper baselines will be developed at the beginning of the project and agreed upon by all team members. These baselines include ranking, traffic and conversion data. If possible, time to implement and resource requirements are also monitored. We do this to show the value of our extensive training and knowledge transfer capabilities.

Bruce Clay, Inc. uses project plans to track and measure against time spent on each action item and to do our best to correlate improvement in search performance against these action items. This includes ranking, traffic and conversion data.

All documents are triple-checked prior to client delivery for accuracy of information as well as spelling, grammar and presentation. We do our best to make every deliverable as professional as possible. Along with our standard reviews and assessments, we provide engineering-level technical recommendation documents for client review and action. In most cases, even technical documentation is preceded by executive summaries so all parties involved have an understanding of recommendations.

QA processes are defined as needed. We approach each and every problem as a unique experience. We protect the quality of any deliverable — recommendations or programming — by following a checks-and-balances system of peer and customer review.

Bruce Clay, Inc. owns and operates nine redundant servers off-site and two on-site to ensure that downtime in the event of a disaster is extremely limited. In such an event, the estimated total downtime would be less than one day.

Process and Tools

Bruce Clay, Inc. uses the SEOToolSet software — our custom-built SEO tracking and reporting tools suite — to monitor and report on as many aspects of the project as possible, inclusive of what clients commonly request and more. We also require access to the client analytics platform so that baselines can be set and so we may research and identify which keywords drive traffic and which keywords lead to conversions.



We provide ranking dashboards to any business units that require access. Our SEOToolSet software is a web-based application that can be accessed anywhere there is a connection to the Internet. Reports are also exportable in Excel and PDF format for offline use.

Cost Savings

Within our industry, prices vary widely. We regularly compare our pricing by service to that of comparable competitors and find our approach to be unique. Rather than to invoice for every hour of every individual's time, we operate on a flat monthly retainer basis. As a result, our average hourly rate for analyst time is not high compared to many of our competitors – it is all about the value of services based upon a fixed budget for our efforts.

Our knowledge transfer and training coupled with our SEOToolSet provides opportunities for clients to assume much of the workload during this project. Over time, it is customary for our role to evolve to being strategic and discovery-focused and to provide regular feedback on project issues while cooperating with client staff for implementation of all project requirements.

We believe this to be an appropriate cost control mechanism serving the long term benefit of clients large and small.

Eight Reasons to Partner with Bruce Clay, Inc.

1. **Results.** We consistently attain rankings for clients, generating life-changing traffic and business. While nobody can guarantee rankings and your mileage may vary, we are successful.
2. **Ethics.** We wrote the SEO Code of Ethics and have followed it since the beginning. Yes, rules have changed and techniques have evolved, but we have remained white hat and have never had a penalty levied against a client or ourselves.



Our system ensures that every client receives services per contract, to expectation, and with the best possible results.

Compare our rankings and our approach to others and see if anyone else can make the same claim.

3. **Research.** We spend a lot of time experimenting on the proper and efficient ways to attain our results. Our research involves the use of advanced technologies, tools and reasonably contained experiments to measure and documents our findings. Please refer to the depth contained in our SEO Newsletter articles to see what we mean.

4. **Expertise.** With over 15 years of experience with advanced and varied clients we are certainly able to analyze many SEO issues across the world. We wrote the book "Search Engine Optimization All-in-one for Dummies" published by For Dummies, an imprint of John Wiley & Sons, Inc. Our focus is knowledge transfer. Our clients include many of the Internet's brand names. All are encouraged to visit our website for information and demonstration of our knowledge.

Rankings always fluctuate, sometimes rising, sometimes falling, with change being the only constant.

Once a client's initial optimization goals are met, we do not stop optimizing. Our mission is never-ending as there is always more to improve.

5. **Services.** We are very well-versed in the traditional services involved with best practices as commonly understood. We are also involved as a leading SEO company in setting SEO standards in emerging topic areas such as local search marketing, social media marketing and conversion optimization. We are certified in many Internet Marketing Optimization methods and can synergistically wield that aggregate knowledge to our client's advantage.
6. **Exceptional training** capability with well-established and accepted course materials. As an example, we have been contracted to teach over 400 employees worldwide for eBay, demonstrating that our class is highly rated within a technical and competitive space. We are also the official training partner for the leading industry conference series SMX.
7. **Advanced SEO-centric tools.** Our SEOToolSet is exceptionally advanced and supports 22 languages. Our ranking monitor, for instance, runs at a rate of over 100 keywords per minute, the fastest in the industry.
8. **Enthusiasm.** We will go the extra mile, and deliver to expectations such that clients become a testimonial for our services.