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# SiteJuice gives Web pages a search-engine boost



**MARKETING  
& MEDIA**  
ANDI RODRIGUEZ

You've secured a great looking Web site for your client; but is it being utilized by the right target demo?

Web-site success hinges on high SEO (search engine optimization) ranking, making it easy for potential clients to find you. Like a GPS system for your site, managing key SEO data and metrics is key to connecting customer to client. Ryan Kelly knows that while small agencies need data collection and analysis, they're focused on strategy and execution. So he's made it easy to do both.

Kelly, founder and CEO of Pear Analytics (www.pearanalytics.com), has earned a name for himself in the world of Web-site metrics analysis, both locally and internationally. He stresses that small businesses deserve a way to compete with the big dogs in a world where SEO is a \$30 billion-a-year industry. SiteJuice, Kelly's newest power tool, has a specific application for small agencies that analyzes Web sites and uncovers weak points so sites may be more easily discovered in search engines.

"Everyone needs to ask, 'How much is my site worth, and how much should

I spend in SEO?' We've invented a special algorithm to determine the worth of a Web site based on where it ranks in search engines, and the competitiveness of words it ranks for," says Kelly. "There are a variety of technical reasons as to why a site does not rank well; we detect these issues, explain their importance and advise on how to fix or improve them in Fisher-Price language."

In a nutshell, SiteJuice technology does the heavy lifting, allowing the agency to become SEO experts yet stay focused on what they do best. Kelly explains that once an agency has added their client's Web site into the tool (and that of their competitors) SiteJuice will automatically produce weekly or monthly update reports on the progress of the SEO campaign. And, adds Kelly, the agency does not have to install anything on the client's Web site. SiteJuice crawls the site similar to how a search engine would.

The recon work SiteJuice generates is impressive. Data shows rankings movement on the three main search engines for all keywords being tracked, where competitors rank, and how much the Web site value has increased. All of this data lies at the fingertips of the agency to present to the client, courtesy of SiteJuice.

"We have a variety of ways we can deliver the data. ... We can even white label it, so reports are branded with your agency logo information. ... It could even become a new revenue stream and another service to offer clients," says Kelly. "Web-site traffic isn't important unless you're converting those leads into sales," Kelly says.

## KGBTexas

True love may be a long shot, but at the JW Marriott San Antonio Hill Country Resort & Spa, it could hinge upon a hole in one. The resort, along with collaborating partner TheKnot.com, has embarked on the next phase of a \$150k Wedding Contest. The resort recently selected six lucky couples who will play in a golf tournament in order to win a six-figure dream wedding.

The 9-hole scramble, taking place at the PGA Tour Tournament Players Golf Club (TPC) San Antonio (www.tpcsanantonio.com), will feature the six team-couples playing a course loaded with surprises and peppered with twists throughout.

Kathryn Callaway of KGBTexas, whose agency is executing the promotion, says that with the array of prizes and giveaways, any couple can win, regardless of skill.

This marketing partnership was a first for Marriott International and has led to further expansion of an ongoing relationship between the two brands, explains Callaway.

"We're working with TheKnot.com, the largest wedding site in the world," she adds. "It's a once-in-a-lifetime package. Neither The Knot nor Marriott have ever done anything like this before."

Keeping on the green just might make it possible to avoid spending any. The winning couple will return to the resort for an all-inclusive \$150,000 grand-prize wedding to take place the weekend of May 21-23. Callaway says that in addition, The Knot.com team of style and design experts will create a one-of-a-kind wedding experience and provide exclusive hands-on wedding planning for the lucky couple and 200 of their closest family and friends. The icing on the wedding cake? A luxury honeymoon at the JW Marriott Ihilani Resort & Spa on Oahu in Hawaii.

## Bronze Quill

With a motto of "Rewarding excellence. Recognizing the best," it's no doubt that the 2010 International Association of Business Communicators San Antonio (IABC-SA) Bronze Quill Awards are a force to be reckoned with.

The Bronze Quill competition features 27 categories that encompass areas ranging from communication management, strategy, events, graphic design to film/video, print, online/electronic and social media. Former IABC Chair Lisa Bastian says the Bronze Quill Awards competition is open to both members and non-members of IABC working in Greater San Antonio and South Texas.

The deadline for all entries is March 22. (All entries must be postmarked by this date). Bronze Quill categories and entry forms are now available online at the IABC San Antonio Web site, as is information on preparing a work plan and work samples. The 2010 winners will be announced and honored at the Bronze Quill Gala, taking place May 20 at the Witte Museum.

For general Bronze Quill inquiries, log onto www.sa.iabc.com

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