SEO Plan
HockeyGiant.Com
SEO Proposal
College of Technology & Innovation
GIT435 Final Project
Prof. Dorothy Lestar
Student. Scott Sherman
Preliminary Information

As per your request, we have been observing Hockey Giants website for the last couple of months. We observed interaction with clients as well as compared with competitors. We discovered possible improvements as well as current standings in comparison to clients. As a result we have produced a detailed SEO plan / proposal

Our Proposal is structured for an easier understanding and navigation. These are the sections?

- Studying the competition
- Using Twitter
- Using Social Networks / Budgeting
- SEO Research
- Marketing your Website.

Studying the competition

A brief search using google.com presented us with the following facts:
your competitors in the digital space are:

FansEdge,

http://www.fansedge.com,
http://www.fansedge.com/Phoenix-Coyotes-Jerseys- -1320520350_PG.html
Twitter: http://twitter.com/fansedge
Followers: 1,114

Simple-Minded Message: Over 100,000 items. Everything for the Fan.

Description: Provides officially licensed items from the NBA, NFL, NHL, and much more. Offers over 100,000 items to sports fans from jersey's to hjats and jackets. It truely has everything for the sports fan.

Campaign Summary: Not much to say about their campaign. Their Twitter acount basically has customers tweeting about merchandise, and items they bought. Occasionally, there is a tweet or two from the company about new product, or sports news.
**NHL Shop**

http://shop.nhl.com  
Twitter: [http://twitter.com/NHL_Shop](http://twitter.com/NHL_Shop)  
Followers: 4,849  

**Simple-Minded Message:** The best place to get all the gear for your favorite NHL team  
**Description:** The best place to get all the gear for your favorite NHL team. As the official site for the NHL, this is where you find all of the items you are looking for to show your support for your favorite team.  

Shop Great Deals on Tees, Jerseys and More at the NHL Shop!  
**Campaign Summary:** Shop NHL Tweets about 2-3 times a day. Some of the most common tweets they do are announcements about player trades. Letting fans know about the latest team shifts allow them to be on the ball about getting their favorite teams new star with their jersey number on the back. Shoutouts to players who have had great performances are another common tweet they have used.

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**Ice Jerseys**

http://www.icejerseys.com  
Twitter [http://twitter.com/IceJerseys](http://twitter.com/IceJerseys)  
Followers: 1,623  

**Simple-Minded Message:** To offer sports fans the jerseys they are looking for and provide them with the customer experience our store has offered in person for decades.  
**Description:** In the fall of 1989, long before most people could have imagined the Internet and online shopping, a small Montreal sports store called ‘Sport BUFF’ opened its doors across the street from the legendary Montreal Forum. The store was dedicated to the true sports fan, offering the best selection of officially licensed sports merchandise and apparel.

Over the years, the store developed a solid reputation for quality products, great value and exceptional service. This was evident when rival Bruins and Leafs fans visiting Montreal for a hockey game would make a point of dropping by to buy up whatever was available in their team's colors. They would later call from Boston, Toronto, New York... and soon England, France, Germany and Australia, because they would remember that the hockey store across from the Forum would likely have what they were looking for.

In the late 90’s, when the Internet finally looked like a viable method of conducting business, the idea for our first online venture, NHLHockeyJerseys.com, was born. NHLHockeyJerseys.com would be a web site dedicated to those same diehard hockey fans from around the world that shared a passion for hockey. Our recipe for success online would be to essentially replicate what we had successfully done for a decade in our original retail shop: offer the best products and selection, exceptional value, friendly and knowledgeable staff... and make shopping easy and fun.

As our customer base and interests rapidly grew beyond our original core product focus of NHL
jerseys and apparel, it was clear that a brand and identity shift was necessary. In the fall of 2002, IceJerseys.com was born as a concept that more accurately reflects the diverse and extensive range of hockey product that we had started to carry then and continue to expand on today.

**Campaign Summary:** Ice Jerseys runs some campaigns and are tweeting up to 9 times a day with replies and original tweets. One campaign they ran had this tweet:

Tonight's the night! Still time 2 win the $100 @IceJerseys gift certificate!RT &follow to be entered! [http://bit.ly/MnXHo](http://bit.ly/MnXHo)

Essentially the company was trying to build fan base by getting their message out to other people to follow them and they were putting cash on the line for it.

They had 69 retweets of this message and I would say it was a great success.

**Hockeymonkey.com**

[http://twitter.com/monkeysports](http://twitter.com/monkeysports)

**Followers:** 552

**Simple-Minded Message:** What you need to Play!

**Description:** California company that has giant warehouse full of hockey, baseball, and lacrosse Equipment

**Campaign Summary:** Hockeymonkey.com provides constant tweets about updated product promotions and advertisements. They also provide followers with curious facts about sports and technology

**Using Twitter**

Currently Hockey Giant has 187 tweets (updated to 4/23/2011), has 1009 followers and follows 782 other leads. The current process in place for twitter is they publish some deals and some comments and follow-ups on previous sales and customers. Overall, Twitter usage is being used correctly. Our emphasis will be to improve the amount of followers by integrating the twitter feed across all other social networks.

**Using Social Networks / Budgeting**

Hockey Giant currently has active accounts in Blogger, Facebook and YouTube. We will create accounts in some of the “minor” social networks such as LinkedIn and Buzz.
The Social Networking Plan

Detailed per Network

YouTube Campaign: The Giant Hockey Show:

This weekly YouTube Video Blog will feature a host who reviews the weeks highlights. Since the NHL is very strict about use of their copyrighted clips, actually video highlights are not allowed. Graphics to talk about the teams and provide scores for the weeks and potential and recent trades. The show will offer opinions from the blogger about topics such as Player agreements, teams in poor performing markets, and what the sport needs. Info about what some of the players are doing off the ice will be featured. Each week will offer a quick section on fantasy hockey tips, and close with a reminder to get all the great hockey gear at great prices at Hockey Giant. Annotations with links will be provided throughout. The final segment of the weekly broadcast will be a player salute where we will highlight a player who has done something great for their community.

Running once a week, we will produce 52 episodes. During the off season July-August will have a bit of a different feel. The athletes never really get a break and we will profile some of the athletes and teams in the offseason with their training programs, and feature some lessons on hockey. Skating, shooting, and goaltending tips for young aspiring hockey players. As the season approaches, trades and preseason will fill the weeks show before the season is back in full swing.

We will also produce 5 special episodes. First will be the season launch which will talk about the various teams and we will make our predictions for the year. A promotion to coincide with this show will be offered. Fans can post a video before the season starts where they can post a video on who they think will win the cup and why. All correct answers will be entered into a drawing after the cup to give a $500 gift card to HockeyGiant.com The second episode will be the All-Star game. Highlighting the players who will be appearing the this years game. We will also promote a twitter campaign to draft your own fantasy team and possibly win store credit as well. The third special will be starting the playoff. Fourth will be about the 2 teams in the finals, and our final episode will be the post season wrap up. Saluting this years winner and announcing the winner of the Stanley Cup pick contest.

Facebook Campaign: The Giant Hockey Show:

As requested by customer the strategy will be a 52 week campaign to produce traffic to website. Campaign will include exclusive promotions, early bird prizes, Facebook friend only promotions. Prizes can vary from 5% to 35% and drawings can go up to gift cards. Promotions will all target the website so visitors must go to site to retrieve prizes. We will set up a calendar in phases.
1st Phase strong Customer recruitment and three times a week promotion.
1st - 4th Week publishing on hockeygiant.com website automatic 5% off for “like” on Facebook and 10% for comments on actual products. Also campaign will run Monday through Sunday. Updates and responses will be done three times a week Monday, Wednesday and Friday. Updates will consist of posting a short brief about a product; will link video to our YouTube episode. Wednesday we will answer questions and refer to website for additional info also will post “exclusive” Facebook promotions for Facebook friends only(TBD Promotions). Finally on Fridays we will do an early bird promotion for Saturday. Customers have to purchase from website from 7 to 12 PST to get an extra exclusive discount. The catch is a link will be published Friday afternoon with a link to the hockeygiant.com random page were the code for the discount will be posted. For face book discounts we will allow to combine up to three promotions. Customer can save up to 25%. Initial target 500 friends

2nd phase recruiting / maintenance face
4th through 15th We will re-asses and remove the 5% promotion all other promotions will continue. If target reached we will set new target to 750. If not we will re-launch face book on website as “new Facebook”

3rd phase Retrieve lost friends and recruit new ones
On week 15th through 20th we will bring back the 5% promotion and launch a new renewed Facebook product. In reality we will add Tuesdays and Thursdays to our response. This will also depend on friends’ amount. If surpassed 750 we will eliminate the 10% and early bird will go to a new level. Friends can get up to 35% discount. no new target

4th phase new strong push
On week 20th through 40th we will remove discounts except the early bird and add a daily (Mon- Fri) drawing of Facebook friends. They will be able to get from discounts to gift cards. Customers will only be drawn from current Facebook friends. New target 1000 friends.

5th phase Planning for following year and assessment of goals
40th week to 52nd we will remove promotions to only have daily drawings. Prizes will be digital only as icons, etc. at this point we reassess and prepare for new campaign. final target maintain 1250 friends

Tumblr Campaign: The Giant Hockey Show

HockeyGiant has requested a year-long campaign to promote new products, sporting events, and sales events. Using the Social Media scene, we have created a campaign using Tumblr as one of our preferred social networks. This allows us to incorporate a Twitter-like micro-blogging scheme, while incorporating photos, Facebook/Twitter integration, and XML/RSS capabilities.

The goal is to create 26 bi-weekly posts that target a specific product, hockey game, or sporting
news. A live RSS feed will be running all 52 weeks to ensure that our customers get the latest updates and news. For new product launches, customers can call in, e-mail or use AIM responses to trivia questions. Each question will be based on the product of the week. In addition, we have decided that promotions that Hockey Giant runs should be extensively marketed to a large crowd. To do this, video will be taken with fans wearing team jerseys at various hockey games. The fan will say something nice to the camera, and mention Hockey Giant.

Each mini video, micro blog, and post will be associated with one of the weekly themes. For example, odd weeks may have a new product launch, followed by a video of a fan wearing said video. A voice call in contest will allow one lucky customer to win the product. On even weeks, a sporting event could be covered live by Hockey Giant, with posts by customers. The great aspect of all this is the Twitter, and Facebook integration, coupled with multiple ways to post, or check in.

**SEO Research**

Hokey giant has a vast amount of consumables but as their title correctly reports, they are mainly focused to Ice Hockey.

*Keywords in Use*

Search Traffic
At noticeable and logical tendency happens when hockey season is over: Loss of traffic (see below). With our plan we will keep constant traffic.

Source: Alex.coma 4/30/2011
**Marketing your website**

1. **Create Google Analytics Account.** We will definitely push more traffic to your website, and get you well position on search engines, but to analyze what is happening we will install Google analytics. This will provide us with advanced information on who, when what and where your website is being visited from. Why is this important? Well, for starters you will see if you are hitting your targeted audience, but even more important you will see if you are sending the correct message.

2. Create Google Adware, Microsoft ad center. This is advertisement money. It will position your ad in the ad space (see below) for the large search engines. This is a pay per click service. So you will have to be smart about the usage. Only use it on specific keywords.

3. But the most important Marketing step that you can take is to make your website as usable as possible. Do not make your customers have to think were the item they look for is, guide them to it, so all they have to do is hit “BUY”
Support

We will provide support and basic training for your in-house staff. Please be aware that we do have advance training available.