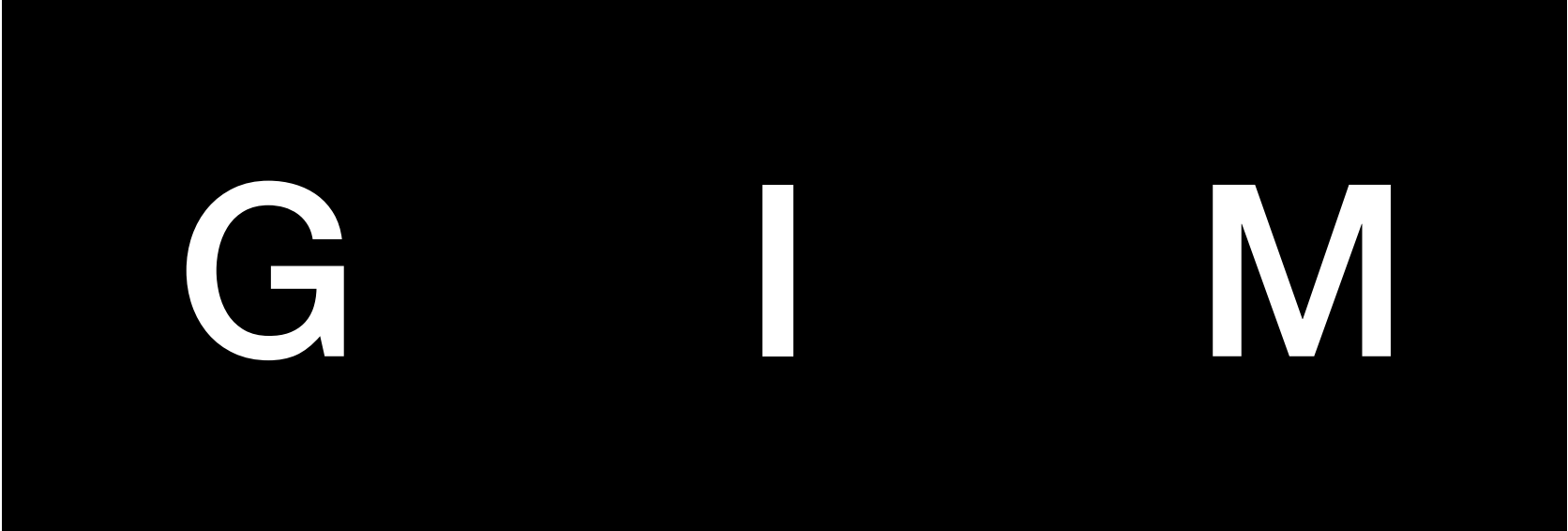


Google

Index

Marketing



G I M

Getting Started

Regardless of the existing branding stage and your current brand's status, it is recommended to start Google Index Marketing with a set of multiple press releases and couple of interviews with senior management or executive or founder.

Once you have published a press release and interview content online, you will clearly be able to see instant results of your brand's name appearance on Google search.

You can repeat these steps multiple times as much as you like. The more publications you make the better results will be displayed on Google search and your brand's name will pop up much more often in many more appealing quantities in terms of indexed items on Google search.

After press releases and interviews, you can start utilizing article publications. Publishing articles and stories will boost your content spread online and your name will be associated within chains and layers of different websites increasing your brand name's online search visibility.

This is your 101 starter's content publishing strategy: press releases, interviews and articles.

For more advanced solutions to reference your name in more reputable sites within more serious topic's you can utilize more strategic public relations perspectives with incorporation of recent trending news stories. For more advanced publishing strategies our client executive support can assist you with your request.

Content

What to publish in press releases, interviews and articles?

This might sound like a lot of work and big headache for marketing team and senior management to figure out because you might think that this will heavily reflect on your brand's image and reputation. Partially yes, it does, but don't get too serious over your first publications.

Generally, a brand or a company can have thousands of publications considering a single press release can be published in few hundreds of media outlets. What do you want to broadcast, it really does not matter too much. Simple news such as partnership announcement, quarterly report, client success story or even a common and simple industry insight will do the trick.

Not necessarily you are required to publish content strictly about your company in order to publish something using your brand's name. You can simply create a story around industry's latest reforms and publish the article under your company's name in the title. The article doesn't have to be strategic at all. It can be simple news about latest event in your city of headquarters. The only thing that matters is that you would report the news, and your brand's or company's name will be in the article's headline as a publisher. That is just enough to rank your brand's name higher on Google search.

Absolutely, for strategic approaches it is required to put time and effort into proper content creation but if we are looking at quick generating results and fast Google search improvements, that is not needed. Same applies to interviews. There is no need to make a story of 10 years old past. A CEO or a senior manager can simple be given 4-5 questions about latest quarter market and industry analysis and their personal opinion over it. For example, a CEO of X company tells about how COVID19 has impacted X company's culture and employees' lives or how COVID19 has changed global economics.

The content can be created easily without a hustle. Just a simple approach matters for quick generation of brand's awareness.

Where to publish?

We are in publishing industry for a long time. Since 2016. We dealt with hundreds of companies from various industries and we understand the requirements, needs and standards. We manage the publishing on behalf of the client and we do have a lot of options where to publish content online.

There are numerous websites to publish content and each website has different rank, purpose, category, segment and so on. However, these things do not concern you. We know what we are doing and we are helping your brand to get the best Google Marketing and best face positioning in Google search within your best budget.

We do not push clients to publish in the most elite media sites with the most expensive pricing ever. Taking it step by step from the start is important for genuine growth of the brand. We have options for publishing content on low cost sites and very low cost sites. Of course, keep in mind that the cost and Google Index positioning have a correlation. The more you spend the better position you get. This is not an ad, this is a permanent position in Google search.

What does it mean? Based on your budget we will buy media placement for you which is giving best positioning in Google search. For example if you are spending \$500 dollars on getting an indexed item on Google search, you would get a medium level website which will show your brand's name likely on the first or second page of Google search based on competitiveness.

If you are spending \$5000 dollars on one or two indexed items, you would most likely get a strong website with Google's first page search result display of your brand.

Variety of media options and the websites to publish we do have enough, but there are few ones which cover most of the business categories and they do have a very good Google Index Marketing display rate on the first page, and these are excellent choices for starting out. Don't worry about it. We will take care of that for you.

How much should you spend on your GIM?

Regardless of your company size or your current brand's or personal online image status, starting GIM from zero or continuing and upgrading forward from earlier initiated marketing strategies is easy.

For starters as for general knowledge, GIM can be built in 2 ways. Either one time purchases from time to time, for example every few months, or constant monthly purchases.

One time purchases are easy to manage, meaning whenever there are available funds, you can invest portion of that by getting an online publication and building your online Google search results little by little. You can also go all in and purchase a bulk media set for instant publishing to get instant results. Or you can grow your brand's image month by month and achieve your visibility goals within constantly growing phase.

If you are considering one time purchases, spending between \$500-1500 USD is decent as per minimum. If you are looking for a big boom and get things done fast and big, multiplying your budget by 20-50x might be a good idea. But if you want to feel a smooth continuous growth month by month or quarter by quarter starting off with \$1000-2000 a month or per quarter could be a friendly option for you.

There are no limits of how much you can spend on GIM as there are almost no limits in terms of how big a brand can become online, but there are some limits in terms of what is the minimum spend, and that is on average \$500 USD. \$500 USD will get you started and keep you started but you will need to invest more to get it going forward.

Again, remember this is not advertising and these articles don't last for 24 hours, these are long term permanent listings and they will affect your brand in the very long term, years to come. Consider the \$500 USD investment as a result in the long term brand's stable growth.

G I M

Easy start

Based on our work with hundreds of clients we have put together the most efficient publishing packs for you to utilize your easy start.

Starter

Professional

Enterprise

**Modified
Custom
Special
Unique**

**Spending
Limits**

< \$1,000

\$1,000 - \$5,000

\$5,000 - \$50,000

\$50,000 >

Where we publish?

Here are the most common and most used bundles by clients which provide instant results on Google search.



How we publish?

Based on your content whether its press release, interview or an article, we select and publish in the best media option within your selected budget.

How long does it take to publish?

Usually publishing takes between 1 day to 7 days depending on type of content and size of the media.

How long does it take for results to appear on Google search?

Results show up instantly after publishing. Maximum could be a day or two for results to show up.

Can you add photos?

Yes you can always submit a photo of your choice together with your content but note that not in all cases photos are acceptable. It depends on the overall including 1) type of publishing whether its a press release, interview or an article, 2) type of media selection 3) based on available budget.

G I M

How to proceed?

Open an account with GIM by submission below through account executive at Stankevicius MGM and deposit your initial amount for either one time purchase or monthly or quarterly purchases. Define the type of purchase you are making to your account executive.

Your account executive will supervise your account and will provide customer support service to you directly via email.

Your account executive may recommend best options at the best rates with the best discounts based on the period of your GIM plan.

To request to open an account click the button below and you will be required to fill in and submit account opening form. You will be contacted by an account executive within 24 business hours.

OPEN ACCOUNT NOW

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