

# Paid Search & Search Engine Optimization Strategy for SmartTech Solutions

Search Marketing

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**PAID SEARCH & SEARCH ENGINE OPTIMIZATION STRATEGY FOR  
SMARTTECH SOLUTIONS**

## **Introduction**

SmartTech Solutions, a leader in accounting software innovation, is launching Smart Accounting, a groundbreaking product tailored for individuals aged 25-45 in Toronto who value seamless technology integration. With a mission to simplify daily operations and foster growth, SmartTech aims to boost Smart Accounting sales by 25% in the next quarter. To achieve this, the company is implementing a robust digital marketing strategy centered on Paid Search Marketing and Search Engine Optimization (SEO) to enhance online visibility, attract potential customers, and drive conversions, solidifying their position as an industry frontrunner.

## **Part A: Paid Search Marketing**

### **Keyword Strategy:**

Here are 5 primary keywords and explanations for choosing them:

1. **Exact Match:** personal accounting software

*Reason:* Targets individuals searching for a solution tailored to their personal financial needs, aligning perfectly with the Smart Accounting offering. 12,100 search volume monthly on Google.

2. **Phrase Match:** best budgeting tools 2024

*Reason:* Captures potential customers actively comparing modern solutions to improve their financial management. 100 search volume monthly on Google.

3. **Broad Match Modifier:** +accounting +app +Toronto

*Reason:* Attracts local users searching for accounting apps in Toronto, focusing on the geographic target audience.

4. **Exact Match:** best budget app

*Reason:* Caters to users specifically seeking apps to track and manage their finances, a key feature of Smart Accounting. 33,100 search volume monthly on Google.

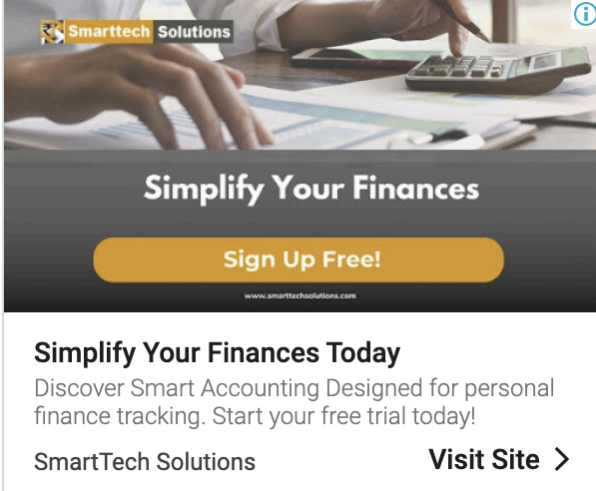
5. **Phrase Match:** affordable accounting software

*Reason:* Highlights affordability, which may be a competitive advantage for Smart Accounting. 1,600 search volume monthly on Google.

### **Ad Copy Creation:**

This section outlines carefully crafted ad copy that aligns with customer intent and follows Google Ads best practices to maximize click-through rates and conversions.

### Google Search Ad 1:



The ad features a top banner with a background image of hands using a calculator and documents. The banner includes the SmartTech Solutions logo, an information icon, and the headline "Simplify Your Finances" with a "Sign Up Free!" button and the website URL. Below the banner, the ad text includes the headline "Simplify Your Finances Today", a description, the company name, and a "Visit Site" link with a right arrow.

**Simplify Your Finances**  
Sign Up Free!  
www.smarttechsolutions.com

**Simplify Your Finances Today**  
Discover Smart Accounting Designed for personal finance tracking. Start your free trial today!

SmartTech Solutions **Visit Site >**

### Google ad 1 example preview

- **Headline:** Simplify Your Finances Today
- **Display URL:** www.smarttechsolutions.com
- **Description:** Discover Smart Accounting. Designed for personal finance tracking. Start your free trial today!
- **Best Practice:** Clear CTAs and product benefits are emphasized.

### Google Search Ad 2:



The ad features a top banner with a background image of a man using a smartphone. The banner includes the SmartTech Solutions logo, an information icon, and the headline "Personal Accounting Made Simple" with the website URL. Below the banner, the ad text includes the headline "Simple Personal Accounting", a description, the company name, and a "Visit Site" link with a right arrow.

**Personal Accounting Made Simple**  
www.smarttechsolutions.com

**Simple Personal Accounting**  
Manage your money smarter with Toronto's accounting software. Save time and stress!

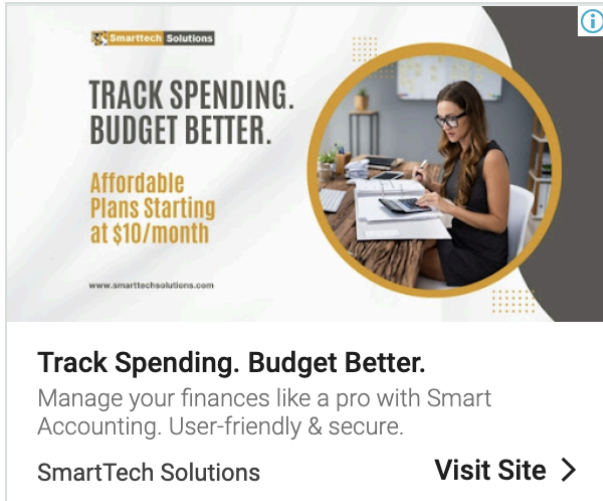
SmartTech Solutions **Visit Site >**

### Google ad 2 example preview

- **Headline:** Simple Personal Accounting
- **Display URL:** www.smarttechsolutions.com

- **Description:** Manage your money smarter with Toronto's top-rated accounting software. Save time and stress!
- **Best Practice:** Local targeting appeals to the geographic audience.

### Google Search Ad 3:



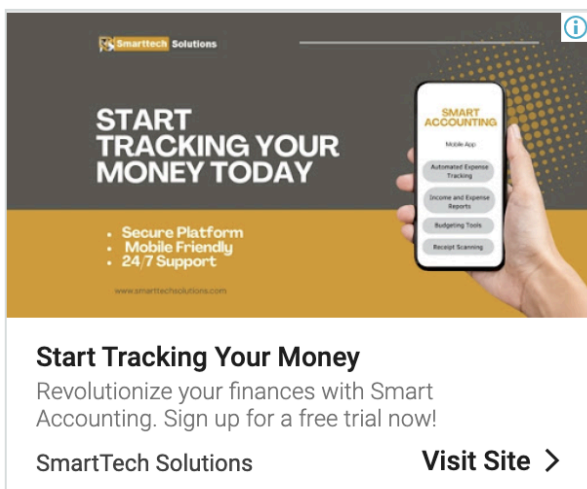
**Track Spending. Budget Better.**  
Manage your finances like a pro with Smart Accounting. User-friendly & secure.

SmartTech Solutions [Visit Site >](#)

### Google ad 3 example preview

- **Headline:** Track Spending. Budget Better.
- **Display URL:** www.smarttechsolutions.com
- **Description:** Manage your finances like a pro with Smart Accounting. User-friendly & secure.
- **Best Practice:** Highlights affordability and simplicity.

### Google Search Ad 4:



**Start Tracking Your Money**  
Revolutionize your finances with Smart Accounting. Sign up for a free trial now!

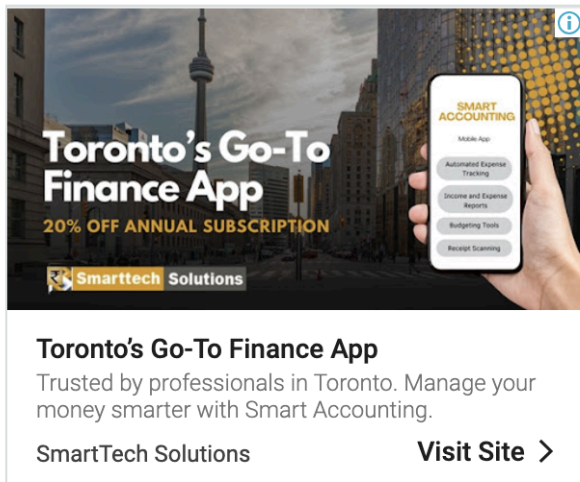
SmartTech Solutions [Visit Site >](#)

### Google ad 4 example preview

- **Headline:** Start Tracking Your Money

- **Display URL:** www.smarttechsolutions.com
- **Description:** Revolutionize your finances with Smart Accounting. Sign up for a free trial now!
- **Best Practice:** Utilizes ad extensions to enhance visibility.

#### Google Search Ad 5:



#### Google ad 5 example preview

- **Headline:** Toronto's Go-To Finance App
- **Display URL:** www.smarttechsolutions.com
- **Description:** Trusted by professionals in Toronto. Manage your money smarter with Smart Accounting.
- **Best Practice:** Offers a promotional incentive to drive conversions.

#### Targeting and Budgeting

Describe the audience targeting parameters you suggest for the campaign. Also, provide a basic budgeting plan for a month. (15 marks)

#### Targeting and Budgeting

##### Target Audience

- **Demographics:**
  - Age: 25–45 years old.
  - Location: Toronto, Canada.
  - Income Level: Middle to upper-middle class.
- **Behavior:**
  - People actively searching for budgeting, accounting, and tax solutions.
- **Interests:**

- Finance, personal development, and technology.
- **Device Preferences:**
  - Mobile-first strategy, with desktop as secondary for detailed financial tasks.

## Monthly Budget Plan

**Total Budget: \$7,500 CAD**

Category	Amount	Details
Google Ads Campaign	\$4,500	Focused on bidding for highly relevant keywords targeting Toronto.
Ad Extensions	\$500	Sitelink, callout, and location extensions to improve visibility.
Retargeting via Display Ads	\$1,000	Target users who have visited SmartTech's website.
A/B Testing for Ad Copy	\$500	Test different ad versions to find the most effective approach.
Analytics and Monitoring	\$500	Track campaign performance and adjust accordingly.
Contingency Fund	\$500	Allocate for unexpected costs or keyword bid changes.

## Justification

This budget focuses on Google Ads due to its ability to directly target users actively searching for financial tools. The inclusion of retargeting ensures we stay engaged with potential customers who have shown interest. Ad extensions enhance ad visibility, while A/B testing optimizes effectiveness.

Citations for targeting and budget

- Statistics Canada. "Census Profile, 2021 Census of Population, Toronto." *Statistics Canada*, 2021. [www12.statcan.gc.ca](http://www12.statcan.gc.ca). Accessed 10 Dec. 2024.
- Social Spike. "SEO Keywords for Accountants." *Social Spike*, <https://socialspike.ca/seo-keywords-for-accountants/>. Accessed 10 Dec. 2024.

## Performance Metrics

## **Click Through Rate:**

### **Definition:**

This is the percentage of users who click on your advertisement after viewing. It is calculated as :

$$\text{CTR} = (\text{Clicks} / \text{Impression}) \times 100$$

**Relevance:** A high CTR suggests that the advertisement is interesting and pertinent to the intended audience. It gauges how well the keywords and ad copy match the intent of the user.

**Optimization:** Increase CTR with more focused keyword targeting, effective call-to-actions (CTAs), and improved ad copy.

## **Conversion Rate**

### **Definition:**

The percentage of users that finish a desired activity (such as buying something or registering) after seeing an advertisement. It is calculated as follows

$$\text{Conversion Rate} = (\text{Conversions} / \text{Clicks}) \times 100$$

**Relevance:** This KPI assesses how well the campaign produces worthwhile results. It connects actual business goals with ad engagement.

**Optimization:** Make sure ads and landing pages are relevant, improve the landing page experience, and employ conversion-focused tactics like offers or optimized forms.

## **Return on Ad Spend (ROAS)**

### **Definition:**

ROAS is a metric that quantifies the amount of money made for each dollar invested in a campaign. It is calculated as follows:

$$\text{ROAS} = \text{Revenue} / \text{Ad Spend}$$

**Relevance:** This KPI assesses the campaign's profitability and offers information about its financial results. A campaign with a higher ROAS is more economical.

**Optimization:** To optimize results, concentrate on high-performing keywords, modify bidding tactics, and remove underperforming ad groupings.

## **Part B: Search Engine Optimization (SEO)**

### **1. On-page SEO:**

Suggest 3 On-Page SEO strategies (Ex. Meta-Descriptions, H-Tags etc.) to improve the visibility of SmartTech Solutions' website. Using a free website tool provide a mock up of a new SEO optimized page that SmartTech would add to their website for the new Smart Accounting Program. Take screenshots of your webpage, or the backend of the website, that shows how you've implemented these strategies. (15 marks)

Three On-Page Strategies for better optimization:

The website is not optimized for SEO.

- There are no Heading tags: The website needs to utilize H1, H2 and H3 tags with targeted keywords that are low hanging fruit with high volume and low competition for easy ranking.
- There are no keywords in the title tag, just the company name: The site needs to use the main keyword(s) for their website within the title tag so that search engines have an idea what the website is about.
- There are no meta descriptions: The website needs to use meta descriptions that include its seed keyword(s) for each page.
- Add targeted and relevant on-page keywords

Canada: Monthly Searches

personal finance management software 100 – 1K

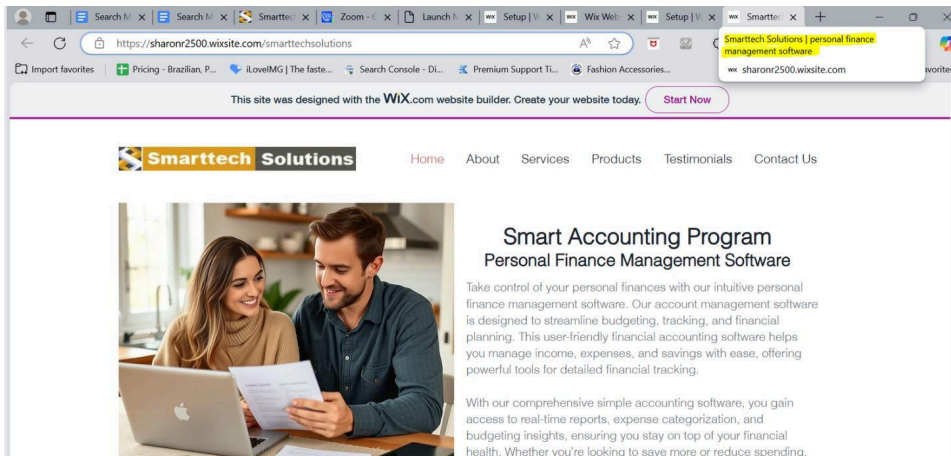
simple accounting software (Google KP) 100 – 1K

best personal finance software 100 – 1K

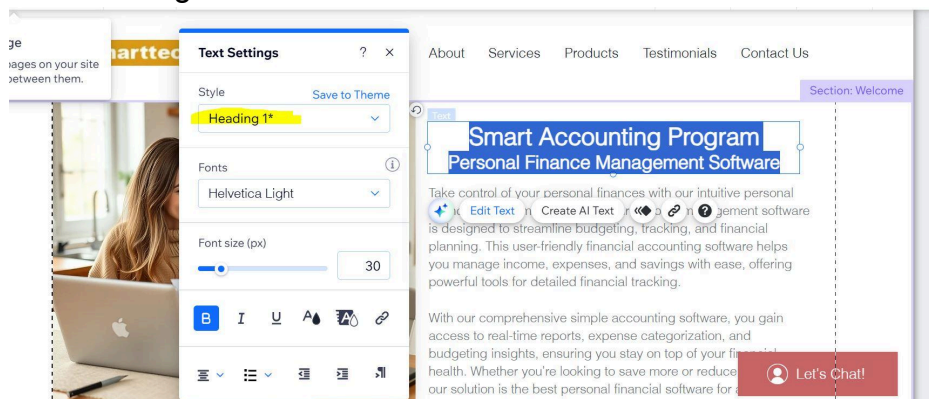


## Mockup (Back End)

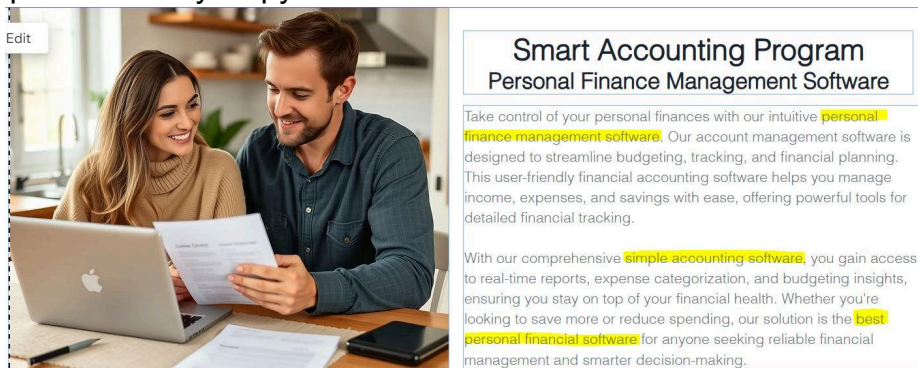
### Optimized Title Tag



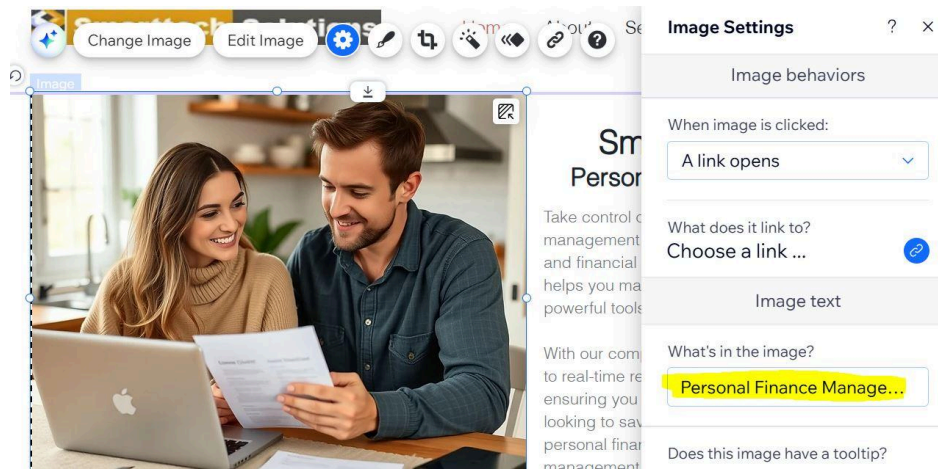
### Added H1 Tag



### Optimized Body Copy



### Added ALT Tag



## Mockup (Front End)



[Home](#) [About](#) [Services](#) [Products](#) [Testimonials](#) [Contact Us](#)



### Smart Accounting Program Personal Finance Management Software

Take control of your personal finances with our intuitive personal finance management software. Our account management software is designed to streamline budgeting, tracking, and financial planning. This user-friendly financial accounting software helps you manage income, expenses, and savings with ease, offering powerful tools for detailed financial tracking.

With our comprehensive simple accounting software, you gain access to real-time reports, expense categorization, and budgeting insights, ensuring you stay on top of your financial health. Whether you're looking to save more or reduce spending, our solution is the best personal financial software for anyone seeking reliable financial management and smarter decision-making.

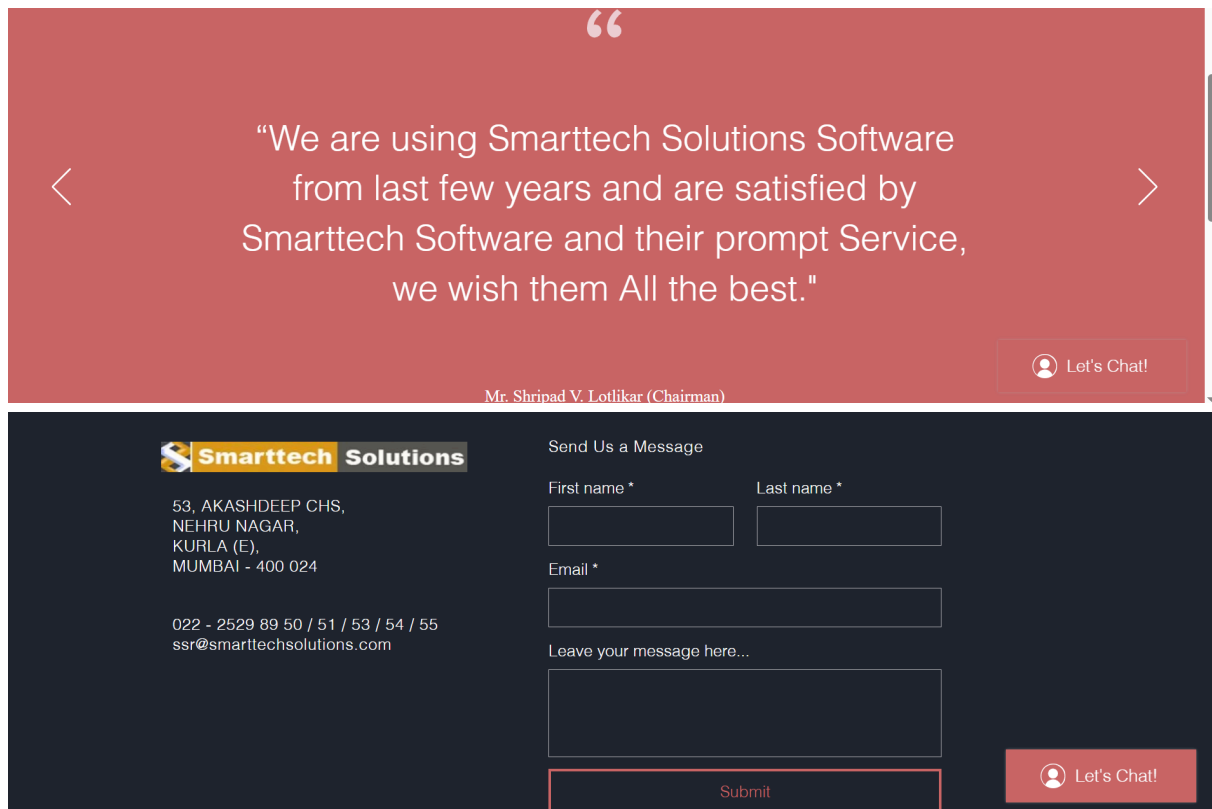


### Our Achievements

★ Over 14 years of experience developing comprehensive financial solutions

★ Trusted by Over 500 organizations, now tailored for personal use

★ Globally Loved, Easy-to-Use Personal Finance Management Software



## 2. Content Marketing:

- Propose 2 types of content (e.g., blog posts, how-to guides) that could be created to support SEO efforts and attract potential customers. Submit 1 created content piece for the assignment. Explain the topics and objectives of this content. Ensure your content is keyword optimized and highlight or comment on how this has been done. (15 marks)

### 1. Blog Post: *How to Simplify Your Personal Finances with Smart Accounting Software*

#### Topic:

This blog post provides a detailed guide on how Smart Accounting Software can help individuals manage their personal finances efficiently. It focuses on key features like automated expense tracking, budgeting tools, and tax preparation assistance.

#### Objective:

- **Educate:** Provide potential customers with valuable insights on improving their financial management.
- **Engage:** Use practical scenarios and tips to connect with the target audience.
- **Convert:** Highlight the benefits of Smart Accounting to encourage readers to explore and purchase the product.

**Target Audience:** Individuals aged 25–45 living in Toronto who value technology-driven solutions for personal finance.

**Keywords Used:** *personal finance software, simple accounting software, budget management tools, best accounting software for individuals.* These keywords are embedded in the title, headings, and body to boost SEO rankings and attract organic traffic.

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## 2. How-To Guide: *A Beginner's Guide to Setting Up Smart Accounting Software*

### **Topic:**

A downloadable PDF or website page that serves as a step-by-step tutorial for new users to set up and make the most of Smart Accounting Software.

### **Objective:**

- **Simplify Onboarding:** To users set up the software effortlessly and start using its features right away.
- **Enhance User Experience:** To reduce the learning curve by providing easy-to-follow instructions with visuals.
- **Improve Retention:** To ensure users see value in the product quickly, increasing satisfaction and retention rates.

### **Format:**

- **Step-by-step instructions** with screenshots for setting up accounts, syncing bank details, creating budgets, and generating reports.
- **Downloadable checklist** to guide users through the process.

**Keywords Used:** *accounting software setup, how to use accounting software, beginner guide to personal finance software.*

### **Full Blog**

 **Blog post for smart tech solutions**

### **Explanation of Keyword Optimization**

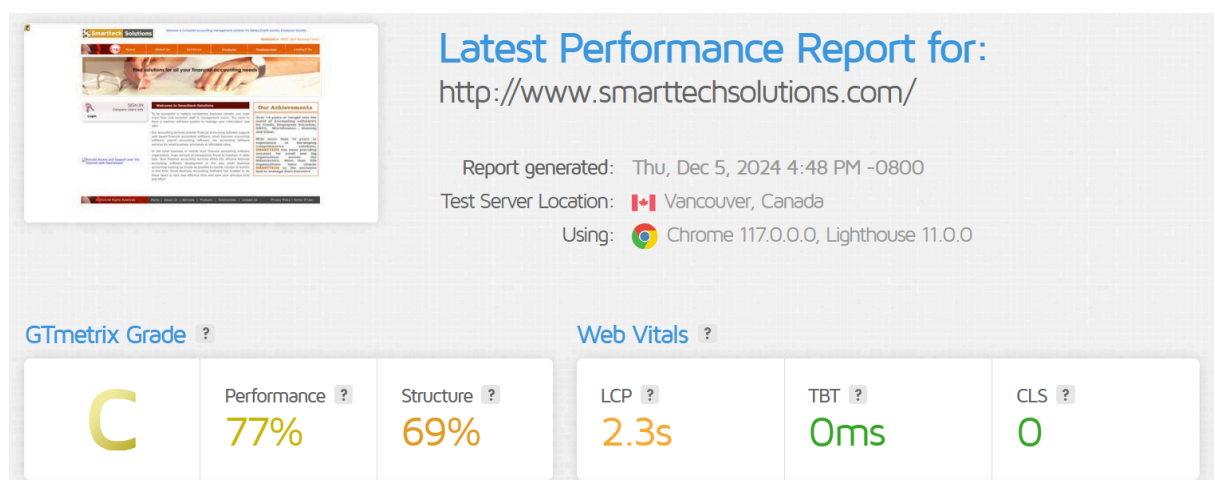
The blog post is keyword-optimized to improve its performance in search engine results:

1. **Primary Keywords:** The main keywords (*personal finance software, simple accounting software, budget management tools*) are integrated into the title, headings, and body to align with search intent.

2. **LSI (Latent Semantic Indexing) Keywords:** Related terms like *tax preparation software*, *financial planning tools*, *expense tracking software* are naturally included to broaden search relevance.
3. **Meta Optimization:** The blog title and meta description (to be added during publication) will include the primary keywords to attract clicks.
4. **Content Length:** At 1200 words, the blog is comprehensive enough to provide value while ranking well for detailed queries.
5. **Internal Linking Opportunity:** The blog can link to other pages on SmartTech's website, such as product details or tutorials, to boost on-site engagement and SEO.
6. **Images :** related images are used with ALT tag that incorporates the main Keywords

### 3. Technical SEO:

- Identify 2 technical SEO improvements that could be made to SmartTech Solutions' website to enhance search engine ranking. Provide explanations for your choices. (10 marks)
- The Website is unsecure: It Does not have https. The website needs to install an SSL certificate to be more valued by search engines. Once it has an SSL certificate it will show “https://” in front of the URL instead of “http://”. An “https” secured URL tells search engines that you have a website that can be trusted in terms of its security, hence why it is an important aspect of technical SEO.
- The site speed is slow according to GT Metrix. and needs to be improved. Site speed is an important factor for search engines because it reflects user experience. The faster a website is, the better the user experience. Hence why this website need to work on the factors that affect its speed to improve the user experience.





#### **4. Backlink Strategy for SmartTech Solutions**

Acquiring high-quality backlinks is crucial to boost online visibility and drive traffic to the Smart Accounting program. By following the steps listed, SmartTech Solutions can acquire three quality backlinks.

##### **Strategy for backlink 1: Collaborate with Financial and Technology Bloggers**

The SmartTech should seek collaboration with well-known financial blogs or personal finance websites.

##### **Research**

The first step is to research and identify bloggers and websites that have a strong readership in the target demographic (25–45 years old, tech-savvy individuals in Toronto).

##### **Potential Sources**

The following sources (websites and blog posts) through outreach to acquire backlinks.

- [Millennial Money](#) is a popular personal finance blog catering to millennials that aligns with SmartTech's audience offering advice on saving, investing, and achieving financial independence.
- [Financial Post](#) is a Toronto-based publication providing in-depth coverage of financial news, trends, and personal finance topics for Canadian readers.
- [TechRadar](#) is a leading technology website featuring reviews, buying guides, and insights on the latest tech products, including software tools and innovations.
- [CNET](#) is a globally recognized technology platform offering expert reviews, comparisons, and news about cutting-edge tech and software solutions.

##### **Outreach**

The next step is to pitch a guest post or request a product review. For example,

- Offer a free trial of Smart Accounting in exchange for a detailed review or testimonial on their blog.
- Highlight the program's innovative features (ease of use, security, efficiency) to align with their audience's interests.

Once successful, SmartTech will be able to gain a backlink from the blog's article or product review while gaining a higher domain authority and engaging their audience.

## **Strategy for Backlink 2: Write to Relevant Websites or Blogs to Acquire Backlink**

### **Identify Target Websites**

The first step is to look for high-authority websites in related industries, such as finance, technology, personal growth, or education. Examples of websites should include.

### **Potential Sources**

The following are the famous blogs that SmartTech can reach out to to request backlinks.

- [Million Dollar Journey](#) is a longstanding personal finance blog that offers insights on saving, investing, and building wealth.
- [Maple Money](#) offers comprehensive personal finance advice, including saving, investing, and budgeting tips tailored for Canadians.
- [MoneySense](#) is a leading Canadian personal finance resource offering articles on various financial topics, including personal finance management.
- [WhatsYourTech](#) is an independent Canadian technology blog covering the latest tech news, reviews, and features.

### **Analyze Content Gaps**

The next step is to research their existing content and identify areas where your expertise (Smart Accounting) can add value. Then, SmartTech can offer the chosen website a free guest post or related resource.

### **Craft a Personalized Outreach Letter or Email**

The third step is to reach out to the webmaster politely.

It is significant to contact the webmaster of the chosen website or blog professionally. SmartTech can follow the steps below to craft a professional letter.

- Address the webmaster or editor by name
- Highlight a specific piece of their content or a gap you can fill
- Offer something valuable (e.g., guest post, resource link) that benefits their audience.
- Keep your tone polite and not pushy

You may have to write a follow-up email if you don't hear back.

### A sample letter to acquire Backlink

**Subject:** Resource Suggestion for Your [blog/website]

Hello [Name],

I hope you're doing well. I'm [Your Name] from SmartTech Solutions, creators of Smart Accounting, a tool designed to simplify personal financial management.

I came across your article on [specific topic] and found it incredibly insightful—thank you for creating such a valuable resource. I have already circulated it in my circle.

Also, I want to bring your attention to our guide on [related topic], which offers [specific value or unique insight]. Would you be able to link this content to your article? Again, I ask because I think it would be incredibly helpful and relevant to your readers, and if you are willing to share it, I would be very grateful.

Here's the link: [link to the resource from [SmartTech Solution](#)]

Thank you for your time.

Best regards,  
[Your Full Name]  
[Your Position]  
[SmartTech Solutions](#)  
[Your Email Address]

### Backlink Strategy 3: Collaborate with Universities and Financial Education Platforms

SmartTech can try to collaborate with university websites or educational platforms offering resources for personal finance.

#### Potential Sources

The following financial educational platform can be approached to get the backlinks.

- [Investopedia](#) is a globally recognized platform providing comprehensive financial education, including guides, tutorials, and tools for personal finance and investing.
- [MyMoneyCoach.ca](#) is a Canadian financial literacy platform offering practical tips, calculators, and advice for managing personal finances effectively.
- Financial literacy programs at local institutions can be approached (if available)



## Approach

SmartTech Solutions can use the following tactics to collaborate with institutions.

SmartTech should

- Propose Smart Accounting as a tool for teaching personal financial management
- Offer free licenses for student use or workshops/webinars on financial literacy.
- Provide expert content for their resource page, linking back to the Smart Accounting program

Using the above-mentioned strategies, SmartTech can gain backlinks from high-authority educational domains, which are highly valued by search engines.

Below are some options for free resources / tools you can leverage to do your assignment (*You can use SEM Rush for most of the below functions if you have a 1-week free membership. Please do not pay for SEM Rush just for this assignment. You are not required to use SEM Rush*)

## Free Resources

A digital marketer's professional life involves continuous learning, frequently done via your own research and self-learning. If you are unsure how to use some of the below tools, spend some time researching and learning them on Google / YouTube.

- Keyword Planning: Google Keyword Planner
- Backlinks: Ahrefs Backlinks Tool / <https://ahrefs.com/backlink-checker>
- Technical SEO: Screaming Frog (There is a free package)
- Blog Creation: Hemingway App and Chat GPT

- Paid Search: Google Ads
- Paid Search / Performance Metrics:  
<https://www.gartner.com/en/digital-markets/insights/measure-ppc-campaign-performance>

### Guidelines:

- Working in a group complete the assignment as a powerpoint document which will be presented in class in week 13.
- Your powerpoint presentation to the class should be 8 slides (1 per section of this assignment). You should also include a cover page that has all group members' names and ID numbers. You may include appendices as extra slides.
- Each group member must present.
- Presentations should be 10 minutes long and you will be marked on what you have presented within the 10 minutes so please practice to ensure your presentation is concise. You will not be graded on materials not presented.

### Appendix:

#### Features of the new **Smart Accounting** Package

The Smart Accounting program include a number of features to help individuals manage their finances efficiently:

1. **Automated Expense Tracking:** Automatically categorize and track expenses by syncing with bank accounts and credit cards. This feature provides real-time insights into spending patterns and helps individuals maintain a budget.
2. **Income and Expense Reports:** Generate visual reports (charts and graphs) to show monthly or yearly financial summaries, making it easier for users to understand their financial health at a glance.
3. **Tax Preparation Assistance:** Tools to track deductible expenses, calculate tax obligations, and prepare tax documents. This feature simplifies tax season by organizing relevant financial data in one place
4. **Budgeting Tools:** Set monthly budgets for different categories (e.g., groceries, entertainment) and provide notifications or alerts if they are nearing or exceeding their budget.

5. **Goal Setting and Savings Tracking:** Set specific financial goals, like saving for a vacation or an emergency fund, and track their progress over time.
6. **Mobile Access and Cloud Syncing:** Includes a mobile app with cloud syncing so users can manage their finances anytime, anywhere. This feature is convenient for on-the-go tracking and ensures data is secure and backed up.
7. **Reminders and Alerts:** Set reminders for upcoming bills, due dates, or financial deadlines. This helps users avoid late payments and manage cash flow effectively.
8. **Receipt Scanning:** Include a feature to scan and upload receipts, which can automatically categorize expenses and maintain records for future reference, especially useful for tracking tax-deductible items.
9. **Financial Education Resources:** Provide resources like financial tips, articles, or tools for managing debt, building credit, or saving more effectively. This feature adds educational value for users who want to improve their financial literacy
10. **Security and Privacy Features:** Ensure that sensitive financial data is encrypted, with options like two-factor authentication for secure access, offering peace of mind regarding data protection

Together, these features create a comprehensive tool for individuals to gain control over their finances, make informed financial decisions, and achieve their financial goals.