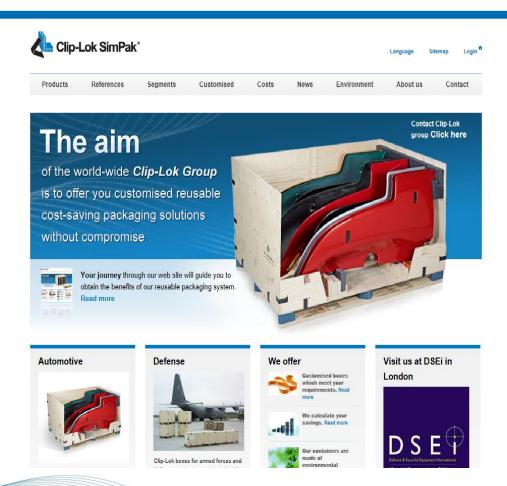


The Clip-Lok Website - Strategy for the future

Tylan Kaae



www.clip-lok.com





- We have now operated the new Clip-Lok website for 2 years
- We have experienced a significant increase in traffic

 Especially in the US, South Africa and Scandinavia



- Scandinavia has registered good sales
- How do we know?

 We ask every time a new contact is established whether by phone or e-mail

Do you measure your results?



 A good website alone is no guarantee for increased leads and sales.

 Potential customers must find us every time they search.

 Our goal is to appear on the first page of results whenever, and wherever someone searches.



Google



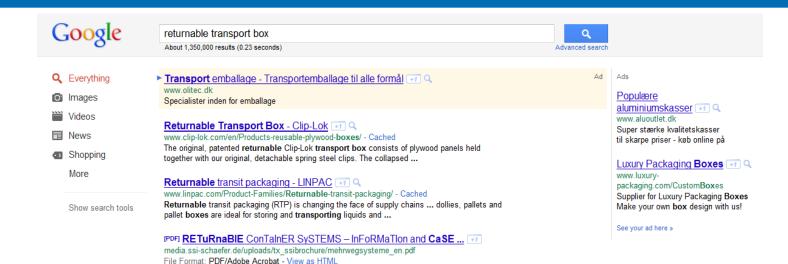
YAHOO!



- Most leads and sales are generated via search engines.
- Most cost-efficient compared with any other media.

SEO will help customers find us every time they search.





products as a storage, production, order-picking or transport box. When using returnable

Returnable dunnage and reusable corrugated plastic shipping boxes. 47 Q

Amatech-Polycel helps you replace costly disposable corrugated boxes with custom designed

Returnable Transport Packaging - Products, Services & Equipment ... 📝 🔍

Welcome to the Returnable Transport Packaging Directory. ... Turn any standard shipping

Clip-Lok SimPak emergency camps, latrine boxes, portable showers, dual purpose Latrine and

Clip-Lok manufacture custom made, reusable recyclable plywood ... 🖅 🔍

contai- ners, the goods are securely protected during storage, transport ...

www.industrylink.com.au/sub.../returnable-transport-packaging - Cached

reusable plastic corrugated shipping boxes, containers and ...

pallet into a box in seconds with PALLET COLLARS - Modular ...

www.armedforces.co.uk/companies/raq426624303f8fe - Cached

Shower box, 2p Box, returnable transport boxes,

www.amatechinc.com/ - Cached



- Lots of relevant links of substance
 - Links from fx Harvard and Stanford creates higher ranking
- Unique and optimized text
- Correct website programming



 Representation on social media such as Facebook and Twitter.

A living and evolving website.



NO TRICKS!









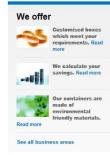








obtain the benefits of our reusable packaging system.







How we intend to carry Clip-Lok.com forward into the future.



- A professional search engine optimization company, Demib, is developing an SEO strategy for Clip-Lok.com.
- Demib is working in Europe as well as in the US.
- References:
 - IBM
 - Microsoft
 - George Jensen
 - Kayser Permanente



Search engine optimization (SEO) is the process of improving the visibility of a website in search engines via the "natural" or un-paid "organic" search results. In general, the higher ranked on the search results page, and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.



- The strategy analysis has been commissioned and will be implemented in October and November.
- Direct development cost in strategy analysis = 5-7000 Euro.
- Running cost = 1500 Euro per month for 8-10 months.
- Your feedback will be appreciated.



Don't copy any text from the Clip-Lok site.

Make links from your own site into clip-lok.com.

Continue to invest in paid advertising.



The aim

of the world-wide Clip-Lok Group is to offer you customised reusable cost-saving packaging solutions without compromise



Thank you for your attention!