

I.M. Student

BUS 620

Sample Executive Summary: Zee Tech and the Benefit of SEO

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**Note:** For academic purposes, a cover page is attached to the Executive Summary. In the professional world, however, a cover page is **not required**.

### Sample Executive Summary: Zee Tech and the Benefit of SEO

Zee Tech's search presence has been in slow but steady decline for a period of 6 months. Due to initial journalistic interest in Zee Tech and its products, the company's website debuted favorably in May of 2007. Continued interest on the part of bloggers and other technology journals helped maintain it on the forefront of most online searches for several months. Since there have been both significant changes to the internal structure of preexisting search engines and the advent of new ones, it is now a good idea to implement a search engine optimization program to insure that Zee Tech meet and exceed its previous level of online ubiquity. Master Control Consultants has identified the problem, defined the objective, explored alternatives, and discovered the best of the possible solutions to maximize Zee Tech and its online presence.

The problem is twofold: how to get people to search for Zee Tech product and how to insure that their searches will yield meaningful results. The objective is to increase the sales of Zee Tech products. A comprehensive review of classic strategies and also newer, more current innovations in search engine optimization has caused Master Control Consultants to conclude that there are only 3 main options to be considered to insure that consumers search for Zee Tech and that their searches are relevant to sales of Zee Tech products:

1. Hire a web design firm to redesign the site
2. Involve Zee Tech in Google Adsense or similar programs
3. Hire a search engine optimization (SEO) firm

The first option was rejected for a single but important reason: Although redesigning the Zee Tech site and its internal structure would certainly boost its online presence, the cost would be inordinate to the expected boost of the Zee Tech brand and its products. The amount of money spent would be significant out of keeping with the increase of sales and outside of a correlated

campaign of cross-platform advertisement. Since the goal is to increase sales, at a profit, Zee Tech should look to options that are more cost effective.

Zee Tech and its interests would be best served by involving itself in AdSense for the following reasons:

1. AdSense places adverts on second party websites with precision. Its accuracy with placing ads featuring product relevant to content on blogs, journals, or other websites is consistent and demonstrable. By involving Zee Tech in the AdSense program, the likelihood of potential costumers coming in contact with its products is greatly increased. It is transformative; thus, searches leading to related websites become searches for Zee Tech.
2. Zee Tech manufactures communication devices, and many of its customers are likely to be both technologically savvy and reliant upon the internet as a source of more casual information. Advertising on blogs and related websites insures that the money spent is spent reaching out to the people most likely to buy Zee Tech products.
3. AdSense and the small group of related programs are inexpensive, with the pricing based on actual usage.

Recruiting a SEO specialist will help Zee Tech in its objective for the following reasons:

1. The way in which data is managed by a search engine is both complex and emergent. Zee Tech currently has no one on staff with the competency to address the issue.
2. What search engine optimization means for Zee Tech is that search engines will be more likely to find and display links to the Zee Tech website. No money need be spent on modifying the existing website, only in the way in which it communicates with search engines.

Using the above suggestions as a guide will give Zee Tech powerful and cost-effective results. Its brand will increase its presence on the internet significantly, and it will resonate across many thousands of new websites, which will help Zee Tech to achieve its long-term goal of a stable increase in its product sales.