



# BUSINESS PLAN

THE ONLINE PLATFORM

2019 - 2023



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Year : 2019

# DELTA

.....**ONLINE PLATFORM**



# C O N T E N T S

## THE INTRODUCTION

1. THE TECHNOLOGY
2. THE FUTURE IS A SEO SYSTEM
3. ABOUT RUDY DEIGHTON
4. DELTA CORPORATE TOOLS
5. RESEARCH & DEVELOPMENT
6. MAIN ASPECTS OF DELTA MEDIA ONLINE PLATFORM
7. DELTA MEDIA MARKETING STRATEGY
8. ORGANIZATION DELTA MEDIA
9. CORPORATE STRUCTURE
10. ABOUT THE SEO & ANALYTICS
11. BRAND & MARKETING STRATEGY
12. ANALYSE STRATEGY
13. MARKET ANALYSIS
14. CONCEPTUAL & ANALYSIS
15. CORPORATE PRODUCT QUALITIES
16. SEARCH MARKETING
17. WORLD OF EXPERIENCE
18. SEARCH MARKETING
19. GLOBAL FOCUS STRATEGY
20. FINANCIAL INVESTMENT
21. BUSINESS PLAN
22. FINANCIAL TURNOVER PROGNOSE
23. CORPORATE STRUCTURE
24. SEO & ANALYTICS SYSTEM
25. DELTA INGREDIENTS
26. ONLINE CORPORATE SERVICES
27. THE DELTA SEO CONCEPT: IN A NUTSHELL
28. THE DELTA SEO CONCEPT : THE FUTURE SEARCH ENGINE
29. CONTACT INFORMATION

# DELTA

## DELTA MEDIA ONLINE OUTSOURCING SERVICE PLATFORM

The Delta Media Online Outsourcing Service Platform is a unique online marketplace for digital corporate gigs that are priced at low prices. Essentially, Delta Media and partners can create corporate gigs for small prices and the buyer can order gigs and are required to pay for the gig in advance.

Want to hire someone to design your business cards, teach you backflip techniques, or send you a postcard from France on the cheap? Delta Media partners are willing to do all sorts of neat things.

The concept of Delta Media is clever and simple to get into. Customers mail Delta a request, and tells Delta what task or service they want and gives Delta Media a approval.

Tasks are divided into categories, including Funny and Bizarre, Social Marketing, Graphics, Writing, Technology, Business, Silly Stuff and Programming.

The idea is kind of brilliant and also entertaining. While you have assurance that your task will be completed to your standards, Delta is only asking out little payments for the task, so it's not a total loss if the gig falls through or isn't done well. Delta Media will always fix the problem and get the job done.



# DELTA

## THE INTRODUCTION

Distinguished from other (corporate) brand & marketing colleagues with the unique vision that branding should be the basis of a concept or project. Designing unique brand concepts for companies, exactly what they wanted to convey, and translated into a project or event.

A brand is a consumer's emotional connection to a product, service or organization. Branding is the foundation of all marketing activities. Brands today are our identity.

This strong link between the identity of the brand and the person has ensured that consumers have come together in communities around brands, because communities are the identity of the consumer and they are a certain feeling of security or safety is .

Marketing vs Internet:

We are what we eat, drink, use, wear, and what we want to drive. And the Internet is the place where we find our customers now and in the future.

That's why we designed and build the Delta Online Platform. A place to brand our clients and their products.

The Luxury, News, Automotive, Sport, Business, Music, Product and more Platform Concept

The Online Platform is a unique and exclusive online marketing information platform with over 450 websites and 1200 sub-websites in luxury, real estate, fashion, finance, music, casino, leisure, sport, media, news, crowdfunding, gaming and much more!

This unique online media platform is using a powerful brand & marketing strategy to position & brand unique concepts, products, online platforms & activities Worldwide effectively in the market

The Online Platform is new online marketing strategy web site driven by the famed Digital Portal software, offering great info and a fantastic marketing experience, covering a wide variety of products, luxury markets with a particular focus on not only the rich and famous but every global online visitor.

We are suitable for persons or companies wishing to increase the profile, product of their web presence, by using the latest Brand & Marketing Strategy, Internet platforms, Crossmedia & Newmedia techniques and tools.

The Online Platform prides itself on allowing customers to enjoy the online luxury or News experience without having to worry in the slightest about security and safety concerns.

Strategy

The Delta Media Brand Strategy benefits from an online, luxury, real estate, fashion, finance, music, media, sport, news, product, leisure, crowdfunding, gaming & casino information platform combining traditional Marketing style, SEO technology and a unique Web structure.

Delta Media controls an organized online platforms, structure and systems to launch, brand, watch, inform, promote clients and corporate products and concepts designed by Delta Intellect on the Internet.

For example: The Luxury Platform is powered by Delta Media wagering engine and offers odds on a good variety of luxury items. The web sites are very easy to use and quite intuitive, which mixed with a very well designed and clean site makes wagering a breeze.



# DELTA

## INTRODUCTION

### THE DELTA MEDIA TECHNOLOGY

#### Technology investments on the rise.

One way that most businesses responded to improving sales last year was to investing in Internet technology. The perceived importance of internet business solutions such as websites, SEO, Analytics, Tracking, Vlogs, Blogs, Viral, Video, Traffic, Research, Hosting, Online Marketing and Social Media grew in the past eighteen months.

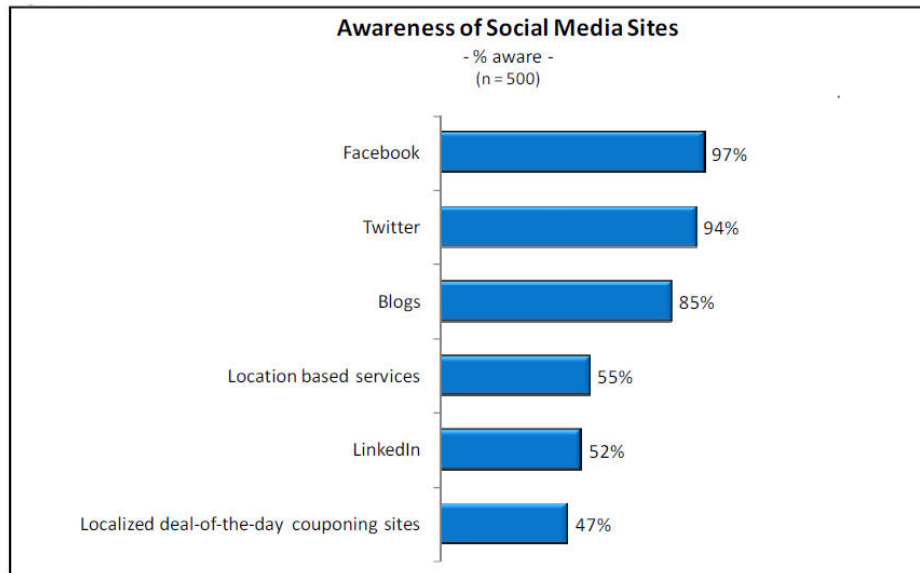
Over a quarter (27 percent) of International businesses have a Search Engine Optimization (SEO) plan, up from 19 percent three year ago. The only internet business solution in the survey that dropped is the purchase of online advertising in directories, a category that may be affected by the ability to use SEO and social media to find customers without spending. However, many businesses plan to add online directory ads in the future.

The role of having an online presence in a any business has changed over time. The online channel is more important than a year ago as a way of generating leads for new customers, playing a primary role in this activity for 30 percent of businesses and a secondary role for another 16 percent.

While websites are critical for small businesses, 55 percent update their sites less frequently than once a month, and 26 percent update them no more than once a year.

There is almost universal awareness among global business owners of Facebook, Youtube, Instagram, Ebay, Google, Bing and Twitter, while half are aware of LinkedIn. The most commonly used social media sites are Facebook (used by 27 percent of all businesses) and LinkedIn (18 percent).

The growth in social media is not cutting into investments in company websites, and is actually contributing to their expansion; 62 percent of social media users feel their use of this medium has no effect on their web investments, while 27 percent believe it will result in greater spending (only 9 percent would spend less or forgo their website).

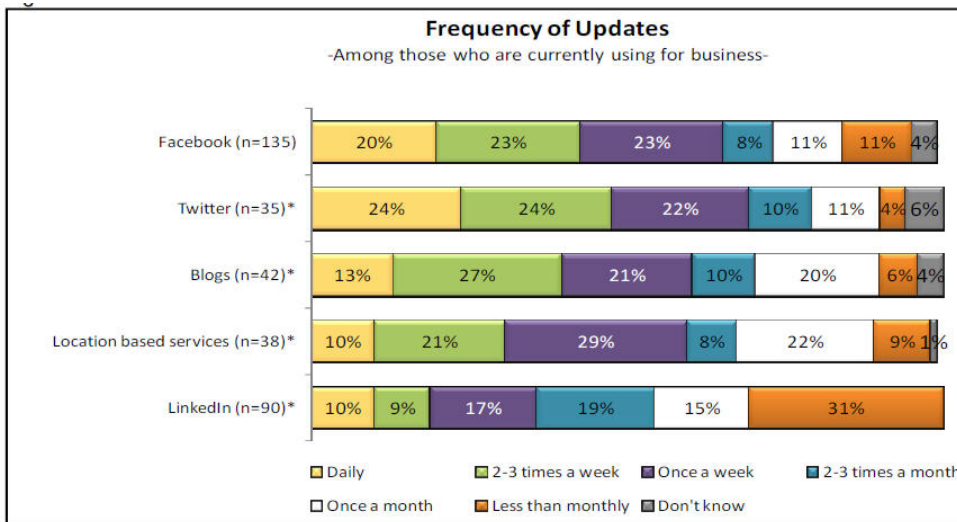


Mostly all businesses are still grappling with how to get the most out of social media, not surprising because so many users are “newbies.” Owners more often feel that their use of social media has fallen short of expectations (36 percent) than exceeded their expectations (9 percent), and this gap has increased over past survey waves.

The main accomplishments from using social media include: staying engaged with customers, developing higher awareness of the company, and identifying and attracting new customers. When asked about their experiences to date with this medium, 63 percent of owners feel it has helped make their customers more loyal, but 56 percent feel it has taken up more time than they expected.

Summing up the bottom-line, 25 percent of the business owners estimate that their investment in social media has made a profit while 15 percent estimate they have lost money; the remainder (46 percent) feel they broke even.

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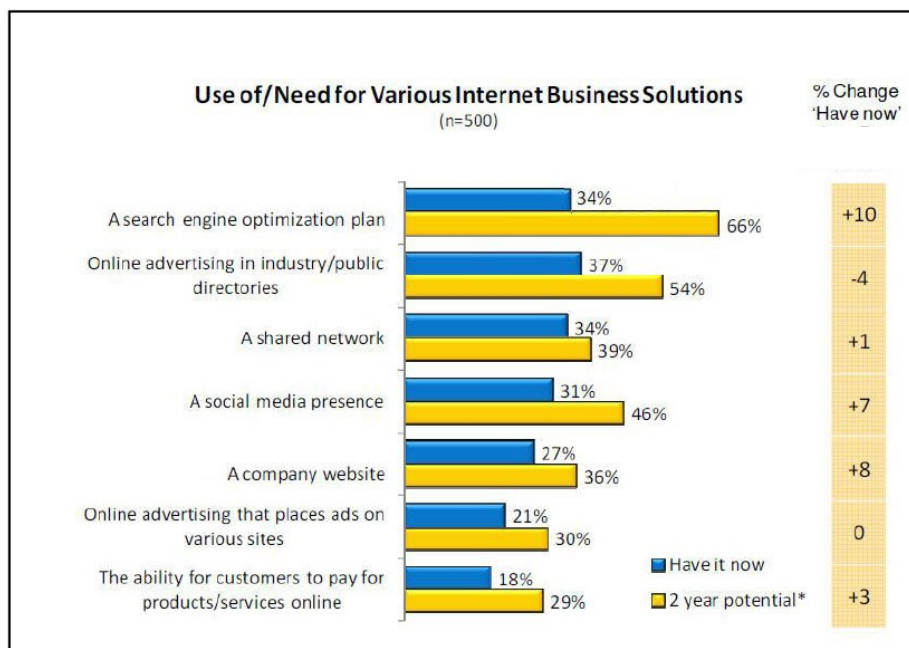
## THE FUTURE IS A ONLINE PLATFORM WITH HIS OWN SEO SYSTEM

While most businesses invested in technology in the second half of last year, hiring SEO & Analytics tools will become more important for 2015-2019 to meet the growing demands of an improved economy. Many businesses – 28 percent of the total – are planning on adding SEO & Analytics tools in 2019, while only 2 percent are considering reductions. The main reason for adding SEO & Analytics tools is to expand the business (73 percent), while 32 percent are trying to decrease the workload of existing marketing activities who are struggling to keep up with the turnaround. If businesses carry out their hiring SEO & Analytics tools plans, they will add a total of 3.8 million jobs to the global economy in 2017-2023.

Hiring SEO & Analytics tools may be a challenge, as less than half (46 percent) of global businesses believe they are successful in competing with other companies with good tracking on the Internet. According to owners, the types of SEO & Analytics systems who are best suited for major multinational environment rather than a small business environment embrace the SEO & Analytics qualities.

The International business environment measures the importance and adoption of Internet business solutions (e.g., websites, social media, SEO, Analytics, platforms, etcetera) that help businesses market their brand, tracking and service their customers and run more efficiently and securely. Internet business solutions are becoming more important to all businesses, helping to attract new business in an improving economy.

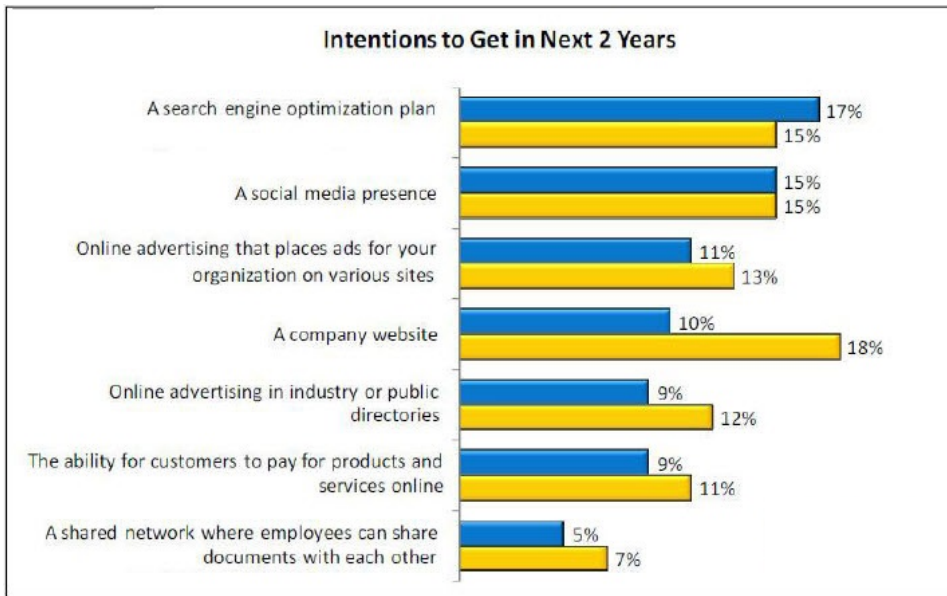
Now, 42 percent of the business industry consider internet business solutions to be highly important, compared to only 33 percent in June-December 2019.



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Another area of great interest is the adoption of social media by creating a page or presence on a site like Facebook or LinkedIn. Adoption is now at a new high – 31 percent – up from 24 percent a year ago and 12 percent two years ago.

Based on current plans, almost half (46 percent) of all businesses will have a social media presence in two years. Another internet business solution that has grown substantially in the past year is the use of a Search Engine Optimization plan, which grew from 19 percent a year ago to 27 percent. Online payment capabilities and shared computer networks also experienced slight growth.



Which internet business solutions did not grow? Online advertising in industry/public directories actually dropped in the past year and is now used by 37 percent of small businesses, while general online ad placements remained flat at 21 percent.

One possible explanation may be that SEO and social media are providing alternative methods to direct traffic to small business websites, as opposed to more costly out of pocket advertising spending. This trend may change as small businesses improve their financial situation and are able to spend more.

What are the fastest growing technologies on the Internet? Based on intention, the fastest growing technology will be online advertising that places ads on various websites, SEO & Analytics and social media. The increase in general online advertising may be due to increased budgets, while SEO & Analytics and social media growth may be part of a long range trend.

Website adoption is starting to slow, but this is due to the fact that two-thirds of most businesses will have a social media site within 8 months.





# DELTA

## RUDY DEIGHTON

Rudy Deighton, age 64 year, concept designer, visionair and a pioneer all the way.

Core-business: design corporate strategy, brand & marketing concepts, seo & analytics strategy, corporate communication, internet, network, social media & community platforms.

Technology tools: crossmedia & newmedia, digital portals, narrowcasting, internet solutions, content design, video web distribution, viral marketing concepts, mobile phone solution.

Specialty: design legacy concepts for the Government of South Africa, Swiss, United Arab Emirates, International multinationals as Air France KLM and the golf sector.



Since 1981 specialized in developing brand & marketing concepts for the business market and governments. A full service job focused on the retail, leisure, golf and business market sector.

Distinguished from other (corporate) brand & marketing colleagues with the unique vision that branding should be the basis of a concept or project. Designing unique brand concepts for companies, exactly what they wanted to convey, and translated into a project or event.

### Delta Media

Delta Media (former Grand Master View, Delta Crossmedia Services) was established in 2003 and is specialized in Internet technologies and multimedia "Crossmedia & Newmedia" concepts. Our aim is to create solutions that maximise the acquired technologies within the SEO, Analytics, Brand, Marketing and advertisement industry.

We access extensive industry networks and are continuously sourcing new SEO products to provide better and more efficient Internet products within our markets to further expand our growing customer and Internet product portfolio.

In this way we can offer outstanding search engine tools, marketing and advertisement equipment and services, from hardware up to dynamic and interactive multimedia software systems, that instigate higher acquisition and customer retention rates which results in customer loyalty, higher revenues and profit margins.



# DELTA



WE HAVE THE  
WORLD'S FINEST  
CORPORATE SERVICE

- 
- Brand & Marketing Concepts
  - SEO & Analytic Concept
  - Crossmedia & Newmedia Tools
  - Social Media Modules
  - Viral Marketing
  - SEO & Analytic system
  - Digital Content
  - Vlogs & Blogs Strategy
  - Mobile Phone Apps
  - Tablet Apps
  - Online Corporate Service
  - Outsourcing Platform
- 



# DELTA

## RESEARCH & DEVELOPMENT

### DELTA MEDIA RESEARCH & DEVELOPMENT

The Research & Development department of the Delta Media and specialised partners have developed a complete new and unique online corporate media platform and SEO (search engine operation) concept which is flexible, safe and with a low Total Cost of Ownership.

In this document the strategy for realisation "The Online Platform & Online Service Platform" is discussed. Realise and branding the name the Online Platform & Online Service Platform International will result in associating and tracking different kinds of people worldwide within the Internet, websites, social media, blogs, search engines and the new media industry



#### Phase 1: Basic principles (April 2016 - September 2017)

- Assembling a core team and steering committee Delta Media
- Establish project and commissioning of the administrative support
- Final Research & Development phase The Online Platform & Online Service Platform
- Realisation phase The Online Platform & Online Service Platform
- Establish the necessary consultation (internal and external)
- Production & Global development phase The Online Platform & Online Service Platform
- Brand, Marketing, PR and communications Strategy
- Legal review, test and refine (existing) procedures

#### Phase 2: Short term (April 2016 - September 2017)

- Embedding in the line organization
- Mutual coordination with all relevant organizations / project partners
- Policy and project development
- coaching and assent
- Notification procedure, working arrangements and enforcement

#### Phase 3: Medium term realization phase

- Operational supervision and enforcement of rules Delta Media

#### The Online Platform & Online Service Platform

Using The Online Platform & Online Service Platform, the process of measuring the behavior of visitors to a web site, is a very important aspect of our system. By tracking where visitors go and observing the actions they take when visiting a web site you can find ways to increase your profits

#### The Importance Of Using The Online Platform & Online Service Platform

In order to increase the amount of traffic a web site receives, most companies use Search Engine Optimization (SEO) to improve their search engine rankings and bring in more visitors. However many SEO firms do not offer Analytics as part of their service. Although all the traffic a web site receives is beneficial to a certain extent, some types are much more likely to convert into sales.

### MAIN ASPECTS OF THE ONLINE PLATFORM & ONLINE SERVICE PLATFORM

#### Traffic Sources

If you use standard statistics software you can identify exactly where visitors to your web site are coming from. By making use of The Online Platform & Online Service Platform you can study each individual source of traffic to see how well it is converting.

With this information you can identify the type of search phrase or link that sends the most valuable customers to your site. Then you can put your SEO efforts into getting more of this valuable traffic from similar areas.

Site Behavior – By tracking the progress of visitors at your web site you can learn some very useful information. If you study the data on how long visitors stay on certain landing pages and how well different sales pages convert, you can make improvements to your site. By changing the under performing pages to be more like the most effective ones you can significantly increase your overall conversion rate.

# DELTA

## ONLINE SEO & ANALYTICS

### DELTA MEDIA ONLINE SEO & ANALYTICS MARKETING

With The Online Platform & Online Service Platform you can look into our web forms of online SEO activities to assess your effectiveness. You can track the number of visitors from a specific advert that go on to make a purchase at your site.

This information will tell you if the advert is worth the cost you are paying, it could also allow you to make accurate predictions about how a change in your advertising budget would effect profit levels. Other forms of searching such as google or bing campaigns and pay-per-click search concepts can also be tracked so you can continually improve your marketing efforts to make them more profitable.

If you use The Online Platform & Online Service Platform on your web site not only will you find out what works but you will also find out what does not work. This can save you a lot of time and money. You could find that a very competitive keyword phrase that your web site has been targeting converts poorly. This type of information is vital because it allows you to use all your time and resources on bringing in traffic that converts well and improves your bottom line.

This part of the Plan describes the administrative and organizational aspects of The Online Platform & Online Service Platform. Indicated where the responsibilities lie and what resources and knowledge are required for the Delta Media Project to be implemented successfully.

It also sets out obligations and commitments to all parties involved should go to The Online Platform & Online Service Platform Project to be successful. In managing the Delta Project uses the control variables Time, Money, Quality, Information & Communication and Organization, abbreviated TGKIO.

On these variables will be reported and stirred. In the following pages discusses how the management variables are applied. Chosen for the following practical arrangements:

The steering committee "for the Delta Media 'is performer Delta' project, and also the project coordinator. The project coordinator has (only) a mandate to work in the line organization to carry out.

Project activities are performed according to the current rules for the Delta Project. In the implementation of the Delta Media Project uses an internal concept, business plan and project.

Much of the work concerns the implementation of the Delta Project. Whenever possible, use of internal (intrinsic) concept knowledge, practice and processes within the joint project.

That also means the use of own FTEs. In the interpretation of The percent update their sites less frequently than once a month, Platform & Online Service Platform Concept should explicitly look at development opportunities.

Where possible, use of resource capacity released to the benefit of The Online Platform & Online Service Platform Project. Work processes and procedures where necessary and in consultation with stakeholders appropriate to the nature and extent of the Delta Media Project.

### ORGANIZATION DELTA MEDIA - EURO TRADE B.V. DIVISION

#### Core Team

The core team is a small group of stakeholders and interested parties at Delta Media. The core team includes the project coordinator and representatives from the relevant project partners.

Rudy Deighton at Delta Media is the primary contact point and contact point for all activities and carry out business for all concerned.

- Ceo & Project Coordinator Core team Rudy Deighton
- International Project Manager

#### Management team Delta Media

- Delta Media: Project & Event manager
- Delta IT Systems: Engineer manager,
- Delta Media: Designer Brand & Marketing
- Delta Media: Hardware & Software (It-Team Delta Media)
- Delta Media: Digitale Audio & Visual Designer (Delta Media)
- Delta Media: SEO & Analytics (It-Team Delta Media)

- Communications Staff
- Office Staff

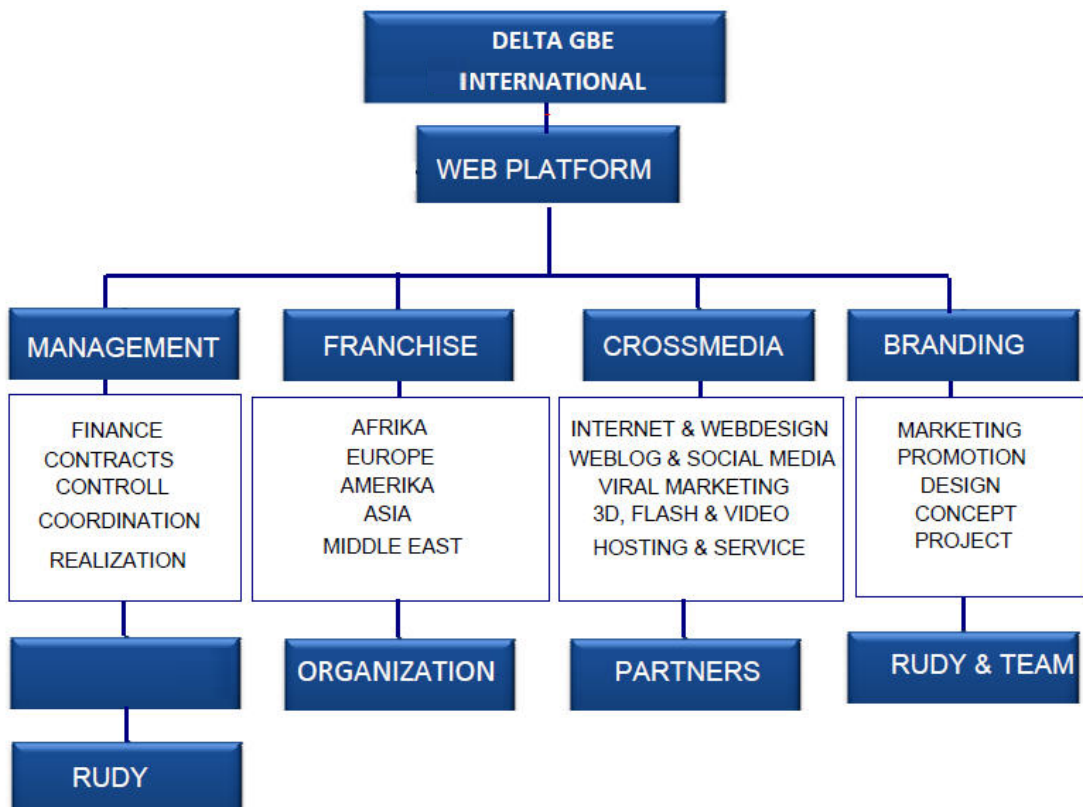
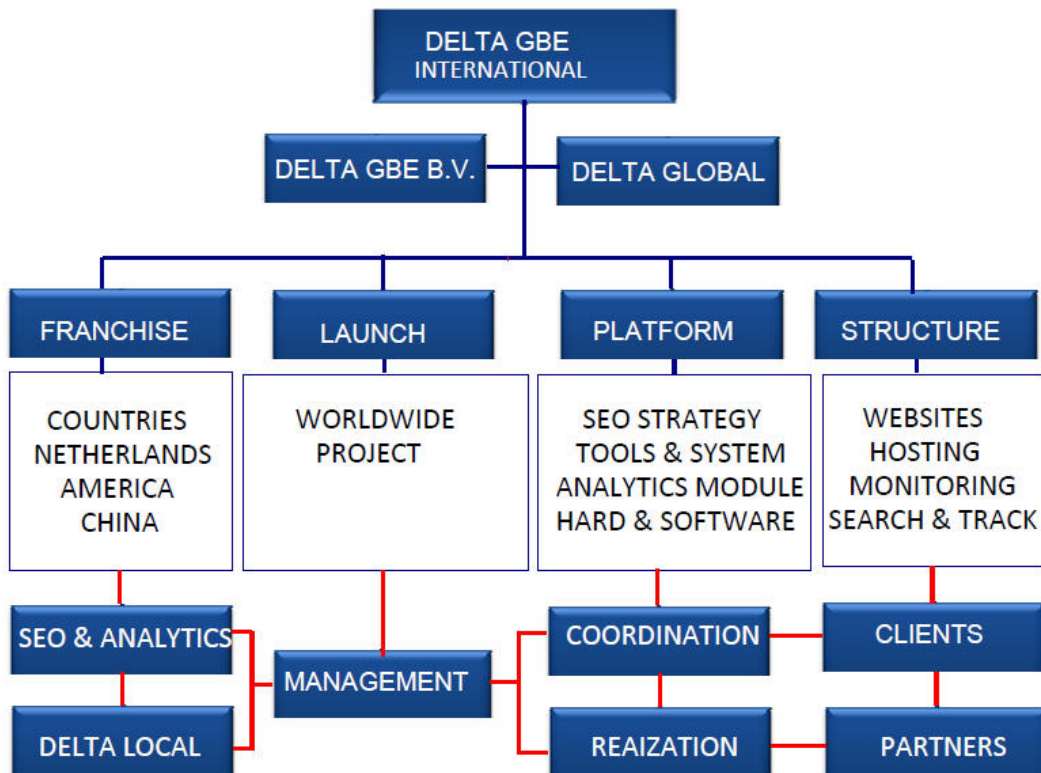
# **DELTA**

**GOLF BUSINESS & EVENTS**

# **ORGANIZATION**



# CORPORATE STRUCTURE



# DELTA

## BRAND & MARKETING STRATEGY

### BRAND THE DELTA MEDIA PRODUCTS STRATEGY

Branding will be performed through the development and roll-out of content, products and services for Internet segments of Delta Media.

Branding is a specialized and unique way of approach to brand names by promoting different kinds of products, services in a consistent manner. Branding is the result of delivering high-quality services and products against a high level of performance, in which way the reputation of the brand name is established.

This is why Rudy Deighton created the unique Online Concept named: The Online Platform & Online Service Platform, that breaks new ground. Delta Media has put all products and services in this concept. Delta stands for marketing, promotion and launches activities, high quality SEO, Analytics and tracking concepts, outsourcing media products and services.



We distinguish the following concepts, Online Service Platform product and service

levels: Delta Online Service Platform System:

1. Core Business Services & Products such as:
  - The Online Platform & Online Service Platform
  - Media Hardware & Software gigs & tools
  - Delta Media Brand & Marketing Concepts
  - Visual Video Content Solutions
  - Host & Server Monitoring
  - Network Operation System
  - SEO & Analytics Solutions
  - Internet Security systems
  - Delta Media Visual Digital systems
  - International Monitor System
2. Multi Media Media POS Distribution System and Services
3. In Store Marketing and Narrow Casting Systems & Services
4. Integrated Systems (VoIP, Data, Processing) & Services
5. International Digital Portals & Communities
6. Building websites, webshops & webmalls
7. Webcasting (Tickertape) & RSS (Really Simple Syndication)
8. Database Marketing, Customer Profiling
9. Collaborative Marketing: Event Marketing & 1-to-1 Marketing based on profiles
10. Loyalty Products and Billing
11. Designing and realizing Events & Congress
12. POS systems

### OBJECTIVES AND BUILD-UP DELTA MEDIA GBE BUSINESS PLAN

The strategy described in this plan is especially designed to handle the Delta GBE SEO & Analytics Project.

The objectives of the Delta GBE (Golf Business & Events) Business Plan are:

- To set the ground for a project to realize the Delta GBE SEO & Analytics Project” to a unique combination of search tools, sites, Internet events and happenings on the Web globally
- Deliver a complete Business plan for the Delta GBE SEO & Analytics Project
- Deliver this Business plan on a unique and professional way
- Using all important points inside the Brand Architecture from the Delta GBE company.
- Deliver financial planning, sponsoring and concrete forecasts .
- Deliver the playgrounds for distribute the Delta GBE SEO & Analytics Project International .
- Give insight into investment needs . Etc....

# DELTA

## ANALYSE STRATEGY

### DELTA GBE ANALYSE STRATEGY

First the International Market is analysed for the Delta Media Online Corporate Service Project. We distinguish five different market sectors on which Delta GBE will focus in the coming months till 2023:

1. The Online Corporate Service Market
2. The Advertise Market
3. The Business-to-Business Market
4. The Social Media Market
5. The Brand & Marketing Market
6. The Outsourcing product Market

The country potential for the Delta Media Online Corporate Service Project, in short, is defined and the perception of the Delta Organisation, both and Branding concepts and commercial department P & R are studied. Next, a competitor analysis is made and strategic business partnership potentialities are described. The SWOT Analysis will also be used for the foundation of the Business Strategy.



A further so-called Conceptual Analysis studies the Unique Product Qualities of the Delta Media Online Corporate Service Project Concept, products and services. This, together with the answers on three questions, namely:

1. What kind of strategy, marketing or Business plan is Delta GBE using?
2. What's the unique way Delta GBE, created to launch the project globally?
3. How do we deliver our message and content to all the countries, visitors, firms and goals? and the Critical Success Factors finally form the issues for the Business Strategy. (Delta Media Online Corporate Service)

The Delta Online Service Business Strategy is then defined and described in five steps to success:

1. Concept & Project Philosophy (Thinking out Of The Box)
2. SEO & Analytics Concept
3. Special Approach International
4. Corporate International Strategy
5. Branding the Delta Media Online Corporate Service Concept
6. Digital Portal & servers
7. Internet facility
8. Launch & Monitor

and four areas each:

1. Know-How
2. Professionalism
3. Products & services
4. Concepts

Next, the Marketing Mix (Content, Promotion, Product, Place and People) is given and the Global Approach is described for the short, middle and long term.

The Delta GBE organisation structure is described generally. Next, the most important issue, is the Financial Paragraph. The Financial Paragraph explains the Financial Plan (see annex 1 beneath).

In this section Delta explains how the Revenues will develop the coming three years, how much personnel is needed with what qualifications, what the costs will be to realise the revenues, what investments are necessary against which depreciation rules, what the liquidity prognosis will be from month to month, what the profit will be the coming years (Exploitation Prognosis) which will result in three Balances. Finally, the ratios and graphs are given.

In four annexes the following is described:

1. The Delta GBE Financial Plan
2. The Product Data Sheet of Delta GBE, describing in detail what the technological impact of Delta GBE is
3. A few Example projects of the last years, giving an idea of the diversity of practical use of Delta GBE
4. Conferences of the last years in which Delta GBE has participated



# DELTA

## MARKET ANALYSIS

### DELTA MEDIA OUTSOURCING MARKET ANALYSIS

#### MARKET SEGMENTATION

The Internet sector is based on visitor types. Therefore Delta GBE has designed a Brand Name for:

1. The Internet Market
2. The Business Market
3. The Professional Engineers Market.

#### CORPORATE BRANDING

A good and well-known brand is a very important marketing issue. The Delta Brand positioning is clear and consistent. The approach (how) is moving from existing ground (it's business as usual), via cross over (its unusual but fresh!) to new ground (it's business unusual).

The Delta Brand mix will be as follows:

1. Functional Benefits (reasons)
  - a. World Introduction & Launch
  - b. By Internet & Social Media
  - c. Boost, Tracking & Analytics Strategy
  - d. Web Sites Strategy
2. Emotional Benefits
  - a. Rejuvenation
  - b. Enrichment
  - c. Creativity
  - d. Reward
3. Core Values
  - a. Fusion
  - b. Can do
  - c. Authenticity

#### ROLL OUT THE DELTA MEDIA ONLINE CORPORATE SERVICE PROJECT

The Roll-Out process balances ambition with operations, capability and commercial reality.

1. Phase 1: Country Project Launches
  - a. US – Washington, Middle East – Dubai, Europe – Amsterdam, Asia – Singapore , Russia Moscow
  - b. Fiscal 2017/2018
2. Phase 2: Target Delta Project Partners Engagement
  - a. In all core countries
  - b. Fiscal 2017/2018
  - c. Target engagement will commence during fiscal 2017/2018 but will be adequate and appropriately resourced and commercialized in the following fiscal year
3. Phase 3: Targeted “Above-the-line” WEB Advertising
  - a. In all core business environment
  - b. Fiscal 2017/2018
  - c. Targeted above the line advertising will commence during fiscal 2017/2018 but will be adequate and appropriately resourced and commercialized in the following fiscal year



# DELTA

## CONCEPTUAL & ANALYSIS

### Conceptual Analysis

The Conceptual Analysis studies the Business Case given the results of the Market Analysis and the Offering of products and services of Delta GBE. From this, the best mix of products at the best moment and the best place, can be triggered.

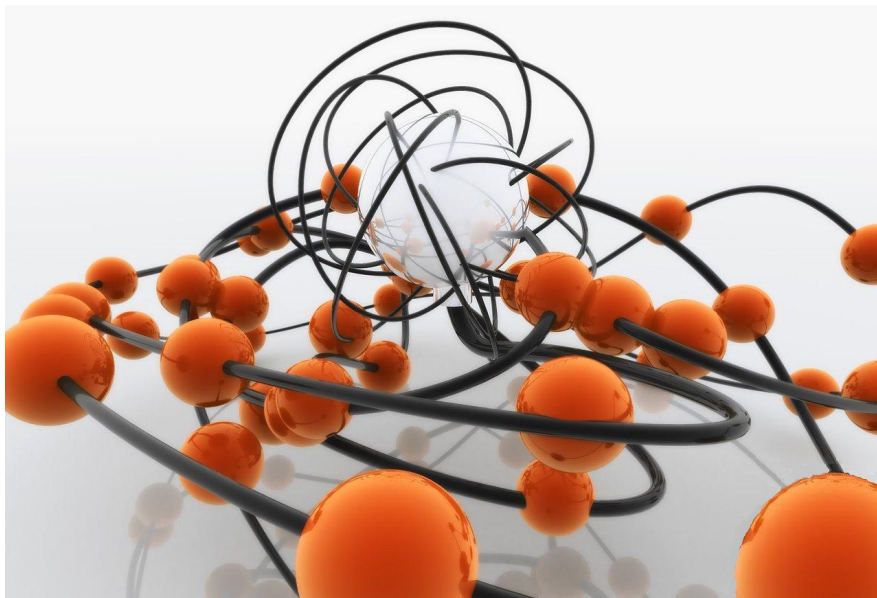
Considering the marketing levers, we distinguish the following Marketing Issues:

1. Phases in the Mind Set of Customers/Audience  
*from Product to Visitor*
2. Changes in the Value Chain  
*from Demand Creation, Online Corporate Service to SEO & Analytics Result*
3. Strategy Focus change  
*from Sources of Volume to Tracking Leverage*
4. Fundamentals that underpin all Marketing Efforts:
  - a. SEO Tracking System
  - b. Forward Monitor Planning
  - c. Analytics Consistency
  - d. System & Software Asset Development
  - e. Performance Search Management
  - f. Capability Development.

Within automated tracking offering in which channels like internet, media like community portals, web malls, social media, blogs, webcasting, etc. together with relevant content and search actions are used to leverage the triggering with suspects, prospects and customers into groups of visitors, we distinguish four relevant issues:

1. SEO Campaigns  
Search Campaigns are set up to track visitors with the project
2. People  
People are the visitors/customers and thus objectives of the SEO campaigns; within automated marketing offerings people should be identified and the identification should be authenticated
3. Connections  
People must be interested into doing business; this results in connections of people with content; within automated marketing offerings these connections are registered as transactions
4. Content  
The content of the Internet/website actions: not only information via websites and social media, but all relevant information for connections.

These relevant issues will have to be met in the automated offering. In other words, SEO Campaigns must be manageable. People within the offering must be identifiable with a high level of accuracy that the people we are dealing with are really visitors (authentication). Quality content/information must be used to persuade people into leveraging the value chain. And, finally, transactions must be used to give feedback to management processes.



# DELTA

## CORPORATE PRODUCT QUALITIES

### CORPORATE UPQs

The Unique Product Qualities of Delta Media Online Corporate Service Platform are:

#### SEO & Analytics Products & Online Corporate Services

- Delta GBE delivers a unique SEO & Analytics Concept an special designed Business plan and a unique set of superior search tools, hard & software and services that can be used to retrieve higher retention rates and better tracking results against lower costs.
- The products and services can be combined into new marketing approaches like
  - SEO & Analytics systems, tool, hardware and software
  - Internet Web Platforms
  - Brand, Marketing & Promotion
  - Commercials & Advertising
  - Web Portals, Internet Sites & Communities, Web Malls and Web Shops
  - Webcasting (tickertape), RSS (Really Simple Syndication)
  - Database Marketing (Profiling, RFM Analysis, Loyalty Management, etc.)
  - CRM
  - Integrated SEO systems with products like
    - N.O.C (Network Operation Centre)
    - Monitor Modules
    - Level & Tracking Platforms
    - .
  - Interactive SEO & Analytics with products like
    - Automated Customer Profiling
    - Profile Based Geographical Monitoring
    - Interactive Launch facilities
    - One-to-One Marketing
    - Search Event Marketing

to deliver the highest competitive tracking results to our customers

#### Smooth Operations

- Delta GBE has its own NOC-Network Operations Centre for monitoring SEO & Analytics activities, monitoring, distribute content, security, server control and certify the best possible operations all controlled in one hand.
- Delta GBE has Business Partners like advertise and sponsoring deliver partners, International connections, enormous Business Database with addresses Worldwide and with extensive operational Analytics data for co-location and outsourcing

#### Profit Potential

The products and services deliver:

- The most sophisticated marketing offerings possible in which way branding processes can be highly automated
- The highest retention rates
- The most loyal customers/ambassadors
- Revenues on casted content (third party advertising) resulting in a higher sales and revenue volumes delivering better profit margins resulting in higher profit



# DELTA

## SEARCH MARKETING

### ONE-TO-ONE SEARCH MARKETING

With the knowledge of the preferences and interests of the customer, the content in all kinds of locations like, the Internet, websites, blogs, social media, youtube, ebay and (virtual) marketplaces can be individualised.

One-to-One Search Marketing, SEO & Analytics Marketing and Tracking visitors will eventually merge together into One-to-One Search Results. This will have a highly positive effect on sales and of profit.

The combination with third party of tracking and boosting can result in significantly higher sales and promotion of up to 20 to 40 percent and profit of more than 30 percent.



Combined with loyalty programmes, sales and profits can be raised to an even higher level. Besides the effect on sales and profits, there is an extra effect: revenues through third party advertisements. With SEO & Analytics, Integrated Systems and Interactive Search extra revenues can be gained through casting third party advertisements on the Internet.

It is estimated that the costs for the Delta GBE, SEO concepts, products and services can fully be covered by the third party advertisement revenues, thus delivering extra customer loyalty and, with that, higher sales rates and higher profit for ... nothing.

Why The Luxury Platform? It has special SEO & Analytics concepts, products and services on all levels of the Internet product range, with, on every level significant distinguishing products of higher quality and services which result in higher sales, profits and customer retention for all Internet customers.

Delta GBE offers, besides the SEO & Brand concepts, businessplans, products and services, turn-key solutions, lease concepts, loyalty programmes, Live Web and broadcasting systems, sponsoring solutions, advertising solutions and content delivery provisions.



# DELTA

## WORLD OF EXPERIENCE

### WORLD OF EXPERIENCE

But these Delta products and services are still statically SEO marketing actions and approaches customers as viewers. Integrated SEO Systems combine several search loyalty tools to get higher retention rates and real visitors.

Finally, the interactive approach delivers a dynamic “world of experience” to customers in that they are directly addressed in the market place with information, pictures, video, products or services they really are interested in.

With the Delta products and services tracking becomes more and more an “art of experience”. The added value of the before mentioned Delta products and services thus not only delivers higher sales volumes with loyal customers and higher visiting rate, but the added value of each level plays a significant role in the distinction between one brand and the other.



### DELTA GBE STRATEGY

#### Vision

By 2020, The Online Platform & Delta Media Online Corporate Service Platform is a global Brand for the business Industry.

#### Mission

To move Delta Concept into the Top 20 of the Global List “Most Important Online Web Facility”

1. **Launch The Online Platform & Online Corporate Service Platform in 2020,**  
the launch is first tested ‘live’ at several websites and feedback of firms is used to adjust offerings and pace
2. **Acceptance,**  
the global roll-out with new offerings
3. **Appreciation,**  
more (60) countries will be involved, more Delta products and services added to the partners
4. **Applause,**  
people worldwide get enthused by the offering
5. **Astonishment,**  
this is really great: The Online Platform & Delta Media Online Corporate Service Platform concept will conquer the Internet.

# DELTA

## GLOBAL FOCUS STRATEGY

### FOCUS STRATEGY

Delta Media focus Strategy into 4 areas (focus, geographical area, SEO products & online services and result):

#### 1. Presence

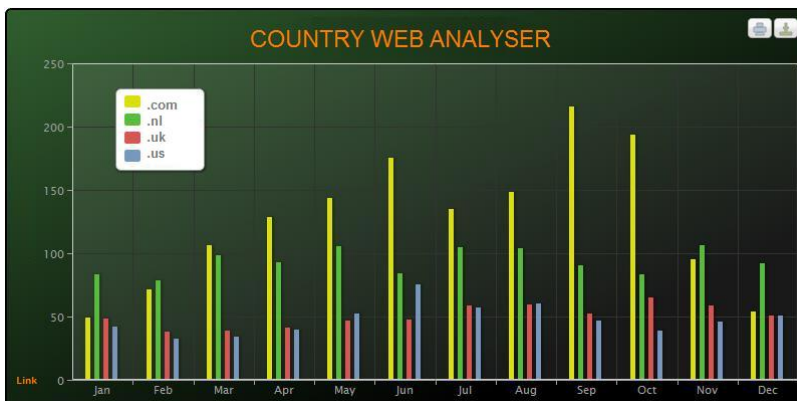
- a. The **focus** is on realizing The Delta Platform International launched in **2017-2023** by the internet.
- b. The **geographical area** is the US, South America, Europe, Asia, Middle East, South Asia
- c. **Delta GBE Products and Services** delivered are:
  - i. SEO and Analytics Software, Hardware & Systems
  - ii. Online Corporate Service Platform at Internet location
  - iii. Business & Industry Community
  - iv. Tracking Portal with related SEO & Analytics product offerings in a Web Environment
  - v. Introduction of a simple Click Payment system
- d. The **result** is a high-potential Online **platform** at selected Delta SEO & Analytics sites on the internet



#### 2. Acceptance

- a. After the initial entry the **focus** is to penetrate the domestic Web market in **2019** and develop other marketing concepts as strongholds for Tracking.
- b. The **geographical area** is Australia, Western Europe, South Africa, Japan, Indonesia, Hong Kong and Asia, especially the domestic market
- c. **SEO & Analytics Products and Services** delivered are:
  - i. Delta Online Corporate Service Platform, as a means to deliver a loyalty Media and SEO programme and monitor search, brand & marketing campaigns
  - ii. Internet Events, NarrowCasting and webcasting promoting:
    1. Concepts from our Activities
    2. Concepts from our Future Strategy
    3. Connecting Delta International Client Database of the Web
  - iii. Webcasting (tickertape) as a means for community building and revenue generator
  - iv. "Recognition": SEO Software welcoming identified community visitors on the site and dynamic websites

The result is **acceptance** and laying the foundation of the Online Platform community



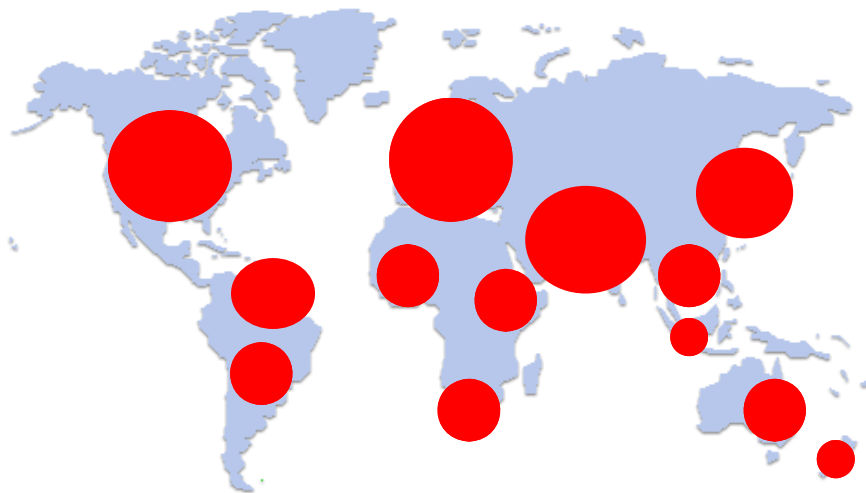
# DELTA

## GLOBAL FOCUS STRATEGY



### 3. Appreciation

- a. The **focus** in 2020 is the further development of the Brand Name, introduction of new Online Corporate Service Platform and further global roll-out, especially by community build via internet, growth of Delta Web locations and specialized International Web Marketing Campaigns
- b. The **geographical area** is the world City developing the existing coverage in New York, London Paris, Dubai, Tokyo, Johannesburg, and Amsterdam.
- c. **SEO & Analytics Products and Services** delivered are:
  - i. Introduction of the Delta SEO & Analytics Loyalty Programme with several SEO products
  - ii. Integrating Delta SEO System in the Luxury sector in the loyalty offering
  - iii. Digital Visual Platforms dedicated to brand the Delta GBE SEO & Analytics Concept
  - iv. 3D Monitor web sites
  - v. Further development of the Delta GBE SEO & Analytics International Experience
  - vi. Marketing actions like delivery of free SEO Click cards at International Airports for VIP business managers based on bonus balance, etc.
- d. The result is **appreciation** for delivering high-result offerings. By then Delta GBE will be globally associated with SEO & Analytics Concepts in every business, government sector at all levels



# DELTA

## GLOBAL FOCUS STRATEGY

### 4. Applause

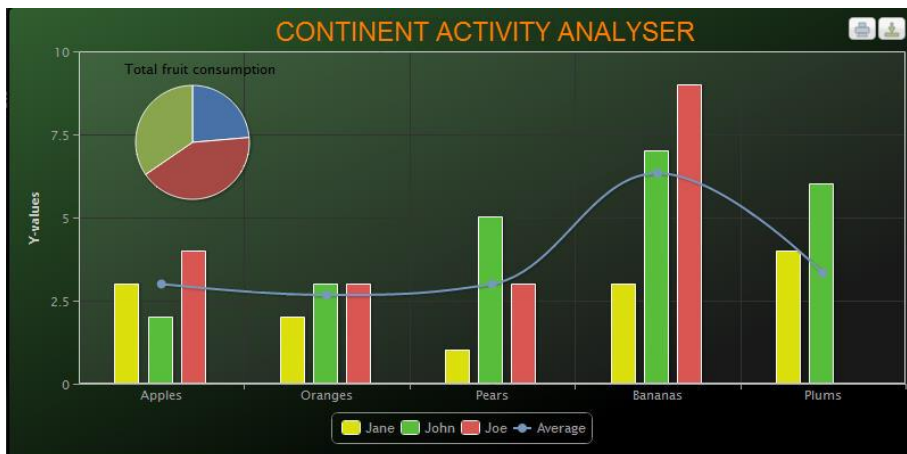
- a. The **focus** in 2020 is the introduction of new Online Service Platform and roll-out geographically. The Internet Structure will then be prepared and ready for new technology "Internet 4.0"
- b. The **geographical** expansion is extended.
- c. **SEO & Analytics Products and Services** are introduced to develop the SEO Future Experience
  - i. 1-to-1 SEO & Analytics Marketing and Event Strategy based on membership profiling
  - ii. Product, person and information Search & Analysis Technology and database analysis
  - iii. Lifecycle SEO Marketing (from visitor to ambassador) with follow-up marketing campaigns and SEO & Analytics actions to raise the retention rates
  - iv. Interactive Search through fast recognition and dynamic SEO content offerings
- d. The **result** of this integrated approach is called: **Applause** for this globally accepted and associated new SEO & Analytics Technology and of course high expectancy for the coming web structure.



### 5. Astonishment

The **focus** in the year 2020 is the Partner & Visitor Results. Delta GBE is accepted as a Brand local & worldwide,

The **geographical** focus is **global**. More and more Delta GBE SEO & Analytics tools are introduced. **SEO & Analytics Products and Services** in this year are totally focused towards to rules the Web





# DELTA

## GLOBAL FOCUS STRATEGY



### FINANCIAL PROGRAMME PLAN

In this Financial Programme Plan a prognose amount of the costs and revenues will be given this year and for the Future. Costs and revenues are highly dependent of the realisation finishing all the Delta products, systems, tools and online corporate services used, by Delta GBE for the Online Platform Project.

### Investment & Development Planning

Delta GBE suggests that on a 1-5 yearly base the following must be agreed upon:

1. The services and products that will be introduced this year and in the next following years
2. The revenues from SEO Search Analytics, Tracking, webvertising, site advertising, third party services
3. The revenues from Country Fee, Memebership Fee, Click credit card transactions and loyalty transactions
4. The hire costs of SEO & Analytics products: initial, per week, month, quarter, and year
5. The costs of Search, Brand & Marketing services: initial, per transaction and fixed costs
6. Investments in Office, web Platforms, servers, hardware, software and management.

Costs must be distinguished between Delta GBE, Project & Business Partners, advertisers and third parties.

Based on these figures a year(s) plan can be derived and managed. From the financial data, decisions can be made to postpone or hasten the introduction of new products and services.

In the following paragraphs the costs and investments of the first step, building presence, are given together with the revenues that are possible from advertising.

### Building Presence: Costs & Revenues

The major investments are:

1. The Online Platform Business Plan & Online Service Concepts  
  - a. Locations / Ugt xgtu
  - b. Marketing & marketing int cvgi {
  - c. Sales en PR Ut cvgi {
2. Hard & Software, tools
3. Internet rrv: vlt o u & F li kcn Portals
4. Eqt rqt cvg Communication & Commercials
5. Ugt ej Gpi lpgu Content & Information
6. Hard & Software O qpkqt Rrv: vlt o U O of wgu

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# DELTA

GOLF BUSINESS & EVENTS

# FINANCIAL



# DELTA

## FINANCIAL INVESTMENT

### DELTA MEDIA GBE FINANCIAL INVESTMENT PROJECT

Facility	Objectives	Costs	Total
Design & Realisation Delta Platform Concept (4 maanden afronding concept design team)	Final Globally Design	€ 200.000	€ 200.000
Projectmanagement team (monthly/2 year)	9 persons	€ 2.500	€ 540.000
Office Delta GBE	24 months	€ 2.500	€ 60.000
International Marketing, promotion	Brand Concept	€ 150.000	€ 150.000
Office supply, paper & print	prognose	€ 25.000	€ 25.000
Office Facility interior	prognose	€ 125.000	€ 125.000
SEO Analytics Homepage costs	60 Countries	€ 4.000	€ 240.000
Servers, SEO & Analytics Software costs	60 Countries	€ 5.000	€ 300.000
Video & Presentation production costs	prognose	€ 160.000	€ 160.000
Telephone & mobile phone costs	prognose	€ 35.000	€ 35.000
ICT hard & software	prognose	€ 160.000	€ 160.000
International Sales Management & activities	60 Countries	€ 200.000	€ 200.000
<b>Total Final Costs</b>			<b>€ 2.195.000</b>

# DELTA

GOLF BUSINESS & EVENTS

# PROGNOSE



# DELTA

## BUSINESS PLAN

### ROLL OUT NATIONAL NEWS & INFORMATION PLATFORM BUSINESS PLAN

Activity Schedule Business Plan:

- 2nd quarter 2019
  - o Terminate the design phase of the total Online Platform Concept
  - o Terminate the design phase Delta Media Online Corporate Service Platform and International Brand & Marketing Concept
  - o Terminate the design phase Delta Platform "Country" Strategy
  - o Terminate the design phase online Delta Media International "Web & Social Media Platform"
- 3rd / 4th quarter 2019
  - o Starting phase & realisation of the Delta "Network Operation System Center"
  - o Starting phase of the national online Delta "Menu POS Platform"
  - o Starting phase & realisation of the International Delta SEO & Analytics Project
  - o Start realizing Delta "Brand Marketing & Promotion Concept"
- 1st quarter 2020
  - o Continue realizing additional Delta Platform SEO & Analytics Concept
  - o Continue realizing additional International Online Service Platform
  - o Continue realizing additional Delta Brand & Marketing Concept
- 2nd, 3th and 4th quarter 2020
  - o Continue realizing additional Delta Media Online Platform - Project - Roll Out

### Financial projection OlinePlatform & Delta Media Online

#### Corporate Service Platform

#### Projection income and marge

Period Mai 2016 - September 2019:

- o Start Realisation Investments
- o Prognoses
- o Turnover
- o Local & International Investments
- o Upgrades & Design

# DELTA

## FINANCIAL TURNOVER PROGNOSE

DELTA GBE : =B5B7=5@HI FBCJ 9F PROGNOSE

	Prognose	Prognose	Prognose	Prognose	Prognose	Prognose
	2018	2019	2020	2021	2022	2023
<b>60 Countries Membership Fee</b>	€ 300.000	€ 330.000	€ 370.000	€ 400.000	€ 440.000	€ 480.000
<b>60 Countries Total Fee(x1000)</b>	<b>18.000K</b>	<b>19.800K</b>	<b>22.200K</b>	<b>24.000K</b>	<b>26.400K</b>	<b>28.800K</b>
<b>Corporate Membership</b>						
Paid Advertising	€ 500	€ 550	€ 600	€ 650	€ 700	€ 750
Paid Banner (weekly)	€ 800	€ 850	€ 900	€ 925	€ 950	€ 975
60 Countries Corporate Clients	3000	6000	9.000	12.000	18.000	30.000
<b>Advert Income Corporate Clients</b>	<b>1.500K</b>	<b>3.300K</b>	<b>5.400K</b>	<b>7.800K</b>	<b>12.600K</b>	<b>22.500K</b>
<b>Corporate Clients Income Fee</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>
Clients Members in 60 country	120.000	163.200	204.000	312.000	420.000	720.000
Clients Members International	1.500	2.000	2.500	4.000	5.000	6.000
Clients Members National	500	700	900	1.200	2.000	3.000
<b>SEO &amp; ANALYTICS FEE</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>
Provide per service product	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search by keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Test new campaign	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring International	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring National	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring on product	€ 25	€ 30	€ 35	€ 40	€ 45	€ 5
Monitoring on Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Click Through Rate	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search Constituents (Leads)	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Create unique Visitors	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Project Launch Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high bid keyword	€ 35	€ 40	€ 45	€ 50	€ 55	€ 60
Search highly relevant keywords	€ 45	€ 50	€ 55	€ 60	€ 65	€ 70
<b>Sub Total Prognose Turnover</b>	<b>3.000K</b>	<b>4.896K</b>	<b>7.140K</b>	<b>12.480K</b>	<b>18.900K</b>	<b>36.000K</b>
<b>Total Prognose Turnover</b>	<b>22.500K</b>	<b>27.996K</b>	<b>34.749K</b>	<b>44.280K</b>	<b>57.9000K</b>	<b>87.300K</b>
K=x1000/million	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000

# DELTA

## FINANCIAL TURNOVER PROGNOSE

### DELTA MEDIA FINANCIAL TURNOVER PROGNOSE

	Prognose	Prognose	Prognose	Prognose	Prognose	Prognose
	2018	2019	2020	2021	2022	2023
<b>120 Countries Membership Fee</b>	€ 300.000	€ 330.000	€ 370.000	€ 400.000	€ 440.000	€ 480.000
<b>120 Countries Total Fee (x1000)</b>	<b>36.000K</b>	<b>39.600K</b>	<b>44.400K</b>	<b>48.000K</b>	<b>52.800K</b>	<b>57.600K</b>
<b>Corporate Membership</b>						
Paid Advertising	€ 500	€ 550	€ 600	€ 650	€ 700	€ 750
Paid Banner (weekly)	€ 800	€ 850	€ 900	€ 925	€ 950	€ 975
120 Countries Corporate Clients	3000	6000	9.000	12.000	18.000	30.000
<b>Advert Income Corporate Clients</b>	<b>18.000K</b>	<b>19.800K</b>	<b>21.600K</b>	<b>23.400K</b>	<b>25.200K</b>	<b>27.500K</b>
<b>Corporate Clients Income Fee</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>
Clients Members in 120 country	120.000	163.200	204.000	312.000	420.000	720.000
Clients Members International	1.000	1.360	1.700	2.600	3.500	6.000
Clients Members National	500	700	900	1.200	2.000	3.000
<b>SEO &amp; ANALYTICS FEE</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>
Provide per service product	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search by keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Test new campaign	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring International	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring National	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring on product	€ 25	€ 30	€ 35	€ 40	€ 45	€ 5
Monitoring on Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Click Through Rate	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search Constituents (Leads)	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Create unique Visitors	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Project Launch Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high bid keyword	€ 35	€ 40	€ 45	€ 50	€ 55	€ 60
Search highly relevant keywords	€ 45	€ 50	€ 55	€ 60	€ 65	€ 70
<b>Sub Total Prognose Turnover</b>	<b>3.000K</b>	<b>4.896K</b>	<b>7.140K</b>	<b>12.480K</b>	<b>18.900K</b>	<b>36.000K</b>
<b>Total Prognose Turnover</b>	<b>57.000K</b>	<b>64.296K</b>	<b>73.140K</b>	<b>83.880K</b>	<b>96.900K</b>	<b>121.100K</b>
K=x1000/million	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000

# **DELTA**

**GOLF BUSINESS & EVENTS**

# **CORPORATE**





# DELTA

## FUTURE CORPORATE STRUCTURE

### STRUCTURE DELTA INTERNATIONAL

#### Legal entity, BV

If we talk about a legal entity we propose to establish a Dutch BV. Characteristic for a BV is that in principle the responsibility is limited to the share capital of the company. This means and in other words, in case a BV is getting in financial problems the shareholders are only responsible to put the money on the table, which is equal to the issued shares, very often only 18.000 euro, which amount has been to put into the company anyhow at the moment of establishment.

It should be clear that the director of the company has to fulfil some legal procedures in order to avoid successful claims on mismanagement, which can make him responsible in case things go wrong.

One of the most important obligations is a timely and properly filing yearly of the annual accounts at the chamber of commerce. As long as the company can be qualified as "small" filing consist only of the balance sheet with a very limited disclosure of notes to the balance sheet. It is clear that a director of a BV always has to act with a common sense of doing business/activities/decisions.

#### What should in our point of view to be established.

We would recommend the establishment of a Dutch holding (parent) company. I.e. Delta Media - Euro Trade BV. The shareholders are: Weis & Deighton (100%) and third partners (0%). This company, Euro Trade B.V. should be the owner of:

- the brand name: The Online Platform and Delta Media Online Corporate Service Platform.
- the .com and all the other internet sites, which belong to Delta Media or which sites are needed to exploit the Delta Media Online Platform concept.
- the subsidiaries of Delta Media Online Platform.

It depends on our business view how we will organise the legal subsidiaries below Delta Media/Euro Trade BV. At least would we propose that the current activities which are taken place with the new Delta Media environment will be executed in a new legal Dutch subsidiary of Delta Media GBE. Clearly Delta Media and Euro Trade BV. is 100% shareholder of this Dutch operating BV.

Delta Media Local has to pay for the Delta Media Online Corporate Service Platform to Euro Trade B.V.

Just for your info and a better understanding how a legal structure can be set up below Delta Media/Euro Trade B.V. Assume that there is a business need to employ people in a certain country you can imagine that we need for that purpose a new legal company in that country.

Another example can be that we will establish separate legal companies below Delta Media/Euro Trade B.V. which companies are more activity related like OnlinePlatform, or Delta Media Online Platform, Delta Services, Delta Promotion productions, Delta Branding consulting etc.

The benefit of having subsidiaries is related to limited the exposures for the ultimate parent company Delta Media International but also for more flexibility in cooperation with others. More in particular we refer here to joint venture constructions. Just an example, assume we will do the Delta Media Online News with a specialist company in this area it could be that for both parties a joint sharing in Delta Media News is recommendable. This recommendation can be driven by financial needs, commitment wishes, exit strategies, control requirements etc.

#### Why a Dutch Holding company

- Dutch company law is pretty flexible and have absolute minimum requirement for establishing a BV.

# DELTA

## FUTURE CORPORATE STRUCTURE

- Netherlands has a highly extensive international tax covenants and has the participation exemption in the corporation. The participation exemption are exempt income from foreign subsidiaries in the Netherlands. Netherlands is therefore very suitable as an intermediate holding country. The profits are eventually broken through to countries with friendlier fare. The Netherlands are frequently seen as a “tax paradise” and that is why companies such as Airbus, the Rolling Stones have their headquarters in the NL. See for some more details at the end of this memo.
- The Netherlands has a highly educated population.
- In the Netherland very good infrastructures are in place
- Holland is internationally recognized as a good trade nation, with good standards, financially strong, world travelers etc.
- Delta Media is fully developed in the Netherlands and will be manned by a Dutch management team.

### How to structure the management team at Delta Media

You can structure and organize companies on many different ways. Important is that the owners express their view and the ways how they would like to work. But it should also be clear what responsibilities and obligations belongs to who. It doesn't seem very clear last week when we had this topic on the table.

Anyhow looking a little bit around and watch also how “competitors” have set up their management team, the outside world expects at least the following to executive functions:

CEO Chief Executive Officer (Chairman of the executive board)

CFO Chief Financial Officer

The other management functions should be fully business driven. This can be activity related or function related. In the Delta GBE case we would propose the following COO's (Chief Operating Officer).

CIO Chief Innovation Officer

CBO Chief Business Officer

You can consider to establish a supervisory board, which will be mandatory anyhow if Delta GBE reached certain levels. This supervisory board can give all kind of rules, guidelines etc to the executive board. The chairman of the supervisory board can have a pretty strong position and can cooperate quite intensively with the CEO. But the CEO and his team are running the business on a daily basis and not the chairman of the supervisory board.

Looking to the current status of Delta GBE we would not recommend you to start directly with a supervisory board, too complicate, doesn't bring any business contribution at this stage, will definitely reduce the speed of the business development in total at this moment.

We strongly believe that you need every one who is now on the boat, including the founder, on an executing level now. We all know the limitations of each individual but we have the opportunity to join forces and work together to achieve our goals. Choose for a practical way of working at the beginning and if you will work together with one of the other executives depending on the situation/objective etc you can bridge almost everything, without any problem.

Very general the responsibilities per function could be as follows:

CEO

- Chairman of the Board of Executives

# DELTA

## FUTURE CORPORATE STRUCTURE

- Presenting and selling the company idea
- Visionary developments
- Brand identity and overall design

### CIO

- Development of platform
- Implementation of all marketing tools
- Management of traffic flow with the right targets
- Technical innovations

### CBO

- Business development
- Partnership development
- Sales of the concepts
- Sales of other services within the whole concept

### CFO

- Finance & control
- Cash-management
- Legal affairs
- Control of business values (or value drivers)
- Spokesman towards the financial world

## TAX

The information below is gathered from a release of KPMG Tax Advisors. KPMG investigate the developments in international taxes very year. Their 2016 report is headed in their introduction as follows: “Corporate versus Indirect Taxes – Global Re-balancing Continues” .

KPMG’s 2019 survey of the world’s corporate and indirect tax rates continues the story told in earlier years. Corporate tax rates have been steadily falling for a decade in many countries, while value added tax and goods and services tax (VAT/GST) systems have proliferated across the globe, rising each year to higher rates and applying to more items as indirect tax systems mature. Some commentators have wondered if these dual trends were temporary anomalies that would reverse over time. Based on KPMG’s reading of this year’s survey results, the chance of a return to the pre-2000 status quo is remote and the global re-balancing of corporate and indirect taxes will continue. International businesses should ensure they have the right mix of income tax and VAT/GST management resources in place to stay ahead of this long-term trend.

### **Corporate tax cuts about to hit bottom?**

The world’s average corporate tax rate has fallen in each of the past 11 years, from 29.03 percent in 2018 to 22.96 percent in 2019.

# DELTA

## FUTURE CORPORATE STRUCTURE

Regionally we see that:

- The Asia Pacific Region average rate went from 23.96 percent in 2018 to 22.78 percent in 2019.
- The Latin America region went from 25.33 percent in 2018 to 25.06 percent in 2019.
- North America went from 23.67 percent in 2018 to 22.77 percent in 2019.
- Oceania went from 24.17 percent in 2018 to 23.83 percent in 2019.
- Europe was the only region which can report a slight increase – from 19.98 percent in 2018 to 20.12 percent in 2019.
- The Africa Region remained flat. Based on these results, it seems certain that the decade-long era of sharply declining corporate tax rates is almost behind.

### Politics versus economics in tax policy

Governments are increasing their reliance on VAT/GST systems for economically sound reasons. Compared to income taxes, VATs are less affected by economic ups and downs and thus more stable, their revenue bases are less mobile, and their real-time collection provides a steadier revenue stream.

But political concerns drive tax policy as much or even more than economic ones. In many countries, the policy reasons for cutting corporate taxes are purportedly based on making the country more competitive to foreign investment. Debates on the issue are quick to polarize, with those promoting a country's ability to compete lining up against those wanting to ensure that big companies pay tax on their profits.

As the end of the decade-long trend approaches, year-over-year corporate tax rate cuts have become much smaller. This suggests that many countries believe they have achieved competitiveness and that public opinion will not support any more sharp declines.

By continuing to promote smaller corporate tax cuts, however, today's governments can attract investors with promises that would have only minimal budgetary impact if implemented.

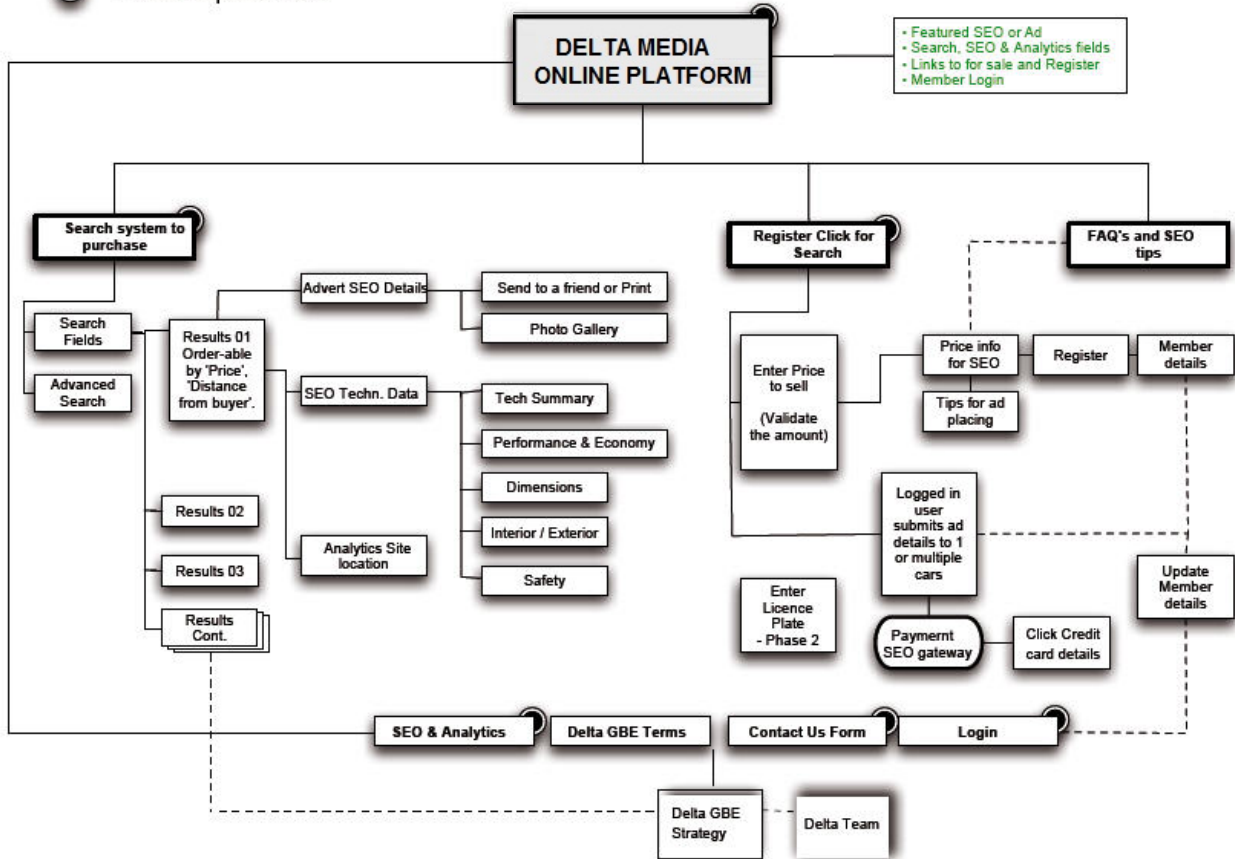
A general international overview of the combined corporate tax rates are as follows:

1 Ireland	12.5	17 Portugal	26.5
2 Iceland	15.0	18 Italy	27.5
3 Chile	17.0	19 Norway	28.0
4 Czech Republic	19.0	20 United Kingdom	28.0
5 Hungary	19.0	21 Luxembourg	28.6
6 Poland	19.0	22 Canada	29.5
7 Slovakia	19.0	23 Australia	30.0
8 Turkey	20.0	24 Mexico	30.0
9 Switzerland	21.2	25 New Zealand	30.0
10 Greece	24.0	26 Spain	30.0
11 Korea	24.2	27 Germany	30.2
12 Austria	25.0	28 Belgium	34.0
13 Denmark	25.0	29 France	34.4
14 Netherlands	25.0	30 United States	39.2
15 Finland	26.0	31 Japan	39.5
16 Sweden	26.3	<b>SOURCE: OECD</b>	

# DELTA

## FUTURE CORPORATE STRUCTURE

● = New corporate client



# **DELTA**

**GOLF BUSINESS & EVENTS**

## **SEO & ANALYTICS STRATEGY TO SUPPORT THE PROJECT**



# DELTA

## SEO & ANALYTICS PROJECT



## CORPORATE OFFICE STRUCTURE International



# DELTA

## ABOUT THE SEO & ANALYTICS

### What is the Delta Media SEO & Analytics?

- Search marketing is leveraging search engines such as Google, Bing, and Yahoo to market your company, brand, or product via paid and editorial search engine results
- Ensuring your company is featured prominently in search results when people enter keywords or phrases related to your business.
- Two Primary Components
  - Search Engine Optimization (SEO)
  - Search Engine Marketing (SEM), a.k.a. Pay Per Click (PPC)



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## The Value of Delta Media SEO & Analytics

- 50% of Consumers Start Purchase with Online Research
- 63% of B2B Buyers Start with Online Research
- 85% of B2B Buyers Do Online Research During Buying Cycle
- To Buy from You, They Have to Find You
- 1 Trillion Websites...and Counting
- 90% of Search Engine Users Don't Look Past the Top 30 Results
- 75% Don't Look Beyond the First Page
- Rankings 1-5 10 Times More Likely to Be Clicked on Than 6 & 7

# DELTA

## Benefits of Effective Delta Media SEO & Analytics

- Increased Visibility
- Increased Awareness
- Perception of Leadership and Increased Credibility
- Powerful Branding
- Immediate Results (PPC)
- 
- Increased Targeted Traffic
- Increased Conversion Rates for Call to Action
- Decreased Cost per Lead
- Decreased Cost per Sale
- Increased Sales
- Measurable

# DELTA

## Delta Search "Engine Optimization" (SEO)

- The process of improving the visibility of a website or specific page in search engines through natural or organic search
- Utilizes search engine algorithms to elevate a site to top rankings in search results
- Considers how search engines work and what people search for
- Ongoing process (search engines continually refine algorithms)
- Key techniques include:
  - Editing content and HTML within a site
  - Increasing relevance for specific keywords and phrases
  - Removing barriers to search engine indexing
  - Building link popularity
- Related negative category: Black Hat SEO

# DELTA

## Delta aim to be the Leading Search Engine

- Google
- YouTube
- Bing
- Yahoo!
- Ask
- AOL

# DELTA

## How the Delta Media Search Engine Work

- Register Site with Search Engine
- Automated Site Crawlers (AKA “spiders” or “bots”)
- Index Content in Database
- Utilize Specialized Algorithms to Rank Sites
- Display Contents of Index Based on User Search Queries
- Constantly Adjusted Algorithms
  - Better user experience
  - More relevant search results
  - Level playing field

# DELTA

## How to Get Started with Delta Search Engine

- Determine your objectives
- Develop a search strategy
- Identify strategic keywords (including long-tail keywords)
  - Relevant to your business and products or services
  - Include negative keywords
  - AdWords or WordTracker
  - Leverage for both PPC and SEO
  - PPC results feed into SEO
- Develop Good Content Featuring Strategic Keywords
- Home Page Highest Priority
- Remember Your Home Page May Not Be the Entry Point

# DELTA

## Secrets of SEM

- Make Ad Copy Relevant to Search Terms
- Manage and Track Campaign
- Utilize Long-Tail Keywords
- Utilize Landing Pages
- Test Your Ads
- Adjust Budgets for Keywords
- Measure, Measure, Measure
- Optimize, Optimize, Optimize

# DELTA

## Delta Media's District Planner Recruiting

- Strategic Landing Pages Provide Details on Position
- Clearly Featured Call to Action (Yes, I'm Interested!)
- Follow Up Page Includes Short Response Form
- Both Pages Include Tracking Code
- Enables Accurate Measurement of ROI
- Provides Tracking of:
  - Impressions
  - Clicks
  - Applications Completed



# DELTA

## Delta Media's District Planner SEM Results

- 1MM+ Impressions per Month
- 2,500+ Clicks
- 9% Conversion Rate
- 50%+ Identified as Appropriate Candidates & Enter Interview Process
- Expanding Campaigns to Other Positions

# DELTA

## Delta Media SEO & Analytics Tactics: Internal

- Long-Tail Keywords
- Page Titles
- Headlines and Subheads
- Body Text
- Alternate Text for Images and Interactive Pieces (Flash, etc.)
  - Accessibility
  - Meta Tags

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## Delta Media SEO & Analytics Tactics: External

- Register with Search Engines
- Build Link Popularity
- Utilize Social Media
- Start (and Maintain) a Blog

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## Case Study: Delta Media Diversity Leadership

- Content-Rich Pages
- Limited Use of Flash
- Strategic Page Titles, Headlines, and Meta Tags
- Alternate Text for Images
- Text-Based Navigation

# DELTA

## Delta Media's Diversity Leadership Results

- #1 Spot in Google for Key Search Terms
- Traffic Increased 41%
- 82% of Visits are New
- All Major Site Sections Receive Nearly Equal Traffic
- Dramatically Increased Awareness

# DELTA

## Social Media and Delta Media Search Strategy

- Search engines are indexing social media content
  - Facebook
  - Twitter
  - LinkedIn (particularly Groups and Answers)
- YouTube is the second largest search engine
- Increases visibility and inbound links
- Generates multiple and unique listings

# DELTA

## Blogging

- Share Your Expertise and Promote Your Business
- Additional Opportunities to Utilize Keywords
- More Pages of Content to Index
- Frequently Updated Sites Rank Higher
- Expand Your Focus (Comments on Other Blogs)
- Participate in the Conversation

# DELTA

## The Perils of Black Hat SEO

- Defined as using unethical techniques to improve search engine rankings
- Presents content differently to search engine spiders than to search engine users
- Creates a poor user experience
- Violates search engine rules and policies
- Sites are penalized or even delisted when caught
- Short-sighted solution to a long-term problem



# DELTA

## SEO & ANALYTICS SYSTEM



# HANDBOOK

## **Delta GBE SEO & Analytics Information:**

- Help you set up and configure Delta GBE SEO & Analytics
- Use advanced features like event tracking, filters and segments
- Build custom reports and dashboards**
- Report on key conversion goals, marketing and Adwords campaigns

**DELTA GBE  
RUDY DEIGHTON 2015**

## Contents

### 1. Introduction Delta SEO & Analytics ..... 3

1-1 What is Delta SEO & Analytics? .....	3
1-1-1 How does Delta SEO & Analytics work? .....	3
1-2 Why should you use Delta SEO & Analytics? .....	3
1-3 How to set up Delta SEO & Analytics for your activities? .....	3

### 2. Cookies in Delta SEO & Analytics ..... 4

2-1 What is a cookie? .....	4
2-1-1 Cookie's categories .....	4
2-1-2 Cookies used in Google Analytics .....	4
2-1-3 _utma cookie's structure .....	4
2-1-4 _utmz cookies .....	5
2-1-5 _utmv cookies .....	5
2-2 Why are cookies useful? .....	5

### 3. Delta SEO & Analytics' filters ..... 5

3-1 What is a filter? .....	5
3-2 Why are filters useful? .....	5
3-3 How to create filters in Delta SEO & Analytics? .....	5
3-3-1- Predefined filters configuration .....	6
3-3-2- Custom filters configuration .....	6
3-4 Business perspective - Example of a filter .....	6

### 4. Advanced segmentation Delta SEO & Analytics...6

4-1 What is advanced segmentation? .....	6
4-2 Why is advanced segmentation useful? .....	6
4-3 How to create a new custom segment? .....	7
4-4 Business perspective - Example of an advanced segment .....	7

### 5. Setting up goals in Delta SEO & Analytics ..... 8

5-1 What is a goal in Delta SEO & Analytics? .....	8
5-1-1 Types of goals in Delta SEO & Analytics .....	8
5-2 Why are goals useful? .....	8
5-3 How to set up goals? .....	8
5-4 What to find on Goals reports? .....	9
5-4-1 Overview reports .....	9
5-4-2 Goal navigation path reports .....	10
5-4-3 Funnel visualization reports .....	10
5-4-4 Goals in general reports .....	10
5-5 Business perspective - Example of a goal .....	10

### 6. Delta BGE custom visitor segmentation .....10

6-1 What is custom visitor segmentation? .....	10
6-2 Why is custom visitor segmentation useful? .....	11
6-3 How to set up custom visitor segmentation? .....	11
6-3-1 How to set up user defined variables?.....	11
6-3-2 How to set up custom variables?.....	11
6-4 What to find on custom visitor segmentation reports? .....	11
6-4-1 User defined Analytics report .....	11
6-4-2 Custom variable Analytics report .....	11
6-5 Business perspective - Example of a custom visitor segment .....	12

### 7. Regular expressions in Delta SEO & Analytic.....12

7-1 What are regular expressions? .....	12
7-2 How to use regular expressions? .....	13

### 8. Domain and sub-domain tracking .....13

8-1 What is Domain and sub-domain tracking? .....	13
8-2 Why is Domain and sub-domain tracking useful? .....	13
8-3 How to enable domains and sub domains tracking? .....	13
8-3-1 How to track multiple domain in Delta SEO & Analytics.....	13
8-3-2 How to track across multiple sub domains?.....	14
8-3-3 How to track multiple domains and multiple sub domains?..	

### 9. E-commerce tracking in Delta SEO & Analytics..14

9-1 What is Delta SEO & Analytics E-commerce tracking? .....	14
9-2 Why is e-commerce useful? .....	14
9-3 What to find in E-commerce reports? .....	14
9-2-1 Overview Reports.....	14
9-2-2 Product Performance Reports.....	15
9-2-3 Trending Reports.....	15
9-3 How to enable Delta SEO & Analytics E-commerce tracking?....	16

### 10. Delta SEO & Analytics internal site search ..... 16

10-1 What is Delta SEO & Analytics internal site search? .....	16
10-2 Why is Delta SEO & Analytics site search tracking useful? .....	16
10-3 What to find on site search reports? .....	16
10-3-1 Overview Reports.....	16
10-3-2 Detailed Reports.....	17
10-3-3 Patterns Reports.....	17
10-3-4 Trending Reports.....	17
10-4 How to enable site search? .....	17

### 11. Delta GBE event tracking and virtual page views . 17

11-1 What is event tracking? .....	17
11-2 Why is event tracking useful? .....	17
11-3 What to find on Event tracking reports? .....	18
11-3-1 Overview report.....	18
11-3-2 Personalized reports.....	18
11-3-3 Trending report.....	18
11-3-4 Hostname report.....	18
11-4 How to track events? .....	18
11-5 Business perspective - Example of an event tracking .....	18
11-6 How to track events with virtual page views? .....	19

## 1-1 What is Delta GBE SEO & Analytics?

Delta GBE SEO & Analytics is a unique web analytics tool which tracks user behaviour on the Internet.

### 1-1-1 How does Delta GBE SEO & Analytics work?

Delta GBE SEO & Analytics uses a combination of first party cookies and JavaScript to track user visits. Delta GBE SEO & Analytics requires JavaScript tracking code to be added to every page on a website.



## Unique International SEO & Analytics System

## 1-2 Why should you use Delta GBE SEO & Analytics?

Tracking your website is the easiest and most valuable way to better understand customer behaviour, and base business strategies on real market data.

### Main benefits of using Delta GBE SEO & Analytics tracking tool:

- Optimize campaign efficiencies
- Understand a website's strengths and weaknesses
- Understand your website's poor performing products as well as best sellers
- Segment customers into different categories
- Obtain benchmarks that allow you to evaluate your website's performance from a market perspective

#### Resources:

>> [Click here](#)

to access Delta GBE SEO & Analytics Website to see more about our GA interface

## 1-3 How to set up Delta GBE SEO & Analytics for your website

To take advantage of GA features, you will need to implement the Delta tool on your website.

1. Order and Create a Delta GBE SEO & Analytics account
2. Install the generated Delta GBE SEO & Analytics tracking code on your pages (GATC)
  - a. Implement the GATC on every page of your website
  - b. Customize your code according to your website specifications and objectives
3. Use the admin interface to create different accounts and profiles (accounts and profiles are very valuable if you want to work on different websites, different domains and sub domains, different segments of data, limit users' acces etc.)
  - a. To create a new account click on the "drop-down" menu on the top right
  - b. To create a new profile click on the "add new profile" button for the corresponding account (You can create up to 25 accounts and up to 50 profiles for each account)

The image displays three screenshots of the Delta GBE SEO & Analytics system interface, illustrating the setup and usage process:

- Top Left Screenshot (Delta GBE SEO & ANALYTICS SYSTEM):** Shows the 'Analytics: New Account Signup' form. A red circle '1.' highlights the 'Website's URL' field.
- Top Right Screenshot (DELTA GBE SEO & ANALYTICS TRACKING SYSTEM):** Shows 'Analytics: Tracking Instructions'. A red circle '2.' highlights the 'Paste this code on your site' section, which contains JavaScript code for tracking.
- Bottom Screenshot (DELTA GBE SEO & ANALYTICS RESULT SYSTEM):** Shows the 'Analytics Settings' and 'Overview' for a website profile. A red circle 'a.' highlights the 'My Account' dropdown menu, and a red circle 'b.' highlights the 'Add new profile' button. Below this is a table of website profiles.

Name/P	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits %C	Actions
http://www.example1.com UA-15949164-1								

### 2-1 What is a cookie?

A cookie is a text file stored as plain text on a user's computer by a web browser. The cookie is sent by a website to a web browser and then sent back unchanged by the browser each time it accesses that website.

#### 2-1-1 Cookies categories

- **First party cookies:** Set by the site you are visiting
- **Third party cookies:** Set by partners of site you visit (e.g. sites which provide images to the current site)
- **Persistent cookies:** Remain when you close the browser
- **Temporary cookies:** Disappear when you close the browser

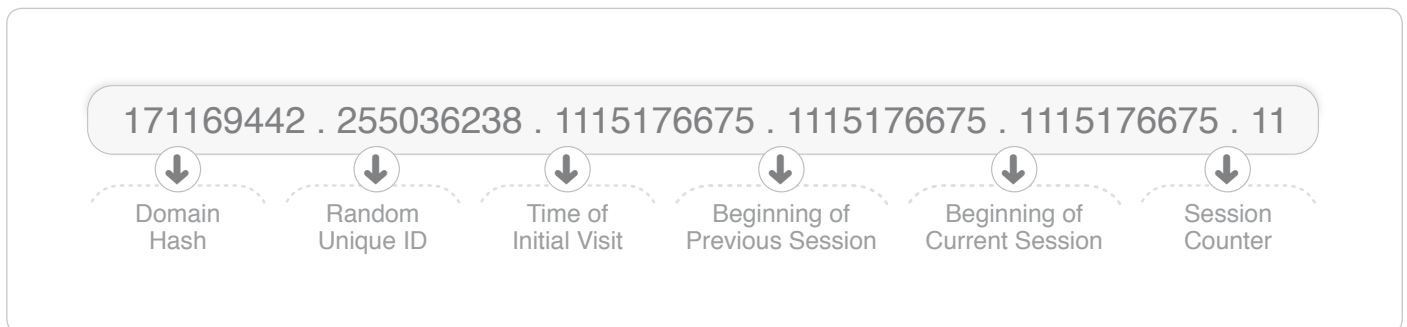
#### 2-1-2 Cookies used in Delta GBE SEO & Analytics

Cookies Type	Function	Duration
_utma	Visitor Identifier	Expires after 2 years
_utmb	Session Identifier	Expires after 30 minutes
_utmc	Session Identifier	Expires when you close the browser
_utmz	Campaign Values	Expires after 6 months
_utmv	Visitor Segmentation	Expires after 2 years

\_utma, \_utmb and \_utmc cookies are implemented by default within Delta GBE SEO & Analytics to track traffic.

#### 2-1-3 \_utma cookies structure

Here's a model structure of a \_utma cookie:



#### 2-1-4 \_utmz cookies

\_utmz cookies are used to track campaigns. By using \_utmz cookies Delta GBE SEO & Analytics will be able to identify a campaign, a medium, a source, a keyword and the different variations of an ad. These values are passed on the URL from the campaign source through to the website and stored in the \_utmz cookie by Delta GBE SEO & Analytics.

- \_utmcsr = source
- \_utmccn = campaign
- \_utmcmd = medium
- \_utmctd = keyword
- \_utmctt = ad value

Delta GBE SEO & Analytics offers a URL builder in its Help Center to generate tagged destination URLs.

# DELTA

## 2-1-5 \_utmv cookies

\_utmv cookies are used to segment visitors into personalized categories. One common use of \_utmv cookies is to differentiate traffic from registered members and simple visitors. cookies, you will need to call **\_SetVar** in your analytics code.

To activate **\_utmv**

## 2-2 Why are cookies useful?

\_utmv cookies are used to segment visitors into personalized categories. One common use of \_utmv cookies is to differentiate traffic from registered members and simple visitors.

### Cookies are typically used to:

- Identify first time visitors vs. returning visitors
- Determine the site's sequence, i.e. visitors' interaction with website pages
- Correlate channels and campaigns with shopping activities
- Categorize campaigns
- Segment customers

Different cookies allow tracking of different types of information such as segmented traffic or campaigns.

## 3- Delta GBE SEO & Analytics filters

### 3-1 What is a Delta GBE SEO & Analytics filter?

A filter is a configuration parameter allowing the access of a certain segment of data. Applying a filter results in reports showing only the segment of data chosen by the user.

### 3-2 Why are Delta GBE SEO & Analytics filters useful?

#### Filters are very helpful for businesses if:

- Your website is very diverse and you would like to be able to differentiate between reports
- Only a specific segment is useful for analysis purposes
- Raw data is too complicated to read in reports
- Some of the information displayed is private and you would like to limit its access

### 3-3 How to create filters in GDelta GBE SEO & Analytics

1. Go under the Analytics setting and edit the filter section
2. Create a new filter or apply an existing filter
3. Choose between predefined filters or custom filters
4. Fill in the filter type, filter field and filter pattern



*Filters work sequentially. By applying conflicting filters they can cancel each other and result in the absence of any data in your report.*

Filter 1>>> Filter type: include >>> Filter field: Visitor city >>> Filter pattern: Tokyo  
Filter 2>>> Filter type: include >>> Filter field: Visitor city >>> Filter pattern: London  
.....  
Filter 1 >> Filter type: include >> Filter field: Visitor city >> Filter pattern: Tokyo|London



### 3-3-1 Predefined The Delta GBE SEO & Analytics filters configuration

These filters have predefined options you can choose from:

#### Filter types:

- Include/ exclude

#### Filter field:

- IP: To exclude internal traffic (or traffic from any specific source)
- Traffic to subdirectory: To exclude/ include only traffic to a subdirectory (e.g. /sport/)
- Traffic from domain: To exclude/ include traffic from a chosen domain

### 3-3-2 Custom Delta GBE SEO & Analytics filters configuration

With custom Delta GBE SEO & Analytics filters you can create personalized reports focusing only on the information you need.

#### Filter type:

1. **Include/ exclude filters**
2. **Lowercase/ uppercase filters:** Convert the field into lower case or uppercase characters (e.g. you want to report "usa" and "USA" as unified data)
3. **Search and replace filters:** Search for a pattern within the field and replace it with something else. (e.g. you want to aggregate complex URLs into simpler strings)
4. **Advanced filters:** Construct a field from one or two other fields (E.g. When using multiple domains you will need to apply an advanced filter to differentiate the same requested URL\*).

\* URI (Uniform Resource Identifier): is a string of characters used to identify a name or a resource on the internet.

#### Filter field:

You can apply custom filters to a wide range of category fields such as campaign source, hostname, visitor types, referral and many more....

### 3-4 Business perspective - Example of a filter

**Scope:** Create a filter to isolate reports for each of your sub-domains.

Hostname: www.example.com  
Sub domain 1: maps.example  
Sub domain 2: products.example

#### How to create a filter to track sub-domains

1. Under Analytics setting, create a duplicate profile for each sub-domain in your website
2. For each duplicate profile apply a predefined filter such as:
  - Filter type: Include
  - Filter field : domain
  - Filter pattern: maps.example for profile 1 and products.example for profile 2.

## 4- Delta GBE SEO & Analytics advanced segmentation

### 4-1 What is advanced segmentation?

Advanced segmentation is an advanced feature in Delta GBE SEO & Analytics aiming to create segments of data in order to analyze traffic through more focused information.

### 4-2 Why is advanced segmentation useful?

With advanced segments you can make your reports show only the subset of data you are interested in. If you select the returning visitors segment your report will only show data for visitors that have been to your website more than once.

# DELTA

The screenshot shows the 'DELTA GBE SEO & ANALYTICS SYSTEM' dashboard. The main content area is titled 'Advanced Segments' and includes instructions: 'Select up to four segments by which to filter your report.' Below this, there are links to 'Create a new advanced segment' and 'Manage your advanced segments'. On the right, there are two columns: 'Default Segments' with a list of checkboxes (All Visits, New Visitors, Returning Visitors, Paid Search Traffic, Non-paid Search Traffic, Search Traffic, Direct Traffic) and 'Custom Segments' which is currently empty. At the bottom right, there is a date range selector set to 'Apr 5, 2012 - May 5, 2012'. The left sidebar contains navigation options like 'Dashboard', 'Intelligence', 'Visitors', 'Traffic Sources', 'Content', 'Goals', 'Custom Reporting', and 'My Customizations'.

## 4-3 How to create a new custom segment in Delta GBE SEO & Analytics

1. Select the metric or the dimension from the column on the right hand side and drag it into the work place
2. Choose the condition (Matches, Greater than, Contains...)
3. Enter the target value
4. You can combine multiple values and dimensions and apply them to the same segment

The screenshot shows the 'Create Advanced Segment' interface. On the left, a 'Dimensions' list is visible, with 'Visitors' expanded to show 'Hour of the day', 'Page Depth', 'Days Since Last Visit', 'Visit Duration', 'Visitor Type', 'Count of Visits', and 'City'. A red circle '1.' is placed over the 'Dimensions' header. The main workspace shows a rule being built: 'Out of a total of ? visits...'. A box contains 'Hour of the day' with a condition of 'Matches exactly' (circled '2.') and a value field (circled '3.'). Below this, there are buttons for 'Add "or" statement' (circled '4.') and 'Add "and" statement'. The interface also includes 'Test Segment' buttons and a final result line: '...this segment matches ? visits'.

## 4-4 Business perspective - Example of an advanced segment in Delta GBE SEO & Analytics

# DELTA

## How to create this advanced segment?

1. Select the metric "Revenue" under the E-Commerce section
2. Select the condition "greater than"
3. Enter the value: x
4. Click the Add an "and" statement
5. Select the dimension "city" under the Visitor section
6. Select the condition "matches exactly"
7. Enter the value "The Netherlands"

## 5 – Goals in Delta GBE SEO & Analytics

### 5-1 What is a goal in Delta GBE SEO & Analytics?

**A goal is a website objective - a desired action for the customers to take on a website. Goals can be as diverse as:**

- Getting customers to spend a certain amount of time on a website
- Getting customers to view a certain amount of pages
- Getting customers to access a specific page
- Getting customers to sign up to a newsletter
- Getting customers to download a specific file, complete a transaction...

#### 5-1-1 Types of goals in Delta GBE SEO & Analytics

**There are three types of goals in Delta GBE SEO & Analytics:**

- **URL destination goal:** Assess performance based on visitors who reached a specific page and visitors who did not (registration through to the thank you page, specific content, account sign-up etc.)
- **Time on site goal:** Assess performance based on visitors who spent a pre-set minimum or maximum amount of time during a visit.
- **Pages/visit goal:** Assess performance based on visitors who viewed a pre-set minimum or maximum amount of pages during a visit.

### 5-2 Why are goals useful?

Goals are especially useful for non-e-commerce websites as a tool to measure objectives. Goals are also very valuable for e-commerce websites aiming to measure non-transactional activities such as newsletter registrations. Goals help with identifying website objectives - the main reason for having your website.

### 5-3 How to set up goals in Delta GBE SEO & Analytics

1. Under analytics settings > Select Profile settings
2. Click on Add goal
3. Enter goal information:
  - a. Enter a goal name
  - b. Select the goal type (URL destination match, time on site, pages/visit)
  - c. Fill in corresponding information according to the goal type as follows

Metric	URL destination goal	Time on site goal	Pages/visit goal
Condition	<b>Head match:</b> matches corresponding URL + additional parameters at the end of the string <b>Exact match:</b> matches the exact URL <b>ReGex match:</b> matches URLs depending on regular expressions	Greater than Less than	Greater than Equals to
Value	<b>Goal URL:</b> Destination page you want visitor to access	Determine the target time (hours, minutes, seconds)	Determine the target amount of pages to be viewed
Goal value	Determine the goal value	Determine the goal value	Determine the goal value



d. Choose to add a funnel (\*) or not for URL destination match goals.

(\*) A funnel is a navigation path chosen by you, determining a specific path for the visitor to take to reach the conversion page.



**How to determine a goal value**

Understand what the goal is bringing to your company from an e-commerce perspective. For instance imagine the sales team can close 10% of clients requested to be called back. Your average basket value is \$500. Then your goal value should be \$50.

The screenshot shows the 'Goal Settings' interface. Callout 'a' points to the 'Goal Name' field. Callout 'b' points to the 'Goal Position' dropdown. Callout 'c' points to the 'Goal URL' field. Callout 'd' points to the '+ Yes, create a funnel for this goal' checkbox. Three 'Goal Details' pop-ups are shown, illustrating different goal types: 'Time on Site' (Condition: Greater than), 'Pages Visited' (Condition: Greater than), and 'URL Destination' (Match Type: Head Match).

**5-4 Understanding Delta GBE SEO & Analytics Goals reports**

There are 7 different reports displaying Goals information in Delta GBE SEO & Analytics.

The screenshot shows the 'Goals Overview' report with a line graph of 'Goal Conversions' over time. A red circle highlights the 'Goals' menu item in the sidebar. To the right, a list of report types is shown: Goals, Overview, Total Conversions, Conversion Rate, Goal Verification, Reverse Goal Path, Goal Value, Goal Abandoned, Funnels, and Funnel Visualization.

# DELTA

## 5-4-1 Delta GBE SEO & Analytics Overview reports

These reports give a general understanding of Goals performances day by day. How many Goals were reached in total? What is the conversion rate for each Goal? You can select the target Goal you want from a drop-down.

### Overview Reports:

Overview report  
Total conversion report  
Conversion rates report  
Goal value

## 5-4-2 Delta GBE SEO & Analytics Goal navigation path reports

These reports display data regarding visitors' paths prior reaching the Goal. For instance, before subscribing, which pages did they visit?

### Goal navigation path reports:

Goal verification report  
Reverse goal path report

## 5-4-3 Delta GBE SEO & Analytics Funnel visualization reports

These reports are only available if you apply a funnel to your URL destination goal. This will help you understand where visitors exited the funnel as well as identify conversion gaps.

### Funnel visualization reports:

Goal abandoned funnels  
Funnel visualization paths

## 5-4-4 Delta GBE SEO & Analytics Goals reports

#Z9goal data appears in most reports when clicking on the goal set # at the top of reports.

This option can be very valuable to assess which traffic source drives the most qualitative visitors.

## 5-5 Business perspective – Example of a goal

**Scope:** Configuration of a subscription goal.

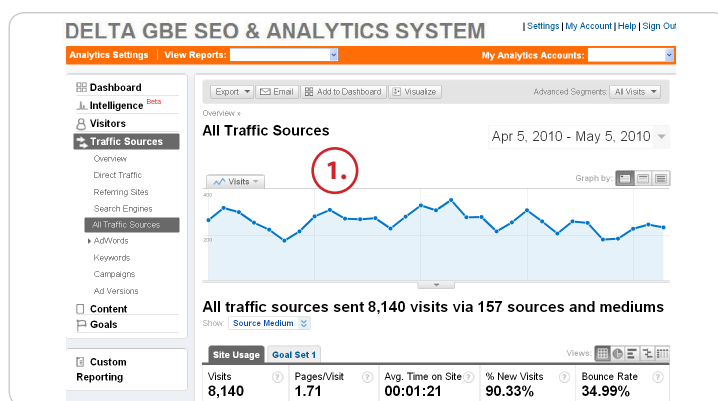
### How to set up a subscription goal:

1. Select the URL destination goal type
2. Enter the URL of the "thank you!" page as the value:

```
{ /thankyou }
```

Define the goal value.

**Output:** Reports will allow you to access conversion rates for your sign-up forms.



*You can set up to 25 goals in 5 different groups per profile.  
Goal conversion can only happen once during a visit where as an e-commerce transaction can occur multiple times.*

## 6- Custom visitor segmentation

### 6-1 What is custom visitor segmentation in Delta GBE SEO & Analytics?

Custom visitor segmentation is an advanced feature of Delta GBE SEO & Analytics to classify visitors according to pre-set categories, using the `_setVar` parameter.

#### Custom segments can be defined as follows:

- Members vs. non members
- Answers given to a specific form (social category, age, job category, likes and dislikes...)
- Existing customers vs. non customers

# DELTA

## 6-2 Why is custom visitor segmentation useful?

Custom segments will help you assess performance by categories of visitors and thus help you review your positioning and strategies according to each segment results.

## 6-3 How to set up custom visitor segmentation in Delta GBE SEO & Analytics

There are two different ways to set up custom visitor segmentation. The first way is to use the `_setVar` code and the second way is to use the `_setcustomVar` code.

### 6-3-1 How to set up user defined variables

1. Identify pages only accessible by segment (e.g. Thank you page for subscribers)
2. Add the following parameter to the tracking code: 

```
{ <script type="text/JavaScript"> pageTracker._setVar("value"); </script> }
```

### 6-3-2 How to set up custom variables

1. Identify pages only accessible by segment
2. Add the following parameters to the tracking code: 

```
{ _setcustomVar(index, name, value, scope) }
```

Index	Custom variable id
Name	Custom variable name (e.g. member type)
Value	Custom variable value (e.g. free subscriber)
Scope	Custom variable level: "1" = visitor level (persistent cookie) "2" = session level (temporary cookie) "3" = page level (temporary cookie)

## 6-4 What to find on custom visitor segmentation reports

There are two reports for custom visitor segmentation. They are available under the visitor section.

**DELTA GBE SEO & ANALYTICS SYSTEM** | Settings | My Account | Help | Sign O

Analytics Settings | View Reports: [Dropdown] | My Analytics Accounts: [Dropdown]

Export | Email | Add to Dashboard | Visualize | Advanced Segments: All Visits

Overview » **Custom Variables** | Apr 5, 2010 - May 5, 2010

You have 2 unique custom variables

Site Usage	Goal Set 1	Goal Set 2	Ecommerce	Custom Variable	Visits ↓	Hits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
				1. JoinedOn	1	1	1.00	00:00:00	0.00%	100.00%
				2. User	1	1	1.00	00:00:00	0.00%	100.00%

Filter Custom Variable: containing [Dropdown] [Input] Go [Go] Advanced Filter

Go to: 1 Show rows: 10 1 - 2 of 2

### 6-4-1 User defined report

1. This report will display each segment you labelled with `_setVar`

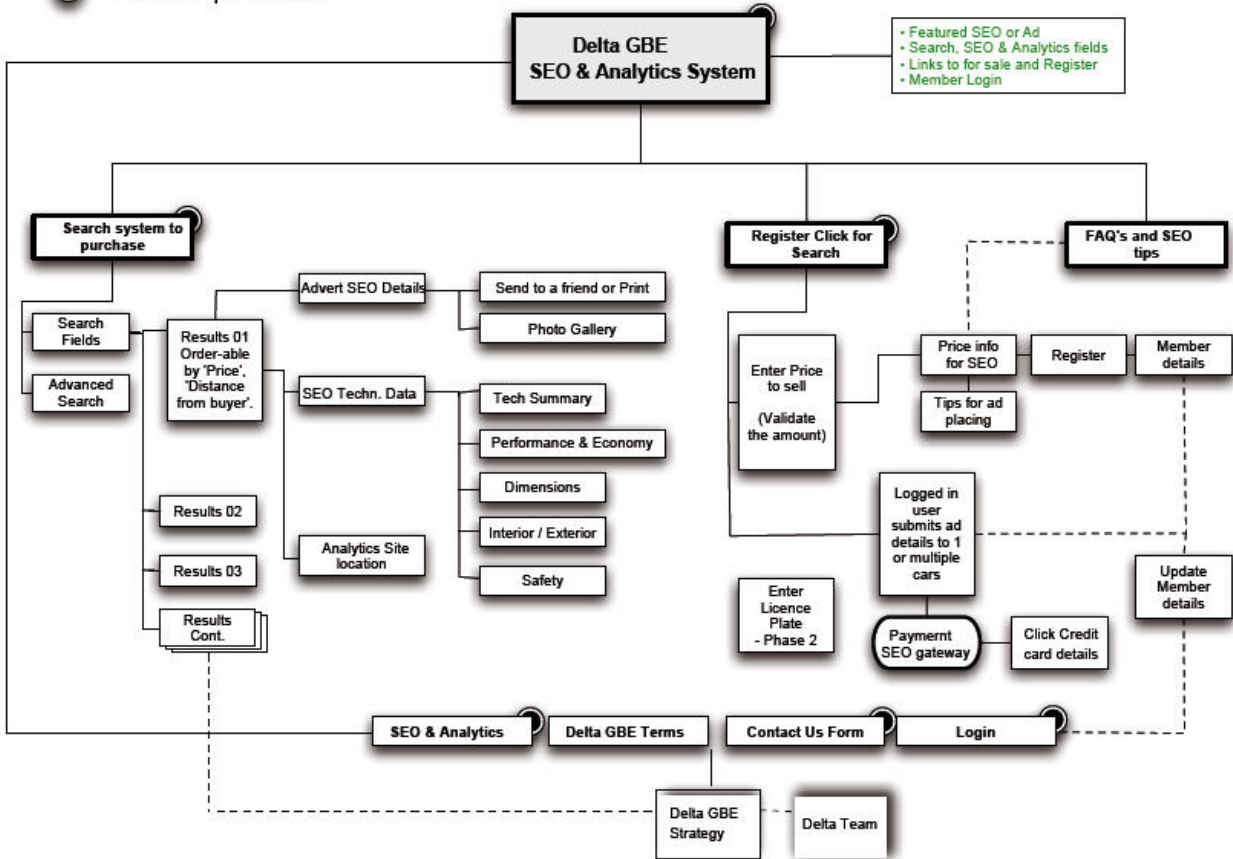
### 6-4-2 Custom variable report

2. This report will display each segment you labelled with `_setcustomVar`

# DELTA

## FUTURE CORPORATE STRUCTURE

● = New corporate client



## 7-3 Why are regular expressions useful in Delta GBE SEO & Analytics?

Regular expressions are the easiest way to define ranges of characters. In Delta GBE SEO & Analytics they are mostly used when creating filters & goals.

### Some use:

- Matching lowercase and uppercase characters
- Exclude a certain range of IP addresses from appearing in reports
- Only include traffic coming from 2 different cities, countries or regions
- Find traffic information related to a specific requested URI...

## 7-4 Business perspective – Example of a filter using ReGex

Enter Filter Information

Filter Name:

Filter Type:  Predefined  Exclude  Include  Lowercase  Uppercase  Search and Replace  Advanced

Filter Field: Request URI

Filter Pattern: /packages.+\.co\.uk

Case Sensitive:  Yes  No

[Learn more about regular expressions](#)

## 8 - Domain and sub-domain tracking

### 8-1 What is Domain and sub-domain tracking in Delta GBE SEO & Analytics?

Domain and sub-domain tracking is a Delta GBE SEO & Analytics advanced feature to aggregate data coming from different domains and sub-domain sources.

### 8-2 Why is Domain and sub-domain tracking useful?

Sometimes websites display different sub-domain names or have a sister website that needs to be tracked as a single entity. By default the Delta GBE SEO & Analytics tracking code doesn't allow tracking multiple domains and sub-domains.

### 8-3 How to enable domains and sub domains tracking in Delta GBE SEO & Analytics

#### 8-3-1 How to track multiple domains

1. Add the following parameters to the tracking code at the end of the tracking code:

```
{ pageTracker._setDomainName('none');  
  pageTracker._setAllowLinker(true);  
}
```

2. On the destination URLs of the sister site call the `_link` method:

```
{ pageTracker._link(http://www.example.com)  
}
```

**!** If you use a form instead of an outbound link call `_linkbypost ()` instead of `_link ()`

```
<script type="text/javascript">  
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");  
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics." +  
type="text/javascript"%3E%3C/script%3E"));  
</script>  
<script type="text/javascript">  
var pageTracker = _gat._getTracker("UA-12345-1");  
pageTracker._setDomainName("none");  
pageTracker._setAllowLinker(true);  
pageTracker._trackPageview();  
</script>  
  
<a href="http://www.google.com"  
onclick="pageTracker._link('http://www.google.com');return false;">Go to  
our sister site Google</a>
```

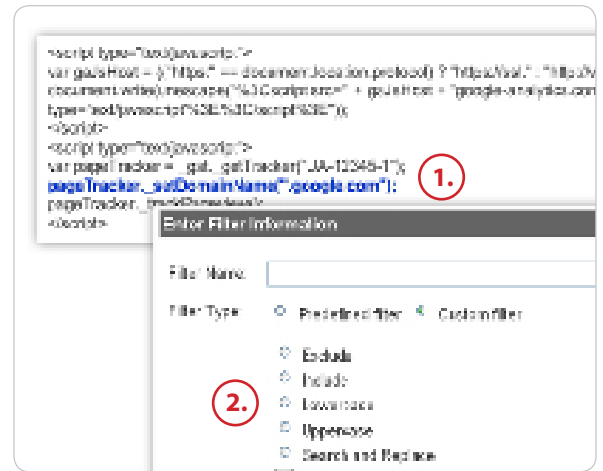
## 8-3-2 How to track across multiple sub-domain

### 1. Add the following parameters to each page of the sub-domain:

```
{ pageTracker._setDomainName("domain1.com"); }
```

### 2. Create a duplicate profile for each sub-domain and apply an advanced filter:

- filter type: advanced
- field A: Hostname
- Extract A: (.\*)
- Field B: request URI
- Extract B: (.\*)
- Output to: Request URI
- Constructor: ?\$A1\$B1



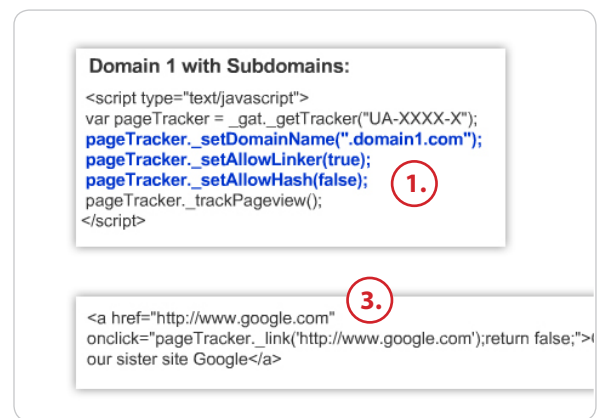
## 8-3-3 How to track multiple domains and multiple sub-domains

### 1. Add the following parameters to Google Analytics code:

```
{ pageTracker._setDomainName("domain1.com");  
pageTracker._setAllowLinker(true);  
pageTracker._setAllowHash(false); }
```

### 2. Repeat the operation for each domain that has sub domains.

### 3. Call `_link()` or `_linkbypost()` in all links and forms between domains.



# 9 - Delta GBE SEO & Analytics E-commerce tracking

## 9-1 What is Delta GBE SEO & Analytics e-commerce tracking?

E-commerce tracking reports assess the site's e-commerce performance by clearly identifying which products are bringing revenue and which are not, as well as illustrating key trends about customer behaviour.

## 9-2 Why is Delta GBE SEO & Analytics e-commerce useful?

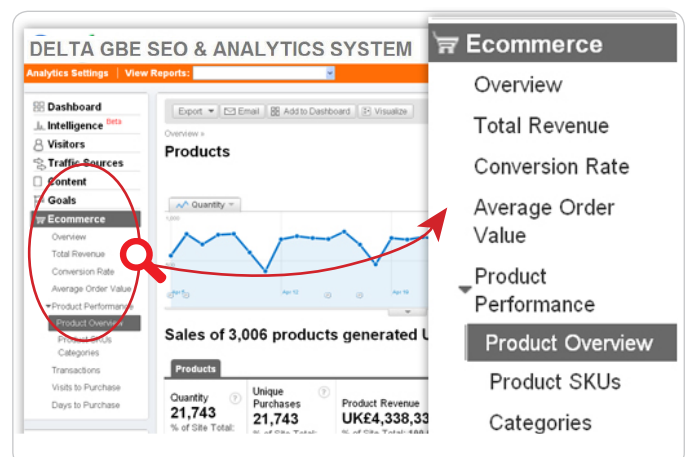
Delta GBE SEO & Analytics e-commerce tracking is an essential feature to assess e-commerce performance.

### E-commerce main benefits:

- Which traffic source drives higher conversion rates?
- What is the navigation path associated with a transaction?
- Which products are best sellers? Which products are poor performers?
- Determine the ROI of your marketing channels and campaigns
- What are revenues by categories of product?

## 9-3 What can be found in e-commerce reports?

There are 10 different reports under the E-commerce section.



# DELTA

## 9-3-1 Delta GBE SEO & Analytics Overview Reports

These give a general overview of E-commerce performance day by day.

### Overview Reports:

Overview report  
Total revenue report  
Conversion rate report

## 9-3-2 Delta GBE SEO & Analytics Product Performance Reports

These display deeper information and identify best sellers categories, and details for each product.

### Performance reports

Product performance report  
Transaction report  
Product SKU report  
Category report

## 9-3-3 Delta GBE SEO & Analytics Trending Reports

These give insights about customer purchasing patterns.

### Trending reports

Visit to purchase report  
Days to purchase report

## 9-4 How to enable Delta GBE SEO & Analytics E-commerce tracking

1. Enable e-commerce by editing your Delta GBE SEO & Analytics profile information under the Analytics settings.
2. Make sure that the Delta GBE SEO & Analytics tracking code is implemented on your receipt page.
3. Add some additional code in the receipt page:
  - a. **\_addtrans ()**: Understands a transaction occurred (details about the transaction)
  - b. **\_additem ()**: Gives details about the product (Price, category, SKU...)
  - c. **\_tracktrans ()**: to track the transaction with Delta GBE SEO & Analytics

**DELTA GBE SEO & ANALYTICS SYSTEM** | Settings | My Account | Help |

Analytics Settings | View Reports: [Dropdown] | My Analytics Accounts: [Dropdown]

Analytics Settings > Profile Settings > Edit Profile Information

### Edit Profile Information

Profile Name: [Text Field]

Website URL: [Text Field] (e.g., http://www.example.com)

Default page [?] : [Text Field] (e.g., /index.html)

Time zone country or territory: [Text Field]

Time zone: (GMT+01:00) London

Exclude URL Query Parameters: [Text Field] (e.g., /etc...)

Currency displayed as: British Pound Sterling (GBP UK) [Dropdown]

**E-Commerce Website**

Yes, an E-Commerce Site  
 Not an E-Commerce Site

**Receipt Page - Thank you for your order!**

```
<script src="https://www.delta-gbe.com/js/pageTracker.js"></script>
<script>
  var pageTracker = _gat._getTracker("UA-12345-1");
  pageTracker._trackPageview();
  pageTracker._addTrans(
    "1234",
    "Mountain View",
    "11.99",
    "1.00",
    "55m Javelin",
    "USA",
    "USA"
  );
  pageTracker._addItem(
    "1234",
    "1234",
    "Green Medium",
    "11.99",
    "1"
  );
  pageTracker._trackTrans();
</script>
```

Annotations: 1. Points to the 'Yes, an E-Commerce Site' checkbox. 2. Points to the tracking code implementation. 3. Points to the specific tracking functions.

## 10-1 What is Delta GBE SEO & Analytics internal site search tracking?

Internal site search is a report that tracks how your website users search information within your site. Internal site search is only available for websites displaying site search boxes.

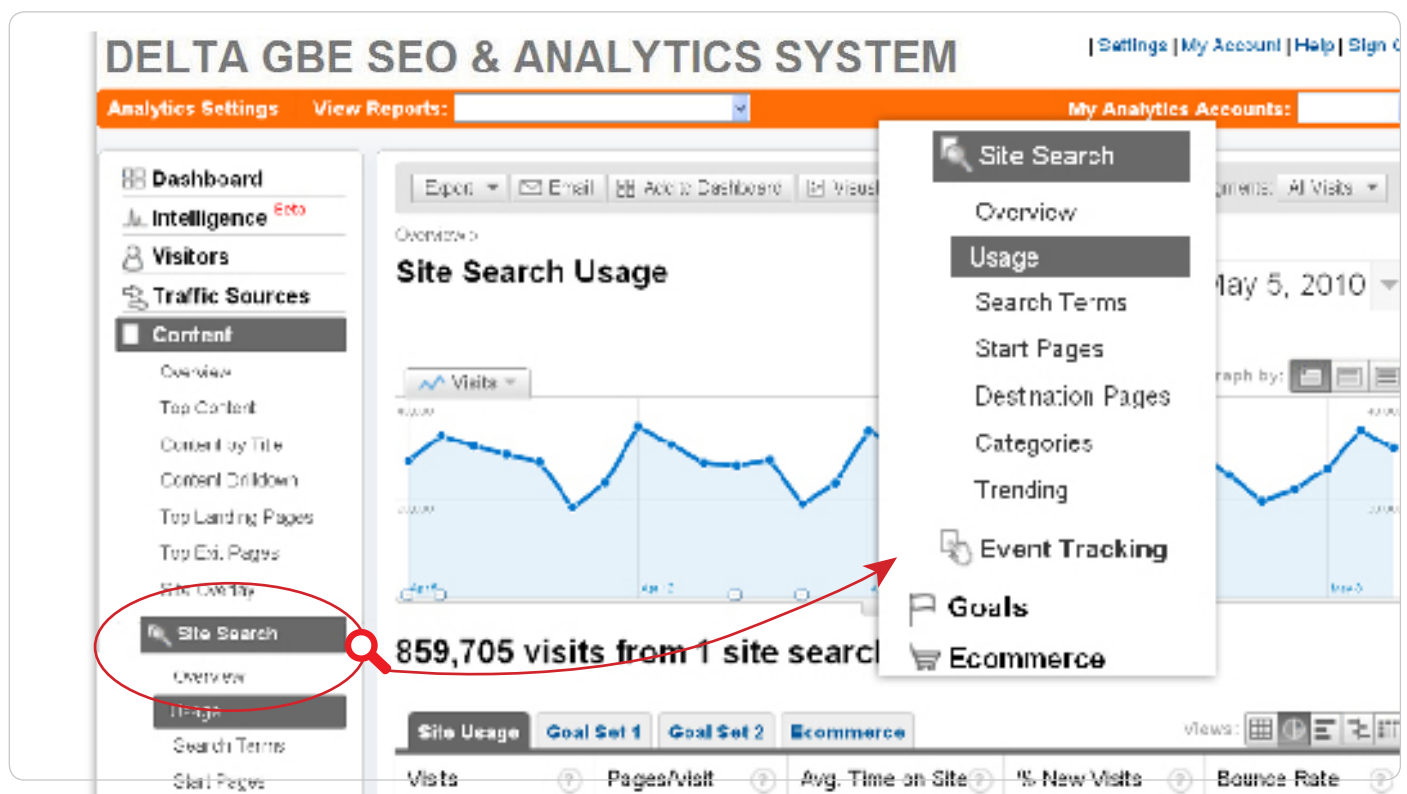
## 10-2 Why is Delta GBE SEO & Analytics site search tracking useful?

Site search tracking is very valuable to answer the following questions:

- Which products are searched by users?
- Where did visitors start and finish their search?
- Did searches result in conversion?
- Identification of missing or hidden content
- Assessment of ineffective search results
- Identification of non identified keywords

## 10-3 What can be found on site search reports?

The site search report is available under the content section. 7 reports are available under the site search section.



### 10-3-1 Delta GBE SEO & Analytics Overview Reports

These reports give an overall understanding of the impact of searches for your website compared to visits without searches.

#### Overview Reports

- Overview report
- Usage report

### 10-3-2 Delta GBE SEO & Analytics Detailed Reports

These reports display all the search terms or classify them by categories. You can easily assess which search terms are the most researched and refine positioning.

#### Detailed Reports

- Search terms report
- Categories report

By clicking on search term you can identify:

- Category
- Navigation
- Refinement



## 10-3-3 Delta GBE SEO & Analytics Patterns Reports

These reports will help you understand where visitors started their search and where they landed after this search.

### Patterns Reports

Start pages report  
Destination pages

## 10-3-4 Delta GBE SEO & Analytics Trending Reports

This report gives results day by day about total searches, results page views/search, % exits, % Search refinements, time after search and search depth.

### Trending Reports

Trending report

## 10-4 How to enable Delta GBE SEO & Analytics site search

1. Go to Settings. Select Profile Settings then Edit Profile Information
2. Activate site search by selecting "Do Track Site Search" option
3. Enter the query parameter (up to 5, separated by commas):
  - Find query parameter by executing a search in the site (usually the query parameter precedes the search term)
4. Choose to strip or not query parameter out of URL (i.e excluding URL query parameter in your main website profile)
5. If you use categories for search:
  - Select "yes" in the corresponding field
  - Enter category parameter (up to 5, separated by commas)

**DELTA GBE SEO & ANALYTICS SYSTEM**

Analytics Settings | View Reports: [dropdown]

Analytics Settings > Profile Settings > Edit Profile Information

### Edit Profile Information

Profile Name: [input]  
Website URL: [input] (e.g. http://www...)  
Default page [?] : [input] (e.g. index.html)  
Time zone country or territory: [dropdown]  
Time zone: (GMT+01:00) London  
Exclude URL Query Parameters: [input] (e.g. sid, ses; etc...)  
Currency displayed as: [dropdown] (British Pound Sterling (GBP UK£))

### E-Commerce Website

Yes, an E-Commerce Site  
 Not an E-Commerce Site

### Site Search

**2.**  Do Track Site Search  
 Don't Track Site Search

**3.** **Query Parameter (required):**  
Use commas to separate multiple parameters (5 max)  
[input]

**4.**  Yes, strip query parameters out of URL [?]  
 No, do not strip query parameters out of URL

**5.** **Do you use categories for site search?**  
 Yes  No

# 11 - Delta GBE SEO & Analytics event tracking and virtual page views

## 11-1 What is Delta GBE SEO & Analytics event tracking?

Event tracking makes it possible to track all sort of events that do not generate page views.

## 11-2 Why is Delta GBE SEO & Analytics event tracking useful?

Some websites have mostly dynamic content. Their aim is generally to make people interact through different types of application (games, videos, pictures...). Event Tracking is a useful feature to track this interaction.

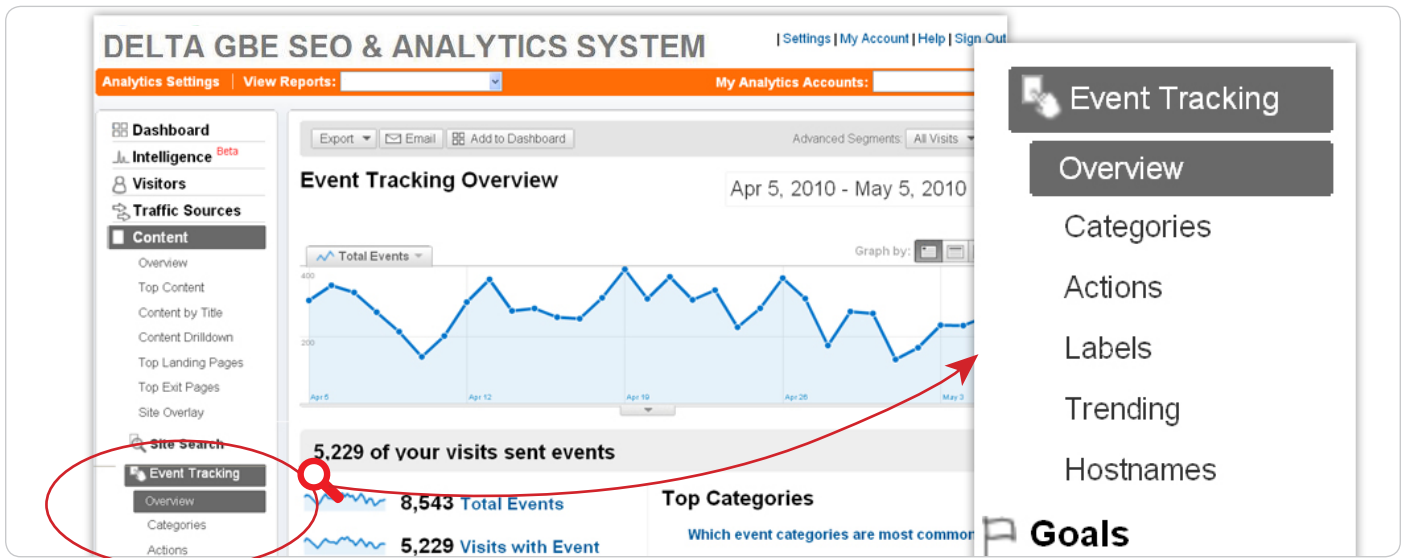
### Event tracking can track all of the following items:

- Flash/ video players
- JavaScript and AJAX
- Dynamically generated pages (cgi, asp, php)
- File downloads
- External links

# DELTA

## 11-3 What can be found on the Delta GBE SEO & Analytics Event tracking reports?

There are 6 different reports under the Event Tracking section. Event tracking reports are displayed under the content section.



### 11-3-1 Delta GBE SEO & Analytics Overview report

Overview reports compare traffic data between visits where at least one event has been executed with visits where no event was run. Overview reports also display information related to the amount of events executed per visit.

**Overview Reports**  
Overview report

### 11-3-2 Personalized Delta GBE SEO & Analytics reports

The Event tracking configuration allows Delta GBE SEO & Analytics to apply parameters for each event in the following areas: category, label and trending. These three reports will display data for each of these items according to your pre-set features.

- Category refers to the type of event (mostly video, downloads, games...)
- Label gives further information about the event (for instance the name of a movie for a video)
- Action refers to the type of action needed to execute the event (for instance play or stop for a video)

**Personalized Reports**  
Category report  
Label report  
Action report

### 11-3-3 Delta GBE SEO & Analytics Trending report

This report assesses events performance day by day. It also reports the number of events per visit.

**Trending Reports**  
Trending report

### 11-3-4 Delta GBE SEO & Analytics Hostname report

This report allows you to view traffic performance's according to different domains and sub-domains on which you implemented your tracking code.

**Hostname Reports**  
Hostname report

## 11-4 How to track events

1. Make sure you are using **ga.js** (not allowed with Urchin)
2. Call **\_trackEvent ( )** in your source code:

```
{ _trackEvent (category, action, optional_label, optional_value) }
```

## 11-5 Business perspective – Example of an event tracking

**Scope:** Track video events to understand the most viewed videos on your website.

**How to track a video event with event tracking?** Call **\_trackEvent ( )** on the video page source such as:

```
{ On Release (button) {get URL ("JavaScript: pageTracker._trackEvent ('video','play','movie drama');" }
```

# DELTA

## 11-6 How to track events using Delta GBE SEO & Analytics virtual page views

Virtual pageview is an alternative way to assess events performance for a website. It can be very valuable to track outbound links on a website (each time a visitor clicks on a link that redirects to an external link) or a succession of actions that take place at different stages of filling in a form within the same site page.

### To track event with virtual pageview:

Add the following parameters to the tracking code:

```
pageTracker._trackPageView  
<a href="http://www.example.com" on click="JavaScript:pageTracker._trackPageView ('download/example.pdf');">
```

## 12- Delta GBE Clicks and other advertising campaigns

### 12-1 What is Delta GBE Clicks?

Delta GBE Clicks is a Cost Per Click tool by Delta GBE SEO & Analytics refers to every sponsored link appearing on any search engine results.

### 12-2 Why is Delta GBE Clicks useful?

Delta GBE Clicks is a powerful means of advertising your products to specific targets.

#### Delta GBE Clicks

- Targeted advertising: Your ad appears for chosen keywords only
- Cost effective advertising: You only pay for clicks delivered from potential customers
- Results driven analysis: Tracking Delta GBE Clicks under Delta GBE SEO & Analytics allows tracking financial calculations such as ROI, Revenue per Click, margin
- Adwords tracking differentiate CPC campaigns from organic traffic

#### main benefits:

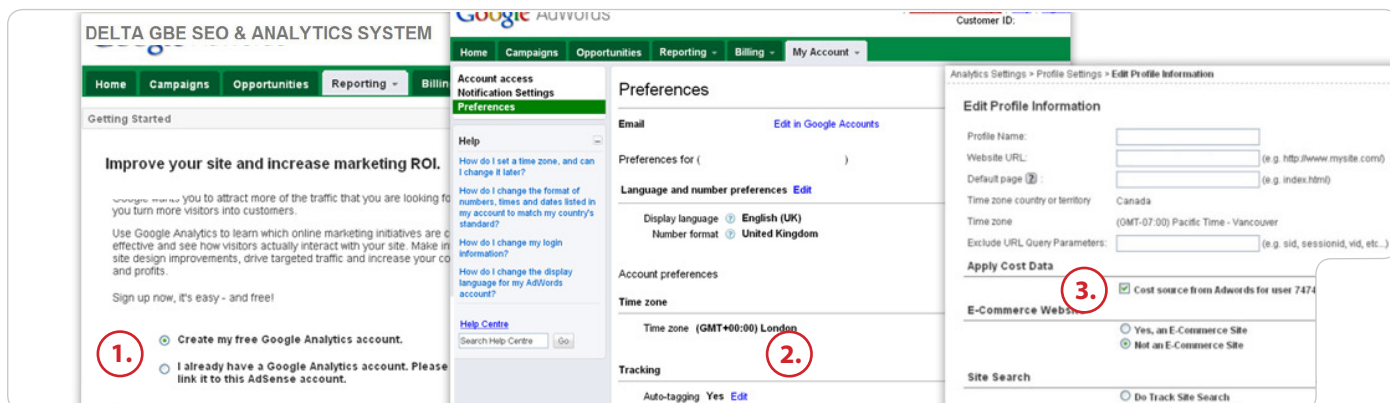
### 12-3 How to enable Delta GBE Clicks tracking

To track Delta GBE Clicks campaigns you can choose to either track manually or enable auto-tagging.

#### 12-3-1 How to track Delta GBE Clicks with auto-tagging

Tracking Delta GBE Clicks with auto-tagging will apply "gclid" to your links (www.mysite.com/?gclid=123xyz).

1. Link the Delta GBE Clicks account with Delta GBE SEO & Analytics: >> Reporting section >> Delta GBE SEO & Analytics
2. Allow auto-tagging: >> My account >> Preferences
3. Enable cost data >> Reporting section >> Delta GBE SEO & Analytics >> Select the profile >> Tick the apply cost data checkbox



# DELTA

## 12-3-2 How to track Delta GBE SEO & Analytics and other PPC campaigns with manual tagging

### 1. Apply the following parameter to your destination URLs:

**utm\_source:** identify an advertiser (Google, Bing, Yahoo, third party website...)

**utm\_medium:** advertising medium (email, CPC, banner ads...)

**utm\_campaign:** campaign name (Easter, Christmas, Shoes discount...)

### 2. Apply the following optional parameter to your destination URLs:

- **utm\_term:** paid search keyword

- **utm\_content:** different versions of an ad

### Tagged URL – Example:

`http://www.mysite.com/?utm_source=Google&utm_medium=cpc&utm_term=mykeyword&utm_content=punchy%2Bversion&utm_campaign=easter%2Bpromo`

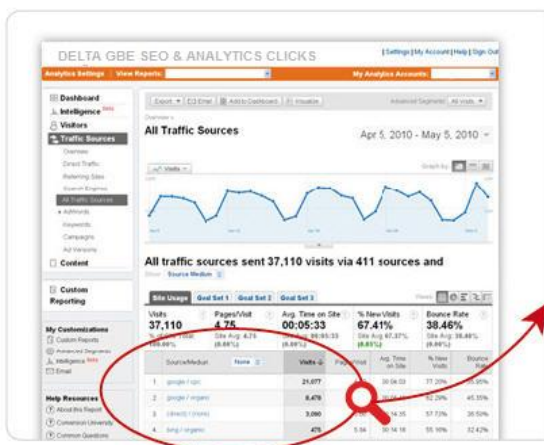
## 12-4 What can be found on Delta GBE SEO & Analytics Clicks reports and other advertising reports

There are various reports available displaying information related to CPC and other advertising campaigns under Delta GBE SEO & Analytics.

### 12-4-1 All Delta GBE SEO & Analytics traffic report

This report categorizes your traffic according to its source. You will be able to easily assess your paid traffic performance compared to organic, referrals and direct traffic.

**All traffic report**  
All traffic report



Source/Medium	Visits	Pages/Visit	Avg. Time on Site
1. <a href="#">cpc</a>	21,077	4.82	00:04:03
2. <a href="#">organic</a>	8,478	4.19	00:04:18
3. <a href="#">(direct) / (none)</a>	3,090	5.60	00:14:35
4. <a href="#">bing / organic</a>	475	5.84	00:14:16
5. <a href="#">logiforms.com / referral</a>	475	1.71	00:02:42
6. <a href="#">yahoo / organic</a>	348	3.91	00:03:40
7. <a href="#">uk.mg40.mail.yahoo.com / referral</a>	104	5.36	00:11:51

### 12-4-2 Delta GBE SEO & Analytics Clicks report

Adwords reports breakdown Clicks performance into 3 different levels: Ad campaign, ad groups and Click. This helps you categorizing performance according to specific marketing strategies. By clicking on "click section" (1), cost data will appear on the interface.

**Clicks Reports**  
Clicks campaign  
Keyword position

## Finally Delta GBE SEO & Analytics Advertising reports

These reports basically allow you to access information according to the way you set up cookies information via manual tagging.

**Advertising Reports**  
Keyword report  
Campaign report  
Ad version report

# DELTA

## DELTA SEO & ANALYTICS

### How Delta SEO & Analytics engines rank web pages?

This section is a bit technical but it will help to understand how our Delta search engines specify the position of a web page in the search results.

The Delta SEO Search engines use mathematical formulas to determine the rank of a web page. These mathematical formulas are called ranking algorithms.

All major search engines use the same principle to rank websites. The exact ranking algorithms differ from search engine to search engine but the principle is the same. We'll use the ranking algorithm of Delta SEO & Analytics as an example.

### How does Delta SEO & Analytics rank your web pages?

Delta SEO & Analytics explain the ranking algorithm:

*"Traditional search engines rely heavily on how often a word appears on a web page. **8YH**; **69** uses PageRank™ to examine the entire link structure of the web and determine which pages are most important.*

*It then conducts hypertext-matching analysis to determine which pages are relevant to the specific search being conducted. By combining overall importance and query-specific relevance, **8YH**; **69** is able to put the most relevant and reliable results first."*

As mentioned in the quote, Delta GBE uses PageRank (which is a mathematical formula and *not* the same as the green bar in the your search engine toolbar) and hypDelta SEO & Analytics ertext-matching analysis to rank your web pages.

What does this mean?

### Firms needs good links

To get good results for the PageRank factor, you need good links from related pages that point to your site. It's a simple principle: if page a links to page b then it is a recommendation from page a to page b. The more links point to your website, the better your rankings.

The quality of the links is also important. A link that contains the keyword for which you want to have high rankings in the link text is better than five links with the text [Click here](#).

A link from a website that has a related topic is much better than links

from unrelated sites or link lists. The link builder tool in IBP will help you to get high quality links as easily as possible. Details about IBP's link builder tool can be found later in this Business Plan.

# DELTA

## Firms needs optimized web page content

While the linking concept is easy to understand, the hypertext-matching analysis factor is a bit more complicated. Here we explain hypertext-matching analysis as follows:

*"Hypertext-Matching Analysis: SYH's search engine also analyzes page content. However, instead of simply scanning for page-based text (which can be manipulated by site publishers through meta-tags), SYH's technology analyzes the full content of a page and factors in fonts, subdivisions and the precise location of each word.*

*SYH also analyzes the content of neighboring web pages to ensure the results returned are the most relevant to a user's query."*

As Delta analyzes the full content of your pages you also have to optimize the full content of your web pages. It is not enough to edit your meta tags. You have to optimize all factors that can influence your search engine rankings.

The problem is that many webmasters don't know which page factors can be important. That's why we developed IBP's Top Optimizer. IBP's Top 10 Optimizer will analyze all important web page factors so that your web pages will be perfectly prepared for Delta's hypertext-matching analysis.

### One page is not enough

As mentioned in the explanation of Delta's hypertext-matching analysis, Delta also analyzes the content of other web pages on your site to ensure that your web page is really relevant.

That means that you must optimize different pages of your website for different but related search terms. The more web pages of your website are optimized for keywords about a special topic, the more likely it is that you'll get high rankings for a special keyword that is related to that topic.

It is not enough to optimize a single web page.

# DELTA

## Black-hat and white-hat SEO

Some search engine optimization companies and software tools use unethical techniques and tricks to artificially boost the search engine rankings of a website. This dilutes the quality of search results and calls into question the accuracy of search results. These methods are called black-hat SEO.

### Black-hat SEO is very risky

Search engines don't like to be cheated. For this reason, they are continuously trying to counter the spam techniques which webmasters might be using and penalize or ban them.

Search engines continue to reconstruct their algorithms to prevent spammers from flooding the results page with irrelevant or low quality content.

You might get short term results with these techniques but it is very likely that your site will be banned from search engines if you use them. You'll put your web business at severe risk if you use black-hat SEO methods.

### Delta GBE uses white-hat SEO methods

Delta GBE uses only ethical search engine optimization methods. These methods are called white-hat SEO. Delta GBE uses only techniques that produce lasting results and that don't offend search engines.

Ethical search engine optimization (white-hat SEO) is about everyone winning. It leads to a symbiotic relationship:

- Delta SEO & Analytics engines: They win as they are provided with pages that are easy to understand and that contain the quality information that their visitors search for.
- Searchers: They win as they are getting what they ask for from the search engines. They search for "inexpensive mp3 players" and get a page about inexpensive mp3players.
- Web site owners: They win as they are getting quality visitors who are interested in what their website has to offer.

Delta SEO & Analytics help you to track visitors to websites that are beneficial to web surfers, website owners and visitors.

# DELTA

## Why keywords are the most important part of SEO

A number 1 listing on Delta SEO can be pointless if it is for the wrong keywords.

If the wrong people or too few people search for that keyword then your SEO efforts will be in vain. The keywords that you choose are the most important factor that decides whether you succeed or not.

If you target the wrong keywords, you'll waste a lot of time, energy and money.

### **BE CAREFUL: Think twice before you start.**

Many webmasters think that they already know the best keyword for their websites. If they haven't done some research, they are usually wrong. There are several reasons for that:

- You know your business much better than anybody else. You know the special terms that are used in your branch and you know what you should search for when you're looking for products like yours.
- Your customers don't know as much as you. They don't know your terminology and they might use totally different keywords. For example, a recent study found out that many people search for the keyword "nose job".
- Did you consider the intention of the searcher? Just because a keyword is used very often on search engines it doesn't mean that you'll get many customers. People who find your website through a special keyword is not interested in purchasing.

It's very important that you take some time to find the best keywords for your website. The time and efforts that you invest in finding the right keywords will pay back in no time.

### **Choose the right keyword type to get more conversions**

When web surfers want to purchase something online, they go through three research phases. Web surfers usually start with general keywords.

After becoming more educated about a particular product or service, they will use more specific keywords. As soon as the web surfers know what they want, they use specific keywords.



# DELTA

## The best keywords for the Delta SEO & Analytics

Keywords for comparing are usually the keywords that work best for the Delta search engine optimization. People who use that keyword type are looking for a solution to their problem and they are ready to buy.

To get best results with your search engine optimization efforts, you should concentrate on that keyword type.

### **Do not use single word keywords**

Single words cannot be promoted effectively. For example, it is not likely that someone looking for "free accounting software download" is going to type just "software" into the search box.

Avoid the most popular keyword phrases because you'll be competing with millions of other pages for a search engine's attention. It is unrealistic to think that a new website could rank number one on a popular phrase like "mp3". More established companies who have been on the Internet for several years will have the big advantage of a high link popularity.

People who use multiple word keywords are in the compare or buying phase. They are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).

### **Multiple word keywords make your website more relevant**

The Delta Search engine analyzes all pages of website and puts them in a context. Start with multiple word keywords and then extend your keyword list.

If you're selling MP3 files, you should optimize your web pages for keywords such as "independent bands mp3", "alternative grunge mp3", "80s pop music mp3 download" and similar keywords first.

If a website has many rankings for these keywords, search engines will find out that your website is relevant to the mp3 topic.

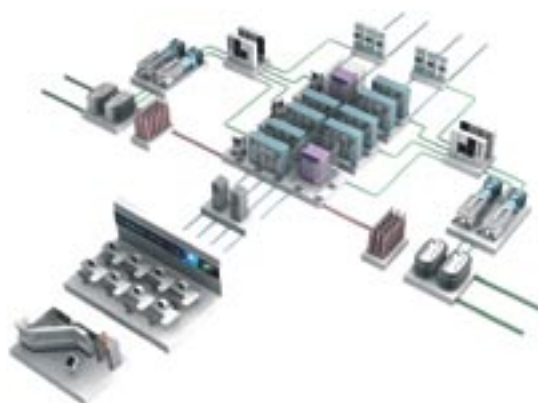
As soon as search engines consider your website relevant to this topic, it will be easier to get high rankings for keywords such as "mp3 download" or "mp3".

# DELTA

## SEO & ANALYTICS SERVICES

As your organizations reliance on IT increases, the pressure for performance and availability raises. But do you have the right physical environment and 24x7 service coverage to cope with the increased demands?

Outsourcing of services within a purpose-built data center makes sound business sense, particularly in volatile times, whether due to market uncertainty or rapid growth. Anything other than the core business is an overhead that could potentially be obtained as a service at a predictable cost. It is invariably more cost effective than providing the service in-house, although cost is only one of numerous benefits of an outsourcing decision.



### Why use our Global Interface data center?

The majority of corporate data centers are housed within relatively expensive office space in city locations, not designed for housing computer equipment. When the data room is built, many costly compromises are made due to physical restrictions or landlord regulations. Apart from that, valuable office space on A-class office locations is sacrificed to computer systems.

The economies of scale reached in purpose-built data centers with regards to space, power-cost and network connectivity provide huge cost-, quality- and flexibility benefits compared to an in-house data room facility.

As your organization grows so do the mission critical resources it requires. When a new data room or more space is required it can be a difficult issue

to resolve due to limited space and conflicting demands. Our data center measures 30,000 square feet (2800 m<sup>2</sup>), providing ample space for current and future requirements. Moreover, we can reserve contiguous space — racks, cages and even complete rooms — for future needs.

Likewise, for a company that needs to scale down due to economic slowdown, the use of data center services ensures that it has the flexibility to do so.

In summary, the benefits of using purpose-built data center space are:

- flexibility in the amount of space used
- instant availability
- cost savings and minimized capital investment
- purpose-built environment, no compromises
- superior internet and telecom facilities
- superior physical security

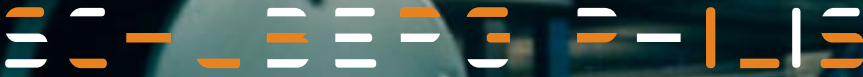
## SEO & ANALYTICS CONCEPT

### DELTA SEO & ANALYTICS SERVICES

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**DELTA**

MISSION CRITICAL OUTSOURCING



MISSION CRITICAL OUTSOURCING

#### **DELTA SEO & ANALYTICS SERVICES "Partner" Data Center**

Partner Schuberg Philis' data center in Schiphol-Rijk (Amsterdam) is among the best data centers in Europe. The whole building was specifically designed to create an optimal environment to house computer equipment. The facility is specified to the highest standards and based on many years of data center experience. All components are selected for their best-of-breed industry quality.

The center is monitored and controlled by the BMS (Building Management System), which manages the data center's power, humidity, temperature and fire suppression system. Schuberg Philis' technicians are alerted to any potential problems or actual changes in the environment.

Physical security is addressed as well. We offer the most comprehensive procedures and systems available, including extensive CCTV and 7x24 on-site security guards.

Our data center services include:

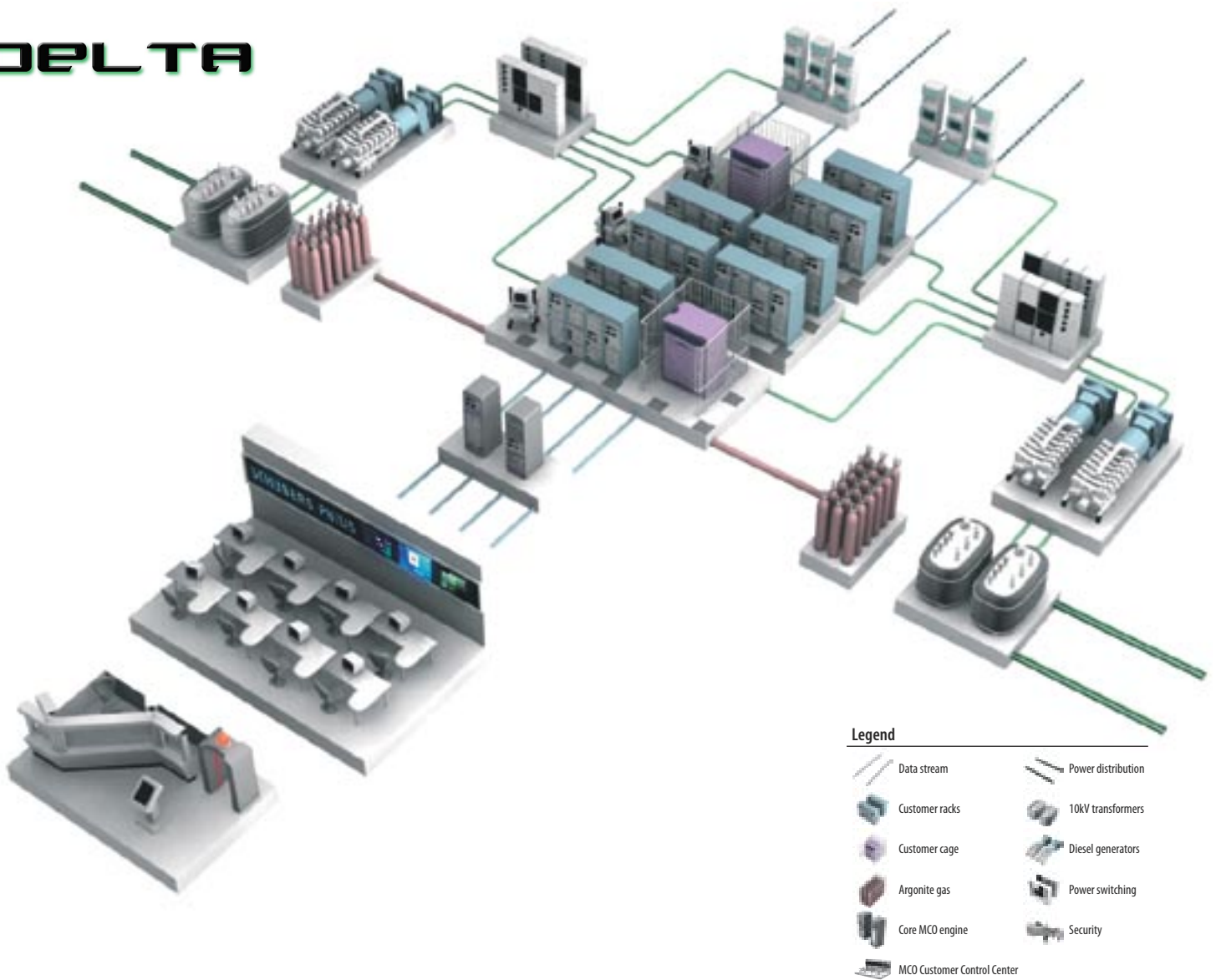
- Provisioning of secured, carrier-grade and scalable space for equipment, 2800 m2 in total
- Provisioning of scalable and reliable access to the telecommunications and internet infrastructure
- Provisioning of physical and network security
- Professional monitoring and alerting for all critical systems

In addition, in line with Schuberg Philis' core focus, as our customer you can take one step further and fully rely on us to manage your mission critical application infrastructure, including network, security, servers, storage, operating systems, databases and middleware applications. The Mission Critical Outsourcing Platform (MCO-Platform™) relieves our customers from the need to be involved in infrastructure-and technical application management, so that they can fully focus on the functional part of their IT environment.









#### **About our Partner Schuberg Philis**

Schuberg Philis is a privately owned highly flexible IT company, with dedicated customer teams that design and watch over infrastructures tailored to meet companies' unique needs.

Schuberg Philis manages many companies' mission critical application infrastructures, guaranteeing 100% uptime through a unique way of working.



### Legend

-  Data stream
-  Power distribution
-  Customer racks
-  Customer cage
-  Argonite gas
-  Core MCO engine
-  MCO Customer Control Center
-  10kV transformers
-  Diesel generators
-  Power switching
-  Security

## DELTA SEO & ANALYTICS SERVICES Data Center Specifications

Area	The usable area of the data center measures 2800m <sup>2</sup> (30,000 square feet).
Physical Security	The AboveNet data center is guarded 24 x 7 by security guards patrolling the building, monitoring the CCTV and other security related systems. The CCTV system records all movements in the data center using more than 140 motion activated camera units. The entrance to the center is guarded by a security guard, day and night, working from a bullet-proof loge. Customers are on an access list and picture identification is required to be granted access to the building. Access to rooms within the data center is monitored and controlled by a badge reading system.
Power Facilities	<p>The data center has redundant private high voltage connections to the nearest power distribution station with a total maximum capacity of six MegaWatt. To provide continuous and clean power to the systems running in the data center, four Hitec® Continues Power Systems (CPS) are installed, one of which is dedicated as a reserve backup to support any of the other three CPS units. A CPS unit consists of an electric motor, electric generator and a 16-cylinder Mitsubishi diesel engine with an inductive flywheel. This flywheel is continuously spinning to 'clean' the power from spikes and dips and to ensure that no phase or amplitude discontinuities occur if the power provided by the electricity company fails.</p> <p>A 30,000 liter underground diesel storage tank guarantees that if the electricity company's service fails we can run undisturbed for over 3 days. The power for all computer rooms is provided by a Busbar® system.</p> <p>AboveNet guarantees 2300 watts per rack through dedicated 10 Amp circuits utilize wiring with independent neutral feeds and dual fed Critical Load Distribution boards. This is more than sufficient for normal server and network equipment. Of course, additional power can be allocated if required.</p>
Fire Protection	<p>In the data rooms a VESDA (Very Early Smoke Detection Alarm) system detects all airborne particles passing through the laser chamber and samples air every 5 seconds providing early alerting of fire threat.</p> <p>Fire suppression in all data rooms is provided by an Argonite® fire suppression system. Argonite extinguishes fire by physically removing oxygen from the atmosphere to a level where in a closed space almost all fires are extinguished in 30 to 45 seconds. The main advantage of Argonite extinguishing is that it is not harmful to computer equipment as it is clean, odorless, non-toxic, non-corrosive and electricity non-conductive.</p>
Ventilation and Airconditioning	Cooling is provided by six roof-mounted Liebert-Hiross Super Chillers which provide chilled water to the ACU's (air conditioning units) in all equipment rooms. Each room has it's ACU's divided into 2 groups, each group is fed by a different Super Chiller and separate power supply. The amount of ACU's in each room is almost triple the amount needed to cool the environment. Temperatures are maintained constant in every equipment room at 20°Celsius and humidity is kept at 50%.



## DELTA

Telecom and Internet  
Connectivity

### AboveNet

The Data Center itself hosts the Dutch central node of the AboveNet Tier-1 global IP network, providing high-quality IP connectivity. The AboveNet network provides unsurpassed Internet performance (measured by bandwidth, latency and packet-loss), due to the fact that it is based solely on fiber links with high-end backbone routers. No Tier-1 network provider has better real-life performance which is caused by the unique amount of peering connections that AboveNet has installed, resulting in very efficient routing. All Internet connections are based on 100 Mbps Fast Ethernet or Gigabit Ethernet and can use the full bandwidth; no limiting traffic shaping is in place.

### AMSIX

As for AMSIX connectivity, the center has readily commercially available redundant private fiber connections to AMS-IX (Amsterdam Internet Exchange, where all relevant Internet network providers are connected). Multiple providers offer connectivity to the AMSIX sites (SARA, NIKHEF, TeleCity and Global Switch) ranging from 10 Mbps till 10 Gbps or dark fiber.

### NL-IX

The AboveNet datacenter hosts the NL-IX network node (Dutch National Internet Exchange, where local ISP's and content parties can interconnect). AboveNet datacenter customers can easily connect to the NL-IX and peer with lots of Dutch ISP's and content players.

### Carriers present

Apart from the AboveNet network the following commercial network providers have presence in the AboveNet datacenter:

- KPN
- Versatel
- Colt
- @home
- Priority Telecom
- Global Voice Networks
- Interoute

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## DELTA

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**IN A**

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THE  
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SEO & ANALYTICS  
CONCEPT

# DELTA

THE ONLINE PLATFORM

## What is the Delta Media SEO & Analytics Concept?

- Unique and new web hosted SEO & analytics tool to help you tracking more effective quality visitors and analyse ROI
- Making your online search & web site activities more accountable
- Tweak your website to ensure you are getting maximum tracking, leads, promotion, visitors, marketing, Pr and conversion



# DELTA

THE ONLINE PLATFORM

## Why Delta Media SEO & Analytics ?

- Unique, fast, transparant
- Custom reporting
- Easy to use, intuitive
- Gets you most of the data you require
- Secure - frst party cookies

# DELTA

## THE ONLINE PLATFORM

### Disadvantages of Delta Media SEO & Analytics

- Browser needs to be Java Script enabled
- Cannot compute how much time is spent on one page if the visitors exits immediately
- Not real time analytics, there is a short delay before the data is captured

# DELTA

## THE ONLINE PLATFORM

### Basic Reports

- These few reports are bound to be “enough” as a basic exploration for any company on Delta Media SEO & Analytics.
  - Dashboard
    - **Visitors** (who are they, how many times they viewed information, which city are they from, how many of them are new visits)
    - **Traffic Sources** (which sites sent you the most traffic, what keywords do people search on search engines to get to your website)
    - **Content** (which pages are most viewed, which ones have immediate exits “high bounce rates” which means that the content is irrelevant/not interesting to visitors)
    - **Goals** (how many visitors perform actions which will generate sales/sales lead for your business)

# DELTA

## THE ONLINE PLATFORM

### A little deeper into Delta Media SEO & Analytics

- A. **Visitors** (cross tab to see which contents are visitors from a particular city interested in, etc)
- B. **Traffic Sources** (which traffic sources produce the highest bounce rate etc)
- C. **Content** (how do users navigate through your website, which pages first, second third and where do they leave your website)
- D. **Goals** (discovering at which process you lost your customers at sales funnel, e.g. users click on products, then add to shopping cart, check out, submit payment details, confirm)

# DELTA

## THE ONLINE PLATFORM

### Even more advanced stuff

- You are able to track events on your page (something our system does not pick up on automatically), e.g.:
  - Clicks on “Add to shopping Cart” or “Sign Up here”
  - Set up sales funnels
  - Set up multiple profiles filtering information which is essential to you, e.g. look at customers from a certain part of the world only
  - Set up Internal Site Search using Delta Media to maximise results
  - Customise reporting
  - Campaign attribution (Tag email marketing campaigns, etc)

# DELTA

## THE ONLINE PLATFORM

### Another Delta Media SEO System

- We were interested in the following metrics:
- What was the most visited page?
  - What websites referred them to the page?
  - Did they bounce out?
- Home page: How many of the visitors went on to look at your portfolio, blog, About you?

# DELTA

## THE ONLINE PLATFORM

### If you feel .....

- That your current marketing team is not working well, but you cannot pinpoint why
- You cannot get your product, firm or website brand online
- That your current marketing strategy is a waste of investment
- That your current management team costs you more than \$100,000 for simple maintenance/ suggestions yearly.....

We suggest you get in touch  
with the Delta Media GBE.

# DELTA

## CONTACT INFORMATION

**For Delta Media GBE or Delta Media**

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<http://delta-media.org>

<http://onlineplatform.link>