



SEO eszközök



iProspect^{ip}
Driving Digital Performance



Ingyenes Eszközök

iProspect^{ip}
Driving Digital Performance

A woman with long, wavy red hair is sitting on a stone wall in a garden. She is wearing a light-colored long-sleeved shirt and light blue jeans. The background shows a garden with white flowers and a wooden fence. A large white circle is overlaid on the image, containing the text "Screaming Frog".

Screaming Frog

Az eszköztár

Az ingyenes eszközök nem jelentik azt, hogy kevésbé használhatóak, sőt. Sok olyan ingyenes, eszközt használunk, melyek a manuális elemzéshez nélkülözhetetlen és fizetős társaik sem tudják felvenni velük a versenyt.

Ingyenes eszköz példák:

- Screaming Frog
- Xenu Link Sleuth
- Google Webmaster Eszközök
- Google Analytics



Screaming Frog

Az egyik legtöbbet használt szoftver egy SEOs arzenáljában. Crawler, mely a legnagyobb weboldallakkal is megbirkózik, csak infrastruktúra kérdése, hogy mivel bír el.

Mit tudunk elemezni vele?

- Meta elemek
- Címkék
- Címsorok
- Szerver válaszkódok
- URL konvenciók
- Fényképek elemzése
- Direktívák elemzése
- Google Analytics kompatibilitás
- Search konzol kompatibilitás

Példák

- Meta leírás, kulcsszó, egyéb meta adatok
- Oldalcímek
- H1-H6 fejcímek elemzése
- 200 – 500 szerver válaszkódok
- URL –ek optimalitásának elemzése
- Alt tag-ek, file méretek
- Robotok, kanonikal tag-ek
- Google Analytics adatait tudjuk elemezni
- Search konzol adatok behúzása

Screaming Frog

Screaming Frog SEO Spider 5.1 - Spider Mode

File Configuration Mode Bulk Export Reports Sitemaps Licence Help

index.hu Resume Clear 12%

Internal External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Directives AJAX Custom Analytics Search Console

Filter: All Export View: List Search

	Address	Content	Status Code	Status	Title 1	Title 1 Length	Title 1 Pixel
1	http://index.hu/	text/html, charset=UTF-8	200 OK	Index		5	
2	http://index.hu/assets/static/indexnew_css/public/cimlap.css?v=1456842840	text/css	200 OK			0	
3	http://index.hu/assets/s/index.cimlap.min.js?v=0	application/javascript, charset=utf...	200 OK			0	
4	http://kep.cdn.index.hu/1/0/1117/111787/11178709_385943_8e9bc053424109...	image/peg	200 OK			0	
5	http://index.hu/assets/static/pepe/pepe.css?v=1453574492	text/css	200 OK			0	
6	http://index.hu/szerzo/stubnya_bence	text/html, charset=UTF-8	200 OK	Index - Stubnya Bence		21	
7	http://index.hu/szerzo/dezso_andras	text/html, charset=UTF-8	200 OK	Index - Dezső András		20	
8	http://index.hu/assets/s/profil_min.js?v=1438291920	application/javascript, charset=utf...	200 OK			0	
9	http://index.hu/szerzo/dezso_andras/	text/html, charset=UTF-8	200 OK	Index - Dezső András		20	
10	http://index.hu/kultfold/2013/09/15/maffia_tartja_fogva_a_vilag_legkisebb_ponijat...	text/html, charset=UTF-8	200 OK	Index - Külföld - Maffia rabolta el a világ legkisebb póniját		64	
11	http://kep.cdn.index.hu/1/0/69/6969/69696282_67328_3a47cb4849689643a858...	image/peg	200 OK			0	
12	http://index.hu/gazdasag/bankes/biztositas/2016/03/01/mar_a_heten_lesznek_kilakoltata...	text/html, charset=UTF-8	200 OK	Index - Gazdaság - Már a héten lesznek kilakoltatások		53	
13	http://index.hu/szerzo/stubnya_bence/	text/html, charset=UTF-8	200 OK	Index - Stubnya Bence		21	
14	http://index.hu/24ora/?profil=stubnya_bence	text/html, charset=UTF-8	200 OK	Index - 24óra		13	
15	http://kep.index.hu/1/0/116/11640/1164057_384987_444968397bcd8a94624...	text/html	302 Moved Temporarily			0	
16	http://index.hu/assets/static/sjs/public/index_base.ugly.js?v=1456842990	application/javascript, charset=utf...	200 OK			0	
17	http://index.hu/24ora	text/html, charset=UTF-8	200 OK	Index - 24óra		13	
18	http://index.hu/assets/s/autocomplete.min.js	application/javascript, charset=utf...	200 OK			0	
19	http://index.hu/belfold/2015/12/14/vagyonokert_bereinek_fakunyhokat_a_szamozott_utcai_s...	text/html, charset=UTF-8	200 OK	Index - Belföld - Vagyonokért béreinek fakunyhókat a számozott utcai s...		78	
20	http://index.hu/gazdasag/2016/02/20/az_uber_vezetesre_buzditja_a_soforjeit/	text/html, charset=UTF-8	200 OK	Index - Gazdaság - Az Uber vezetésre buzdítja a sofőrjeit		57	
21	http://index.hu/gazdasag/2016/03/01/kopzenz_mnb_jegybank/	text/html, charset=UTF-8	200 OK	Index - Gazdaság - Nem letszik a kormányknak, hogy az érvelésük elbu...		112	
22	http://index.hu/kultur/zene/2016/02/21/hetemeze_wolffmother_wild_nothing_animal_coll...	text/html, charset=UTF-8	200 OK	Index - Kultúr - Sosem volt még ekkora buli a ténykardsusogás		61	
23	http://index.hu/tech/2016/03/01/megint_feltunt_a_hacking_team/	text/html, charset=UTF-8	200 OK	Index - Tech - Megint feltűnt a Hacking Team		44	
24	http://index.hu/24ora/?cmike=tal	text/html, charset=UTF-8	200 OK	Index - 24óra		13	
25	http://kep.index.hu/1/0/108/108817/1088176_363725_11a5e82866e543a26fc...	text/html	302 Moved Temporarily			0	
26	http://index.hu/gazdasag/2016/03/01/mar_el_is_fogadtak_a_botnyas_mnb-s_tovenny...	text/html, charset=UTF-8	200 OK	Index - Gazdaság - Már el is fogadták a botnyás MNB-s törvényjavasl...		73	
27	http://index.hu/mindekozben/post/2016/02/20/9pag_orban/	text/html, charset=UTF-8	200 OK	Index - Mindeközben - Orbános tartalom a gpageit		48	
28	http://index.hu/mindekozben/post/2016/03/01/fe/	text/html, charset=UTF-8	200 OK	Index - Mindeközben - Mennyit spórolhat ezzel a kórház? Beszintelték ...		127	
29	http://kep.index.hu/1/0/101/10117/10117145_373809_d0e5638d22db011ee20...	text/html	302 Moved Temporarily			0	
30	http://index.hu/kultur/zene/2015/08/02/ogli_o_ez_a_varos_het_lemeze_kritika/	text/html, charset=UTF-8	200 OK	Index - Kultúr - Ogli G új lemezén másképp meséli az alvilág		59	
31	http://index.hu/7a-a_barb	text/html, charset=UTF-8	200 OK	Index		5	
32	http://index.hu/24ora/?cmike=infotovenny	text/html, charset=UTF-8	200 OK	Index - 24óra		13	
33	http://index.hu/szerzo/hemet_tamas	text/html, charset=UTF-8	200 OK	Index - Német Tamás		19	

Filter Total: 480

Name	Value
Address	http://index.hu/assets/static/pepe/pepe.css?v=1453574492
URL Encoded Address	http://index.hu/assets/static/pepe/pepe.css?v=1453574492
Status Code	200
Status	OK
Content	text/css
Size	15898
Title 1	
Word Count	0
Level	1
Inlinks	0
Outlinks	0

URL Info Inlinks Outlinks Image Info SERP Snippet

Spider: Paused Average: 21,43 URIs. Current: 22,70 URIs.

Overview Site Structure Response Times

Internal

- All (480) (100,00%)
- HTML (428) (89,17%)
- JavaScript (9) (1,88%)
- CSS (6) (1,25%)
- Images (32) (6,67%)
- PDF (0) (0,00%)
- Flash (0) (0,00%)
- Other (5) (1,04%)

External

- All (267) (100,00%)
- HTML (167) (62,55%)
- JavaScript (1) (0,37%)
- CSS (0) (0,00%)
- Images (1) (0,37%)
- PDF (0) (0,00%)
- Flash (0) (0,00%)
- Other (98) (36,70%)

Protocol

- All (580) (100,00%)
- HTTP (537) (92,59%)
- HTTPS (43) (7,41%)

Response Codes

- All (747) (100,00%)
- Blocked by Robots.txt (0) (0,00%)
- No Response (0) (0,00%)
- Success (2x) (387) (51,81%)
- Redirection (3xx) (359) (48,06%)
- Client Error (4xx) (1) (0,13%)
- Server Error (5xx) (0) (0,00%)

URI

- All (480) (100,00%)
- Non ASCII Characters (36) (7,50%)
- Underscores (354) (73,75%)
- Uppercase (1) (0,21%)
- Duplicate (7) (1,46%)
- Parameters (70) (14,58%)
- Over 115 Characters (14) (2,92%)

Page Titles

- All (317) (100,00%)
- Missing (0) (0,00%)
- Duplicate (77) (24,29%)
- Over 65 Characters (88) (30,91%)
- Below 30 Characters (83) (26,18%)
- Over 482 Pixels (129) (40,69%)
- Below 200 Pixels (81) (25,55%)
- Same as H1 (0) (0,00%)
- Multiple (0) (0,00%)

Internal

Completed 832 of 6.678 (43,34%) 5.966 remaining





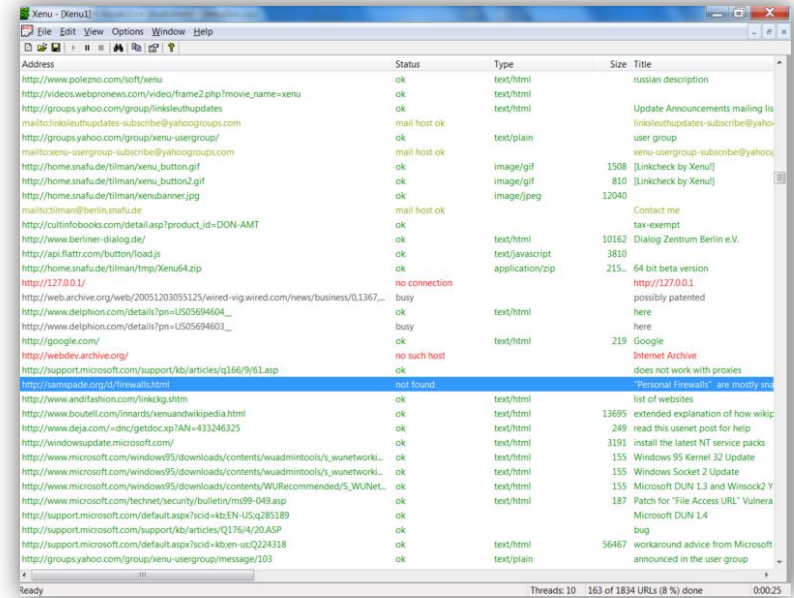
Xenu Link Sleuth

Xenu Link Sleuth

A Xenu egy egyszerű, de remek crawler, melynek előnye hogy kliens oldalon fut, tehát azt a saját gépre, szerverre kell installálni, így teljesen a saját infrastruktúránktól függ, hogy mikor, és milyen képességekkel tudjuk azt kihasználni.

Mit tudunk elemezni vele?

- Oldaltérkép
- Törött, sérült linkek
- URL átirányítások
- Egyszerű riportolás
- Könnyen kezelhető felület
- SSL website támogatás



The screenshot shows the Xenu Link Sleuth application window. The main area displays a table of crawled links with columns for Address, Status, Type, Size, and Title. The status column shows various results like 'ok', 'mail host ok', 'no connection', and 'not found'. The title column shows descriptions of the links, such as 'russian description', 'Update Announcements mailing list', and 'Personal Firewalls'.

Address	Status	Type	Size	Title
http://www.polezno.com/soft/xenu	ok	text/html		russian description
http://videos.webprnews.com/video/frame2.php?movie_name=xenu	ok	text/html		
http://groups.yahoo.com/group/linksleuthupdates	ok	text/html		Update Announcements mailing list
mailto:linksleuthupdates-subscribe@yahoo.com	mail host ok			linksleuthupdates-subscribe@yahoo.com
http://groups.yahoo.com/group/xenu-usergroup/	ok	text/plain		user group
mailto:xenu-usergroup-subscribe@yahoo.com	mail host ok			xenu-usergroup-subscribe@yahoo.com
http://home.snafu.de/tilman/xenu_button.gif	ok	image/gif	1508	[Linkcheck by Xenu]
http://home.snafu.de/tilman/xenu_button2.gif	ok	image/gif	810	[Linkcheck by Xenu]
http://home.snafu.de/tilman/xenubanner.jpg	ok	image/jpeg	12040	
mailto:tilman@berlin.snafu.de	mail host ok			Contact me
http://cutinfobooks.com/detail.asp?product_id=DON-AMT	ok			tax-exempt
http://www.berliner-dialog.de/	ok	text/html	10162	Dialog Zentrum Berlin e.V.
http://api.flattr.com/button/load.js	ok	text/javascript	3810	
http://home.snafu.de/tilman/tmp/Xenu64.zip	ok	application/zip	215...	64 bit beta version
http://127.0.0.1/	no connection			http://127.0.0.1
http://web.archive.org/web/2005120305125/wired-vig.wired.com/news/business/01367...	busy			possibly patented
http://www.delphion.com/details?pn=US05694604...	ok	text/html		here
http://www.delphion.com/details?pn=US05694603...	busy			here
http://google.com/	ok	text/html	219	Google
http://webdev.archive.org/	no such host			Archive
http://support.microsoft.com/support/kb/articles/q166/9/61.asp	ok			does not work with proxies
http://samsapde.org/~/firewalls.html	not found			"Personal Firewalls" are mostly...
http://www.andifashion.com/links.htm	ok	text/html		list of websites
http://www.boutell.com/inroads/xenuandwikipedia.html	ok	text/html	13695	extended explanation of how wiki...
http://www.deja.com/~dnc/getdocx?AN=433246325	ok	text/html	249	read this usenet post for help
http://windowsupdate.microsoft.com/	ok	text/html	3191	install the latest NT service packs
http://www.microsoft.com/windows95/downloads/contents/wuadintools/h_wunetworki...	ok	text/html	155	Windows 95 Kernel 32 Update
http://www.microsoft.com/windows95/downloads/contents/wuadintools/h_wunetworki...	ok	text/html	155	Windows Socket 2 Update
http://www.microsoft.com/windows95/downloads/contents/WURecommended/5_WUNet...	ok	text/html	155	Microsoft DUN 1.3 and Winsock2 Y...
http://www.microsoft.com/technet/security/bulletin/ms99-049.asp	ok	text/html	187	Patch for "File Access URL" Vulnera...
http://support.microsoft.com/default.aspx?scid=kb&EN-US;q85189	ok			Microsoft DUN 1.4
http://support.microsoft.com/support/kb/articles/Q176/4/20.ASP	ok			bug
http://support.microsoft.com/default.aspx?scid=kb&en-us;q224318	ok	text/html	56467	workaround advice from Microsoft
http://groups.yahoo.com/group/xenu-usergroup/message/103	ok	text/plain		announced in the user group



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect.^{ip}
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance

A close-up photograph of a hand holding a wooden pencil, writing in a notebook. The notebook is open, showing handwritten text in French. The background is a wooden surface. A dark blue semi-transparent overlay covers the right side of the image, containing the title and logo.

Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect[®]
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance



Brand Single Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

iProspect^{ip}
Driving Digital Performance

Brand Green Overlay Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES



Brand Green Overlay Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

Brand Green Overlay Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

Brand Grey Overlay Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

Brand Grey Overlay Image Example Title Slide

WORKING DECK + EXAMPLE SLIDES

Brand Grey Overlay Image

Example Title Slide

WORKING DECK + EXAMPLE SLIDES

Agenda / Contents Example

Introduction Point One	01
Key Leadership Team Introduction Two	02
Iprospect Credentials Three	03
iProspect Global footprint Four	04
The Dentsu Aegis Network Operating Model Five	05
Bought, Owned & Earned Media Structure Six	06



Guide Lines

2 column
layout
Centre
line

Guides have been set in the template to allow for consistent positioning of graphics and text.

To view them, right click the area outside the slide, and select:

Windows: "Grid and Guides" from the menu. Check the "display Drawing Guides on screen" and then press OK.

Mac: "Guides" from the menu. Check the "Static Guides" to automatically show them.

Live area: Body text and graphics to fit in this space

Client logo should fit to the left here appropriately.



Title Goes Here, Ideally Kept to a Single Line

The iProspect template is now clean and crisp. There is no 'Powerstripe' on the divider or text slides to avoid clutter and colour clash. Please use the guides shown on the previous slide and keep your presentation within this frame to give your content room to breath.

Where possible, limit the amount of text per slide:

- Only have a few key points
- Maximise the amount of white space
- The less you have on a page the cleaner it feels
- Use strong images in tandem with key points or call outs

Title Goes Here, Ideally Kept to a Single Line. But Here is an Example of Two Lines if Unavoidable

The iProspect template is now clean and crisp. There is no 'Powerstripe' on the divider or text slides to avoid clutter and colour clash. Please use the guides shown on the previous slide and keep your presentation within this frame to give your content room to breath.

Where possible, limit the amount of text per slide:

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The iProspect Default Typeface is Corbel

iProspect's branded material uses Corbel as our web safe font in all our communication. Corbel is clean, highly legible and excels in a broad range of use.

The typeface can be used in bold or italics to express its contemporary qualities.

For our simple basic presentation slide purposes:

- **Corbel Bold** is for Header's at 28pt size using Sentence Case not Uppercase.
- Corbel Regular is for body copy text at 14pt size.



The Use of Imagery and Colour Slides

Embracing the Large scale photography slides and use of colour is a great way to break up the monotony of white space, and brings visual flair to your presentation. However they need to be used appropriately, whether it is to highlight the integral human aspect of our brand or identifying key statements.

The following slide examples will guide you in using these appropriately as well as including relevant default information to illustrate how these can be utilised for your own presentation.





Title Goes Here

Image call out slides help to
break up your presentation
and add visual rhythm

Use the green call
out lozenge, to
really punctuate
or communicate
your text.

Title Goes Here

The background of the slide is a blurred photograph of a person's hands typing on a laptop keyboard. A large white circle on the left contains the title and a sub-header. A green circle on the right contains a callout text. A thin white line with a dot at the end extends from the right side of the white circle across the middle of the slide.

Image call out slides help to
break up your presentation
and add visual rhythm

Use the green call
out lozenge, to
really punctuate
or communicate
your text.



Title Goes Here

Image call out slides help to
break up your presentation
and add visual rhythm

Use the green call
out lozenge, to
really punctuate
or communicate
your text.

The Use of Imagery as Divider Slides

Embracing the Large scale photography as divider slides is a perfect way to visualise your content. When choosing imagery in your presentations that aren't directly from our own brand photography, you should be using images that relate or visually align with the tone of the iProspect brand – Please see our bank of approved imagery on NEON.

Don't Use Imagery that is:

- Pixelated, blurry, abstract or dated

Do Use Imagery that is:

- Good Quality, Human Centric, Contemporary and Positive

The following slide examples will guide you in using full bleed divider slides appropriately.

PowerPoint Elements and Graphics

In our new template we strive to keep things clean, simple and contemporary. This helps to let the content shine through and avoids over cluttering on a slide. Please no drop shadows, bevels, reflections, no bells, no whistles...

Use the primary iProspect green where possible and only use the secondary palette for large graphs and data visualisation It should never be used instead of the primary green,

Colour should be solid (no gradients) with ample white space – Keep things simple and clear.





Team Introduction & Organisation Charts

Introduction to Individual



Name Here

Role Goes Here

- Only in the case of a complex chart that requires 12 highlight colours, the iProspect palette may be expanded to include extra swatches. Your choice of colours should complement the existing palette as shown in the example right. Our visual strength comes from our single-minded use of green – always consider if multiple colours are really required.

Introduction to Presentation Team (1 Row)



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here

Introduction to Presentation Team (2 Rows)



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here



Name Here
Role Goes Here

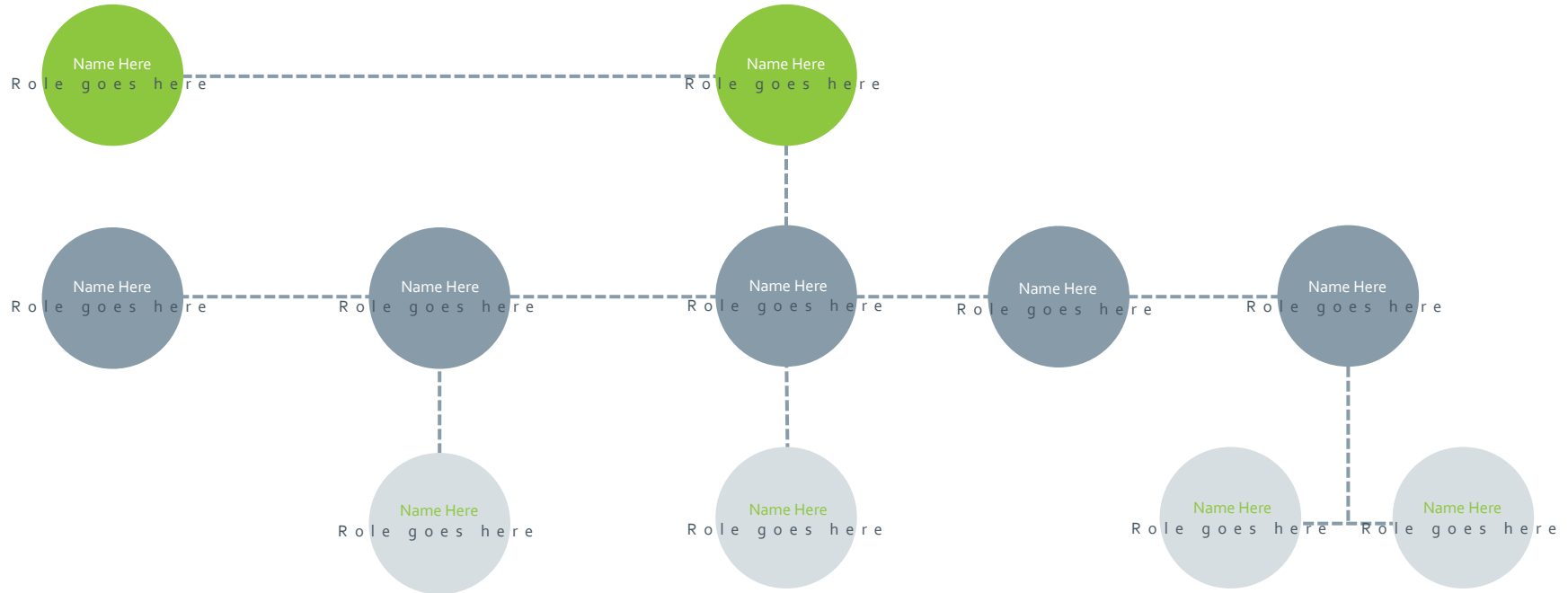


Name Here
Role Goes Here

Example Organisation Diagram



Example Organisation Diagram without Portraits



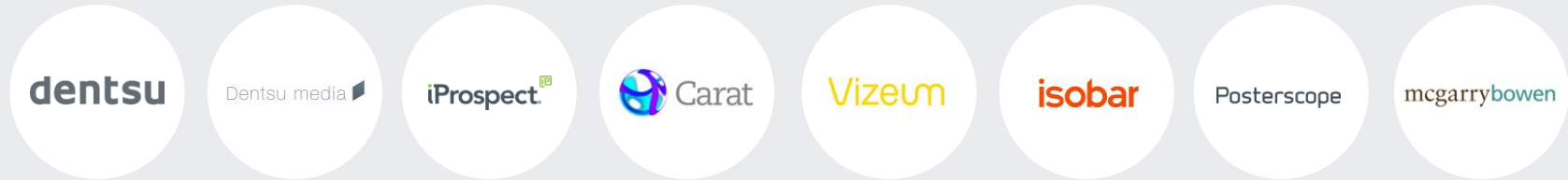


Brand & Network Assets

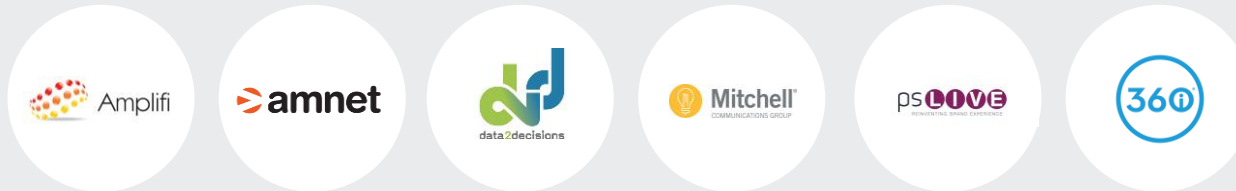
Dentsu Aegis Network

dentsu
AEGIS
network

Eight Global Network Brands



Six Specialist Brands



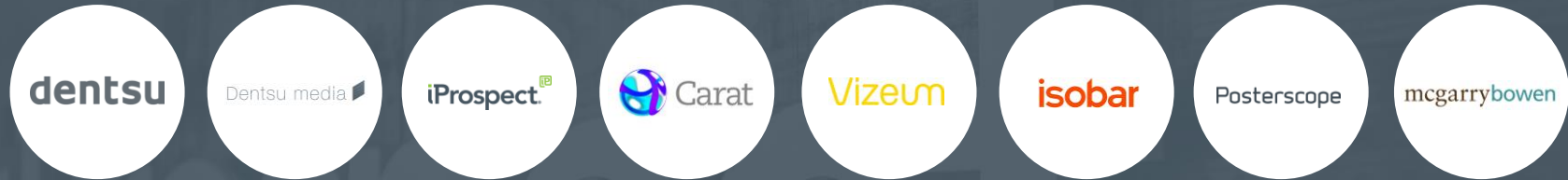
Plus 55 Leading Local Brands



Dentsu Aegis Network

dentsu
AEGIS
network

Eight Global Network Brands



Six Specialist Brands



Plus 55 Leading Local Brands



iProspect Tools Logo's on Dark Grey Background



iProspect Tools Logo's on White Background



Budgets & Timeline

Example Table

Increase the font size to emphasize a point or Call out.

2006	2007	2008	2009	2010
February	12,355	12,355	12,355	12,355
March	12,355	12,355	12,355	12,355
April	12,355	12,355	12,355	12,355
May	12,355	12,355	12,355	12,355
June	12,355	12,355	12,355	12,355
July	12,355	12,355	12,355	12,355
August	12,355	12,355	12,355	12,355



Good



Okay



Bad



Example Table with Total

Channel	Output	Individual Cost	Income
SEO	Creative linkbait	Offsite budget	2,800,000
Social	Apps	n/a	240,000
Display	Banners [500]	200	200,000
Play	Videos [5]	5,000	35,000
Paid Social	Post Ad [180]	100	18,000
Affiliates	Banners [30]	200	6,000
CRO			
Total			3,299,000



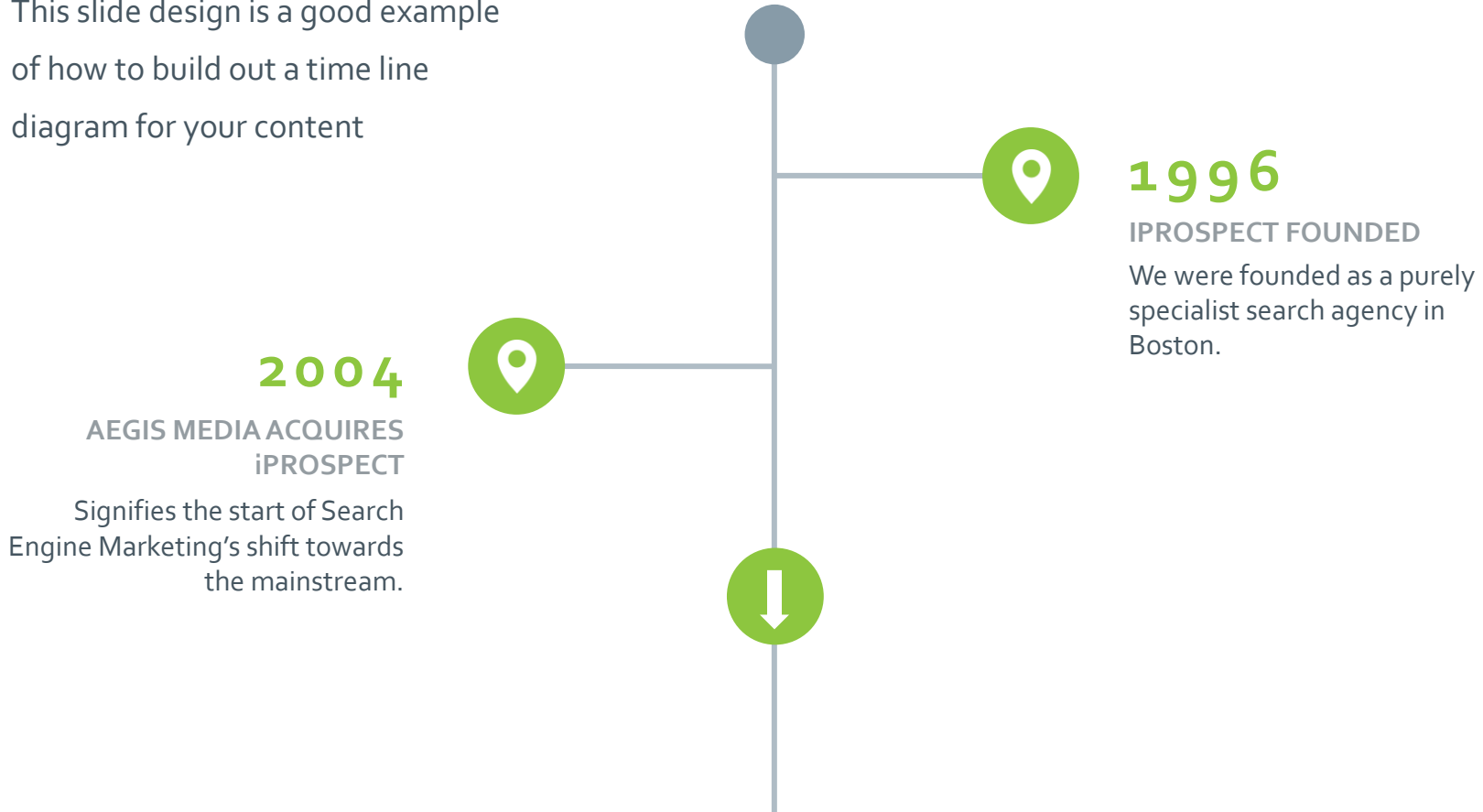
Example Table

HEAVY	12%	23%	22%	39%	20%	17%	18%	18%	85%
MEDIUM	41%	22%	34%	43%	28%	30%	38%	13%	14%
LIGHT	45%	48%	36%	18%	28%	43%	32%	33%	1%
NEVER	3%	7%	7%	1%	24%	11%	11%	35%	0%



Example Time Line Diagram & Build

This slide design is a good example of how to build out a time line diagram for your content





A vertical timeline with a central grey line. Three horizontal lines branch off to the right, each ending in a green circle with a white location pin icon. Two horizontal lines branch off to the left, each ending in a green circle with a white location pin icon. At the bottom, a green circle with a white downward arrow icon is on the central line. The years 2006, 2008, and 2011 are written in green. The text descriptions are in grey.

2006

NAMED AS #1 SEARCH
AGENCY BY FORRESTER

Recognition shows that
iProspect are the experts
within the search marketing
landscape.

2008

DISPLAY & FEEDS

With the acquisition of Range
Media in the US, we diversify
from PPC & SEO.

2011

REBRANDS AS 'THE MOST
INFLUENTIAL PERFORMANCE
AGENCY'

Solidifies our position as more
than just a search agency.





2013


DENTSU ACQUIRES AEGIS MEDIA

Boosts our Asia Pacific operations with an even stronger foothold in challenging markets such as China, Japan and Korea.

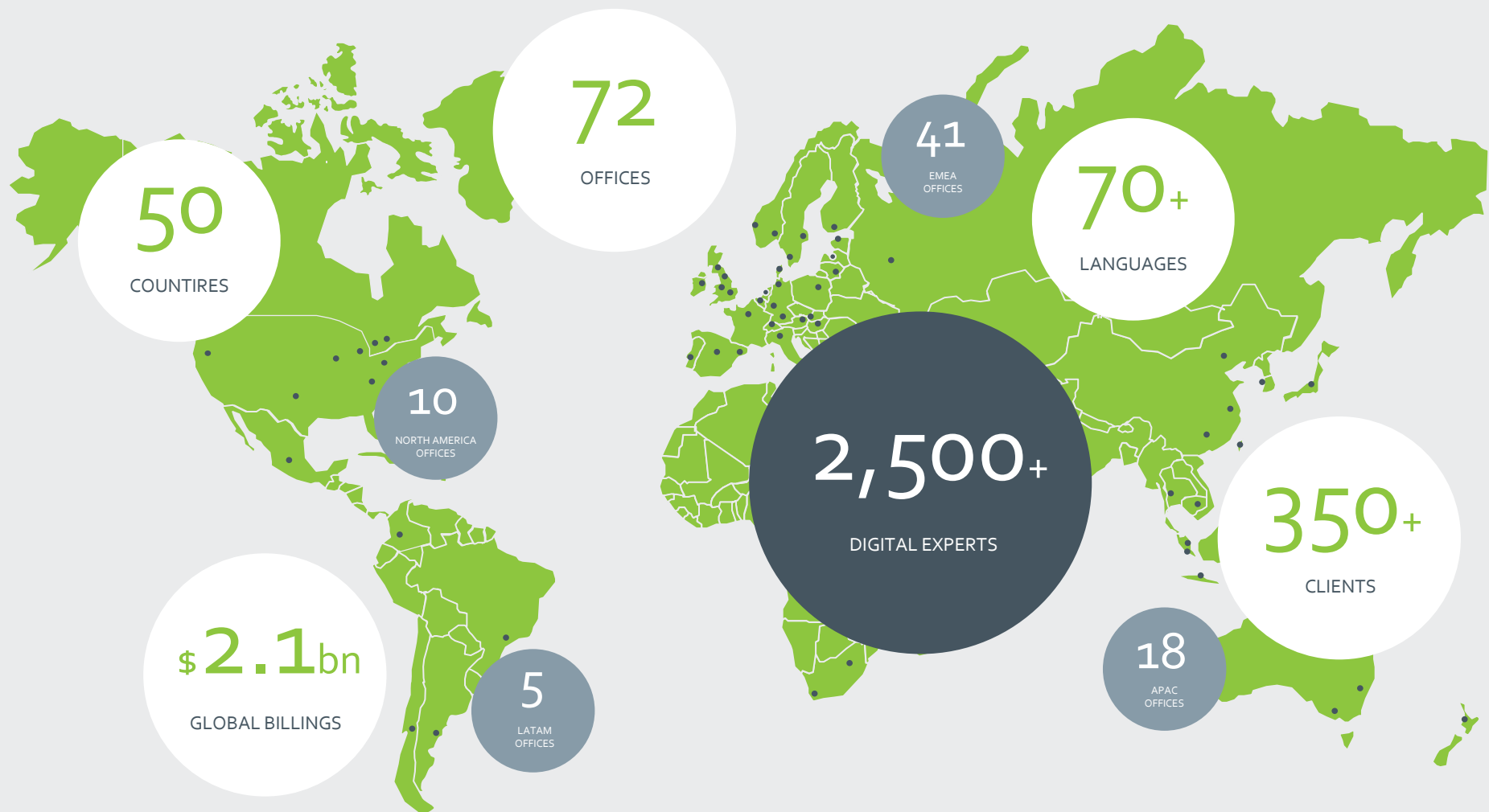
2014

**RANKED AS #1 GLOBAL
DIGITAL PERFORMANCE
AGENCY BY RECMA**

Shows that we continue to strengthen our influence across the globe as we lead and define the performance media landscape.



Global Footprint





Processes, Shapes & Lists

Three Call Outs & Explanation

Sub heading should be kept to one line for impact.

Point One

Text

Point Two

Text

Point Three

Text



Three Call Outs & Explanation

Sub heading should be kept to one line for impact.

Weekly

Content goes in here

Monthly

Content goes in here

Quarterly

Content goes in here



Six Call Outs & Explanation

Sub heading should be kept to one line for impact.

Point One	Text
Point Two	Text
Point Three	Text
Point Four	Text
Point Five	Text
Point Six	Text

Three Stat Call Outs & Explanation

25%

Key Point One
Support text ideally
Over two lines
for clarity

75%

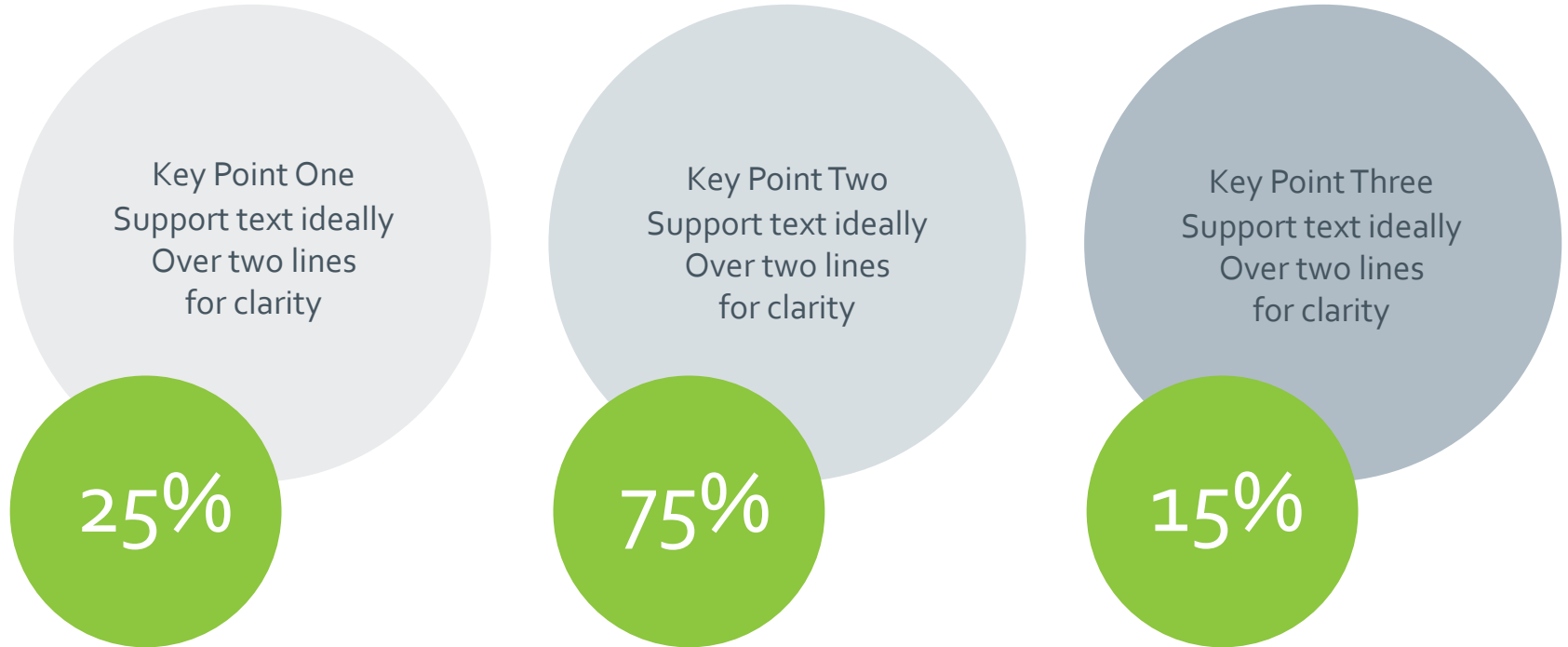
Key Point Two
Support text ideally
Over two lines
for clarity

15%

Key Point Three
Support text ideally
Over two lines
for clarity

Sub heading should ideally be kept to one line for impact.

Three Stat Call Outs & Explanation



Instead of Using Bullet Points, Consider Imagery



Key Point One

Support text ideally over
two lines for clarity



Key Point Two

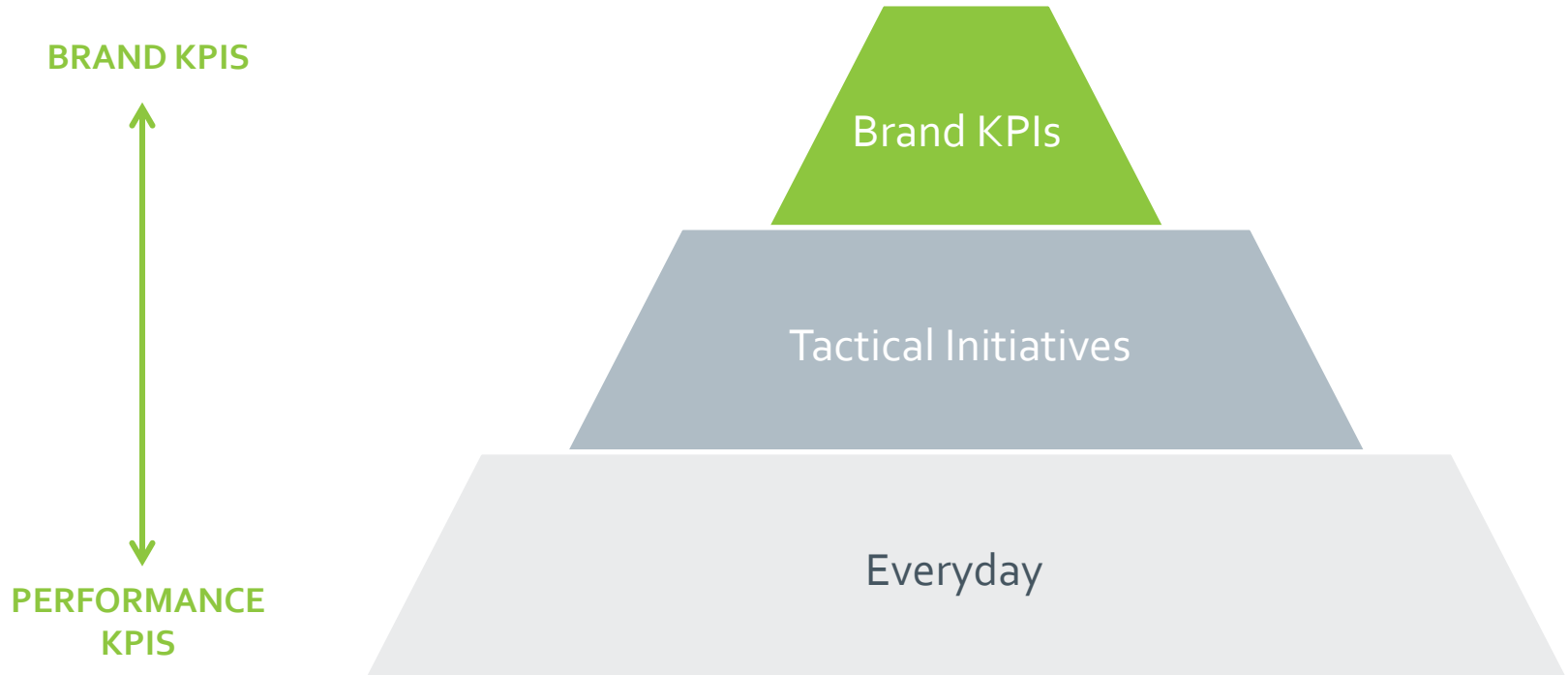
Support text ideally over
two lines for clarity



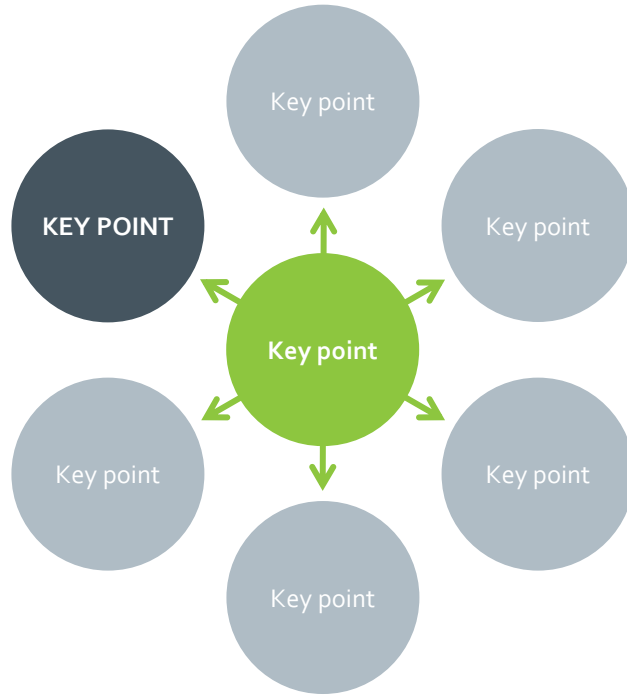
Key Point Three

Support text ideally over
two lines for clarity

Hierarchy Pyramid – Layered Approach



Central Funnel Diagram



Shapes are **clean** and **simple**.

No shadows or **3D effects** are to be applied.

Arrows and Process Diagram

When using connecting lines and arrows, the line should be strong but not blocky. Change the weight the line to a minimum of 2.25 pt.

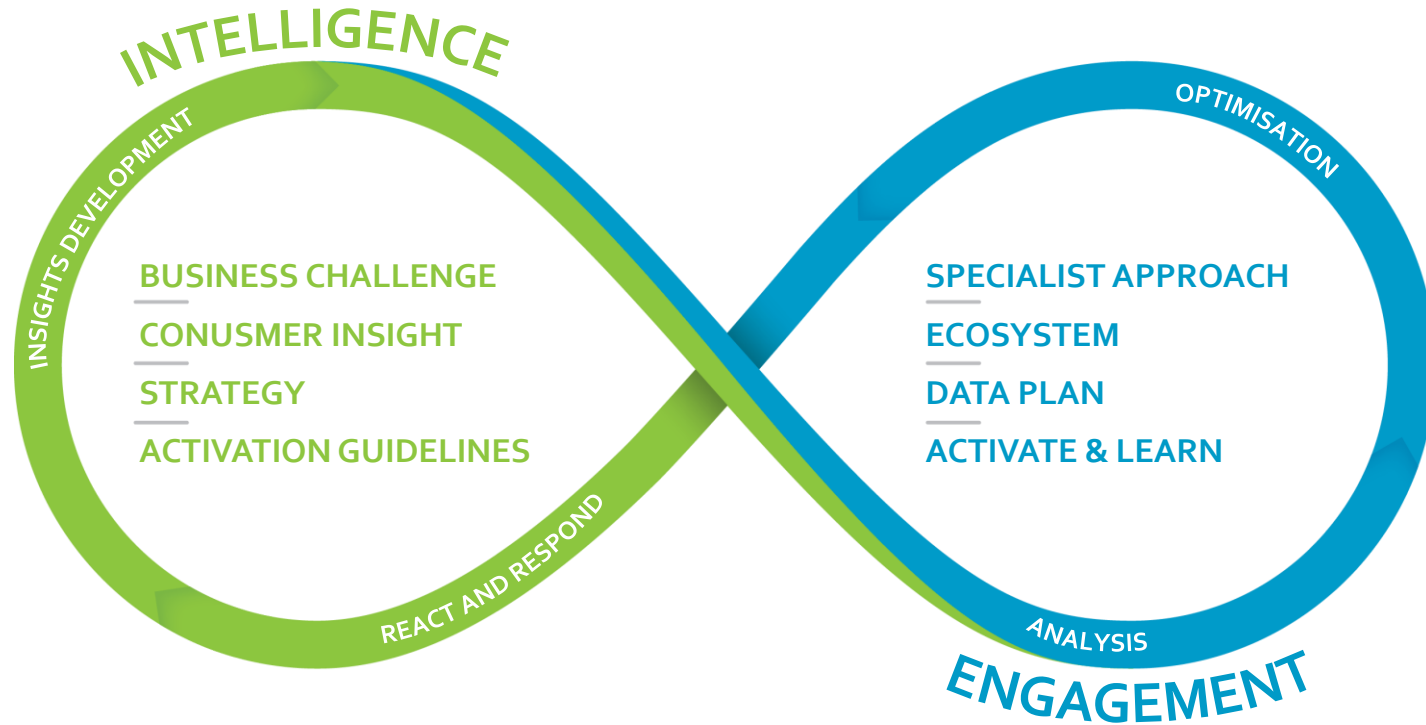
The Default arrow is set in black with a line weight of 4.5pt.

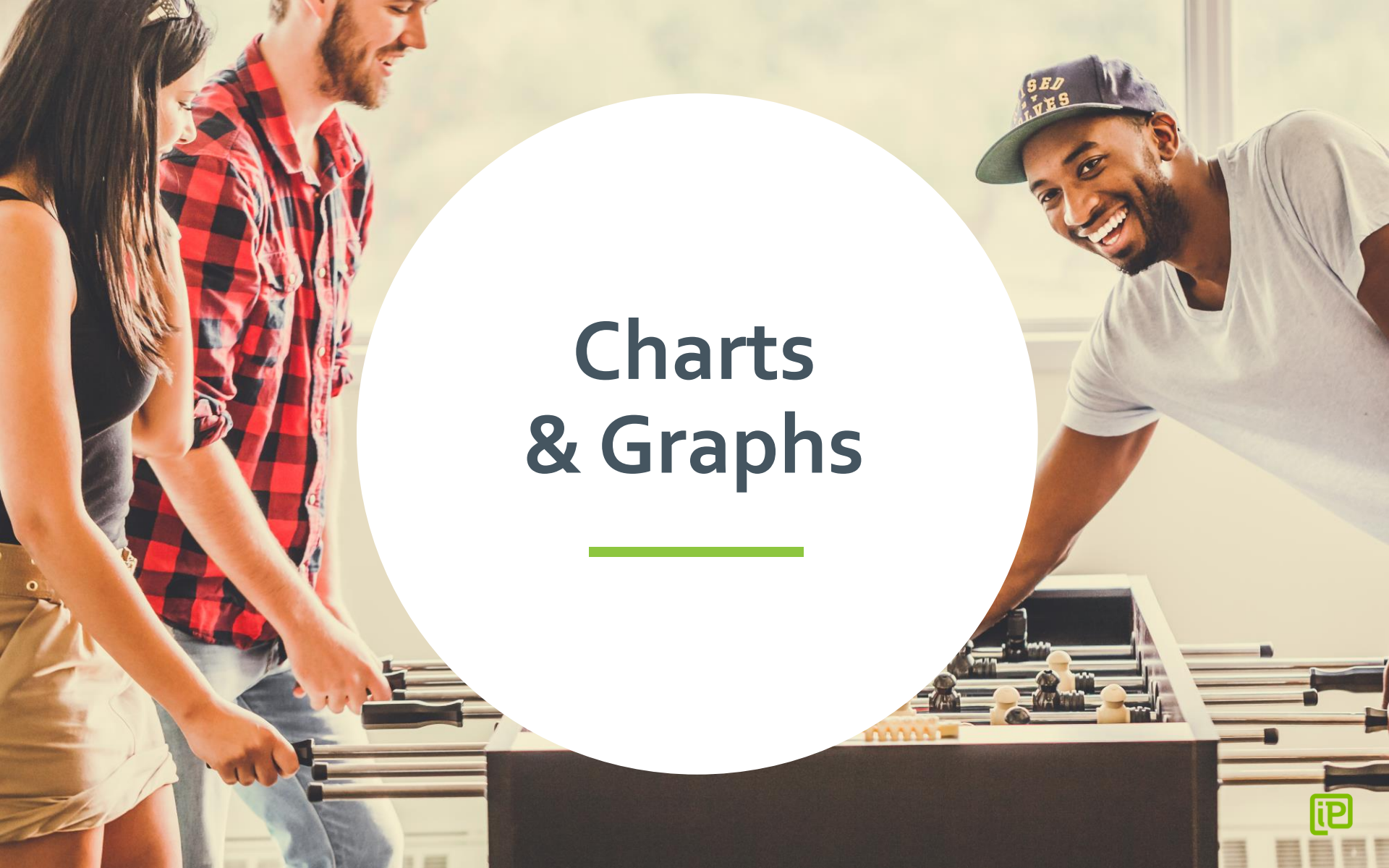


Also consider using the pentagon shape to emphasise direction in your charts



iP Logic: The iProspect Planning Process



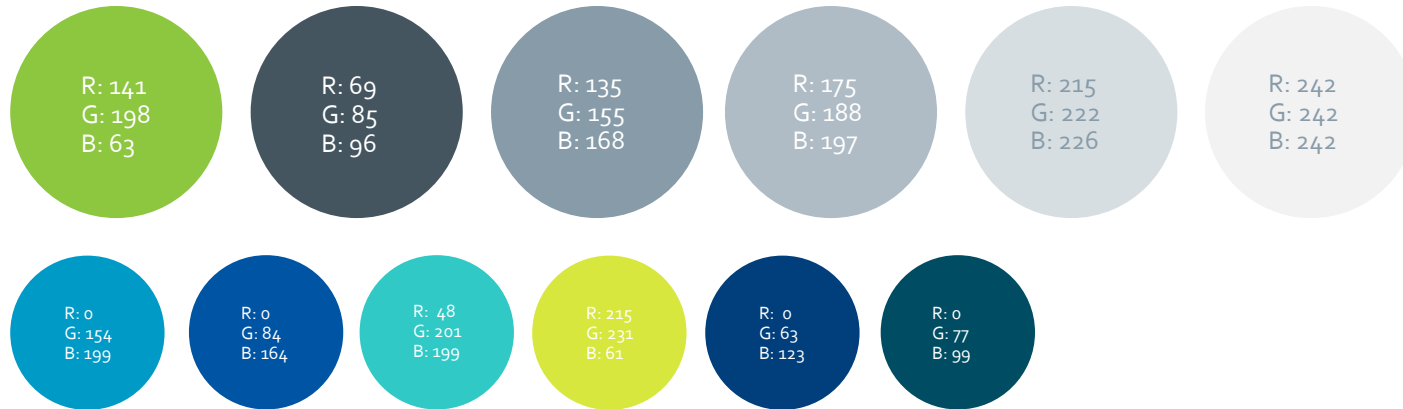
A background image showing three people playing foosball. On the left, a woman with long dark hair and a man with a beard wearing a red and black plaid shirt are focused on the game. On the right, a smiling man wearing a grey t-shirt and a dark baseball cap with 'USED LIVES' on it is leaning over the table. The foosball table has several players on it. A large white circle is centered over the image, containing the title text.

Charts & Graphs

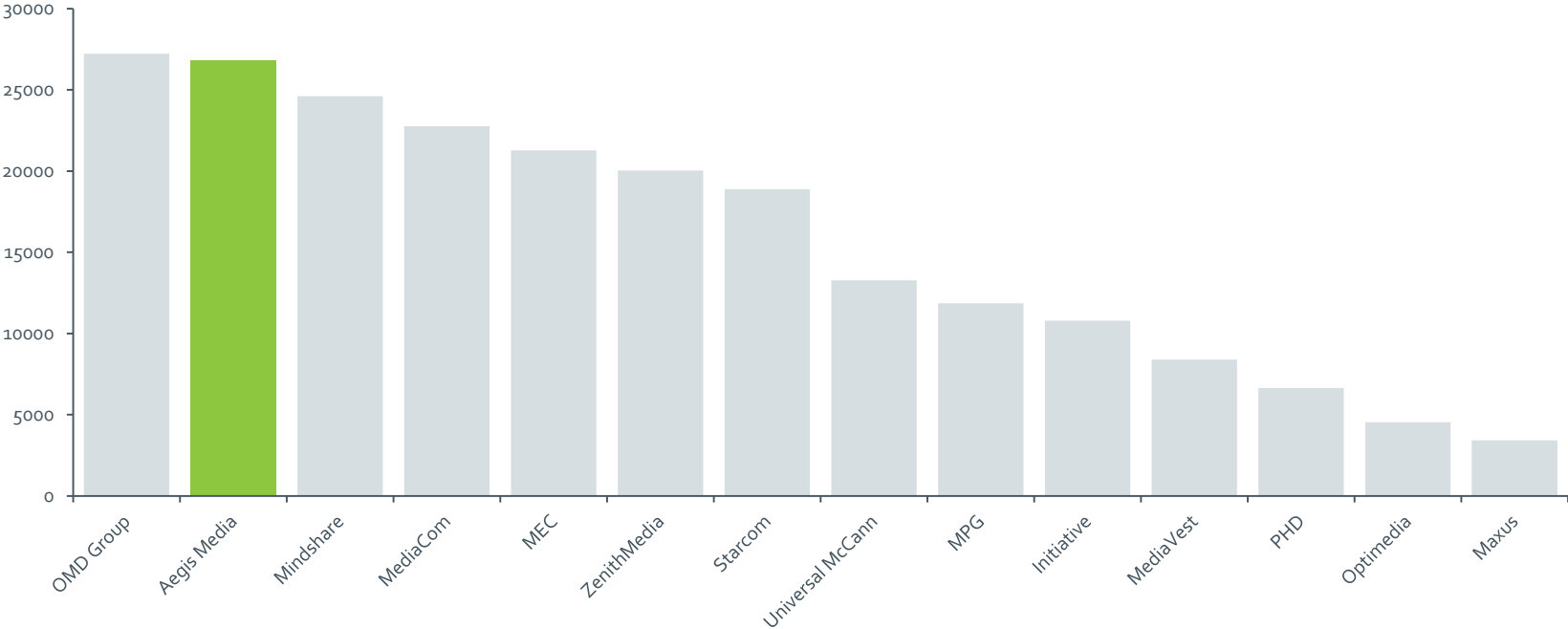


Charts & Graphs

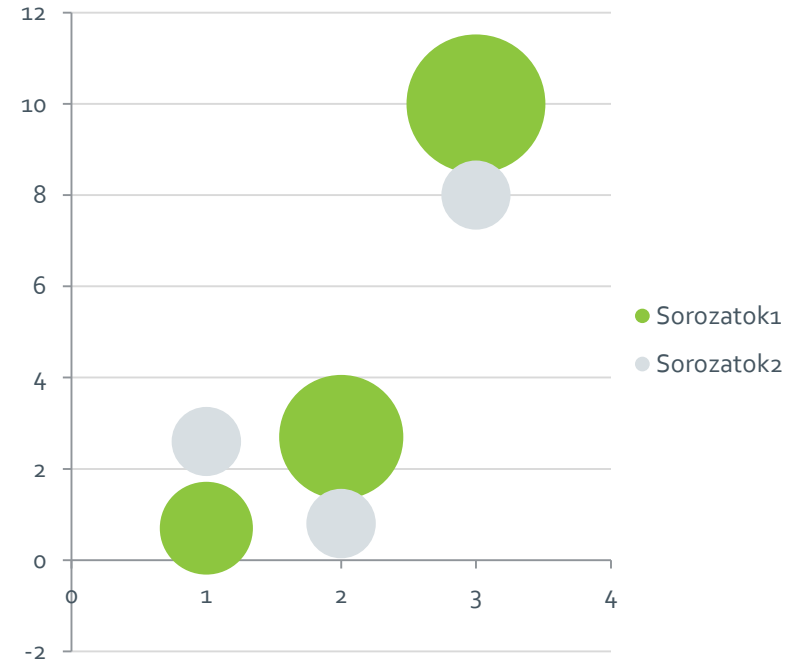
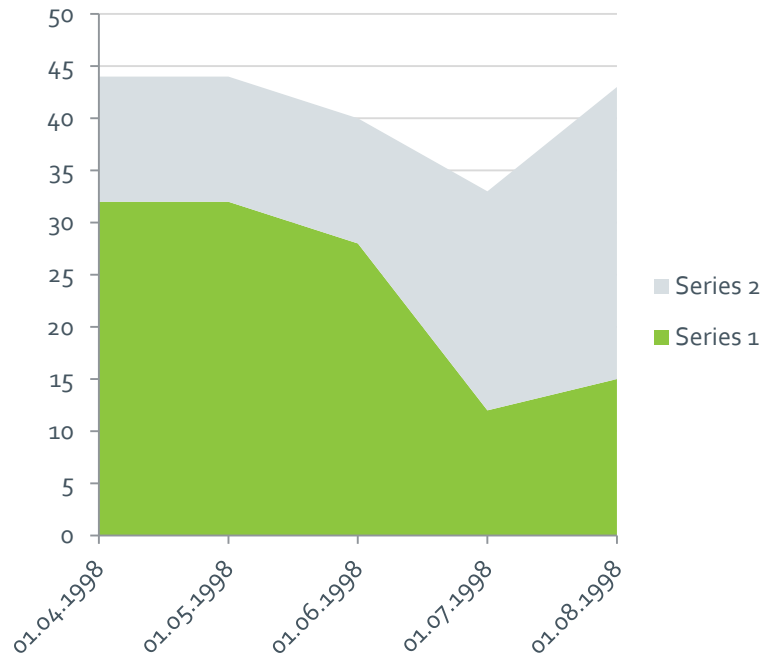
Use the primary iProspect green and light grey where possible on Charts and Graphs. However for complex charts and diagrams where more than two colours are needed, there is an approved data visualisation palette below:



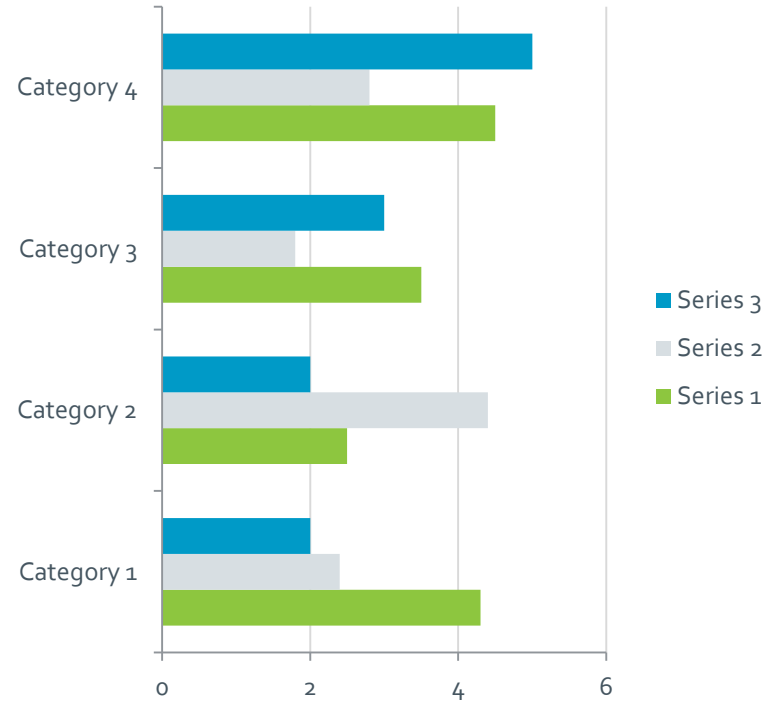
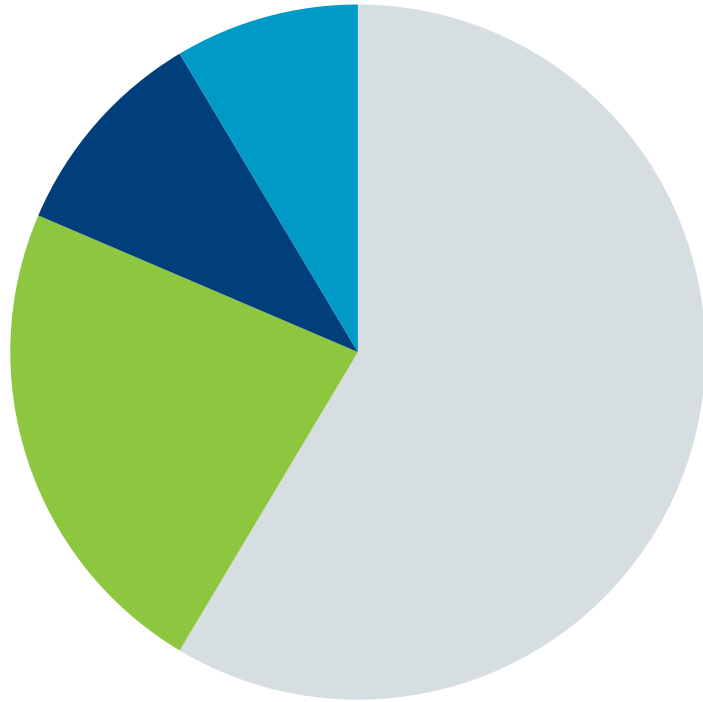
Example Graphs – Bar Chart 12 Sections



Example Charts – Two on a Slide



Example Graphs – Two on a Slide



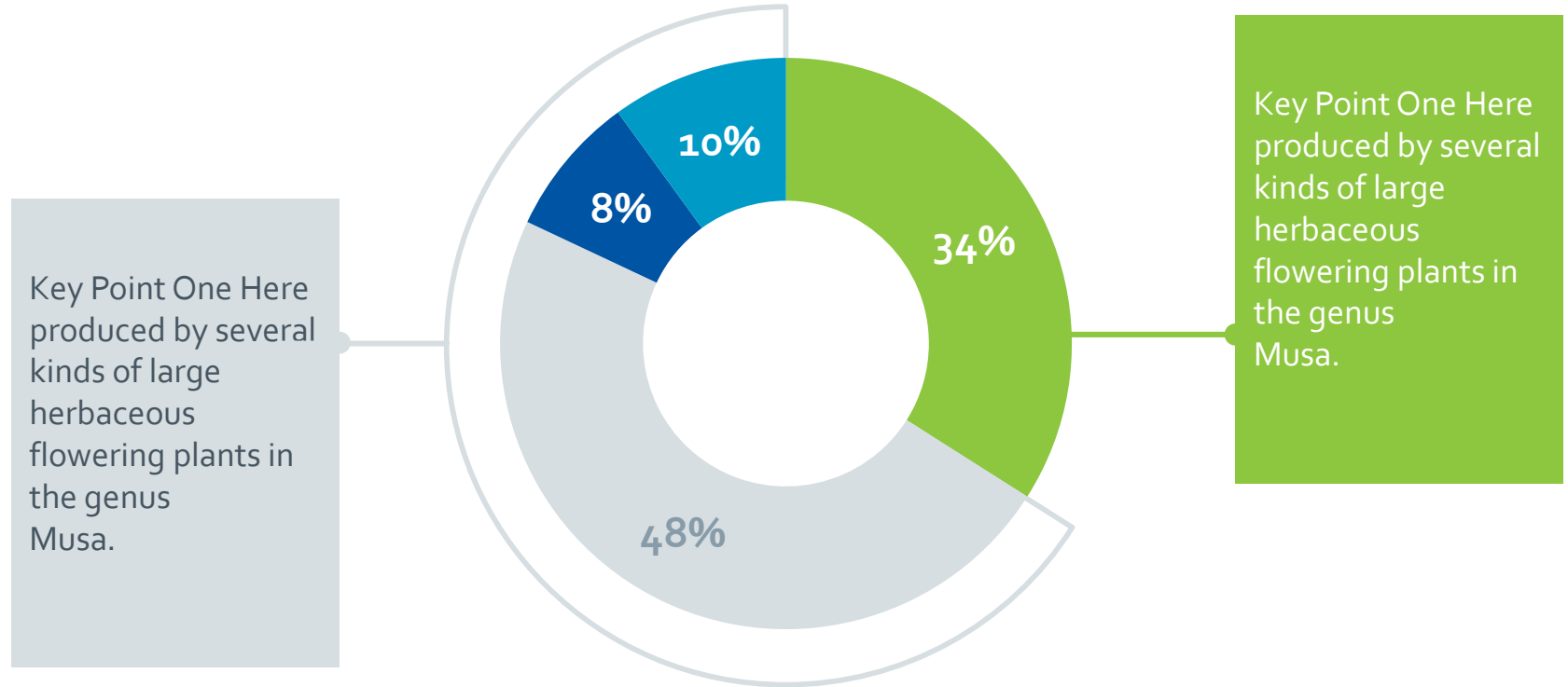
Example Graphs – Donut Graphic

When using connecting lines and arrows, the line should be strong but not blocky. Change the weight of the line to a minimum of 3pt. The Default arrow is set in black with a line weight of 4.5pt.



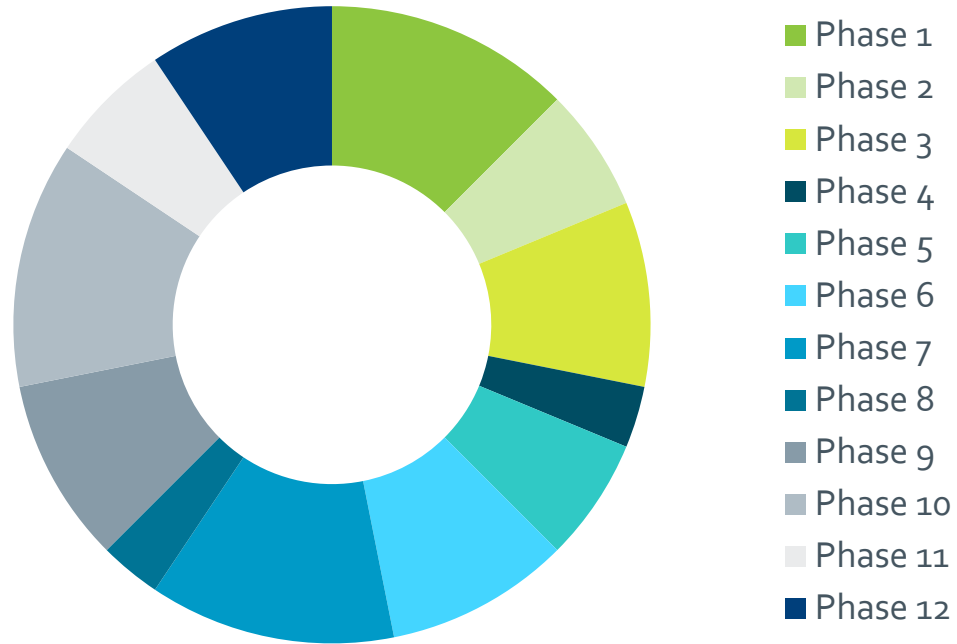
- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5
- Phase 6

Example Graphs – Donut Graphic Call Out

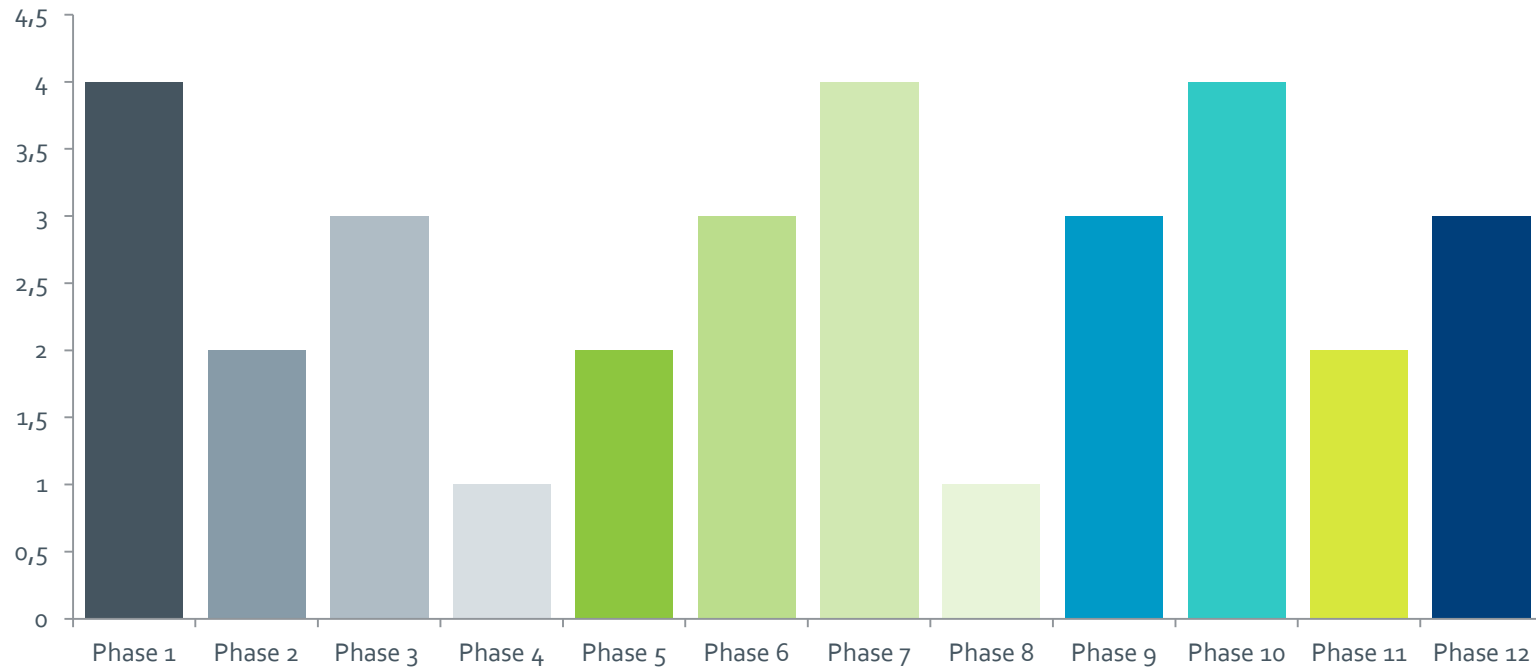


Example Graphs – Donut Graphic 12 Sections

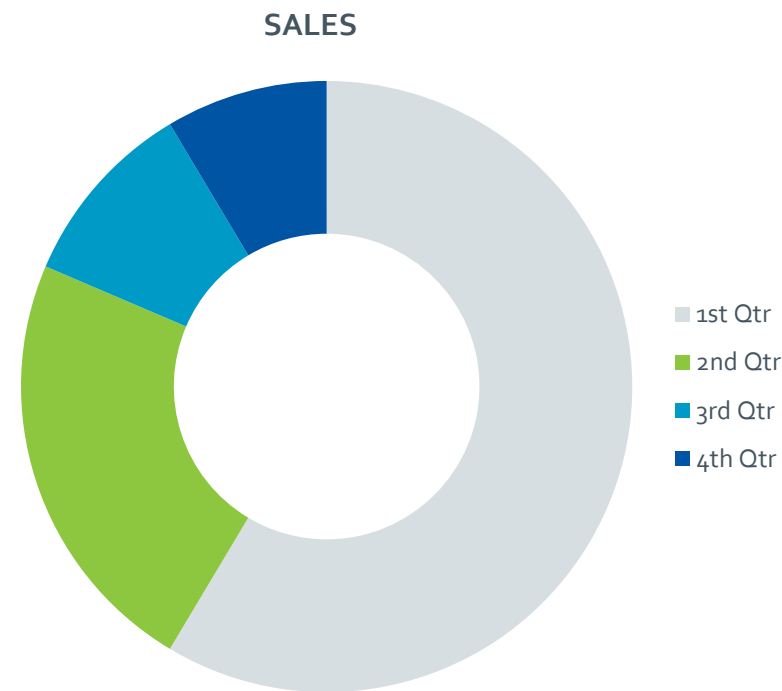
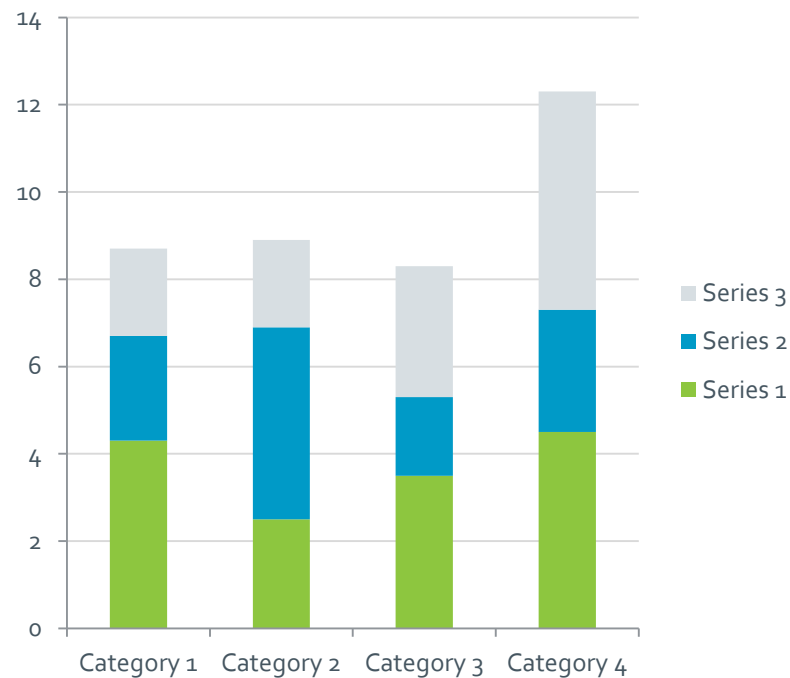
Only in the case of a complex chart that requires 12 highlight colours, the iProspect palette may be expanded to include extra swatches. Your choice of colours should complement the existing palette as shown in the example right. Our visual strength comes from our single-minded use of green – always consider if multiple colours are really required.



Example Graphs – Bar Chart 12 Sections



Example Graphs – Two on Slide





Devices

Slide With Devices (Apple)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.



Slide With Devices (Apple)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.

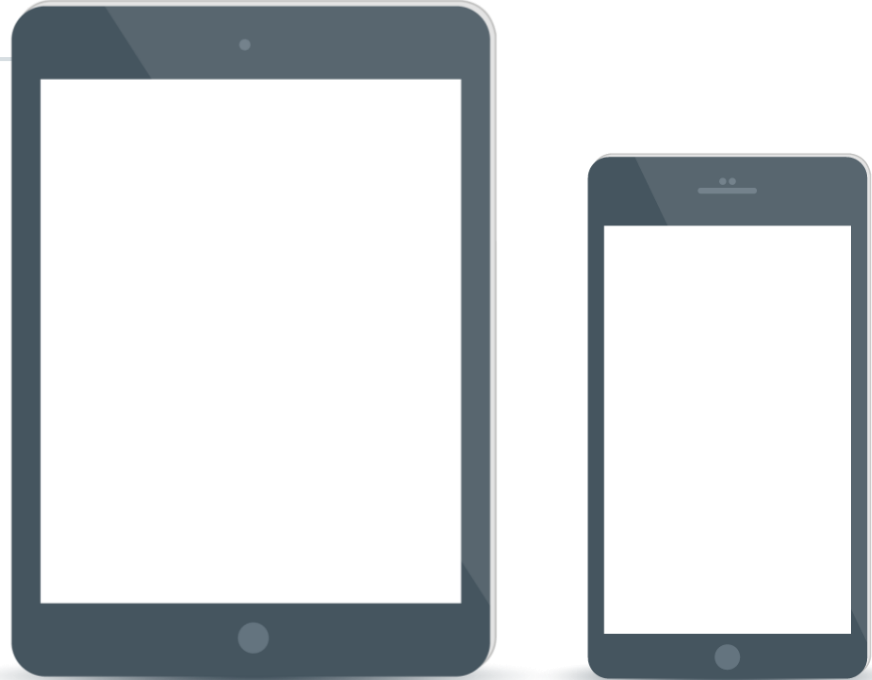


Slide With Devices (Apple)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.



Slide With Devices (Microsoft)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.



Slide With Devices (TV)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.

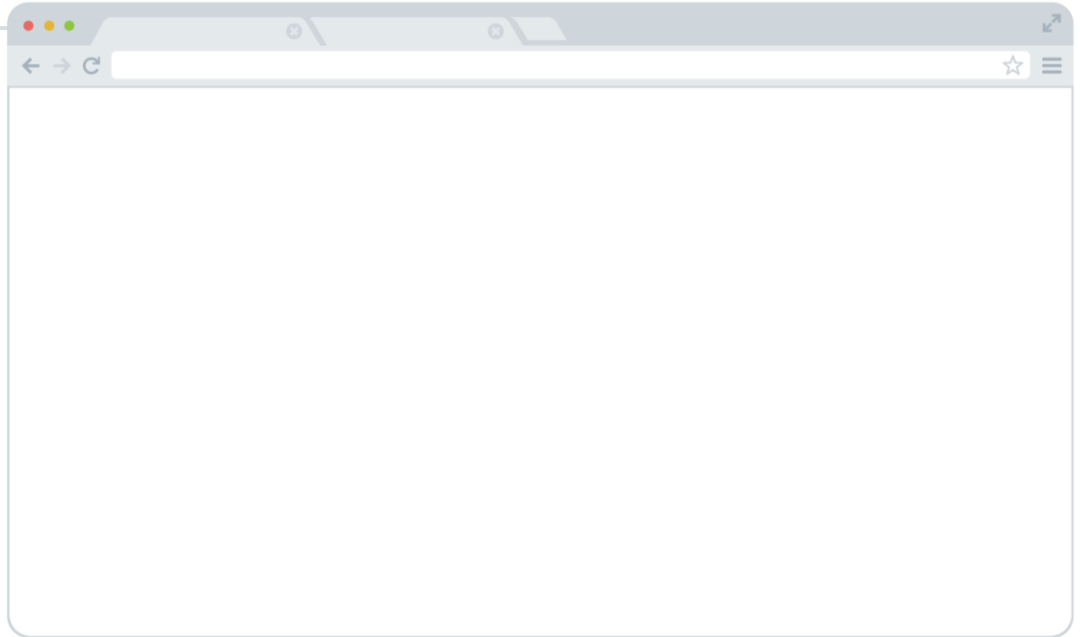


Slide With Devices (Page Browser)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.

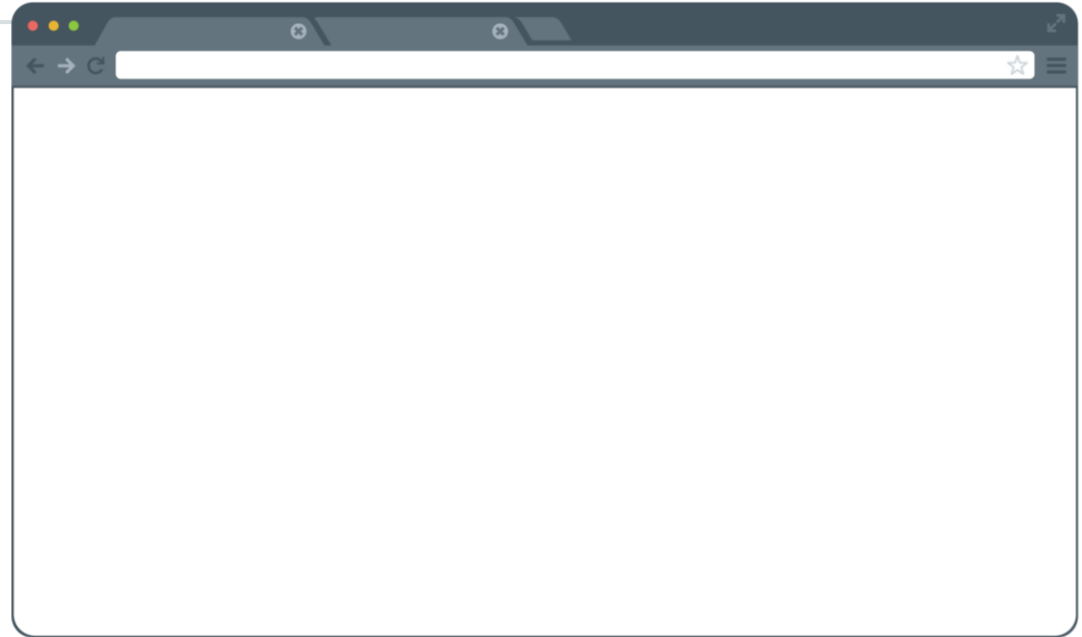


Slide With Devices (Page Browser)

Title Here

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A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.

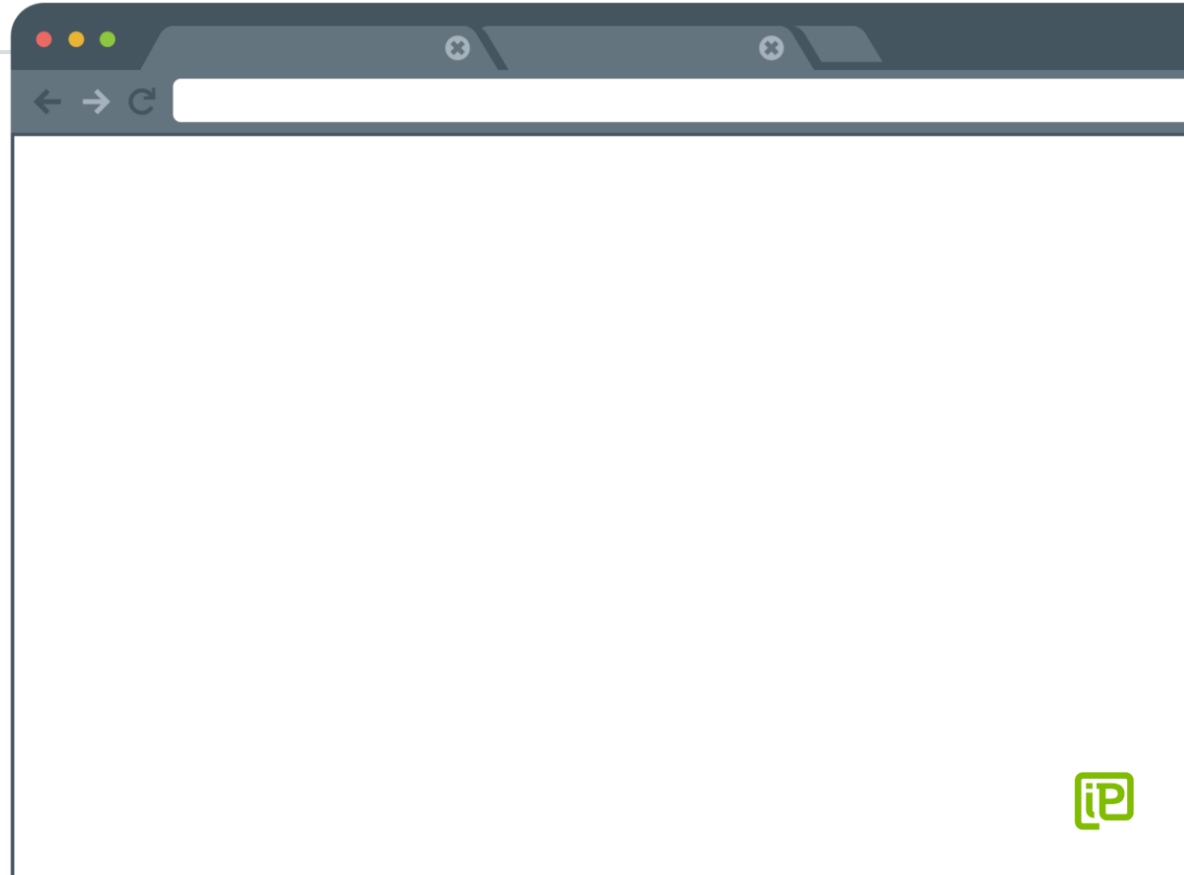


Slide With Devices (Page Browser Close Up)

Title Here

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.

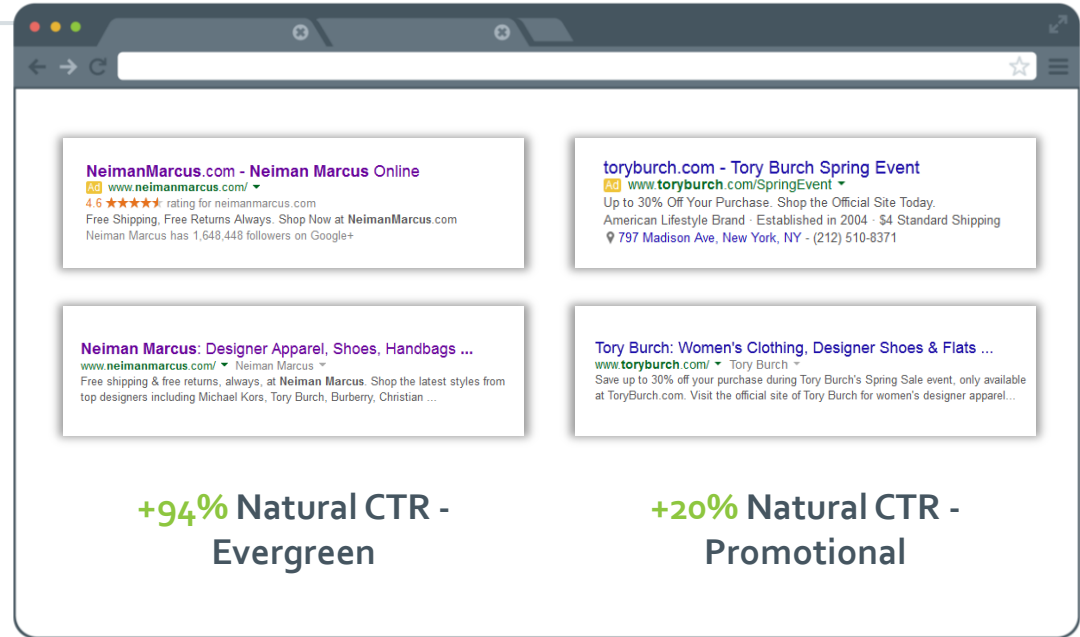


Slide Example With Devices in Use

Marry your Messaging

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa.

A banana is an edible fruit produced by several kinds of large herbaceous flowering plants in the genus Musa. several kinds of large herbaceous flowering plants in the genus Musa.



The browser window displays four search results:

- NeimanMarcus.com - Neiman Marcus Online**
www.neimanmarcus.com/ 4.6 ★★★★★ rating for neimanmarcus.com
Free Shipping, Free Returns Always. Shop Now at NeimanMarcus.com
Neiman Marcus has 1,648,448 followers on Google+
- toryburch.com - Tory Burch Spring Event**
www.toryburch.com/SpringEvent Up to 30% Off Your Purchase. Shop the Official Site Today.
American Lifestyle Brand · Established in 2004 · \$4 Standard Shipping
797 Madison Ave, New York, NY - (212) 510-8371
- Neiman Marcus: Designer Apparel, Shoes, Handbags ...**
www.neimanmarcus.com/ Neiman Marcus Free shipping & free returns, always, at Neiman Marcus. Shop the latest styles from top designers including Michael Kors, Tory Burch, Burberry, Christian ...
- Tory Burch: Women's Clothing, Designer Shoes & Flats ...**
www.toryburch.com/ Tory Burch Save up to 30% off your purchase during Tory Burch's Spring Sale event, only available at ToryBurch.com. Visit the official site of Tory Burch for women's designer apparel...

+94% Natural CTR - Evergreen

+20% Natural CTR - Promotional



A blurred background image of a desk. On the left, a pair of black-rimmed glasses with a small cross logo on the temple is visible. Below the glasses, there are several pencils and papers. One paper shows a technical drawing or blueprint. Another paper has a blue and white pattern. A green horizontal line is positioned below the text.

Graphics & Service Icons



Paid
Search



Natural
Search



Content
Generation



Performance
Display



Lead Generation
& Affiliates



A Suite Of Services

That span across all digital
marketing channels, a truly holistic
digital performance marketing
offering.



Social Media
Management



Conversion
Optimisation



Structured
Data & Feeds



Data & Insights



Video

Our 12 Core Service Icons on white



Paid
Search



Natural
Search



Performance
Display



Content
Generation



Structured
Data & Feeds



Data &
Insights



Conversion
Optimisation



Lead Generation
& Affiliates



Paid
Social



Social Media
Management

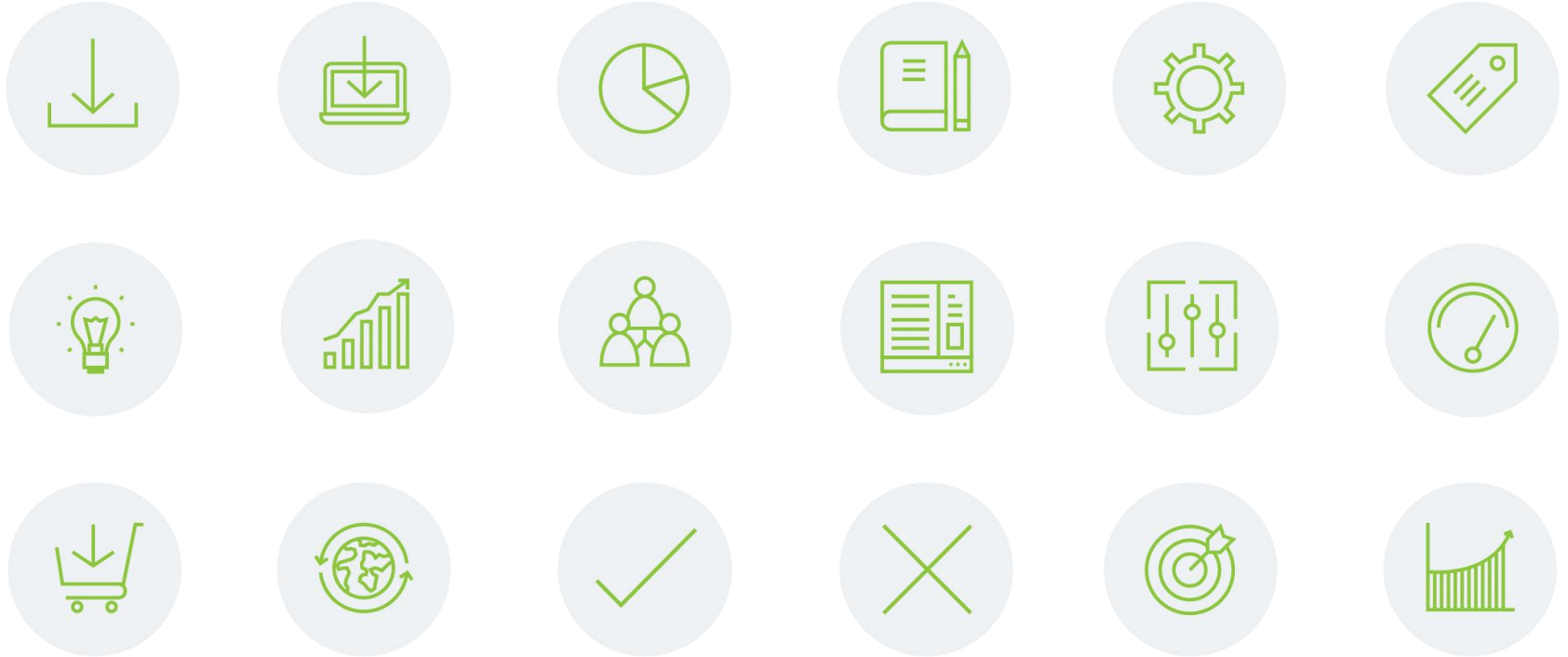


Video

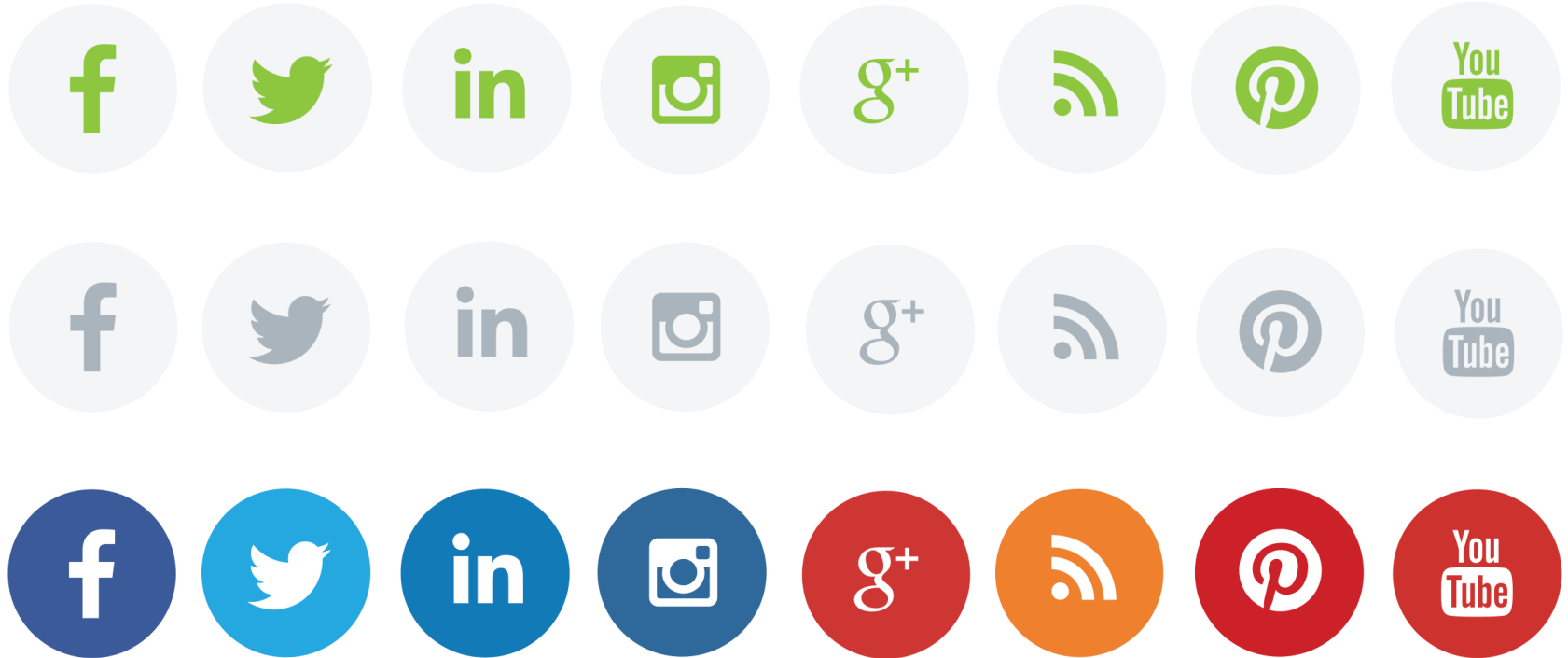


Mobile
Strategy

Pictograms for use in our graphics and charts



Social Icons



A close-up photograph of a hand holding a wooden pencil, writing in a notebook. The notebook is open, showing handwritten text in cursive. A large white circle is overlaid on the center of the image, containing the title 'Results & Case Studies' in a bold, dark blue font. Below the title is a short green horizontal line. The background is a wooden desk with a glass of water visible in the upper right corner.

Results & Case Studies

Delivering Results for Our Clients

HSBC 


adidas®

BRITISH
AIRWAYS 

SONY

 Microsoft




Hilton

Neiman Marcus

Delivering Results for Our Clients

HSBC



SONY



Neiman Marcus



Quote Example Title

“

*Your key statement or quote can look like this. **Use bold italics** to draw attention to key points in your statement.*

”

Slide With Picture & Quote



Only in the case of a complex chart that requires 12 highlight colours, the iProspect palette may be expanded to include extra swatches. Your choice of colours should complement the existing palette as shown in the example right. Our visual strength comes from our single-minded use of green – always consider if multiple colours are really required.

Stats – Dark Grey Background

50

COUNTRIES

70+

LANGUAGES

2,500+

DIGITAL EXPERTS

72

OFFICES

\$2.1bn

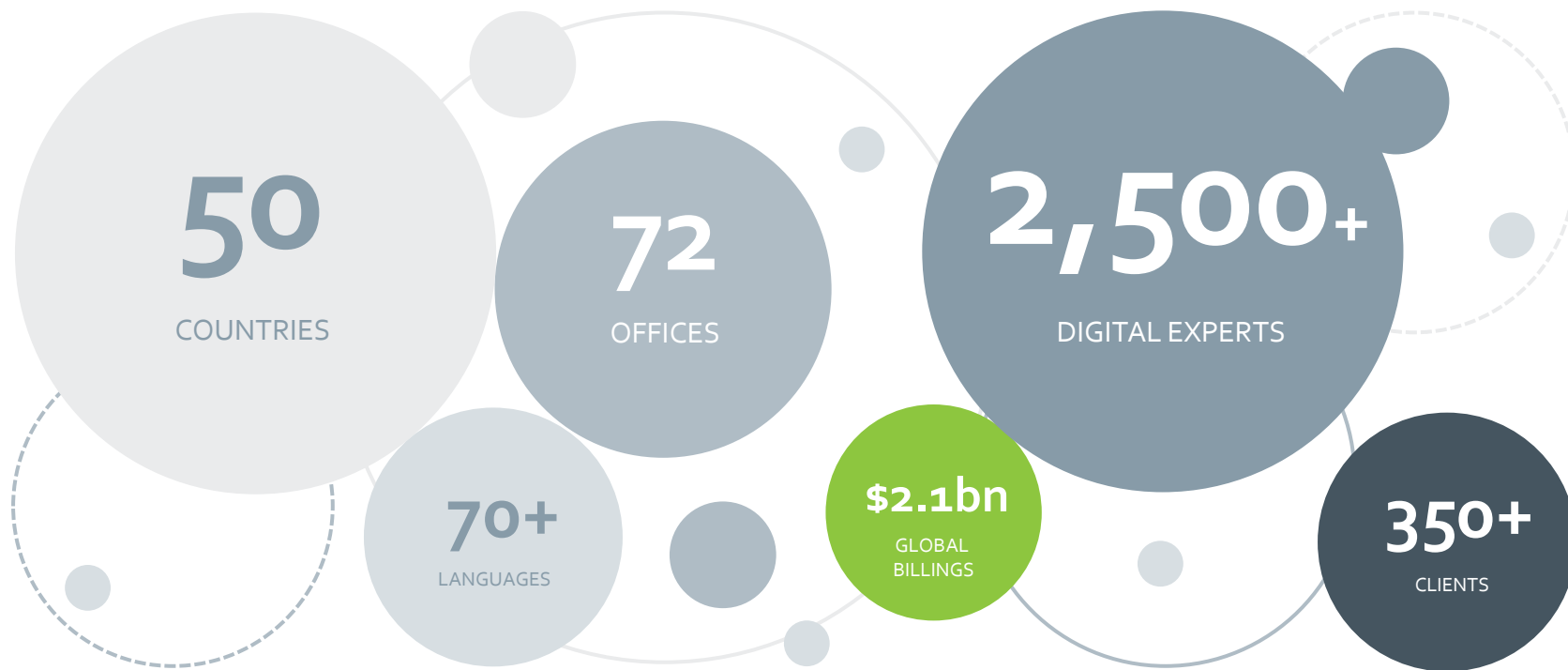
GLOBAL BILLINGS

350+

CLIENTS



Bubble Stats on White



Case Study

Global Cross - Channel



Challenge

Burberry challenged iProspect to deliver a fully integrated response, across all channels and 49 markets, working to one clear goal of a 30% increase in revenue YoY @ ROI of £5.5.

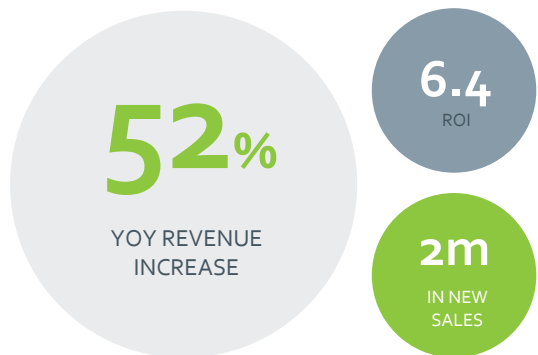


Strategy

Our through-the-funnel global strategy was designed to drive digital sales through innovative use of new and existing digital channels without denigrating the high regard in which the luxury brand is held worldwide.



Results





Burberry

GLOBAL | CROSS - CHANNEL

- 52% YOY revenue increase
- 6.4 ROI
- 2M in new Sales





Thank You

www.iProspect.com



iProspect^{ip}
Driving Digital Performance