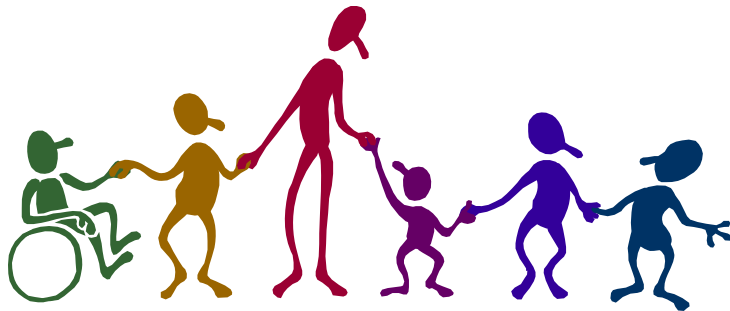




Internet Marketing

The Basic Basics...



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The Basic Elements

- **Avoid mistakes**
- **Understand search engine's process**
- **Get the right site focus**
- **Craft your pages properly**
- **Structure your site properly**
- **Place your site for discovery**



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Avoid Mistakes

- **No frames or flash based site design**
- **Avoid emphasis on graphics**
- **Get a hosting company that will support you and provides good statistics**
- **Avoid script-based linking**



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Understand Search Engine Process

- How they find your site
- How they index your site
- How they rank your site
- How you help them with all these things



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Site Focus

- **Define your business**
- **Understand why your business is attractive**
- **Learn what people might want to know about your business**
- **Learn what people are searching for that pertains to your business**



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Craft Your Pages

- **Know what the search engines consider important on the page**
 - How do they determine what the page is about?
- **Think about how your visitors see your page**
 - Where do they look on the page for information?
 - What motivates them?
 - What are they looking for when they come to your site?



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Structure Your Site

- **Has to be easy to navigate**
- **Search engines have to be able to follow links**
- **Structure enables you to emphasize pages you choose**



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Place Your Site for Discovery

- **Engines find sites through following links.**
- **Directories are respected links**
- **Active, relevant sites tell the engines what your site is related to**



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Tools to Promote Your Site

- Search engine optimization
- Blogs, on-site and off-site
- PR sites
- Article sites
- Newsletters
- Social networks
- Traditional methods (Business cards, ads, stationery, email, etc.)



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Blogs & Blogging

- Effectiveness grows as readership grows
- Allows for links to and from other web resources
- “Viral” in the sense that readers can send links to one another
- Contributes to link count that search engines respond to for ranking purposes
- Provides a mechanism that people are comfortable with for its informality
- Easy to update and maintain to create continuous flow of information
- Can be multiplied to respond to various opportunities



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Using PR

- **Requires a more structured approach to creating content**
- **Items must be “newsworthy” to attract any attention**
- **Established networks are syndicated & available for distribution**
- **Best use requires understanding of who uses networks and what they look for in them**
- **Can create links for ranking help**



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Anatomy of a Press Release

- **A standard introduction for a press release**
 - FOR IMMEDIATE RELEASE
- **Who to contact for more information.**
 - Include address and phone number.
- **Succinct title that entices the reader.**
 - “MADE IN NEW YORK STORE ANNOUNCES SELECTION AS ULTRA-COOL SHOPPING SITE”
- **Begin with the location and date, followed by an introduction covering all major points.**
 - Pacoima (Los Angeles), CA, April 18, 2005— ...
 - A quote by a company representative adds credibility to your release
 - Include information about why this event is newsworthy. What is the criteria for a selected site?
- **Conclude with further contact information**
 - For more information about **OurGreatCompany** visit the web site at www.ourgreatcompany.com or phone 1-877-...-.....



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<http://www.pressflash.com/anatomy.html>

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What Articles can do

- Inform & educate your clients to create presence and loyalty
- Provide links to targeted parts of your site
- Adds to link count
- Can be “viral” if article is attractive to other users for their re-use
- Established network available for distribution



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Newsletters

- **Requires time to build up subscriber base**
- **Good means of informing clientele**
- **Good source of research info on what clients respond to**
- **Provides for “viral” marketing**
- **Flexible in format, timing, style, etc.**



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Social Networks

- **Newest form of promotion?**
- **Hard to get a handle on**
- **Extremely powerful if it works for your field**
- **“Viral” in the sense that clients “promote” information to one another**



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Other Traditional Methods

- Any kind of advertising should feature web information
- People expect to see a web site on a business card now
- All letterhead or stationery should include web information



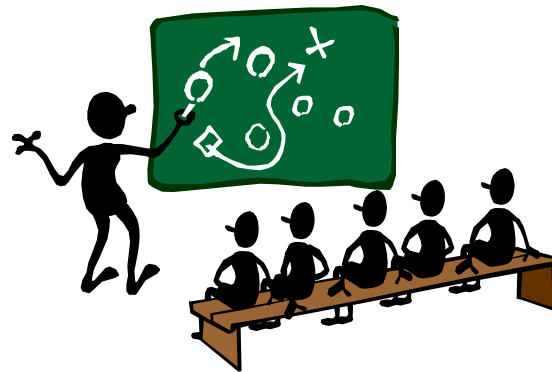
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END OF PRESENTATION

- Time for your questions?



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