

Competing in the On-Line Marketing Place

A review of the elements required for creating and maintaining a successful online business.



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12 Reasons for a web site

- **Technology To Compete** - auto-responders, accept online payments, deliver products over the Internet.
- **Niche Markets Abound**
- **Lifting The Profile** - small business can have the appearance and credibility of a large corporation.
- **Low Cost**
- **Open 24/7**
- **Serving The Local Area** - a quick and easy way to access information about products and services from home.
- **Reaching A Global Audience**
- **Customer Feedback Made Easy**
- **Frequently Asked Questions**
- **Interactivity** - Automatic product updates, web site content and image changing, live video and audio streaming.
- **Test Marketing New Products**
- **Use of Time Sensitive Promotions**



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"12 Reasons Why A Business Without An Online Presence Is Missing Out On A Goldmine Of Potential Customers", Noel Peebles, AllBusinessNews,02/20/03
<http://www.allbusinessnews.com/archives.html>

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What a web site does

- **Establish an image for your business**
 - identifies you as a professional and capable organization with which to do business.
- **Inform prospects about what products and services you provide.**
- **Educate prospects about the advantages of doing business with you**
 - as opposed to dealing with your competition.
- **Provide services to your clients conveniently through the Internet interface.**
- **Attract new prospects to your business who may never have heard of your company.**



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Components of a Successful Web Site



- **Attracts traffic to the site**
- **Engages visitors with site content**
- **Motivates visitors to respond to product or service.**
- **Offers convenience and intelligible information.**



“Why websites matter”

- **“This has enormous implications for business. A company that neglects its website may be committing commercial suicide. A website is increasingly becoming the gateway to a company’s brand, products, and services – even if the company does not sell online. A useless website suggests a useless company, and a rival is only a mouse-click away. But even the coolest website will be lost in cyberspace if people cannot find it, so companies have to ensure that they appear high up in internet search results.”**



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“A survey of e-commerce”, *The Economist*, May 15th, 2004

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- ... companies have to **ensure** that they appear **high up in internet search results**.”





Web Design Blunders



- Multiple Popup and Popunder Windows
- Unreadable Text - black text on a white background is the easiest to read.
- Confusing Navigation
- Trapping Visitors In Your Frames - unable to use the 'back' button on their browsers to leave.
- Broken Ordering Links!
- Splash Pages - A big showy graphic that serves no real purpose is an easy way to lose your visitor.
- Flash Animation- make sure visitors have the OPTION to view it.
- 'Forced' Disclosure Of Personal Information
- S-l-o-o-o-w Loading Pages
- General 'Unprofessional' Look-And-Feel - spelling mistakes; bright/clashing colors (or too many colors); too many fonts; a sloppy or disorganized look; too many banners or graphics blinking, flashing, dancing, or beckoning from the screen; lots of broken links; and horizontal scroll bars.



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"Web Design Blunders That Can Cost You Lost Profits", Angela Wu,
SiteProNews, APRIL 7, ISSUE #314.



Evaluate Your Business

- **What is your product or service?**
- **What are people who should consider you looking for?**
- **What is your competitive advantage?**
- **Why should anyone deal with you?**



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Evaluate Your Competition

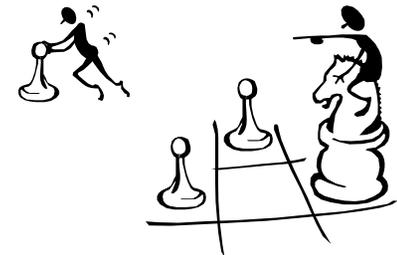
- **Search for your keyword phrases**
- **Identify the top 5(?) sites that compete with your site**
 - Consider multiple focus groupings of phrases
 - Which sites compete well on multiple phrases
- **Check their site effectiveness**
 - Ranking, range, phrase use, information provided, size of site, back links, attractiveness, pricing, etc.
- **Seek out the opportunities that they have left open for you!**
 - Niche marketing is the key to your success.





Basic Requirements

- **Domain name**
 - Reflect your business focus
- **Hosting Account**
 - Site capacity, reliability, statistics
- **Internet Access**
 - Site review & maintenance
- **Web Site Developer**
 - Experience, quality of work, delivery of traffic
- **Development Software (?)**
 - Microsoft FrontPage (Sharepoint Designer, Expression Web)

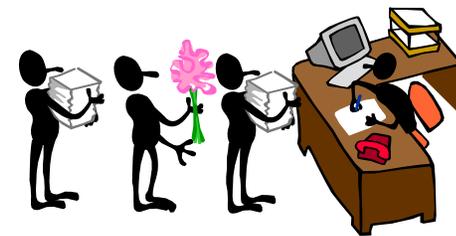


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How do you get Traffic to your Site?

- Search engines
- Advertising (“PPC” – Pay Per Click)
- Advertising (everywhere else)
- Referrals from other sites
 - Links
 - Articles
 - Blogs
 - Etc.



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Most Important Thing on your Site?

- **Content, meaning words!**
 - Searchers are seeking information (or specific products or services)
 - Search engines operate with words and read words
- **Words make sentences for people, but statistics for search engines!**



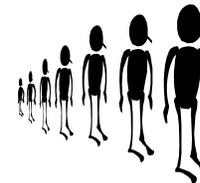
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Search Engines



- 000's of engines
- Focus on top engines
- Some feed others
- Names: Google, Yahoo/Inktomi, MSN, & all the rest



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Picking Your Keywords



- **Think about your business!**
 - Try to think about what your prospects might be looking for, not how you would describe the business.
 - Don't use “marketing text”, people don't search for it!
- **Research!**
 - Which keyword phrases are most used, and in what form?



Where do you put keywords?

- **Title**
 - Single most important placement for right keywords.
- **Page headers & captions**
 - Important for search engine ranking and for clarity for searchers.
- **Page content**
 - Observe ratio principles.
 - Make sure that variations in phrasing are included.
- **Inbound Links**
 - Use Usenet, blogs, articles, etc. to manage this
- **Alt tags**
 - Low priority in terms of ranking, but can provide a means of picking up more targeted phrases for the page.





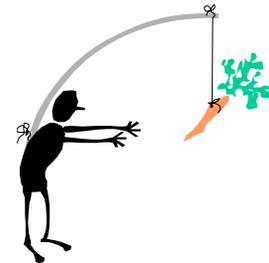
Importance of linking

- **Positions your site to be found by search engine spiders**
- **Adds ranking value**
 - Transmitted from the linking site
 - Links from strong sites worth more
 - Pages with fewer links out provide more power
- **Generates traffic**
 - Sites with some inherent relationship to your site are worth more to you
- **Positions your site within its “community”**
 - Community is identified by keywords and by linking relationships



Where do you want links?

- **Directories**
 - Most important placement is Yahoo
 - Other directories have great value
 - Used as references by other search engines
 - High value links
- **Related businesses**
 - Customers, suppliers, relationships
- **Shopping sites**
 - Listings may cost something, evaluate each independently
- **Reciprocal links**
 - Sites that solicit link exchanges
 - Careful of “link farms”
 - Make sure that link page gets exposure



Directories

- Many industry specialized directories
 - “Edited” entries
 - Possible paid placement
- General directories: Open Directory, Yahoo
 - <http://dmoz.org/>
 - <http://dir.yahoo.com/>
- Portals: About, Go, many others
 - mainportals.com/U.S.A.shtml
- **Finding Directories (strongestlinks.com, 123promotion.co.uk/directorymanager/)**



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Reciprocal Links

- “More the merrier”
 - But, beware of “link farms”, “rings”, and other systems to trick the engines.
- Not necessarily directly related
 - But, some relationship to content makes it stronger.
- Can generate visitors
- Improves search engine ranking



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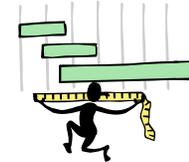
Additional Considerations

- **HTML validation**
 - Code on the site must work properly
- **Develop a site theme**
 - A consistent concept enhances your site
- **Follow the rules**
 - Search engines tell you what they object to
- **Monitor performance**
 - Pay attention to what is working on your site (and what isn't)



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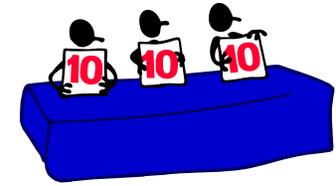
Web Site Statistics

- **Crucial to the success of a site**
- **Learn how to use your reports and monitor them regularly**
- **What to check on regularly**
 - Visits, patterns and trends
 - Sources of traffic, search engines, other sites, etc.
 - Phrases that produce traffic and where they lead
 - Pages visited and time on page



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Web Site Statistics

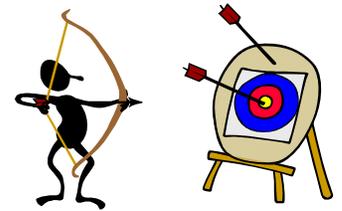
- **Hosting Company provided, or Google Analytics, or other sources.**
- **Must reflect daily activity and account history**
- **Must reflect keyword phrases, not just words**
- **Must allow you to see extensive data**



Additional Site Promotion

- **Newsletters**
- **Blogs**
- **Articles in other sites**
- **All other printed materials: business cards, ads, brochures, etc.**





Business Newsletter

- Targeted market
 - You are “serving” your market with a good newsletter.
- “Permission” marketing
 - You have an audience that is interested in your content.
- Direct feedback
 - Good e-mail management can tell you what the readers were interested in hearing about.
- Drive traffic to your site
 - Put the content on the site, not in the newsletter!



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What are Blogs?

- **Current, supplemental content for your site!**
- **Informal character helps users relate to site and makes development simpler**
- **Excellent way to create more “directed” links to your content**
- **Supports easy dissemination to interested readers (RSS)**
- **Supported by their own search engines**



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Why Write Articles?

- **Additional content about your products or services**
- **Great tool for creating more links to your site**
- **Disseminates your information across the web**
- **Can create new rankings for your links**

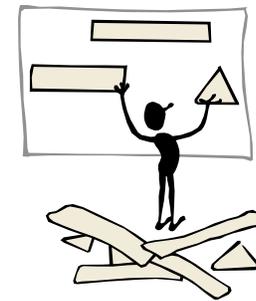


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Usenet Posting & Advertising

- Free advertising
- Search engines now crawl for information
- Can generate direct leads
- Drive traffic to your site
- Software for posting:
 - <http://www.forteinc.com/main/homepage.php>





Other Promotion

- **Ebay**
 - Offering product through Ebay can add to your positioning on the Internet.
- **Photo related sites**
 - Pictures of your product can be shown free with descriptions containing keywords.



Site Maintenance

- **Continue to add content**
- **Monitor statistics to identify problems and opportunities**
- **Stay up-to-date with changes in the marketplace**
 - Your market for your business
 - Marketing techniques on the Internet



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Presentation Recap

- Elements of a website
- Take your website from so-so to successful
- Learn how to be more competitive
- Getting Visitors
- Turning visitors into cu\$tomers\$
- Creating loyalty among customers
- Secrets to improving your positioning on the Web



Summary of Principles

- **Understand the principles of search engine operation**
- **Content is the key to your success**
- **Niche marketing is your opportunity**
- **Persistence makes principles work for you**



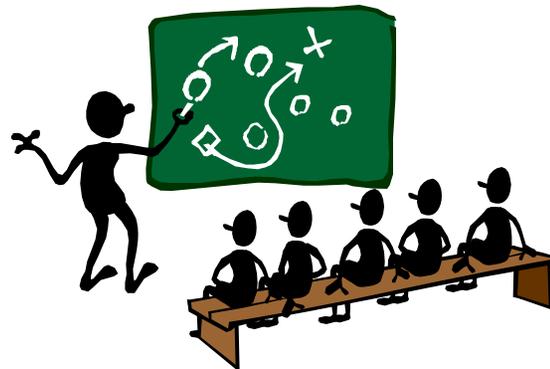
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END OF PRESENTATION

- Time for your questions?



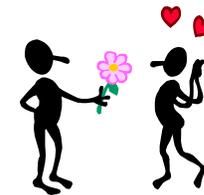
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End of Presentation



**Don't forget to complete your
class evaluation form and turn
it in at the back of the class!**



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