

Internet Marketing Clinic

Internet Retailer 2009 – Boston, MA.

Internet Retailer magazine provides industry specific information about internet retailing. The trade show and seminar sessions had a tag line:

“Rising Above – Not Just Surviving – The Economic Storm”

“E-Tailing remains a bright spot in a dark economy but only web sites that improve performance will continue to shine”

Over 500 Attendees, over 400 exhibitors

4 Days worth of seminars on multiple tracks

2 -1/2 days of trade show exhibits

Presentations are by website owners and vendors alike.

A lot of lessons learned in the presentations

TOP 500 Guide - Profiles and Statistics of America's 500 Largest Retail Web Sites Ranked by Annual Sales

Biggest topics

- Building Community around your website
- Search Engine Optimization
- Real Winners are the ones who commit everyday to adding content
- Pay Per Click Campaigns
- Customer Service
- Telephone Support professional Call Centers
- Online Chat
- High Resolution Images
- Unique Content Wins - www.ebags.com unique video product demonstrations.
- Customer profile Mirroring
- Anticipating customer requests
- Email Campaigns
- Longer onsite, more likely to purchase
- Targetted landing pages
- Article Marketing was barely even talked about
- Affiliate Marketing Programs
- Extending Reach through viral sites MySpace, Facebook, UTube
- Localization of your website

Search Engine Marketing (Presentation attached)

- PPC Campaigns
- Build a keyword list Keyword Lists

First Responder: What your site needs now:

Small Retailers Survival Guide

- www.coffeecakes.com Sherry Comes
- When should you change your site

Review the attached pdf of their presentation.

Content is King – Jay Mock had a student he talked about last week.

Some Things Remain The Same!

<http://www.kfx2.com/blog/2009/06/seo-laying-the-bricks-of-success/>

The basic principles of SEO have not changed at all, really. It is just that there are a lot of new tricks for accomplishing the same old tasks. What I'm getting at here is that more than anything, SEO is about hard work. It is important not to get too focused on the "tricks" and not enough on the straight up "labor" involved

My first SEO mentor, Jay Mock, told me several years ago that he truly believed if someone started a Web site, and did not know how to do anything but add content; and added a page of content every single day and interlinked them; in 2-3 years time he would be kicking everyone's rear for the key phrases he was writing about. "Content is king." This is as true now as it was 10 years ago

CONTENT IS KING!

Last time I presented someone commented

"Question? Can we have a class to analyze& critique participants sites?"

Great idea.....

Do we have one in mind?

I would like to go on and show that CONTENT IS KING?

Here's how....Our traffic has continued to climb, in spite of me.

Instead of telling you what I did right. I want to show you what I did wrong and how I can fix it.

For instance, we sell scrubs everyday.

We have over 2,000 products on our site for scrubs.

<http://www.embroidered-uniforms-corporate-apparel.com/medical-scrubs-medical-uniforms-c-18.html>

We have over 400 articles relating to medical scrubs.

<http://www.embroidered-uniforms-corporate-apparel.com/medical-uniforms-scrubs-t-59.html>

We rank on many long tail search terms for medical scrubs.

<http://www.embroidered-uniforms-corporate-apparel.com/webstats/monthly/2009/05/01/index.html>

In spite of having a terribly laid out article content:

<http://www.embroidered-uniforms-corporate-apparel.com/medical-uniforms-scrubs-t-59.html>

This was one of our first article topics laid out 1-1/2 years ago. I added products for the first 6 months. Then I started adding articles.

I didn't have a clue and 2 years later I am just now starting to understand how articles (landing pages) should be linked

Can anyone tell me what's wrong with this page? Links? Conversions? Images? Aesthetics?

Do customers land here on these pages?

Not normally, they land on product pages. Because of links off the pages to product pages.

Are we ranking on major terms like

Scrub pants

http://www.google.com/search?q=scrub+pants&hl=en&rlz=1T4ADBF_enUS328US329&start=100&sa=N

NOPE! 105

Mens Scrub Pants

http://www.google.com/search?hl=en&rlz=1T4ADBF_enUS328US329&q=mens+scrub+pants&aq=f&oq=&aqi=

article ranks on front page of Google.

Website ranks 15. Product category

<http://www.embroidered-uniforms-corporate-apparel.com/mens-scrub-pants-c-745.html>

How do we take all the main terms and sub terms and get them to rank in Google organic.

1. Get rid of all those links!
2. Divide all the articles into more subcategories and link the categories together on every page.
3. Treat every sub category as a landing page, treat every long tail search term as a landing page.
4. Correct the page titles
5. Add images onto the article pages and link directly to only subtopic oriented pages scrub pants with an article on navy blue scrub pants and link to Navy blue scrub pants on advanced search.
6. Remove the links to all the product categories. Only link to specific products
7. DON'T BREAK THE LINKS and leave page errors
8. Make pages more graphically oriented so when customers do land there they can get where they want.
9. Add content to fill in weak spots
10. add content to keep the search engines re-visiting
11. make specific customer pages for each sub topic, especially with custom embroidered apparel.
12. Give customers ideas on what they can do to design their own custom apparel (build the community)

Once complete we should continue to increase search traffic for global terms.