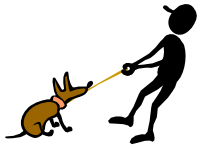
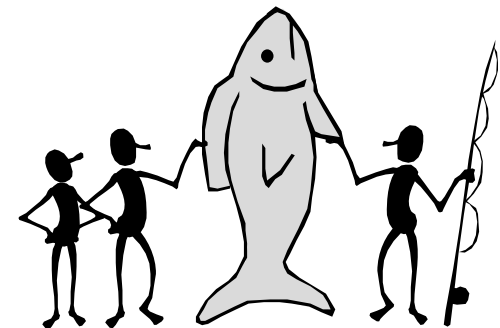


Marketing Your Business over the Internet



The elements that contribute to a web site that will attract qualified traffic.



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“Stages” of Web Sites

- **Brochure**
 - Basic site, creates reference material and presence on the web
- **Enabled**
 - Utilizes basic search engine friendly approach to construction
 - Over time, can have an impact
- **Energized**
 - Utilizes seo techniques in relation to investment
 - Amount of investment needed is related to competitive environment



The Basic Elements

- **Content:**
 - Nothing takes the place of quality content.
 - Answer the question: “Why should anyone want to come to your site?”
- **Keywords:**
 - Must be selected to relate to the content, and pertain to how prospects search for the content.
- **Keyword placement:**
 - Correct utilization and placement of keywords on the site.
- **Links:**
 - Other sites on the Internet must acknowledge the site, specifically directories.
- **Promotion:**
 - Submission to search engines, newsletters, business cards, e-mail signatures, ads, etc.



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)



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?

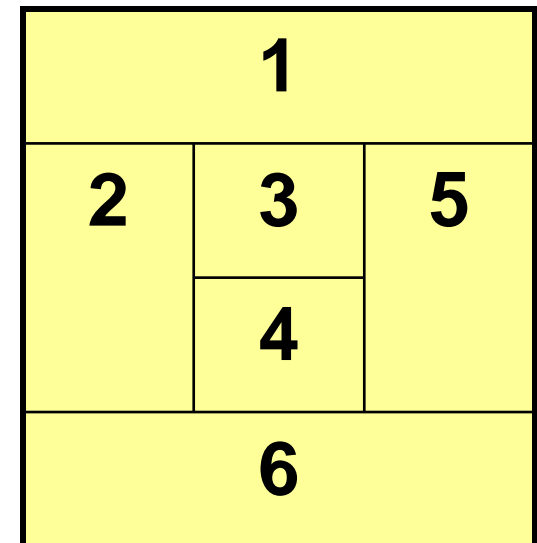
- **Title**
 - Single most important placement for right keywords.
- **Page headers & captions**
 - Important for search engine ranking and for clarity for searchers.
- **Page content**
 - Observe ratio principles.
 - Make sure that variations in phrasing are included.
- **Inbound Links**
 - Use Usenet, 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.



Spider Behavior

(related to keyword placement)

- Reads top to bottom, left to right.
- Reads text only, skips graphics.
- Recognizes elements like Title, Metatags, formatting, links, etc.



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



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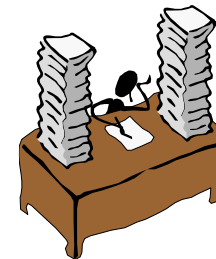
Where do you want links?

- **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
 - <http://mainportals.com/U.S.A.shtml>



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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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Site Promotion

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





Business Newsletter

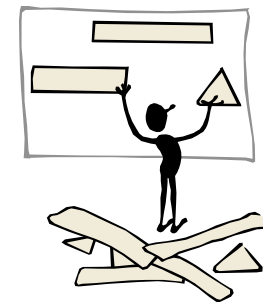
- Targeted market
 - You are “serving” your market with a good newsletter.
- “Permission” marketing
 - You have an audience that is interested in your content.
- Direct feedback
 - Good e-mail management can tell you what the readers were interested in hearing about.
- Drive traffic to your site
 - Put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



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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>



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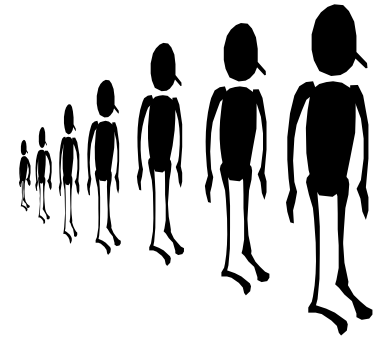
Other Promotion

- **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.

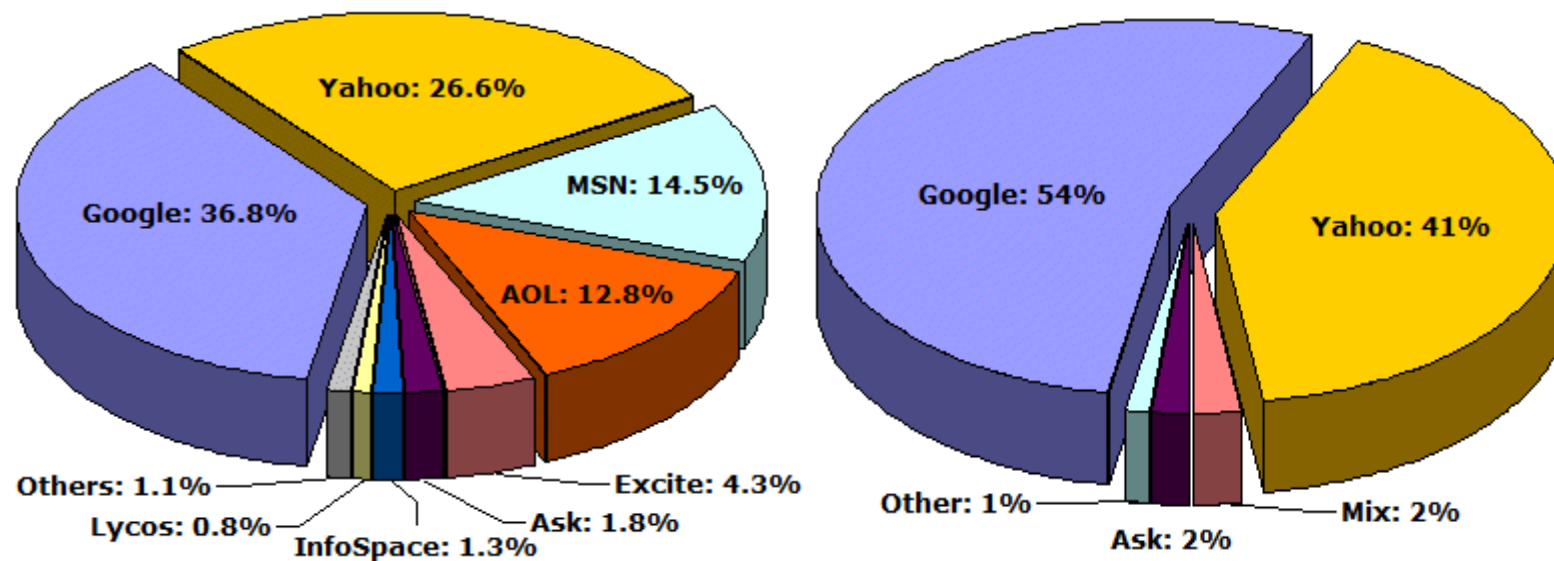


Search Engines

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



Share Of Searches: May 2004



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comScore Media Metrix Search Engine Ratings, By Danny Sullivan, Editor,
July 23, 2004 <http://searchenginewatch.com/reports/article.php/2156431>



Search Engines are Picking Up Steam

March 24, 2003, BusinessWeek Online

- Paid-search revenue grew 40% last year, to \$1.4 billion
- 23% of the \$6 billion Net advertising market
- Search-related revenues, mostly from advertising, will grow 43% this year, to \$2 billion. U.S. Bancorp Piper Jaffray
- Search-related ads attract far more interest than regular scattershot Internet ads. Why so? They give people what they're already looking for.
- At an average of 35 cents a click, paid search undercuts the \$1-per-lead average for Yellow Pages ads sync because up to 35% of searches are for products or services
- Google.com draws 39 million unique visitors a month



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Managing your site

- “Train” the spiders!
 - Frequent updates & changes
- Control the spiders!
 - Link structure
 - Page placement





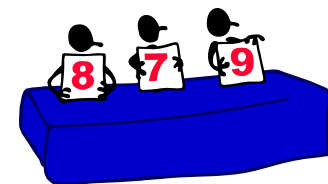
Tuning your site

- Keywords used to reach site
 - Do you rank where you should?
- Movement of visitors through site pages
 - Are they going where you want them to?
- Most viewed, exits, entrances
 - Do they see what you want them to when they arrive?
 - What causes them to leave where they do?
 - Is it what you want?
- Source of visitors
 - Do your linking sites perform?
 - Should you change the link content to generate more traffic?



Web Statistics

- Hits vs. Visitors
 - “Hits” are for server management, “Visitors” are what you are interested in!
- Sources of visitors
 - What linking sites feed yours?
 - What search engines do you get traffic from?
- Page views/departures
 - Where are visitors coming in, & where leaving?
 - Why?
- Keywords/phrases
 - Which phrases work best for your site?
 - Are phrases performing like they should?



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Web Site Development

- Content
- Targeting
- Keywords
- Title
- Speed
- Links
- Ratios
- Graphics
- Description
- Forum
- Metatags



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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



Conclusions



- Web site only one piece of marketing
- Clear focus is critical to your success
- Techniques make the difference in how well your site works!

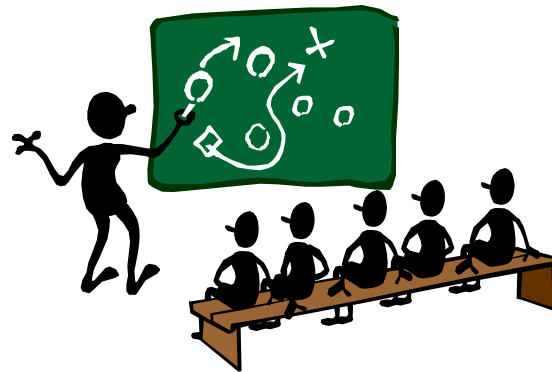


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END OF PRESENTATION



- Time for your questions?



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Web Site Development

- Content
- Targeting
- Keywords
- Title
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