



Starting an E-Business



**Learn the different elements involved in
establishing a presence on the world wide
web.**





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**



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-I-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.



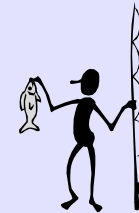
Innovation?

- **Successful innovations**
 - Moderately new to the market
 - Tried & tested technology
 - Saved money
 - Met customer needs
 - Supported existing practice
- **Unsuccessful innovations**
 - Cutting-edge, untested technology
 - Followed “me too” approach
 - No clearly defined solution in mind



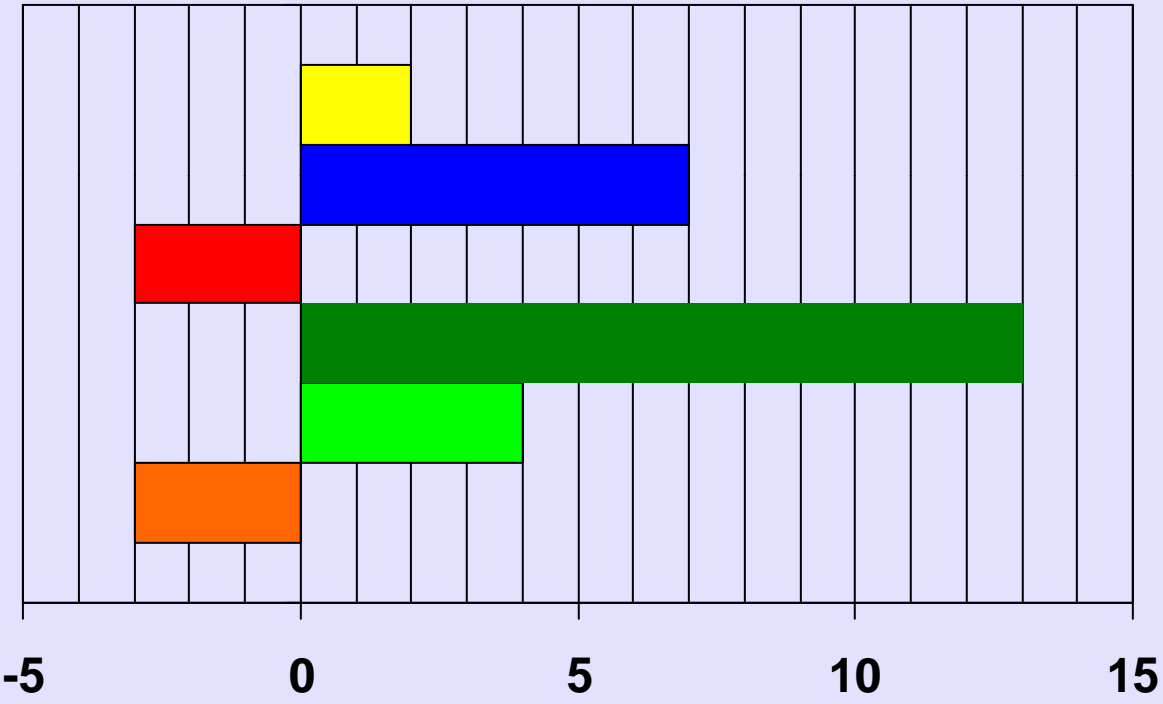
Idea Factors

- **Need Spotting**
 - Looking for an answer to a problem
- **Solution Spotting**
 - New way to use existing technology
- **Mental Inventions**
 - Created with little reference to world
- **Random Events**
 - Serendipitous discovery & recognition
- **Market Research**
- **Trend Following**



Success Rates

- Need spotting
- Solution spotting
- Mental inventions
- Random events
- Market research
- Trend following



Success/Failure Rate

"Expect the unexpected", Economist, 9/6/03, "Why Innovation Fails", Carl Franklin, Spiro Press., http://www.economist.com/science/tq/displayStory.cfm?story_id=2019853

The Advertiser's Perspective – "Search is the New Email"



- 63% of online users research products and services locally;
 - 60% search for local information;
 - 46% use online directories; and
 - 70% of shoppers do their research online but shop in their local retail stores.
-
- Yahoo has revealed that 30% of the searches currently performed through their sites are for local information.
 - "Search is cool again."

Local Search - The Future of Internet Yellow Pages - November 14, 2003
http://www.webadvantage.net/tip_archive.cfm?tip_id=322&&a=1



Small Business Usage of Yellow Pages vs. Search Engine

- **82% of respondents do NOT currently advertise in the yellow pages**
- **Of those who do, if they track their ad performance at all, nearly 100% track by asking the caller how s/he found them.**
- **57% do NOT advertise with paid search engine listings**
- **59% said they WOULD if they could geographically target the ads**
- **Of the small businesses who advertise in both yellow pages and search engines, 37% say that search engines out-perform yellow pages, but...59% are not sure.**
- **Only 69% said they know the difference between paid search engine listings and unpaid search engine results.**
- **(statistics released by Jupiter Research)**

Local Search - The Future of Internet Yellow Pages - November 14, 2003
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Search Engines

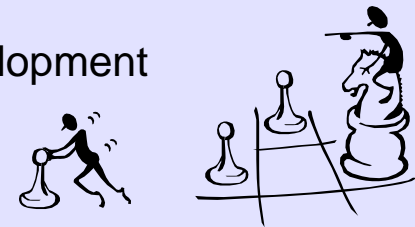


- 000's of engines
- Focus on top engines
- Some feed others
- Names: Google, Yahoo, MSN, AltaVista, DirectHit, Go, etc.



Basic Requirements

- **Domain name**
 - Reflect your business focus (from \$7/year)
- **Hosting Account**
 - Site capacity, reliability, statistics (from \$60/year? Or up)
- **Internet Access**
 - Site review & maintenance (\$20-40/month and up)
- **Web Site Developer**
 - Experience, quality of work, delivery of traffic, marketing orientation
- **Development Software (DIY?)**
 - Microsoft Expressions, Dreamweaver, various site development applications, various site platforms



Internet Marketing

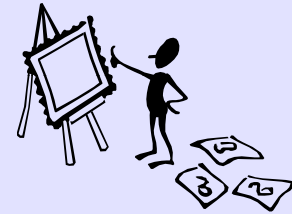


- **Web Site Development (SEO)**
- **Continuing Content Creation**
- **Placement of Links**
- **Business Newsletter**
- **All Other Promotion**



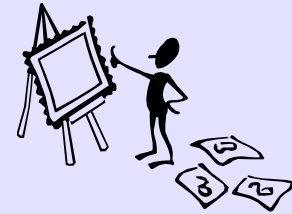
Web Site Development

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



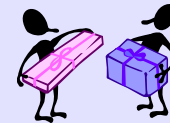
Content Creation

- **New pages on site**
- **Modification of pages**
- **Blogs**
- **Article creation**



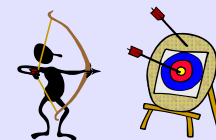
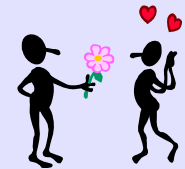
Links

- **Reciprocal Linking**
 - “More the merrier”
 - Not necessarily directly related
 - Can generate visitors
- **External Link Creation**
 - Directories
 - Article posting
 - Press Releases



Business Newsletter

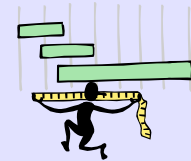
- Targeted market
- “Permission” marketing
- Direct feedback
- Drive traffic to your site



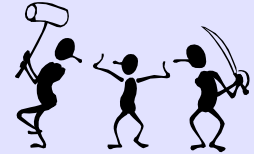
Web Statistics



- **Hits vs. Visitors**
- **Sources of visitors**
- **Page views/departures**
- **Keywords/phrases**
- **Traffic by Day/Hour**



Tuning your site

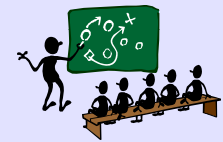


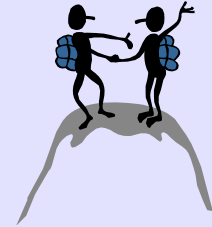
- **Source of visitors**
- **Keywords used to reach site**
- **Movement of visitors through site pages**
- **Most viewed, exits, entrances**



Managing your site

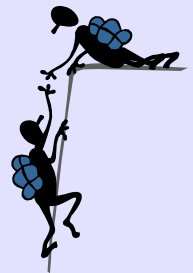
- **“Train” the spiders!**
 - Frequent updates & changes
- **Control the spiders!**
 - Link structure
 - Page placement





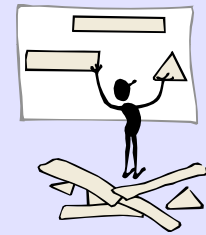
Conclusions

- **Web site only one piece of marketing**
- **Clear focus is critical**
- **Techniques make the difference!**



“Live” demonstration?

- What the spider sees
- Highlight keyword repetition
- Demo keyword combination searches
- Website analysis (“garage”)
- Keyword analysis (“tracker”)





End of Presentation



Questions?

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

**We need to clear the room promptly at
9:00 p.m. so the staff can go home.
Thanks for your cooperation.**



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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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Directories

- **Many industry specialized directories**
- **“Edited” entries**
- **Possible paid placement**
- **General directories: Google, Yahoo**
- **Portals: About, Go**



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