

## **Creating an Internet Marketing Strategy**

You have a great Web site, but where are all your customers? With millions and millions of Web sites available on the web, you need an Internet marketing plan. The single most overlooked aspect of Web site development is an Internet marketing strategy to obtain business results from your web site investment. Without Internet marketing, your chance of increasing business through your Web site is severely limited.

Most web site developers do not fully understand Internet marketing. We are different and our focus is on your total business success. We are engaged not only in the development of Web sites and Web applications for our customers, but we are also Internet marketing specialists offering a wide range of Internet marketing services to ensure that your target audience finds you on the Web.

You might still be asking yourself, but is all this really necessary? The Web is a vast opportunity and your customer reach on-line is much broader than with a traditional business. However with broader reach and opportunity comes more competition. Winners have great products and services but even better marketing strategies to be found with qualified buyers.

The following briefings describe our services to accelerate your on-line business.

### □ Search Engine Optimization

- **Optimization** - Search engines and directories generate over 90% of Web traffic by users who are trying to search the Web for information, products, and services. Search engines try to rank their search results by showing a rank ordered list of what they believe are the most relevant Web pages related to the search terms entered by the customer. Your Web site must be optimized in order to show up high in the search results and ultimately bring high volumes of targeted traffic. In our experience, success requires the following critical steps:
- **Key Phrase Analysis** – This step is absolutely critical to your success. After your key phrases are selected, everything – page design, links, titles, contents - is optimized to maximize relevancy. Key phrases are what your potential customers type into a search engine when they are looking for a solution to their problem. Finding the correct tradeoffs between target market size (searches performed with those keywords) and the competitive intensity in that market segment (number of web pages found with that keyword combination and the level of search optimization sophistication for the top 30 pages) is a very complex and creative process. Brief consideration of your market will put you hopelessly lost in the massive Web. Most customers browse to collect information with 1-3 keywords but use 3-5 keywords when they are buying. We go past the easy two word combinations and carefully recommend targeted combinations that will bring you highly qualified customers.
- **Web Site and Content Optimization** – Once your keywords are chosen, a web site strategy is chosen. More general keywords can be optimized in your home page and highly targeted keywords can be optimized within your services, products, or other pages. Page titles, headings, descriptions,

## **Creating an Internet Marketing Strategy**

meta tags, keyword density in content, and even file names and your web site name can be critical to achieving top results. We also discuss advanced web design techniques to make sure all critical pages are visible to the search engines and the links for your site are optimized correctly.

- **Linking Strategy** – Links pointing to your site from other sites are being used more and more in the search engines to increase rank for valuable sites. Similar to references in academic research papers, they reason the more links from important sites to yours, the more respected and valuable your Web site must be. We will discuss linking options with you and decide upon a plan of action based upon budget considerations, the competitiveness of your industry, and the amount of extra traffic you might gain from directory listings. It is even possible to rent very high ranking links to get quick rank improvement.
- **Search Engine Submission Service** – Incredibly, search engines will generally find you site on their own but it can take 4-8 months. Manual submission is highly recommended to the top search engines and directories that generate 90% of the traffic. This will usually result in being listed within 1-2 months and we also have some premium services for paid submission that can result in a listing within 48 hours.
- **Monthly Customer Care and Management Service** – So why does my site keep dropping in rank? SEO is a very dynamic. With approximately 1 million new sites coming online every day, the search engines and directories are constantly indexing both new and existing Web sites. Search engines are also constantly tweaking their software used to index and rank all the Web sites. Not one week goes by without a search engine announcing a change in how they evaluate and subsequently rank a site. Because of these changes and new competitive Web sites coming online almost daily, SEO professionals must continuously monitor and make changes to the Web sites that they manage. Our monthly care and management service includes the following services:
  - For your top 4 keyword phrases, we produce a report to show where your Web site ranks in the top search engines.
  - We analyze monthly Web site statistical reports (if they are made available to us) to determine the traffic results from search engines and directories, particularly looking for which keywords are driving the best results
  - We monitor any key announcements made by the search engines and discuss any potential impact with you
  - We check up to 25 incoming links to make sure they still exist and point to the proper destination and have the proper tags.
  - We reserve a contracted amount of time to continue optimizing through changing keyword densities, using alternate keywords, tweaking titles, and increasing links.

## **Creating an Internet Marketing Strategy**

### □ On-line Marketing

- **On-line Marketing** – There are many ways to enhance your website traffic and lead generation capabilities. Leads - On-line marketing is an excellent way to generate traffic while your new website is being found by the search engines, generate leads in a very competitive industry where top ranking in free search is nearly impossible, fill in for secondary keywords while your main ones do the work on your optimized pages, and on-line marketing can capture additional leads outside of your website. On-line marketing is also an excellent way to establish credibility and a relationship with you customer. Many customers will visit your site several times before buying.
- **Pay per Click Targeted Traffic – A Valuable Resource** - Pay per click can be easy and expensive or an on-going investment in a valuable market channel. Keyword research and creativity is even more critical here than for your website. Easy to think of terms are competitive and expensive. A high number of more creative terms together will generate the same traffic for less money and many times be a more targeted customer. Also in Google Adwords, the more compelling your ad and the higher click through rate, the higher you will rank for less cost. There is a lot of strategy in not paying more than you need to, which position you want to be listed in, which are the hot button words that get you the best click through rates with qualified customers, and it is even possible in e-commerce to keep track of your ultimate conversions for full ROI analysis. Where else can you get quick and precise feedback on which campaigns are working? Pay per click is an excellent way to:
  - Get a quick start in generating traffic immediately while your site is being indexed and ranked by the search engines
  - Get immediate feedback to which keywords are working and by looking at what other words were typed in, some insight into additional phrases.
  - Generate traffic to your site if your site is general in nature or in a very competitive industry and it is nearly impossible to get near the top in the rankings.
  - Fill in the secondary terms. You can only optimize your site for a few keywords, so PPC can be used to fill in and generate traffic from many minor phrases. (These phrases are usually cheaper also)

Our account set-up service does the initial keyword research, determines what the likely cost will be for the best categories, recommends which ones to go with, two ads are created and are run alternately to see which one performs better, geography, spending limits, time of day and any other qualifiers are applied as necessary. A premium service is also available to have software continually monitor the campaign and adjust the bid prices so you never pay a penny more than necessary.

Our monthly administration reports on click volume and click through rates. For many e-commerce applications we can also tie clicks to sales

## **Creating an Internet Marketing Strategy**

and calculate ROI. We also do any tuning to the words in the add, look for any new keyword possibilities, and reload the account with ad dollars.

- **Directory Memberships** - In many industries, the top search results are directories of professionals or services offering to give your customers the best matched names. Being listed in these (free and fee) can generate qualified traffic to your site, and many times, increase your link count.

We do two hours of research and present a list of directory possibilities, their significance, and what the membership requirements are. Directory sign-ups are then handled on a case by case basis.

- **Paid Lead Generation** - In many industries, lead generation services are available. Many troll the internet just like you do but they have large sites/advertising budgets so they have aggressive on-line ad campaigns. Others have traditional call centers to qualify leads to your specifications. A wide range of choices and tradeoffs exist between exclusivity, cost per lead vs only charge on close of sale, etc. In Real Estate, studies have shown that 74% of the people choose the first agent they come in contact with.

We do two hours of research investigating the potential lead generators for your industry and give you a report on exclusivity and whether your territory of choice is available, costs, sign-up requirements, etc. Individual sign-up is then handled on a case by case basis.

- **Banner Ads** - Banner ads are typically small boxes, sometimes animated, that advertise your services on someone else's site. These paid ads can be good traffic generators if placed on appropriate sites and they can be another source of links.
- **Newsletter Campaigns**
- **Targeted Email Campaigns** - Make use of your email lists and build relationships with your customers. Many will visit the site or require several contacts before they make a buy decision. We can help you with attention grabbing technology such as video mail, and also help you create a compelling message.
- **Affiliate Programs** - Have others do the work for you. Set up an affiliate program to pay by the lead or by the successful close of sale. You may manage this program yourself or set up on with one of the affiliate management companies.
- **Electronic Press Releases** - These actually go through the same search optimization your site does and include a link back to your site for more links when it's posted! Many on-line news sites don't distinguish between a release and news that was published by a reporter so with optimization you have better than even odds of showing up high for your topic of choice.
- **Off-line Ads** - Off-line Ads pointing to your website are very effective



## Creating an Internet Marketing Strategy

- **Conversion Improvement** - Why have lots of traffic if you can't convert them to cash? We can help you evaluate conversion issues by analyzing customer behavior on your site and recommend possible changes to navigation, incoming landing pages, call to action statements, customer experience while on the site, and any other issues causing no sale/lead or abandons. We can even evaluate each individual customers experience if necessary and also enable a live agent help capability if necessary.
  
- **Cash Engines**
  - There are several sources you can tap into to generate extra revenue from your website. If you are interested, we would be glad to discuss the possibilities. Here are a few ideas:
    - Banner ads on your site for others
    - Paid links to premium partners (e.g. realtor -> mortgage broker)
    - Link broker - Rent links from your site if it ranks high
    - Affiliate links for related products/services in your industry
    - Google AdSense – display google ads on your own site
    - There are endless possibilities and many can be very professional.