

# **CAN YOUR CUSTOMERS FIND YOUR PRODUCTS OR SERVICES ONLINE?**



**Don't Make Your Customers Work Hard to Find You**

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Don't Make Me Think

Google Webmaster Tools

Ten Golden Rules of Internet Marketing

The Findability Formula



# DISCUSSION TOPICS

- Identify the role the website plays in marketing your product or service on the internet
- Examine how the parts/channels of new media marketing converge on the Internet
- Examine the five key strategies of a successful website



## THE PAST (1995-2000)

- The internet changed the way businesses communicate
- A Website was the new must-have
- About 1 billion brochures became a 1 billion Websites
- ROI considerations such as leads and sales were an afterthought



# THE PRESENT

## The Social Media Revolution



# DON'T MAKE YOUR CUSTOMERS WORK TOO HARD TO FIND YOU

And once they find you—

Don't make them think too hard to buy from you!



# THE PURPOSE

Is to help you crack the code of being visible to your customers when they are searching on the Internet and when they are ready to buy.

This is the information anyone marketing a business on the Internet needs to know and understand.



# HERE'S A FEW QUESTIONS TO ASK YOURSELF

1. Is your Website easy to find?
2. Does your website engage your visitors?
3. Does your website reap the benefits of organic search
4. Do you receive a lot of traffic but few conversions?
5. What can you do to generate more leads and sales online?



## WHAT CAN YOU DO?

First you must understand that your online success is a symbiotic relationship with your customer present and potential, the search engines and your Web site.



# THE PROCESS

Step 1: The customer has a need.

Step 2: the customer types in a search; and

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Step 3: the search engine provides results



# YOUR JOB

Is to make sure you're found and that you are engaging your customer, educating them and enticing them to communicate with you.

Why not “sell them something”?



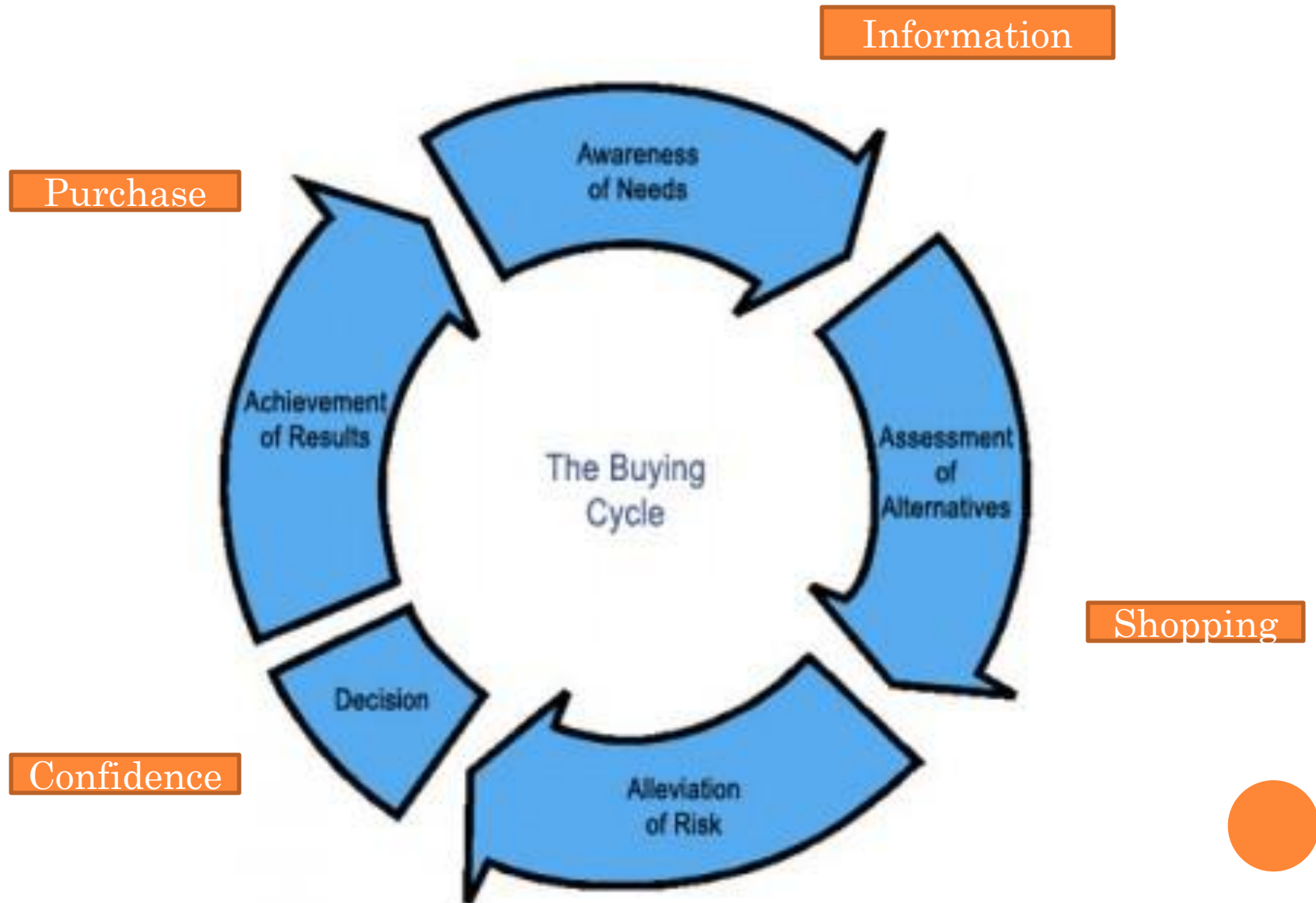
## ALWAYS REMEMBER

Online conversions (selling/lead generation) is a process. It is not a one-time event, there is a path.

The path to purchase follows a three-phase buying cycle that includes information gathering, shopping, and taking a desired action, that is, purchase or lead generation.



# THERE'S REALLY FOUR



# WHAT IS THE RIGHT APPROACH

- Identify the Role of the Website
- Multi channel SEO strategy
- Keyword Optimization
- Content Development
- Generating Links



# IDENTIFY THE ROLE OF YOUR WEBSITE

What is the Role of Your Website?

If you already have a web site, or you have a site project in mind, what needs does your product or service fulfill?

How many different needs are there?



# EXAMINE HOW THE PARTS/CHANNELS OF INTERNET MARKETING CONVERGE

The steps that make up the core basics of a good online or offline **marketing strategy** can be boiled down to the following 6 steps:

- Audience research
- Keyword research and selection
- Content creation and sculpting
- Content placement
- Content promotion
- Tracking and response



# EXAMINE THE FIVE KEY FUNCTIONS OF A SUCCESSFUL WEBSITE

1. Know your customer and your customer's needs. Then, build your Web site content to address the distinct needs of your customer.
2. Introduce and follow the best practices for search engine optimization.
3. Integrate a comprehensive search engine marketing campaign and pay-per-click strategy if you want quick results.
4. Determine appropriate social marketing strategies and implement them with consistency, and willingness to meet the needs of your target audience (rather than trying to "sell" them something).
5. Continually measure successes and failures and adjust your strategy to ensure continued success.



# THE SIXTY FOUR THOUSAND DOLLAR QUESTION IS!

What keywords will my customers be using; and when—along their path to purchase?



# HOW DO YOU CHOOSE KEYWORDS FOR YOUR WEBSITE?

IT IS A 3 STEP PROCESS

1. Make a list
2. Test your words
3. Review Popularity



# KEYWORD TOOLS

[Google Keyword Tool Box](#)

[Word Tracker](#)

[SpyFu](#)



# CONTENT DEVELOPMENT

- Techniques of writing for the Web are used: headings, bullet points, short sentences in short paragraphs, use of white space, etc.
- Fonts, font sizes, and font colors are consistently used
- Common fonts such as Arial or Times New Roman are used
- Information is easy to find (minimal clicks)
- Content provides links to other useful sites
- Avoids the use of "Click here" when writing text for hyperlinks
- If standard link colors are not used, hyperlinks use a consistent set of colors to indicate visited/nonvisited status



## A LINK BUILDING STRATEGY

- **The easy stuff.** Submit your site to DMOZ and the other standard directories. Submit your content for syndication and submit the occasional press release when it's newsworthy. Create RSS feeds and submit it to feed lists.
- **If you have a mailing list of happy customers, thank them and offer them a free benefit for helping spread the word on a new product page.** Give them link text that they can use in their own home pages and blogs. The freebie can be a coupon for free shipping on their next order, a free e-book download, or something similar.



## A LINK BUILDING STRATEGY CONT..

- **Make sure that every page on your site has a “link to this page” box.** This will make it easy for people to create deep links with correct keywords.
- **Offer a free web tool or script that performs a service and links back to your site.** Make sure you have at least one keyword in the link text.
- **Find out who links to your competitor.** Using a back link tool can help. There’s nothing wrong with contacting sites that link to your competitor and asking for a back link. Be polite about it, and you’ll be amazed how many sites will agree.



# FINAL THOUGHTS

THE MOST IMPORTANT MANTRA!

KNOW YOUR CUSTOMERS THEIR WANTS  
NEEDS LIKES DISLIKES WHY THEY BUY  
HOW THEY BUY AND WHAT THEY BUY.



# QUESTIONS



# RESOURCES

## **Books**

Meatball Sundae – Seth Godin

Don't Make Me Think– Steve Krug

The Long Tail – Chris Anderson

The New Rules of Marketing and PR – David Meerman Scott

Word of Mouth Marketing: How Smart Companies Get People Talking– Andy Sernovitz



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