

# Internet Marketing for Business



tenby technologies  
...building business on the internet

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# Tenby Technologies

- Tenby Tech is an internet marketing company based in Shiloh Illinois. We are focused on producing positive business results. We have been in business since 2007.
- Dick Slackman
  - 30+ years of IT experience
  - SIUE, AT&T, Union Pacific Railroad
  - MS Computer Science, BS Mathematics
  - 4 Software Patents
- Lynn Slackman
  - 30+ years of IT experience
  - AT&T, Union Pacific Railroad
  - MBA, BBA Accounting



# 4 Questions

1. Which companies are your most effective competition?
2. Who are your ideal customers?
3. How do you want customers to view your business?
4. Which are your most important products and services?

# Focus on 4 Concepts

1. **Presence:** Establishing your message on the internet
2. **Visibility:** Getting viewers to look at what you have to offer
3. **Conversion:** Turning viewers into buyers
4. **Analytics:** How to determine what is working and what is not

# Why Internet Marketing

- Market Penetration
  - North America population 347M
    - Internet users 273M (78.6%)
  - World population 6.9B
    - Internet users 2.3B (32.7%)
    - Internet growth rate 2000-2011: 528%
- Low Cost per Sale (in some cases)
- Focused & Measurable



# Your Presence On The Internet

Presence is your method of conveying your business message & interacting with customers.

*> More presence is better than less*

- Website(s)
- Search Engine Business Listings
- Directory Listings
- Blog(s)
- E-zine Articles
- Paid Ads
- Videos
- Email Marketing
- Social Media
- and much more...

# Local Real Estate Services Company

- **1 Web Site w/ several domain names**
  - 110 pages: Base pages: Home, About us, Each rental property, etc.
    - One landing page per town
    - Blog pages
- **Search Engine Local Business Pages**
  - Google Places, Yahoo Local Business, Bing Local Business
- **Social Media**
  - FaceBook, Twitter, HubPages.com, Squidoo.com, LinkedIn.com, YouTube (49 videos, 2268 views)

# Local Dentist

- **1 website**
  - 43 pages, 5 videos
- **Paid ads**
  - Budget \$10 / day
  - Result 2 clicks / day
  - Cost \$5 / click
- **Social Media**
  - FaceBook page



# Tony Robbins



- **1 Main Web Site (2 domain names)**
  - 28 pages, 30 PDF documents, 10 videos
- **5 Additional Websites**
- **3 Blogs**
- **Paid Ads: \$186 / day**
- **Social Media**
  - 2 FaceBook pages (380k & 43k likes), Twitter (2M followers), LinkedIn.com (1 page, 450 connections), YouTube (10 videos, 5k subscribers, 1M views, 21k unofficial videos)

# Gaining Greater Visibility On The Internet

**Visibility** is the ease with which people can access your internet presence.

- High search engine rankings
- Multiple search engine rankings
- You want your presence to be everywhere your customers look for your service



# Visibility On The Internet - Misconceptions

- Build it and they will come - people will find your web site and buy
- Sit back & let the web site do all the work
- You can make millions, quick & easy, while sitting in your kitchen in your underwear
- My nephew in high school can build my web site
- High search engine rankings are enough



lawn care columbia il

Search

Instant is on ▼

About 234,000 results (0.21 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

Places

More

O'Fallon, IL

Change location

Show search tools

- TruGreen® - Illinois** 1 (877) 874 0887  
Free **Illinois Lawn Analysis** Thicker, Greener **Lawn** - Guaranteed!  
[trugreen.com/Illinois](http://trugreen.com/Illinois)
- Lawn Care Maintenance**  
Impress Your Neighbors W/ A Healthy **Lawn**. Find Top **Lawn Care** Experts.  
[yellowpages.com](http://yellowpages.com)
- Ritter Lawn Care**  
Veteran Licensed Experts Serving St. Louis Since 1978  
[ritterland.com](http://ritterland.com)

#### Places for lawn care near Columbia, IL

- A** **Accent Landscape Design Co** - Place page  
[maps.google.com](http://maps.google.com) - 524 South Breidecker Street, Columbia - (618) 281-9607
- B** **Gateway Lawn Care Corporation** - Place page  
[maps.google.com](http://maps.google.com) - 2 Briarhill Lane, Columbia - (618) 281-8088
- C** **Linnemann Lawn Care & Landscaping** - Place page  
[maps.google.com](http://maps.google.com) - 10 Meadowridge Condos E, Columbia - (618) 281-7685
- D** **Four Ace's Lawn Care Services** - Place page  
[maps.google.com](http://maps.google.com) - 102 Bixby Road, Columbia - (815) 501-5620
- E** **Archview Lawn & Land, Inc.** - Place page  
[maps.google.com](http://maps.google.com) - P.O. Box 383, Columbia - (618) 531-9200
- F** **Gateway Lawn Care Corporation** - Place page  
[maps.google.com](http://maps.google.com) - 11701 Bluff Road, Columbia - (314) 894-5803
- G** **Cope Brothers Landscaping and Lawn Care, LLC** - 2 reviews - Place page  
[copebrotherslandscaping.com](http://copebrotherslandscaping.com) - 205 Freeman Drive, Saint Louis, MO - (314) 607-9994
- [More results near Columbia, IL »](#)

#### Linnemann Lawn Care & Landscaping

For nearly two decades, Linnemann **Lawn Care & Landscaping, Inc.** has proudly ... P.O. Box 415 || **Columbia, IL** 62236. Serving Columbia, Waterloo, Millstadt, ...  
[www.linnemannlawncare.com/](http://www.linnemannlawncare.com/) - [Cached](#)

#### Columbia, IL - Official Website

Linnemann **Lawn Care & Landscaping, Inc.** Sahra Linnemann P.O. Box 415. **Columbia, IL** 62236. Phone: (618) 281-7685. Link: <http://www.linnemannlawncare.com> ...  
[www.columbiaillinois.com/BusinessDirectoryII.asp?BID=122](http://www.columbiaillinois.com/BusinessDirectoryII.asp?BID=122) - [Cached](#)



1st Position:	49%
2nd Position:	13%
3rd Position:	10%
4th Position:	5%
5th Position:	5%
6th Position:	4%
7th Position:	2%
8th Position:	3%
9th Position:	2%
10th Position:	3%

# Google Places

- Helps customers find you when they search for your type of business in your specific locale.
- Displays information about your business on Google maps
- No web site is required
- It's Free
- <http://www.google.com/places/>

# Google Places

1. Create a Google account  
(if you have Gmail, you already have a Google account)
2. Add your business
3. Describe your business as completely as possible
  - Business categories
  - Photos (10) & Videos (5)
4. Validate your listing

# General Directories

- Directories are like internet Yellow Pages.
- They make your business more visible on search engine result lists, even if you do not have a web site.
- Can also be used to increase the number of entries displayed on search results lists.

# General Directories & Category Specific Directories

Manta.com	DexKnows.com
MerchantsCircle.com	DirectoryCentral.com
DirectoryM.com	ServiceNoodle.com
Local.com	BizJournals.com
Supermedia.com	DiscoverOurTown.com
Business.Yellowbook360.com	StlToday.partners.local.com
	DMOZ.org



# Social Bookmarking Sites

- Web Sites where people share information about businesses they like & don't like
  - Yelp.com
  - StumbleUpon.com
  - RateItAll.com
  - Digg.com
  - Reddit.com
  - Delicio.us

# External Links or Back Links

- Links from another website pointing to your website, helps your website rank.
- Links from important & subject-related websites pointing to your website, helps your website rank higher.
- Links pointing from your website to another website helps the other website.
- How many in-links are enough? You need more than your competitors.

# Search Engine Optimization

When you build a website you are catering to 2 audiences: Your Customers & Search Engines

**Search Engine Optimization (SEO)** is the process of “tuning” your web site to make it more appealing to search engines.

- **Content**
- **Keyword Density**
- **Meta Tags**
- **Header Tags**
- **Title Tags**
- **Internal Links**

# Keyword Analysis

Identify the words that viewers would most frequently use search for your website.

Dentist office  
Dental office  
Dentist clinic  
Dental clinic



# Google's Keyword Tool

- <https://adwords.google.com/o/KeywordTool>

Google AdWords

English (United States)

US Dollar (USD \$)

[Report an issue](#) | [Help](#) | [Sign in](#)

Home

Tools

[Product survey](#)

## Tools

**Keyword Tool**

[Traffic Estimator](#)

### Include terms (0)

### Exclude terms (0)

### Match Types

- ☒ Broad  
☐ [Exact]  
☐ "Phrase"

## Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related terms?

Why do search traffic statistics vary in the Keyword Tool?

Why would I add stars to search results in the Keyword and Placement tools?

[Help Center](#)

Go

## Find keywords

Based on one or more of the following:

Word or phrase  
Dentist office  
Dental office  
Dentist clinic  
Dental clinic

Website  
www.google.com/page.html

Category  
Apparel

☐ Only show ideas closely related to my search terms

[Advanced Options and Filters](#)

Locations: United States

Languages: English

Devices: Desktops and laptops

Search

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)

[About this data](#)

Download

View as text

More like these

Sorted by Relevance

Columns

### Search terms (4)

1 - 4 of 4

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	☆ dentist office	High	550,000	368,000
<input type="checkbox"/>	☆ dental office	Medium	1,000,000	550,000
<input type="checkbox"/>	☆ dentist clinic	Medium	823,000	368,000
<input type="checkbox"/>	☆ dental clinic	Medium	1,830,000	673,000

### Keyword ideas (100)

1 - 50 of 100

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	☆ osu dental clinic	Medium	1,300	1,300
<input type="checkbox"/>	☆ dentists	Medium	6,120,000	4,090,000
<input type="checkbox"/>	☆ dental office manager	Medium	6,600	5,400
<input type="checkbox"/>	☆ dental office floor plans	High	590	480
<input type="checkbox"/>	☆ dental office design	High		

★ Starred (0)

# Content, Rich Content & Keyword Density

- Search engines will rank web sites with more & better content above those with less & weaker content.
- **Verbiage:** articles, blogs, stories, ...
- **Rich content:** audio & videos
- **Keyword density:** make sure that important keywords occur in your verbiage.

# Meta Tags

- Meta tags are part of your website HTML and are used to tell search engines about your web site.
- For SEO purposes we want to explain the “what & where” of your business.
- > Study the meta-tags of your most effective competitors
  - Internet Explorer: View > Source
  - Firefox: View > Page Source
  - Safari: View > View Source
  - ctrl-u
  - Find “title”, “description”, “keyword”

# Meta Tags

- `<title>Indianapolis Property Management, Homes For Rent & Homes for Sale</title>`
  - Max 10 words & 75 characters including blanks
  - Start with the most important word
- `<meta name="Description" content="Indianapolis Property Management provides Property Management solutions along with homes for rent and for sale in Indianapolis, Fishers and Carmel."/>`
  - Max 156 characters including blanks
- `<meta name="Keywords" content="Indianapolis Property Management, Property Management Indianapolis, Indianapolis Rental Management, Indianapolis Residential Management"/>`
  - Keywords are mostly ornamental



# Header & Title Tags, Internal Links

- **Header Tags** are used to identify important words in your verbiage.
  - `<h1>Troy Illinois Plumber</h1>`
- **Title Attributes** are used to describe a component of your website that a search engine might not understand, like an image.
  - ``
- **Internal Links** are links within your web site.
  - `<a href=http://www.xyzplumbing.com/testimonials.html>Our mission is to be the best plumber in Troy</a>`

# Converting Viewers Into Customers

1. Know your audience
2. Know your message
3. Know your competition
4. Make it easy for viewers to do what you want them to do

# Converting Viewers Into Customers

- You generally have 3-8 seconds to:
  - Convince them they are in the right place
  - Convey the essence of your message
  - Convey the essence of your value proposition
- Bounce rate: 40-50% normal
- Time on Site: 60-90 seconds normal

# Identifying Your Audience

- You want to sell to everyone, but some people are more inclined than others to be good customers for you.
- The more accurately you can identify your audience, the more effective and more efficient you can be with your marketing.
- Geographic, Demographic, Psychographic

Location

Marital Status

Hobbies

Gender

Health

Attitudes

Age

Employment

Interests

Occupation

Status

Housing Type

# Define Your Message

- When potential customers think about your business, what words should come to their mind?
- Remember, you can't be everything to everyone...

Low cost

Professional

Best value

Serious

High quality

Fun

High end

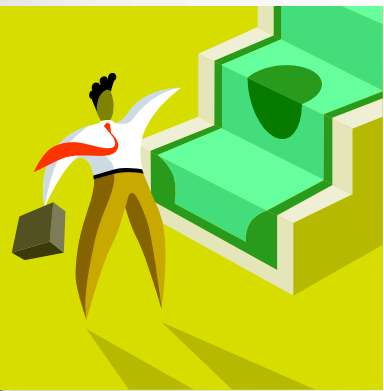
Easy to do business with

Back to basics

Energetic

# Know Your Competition

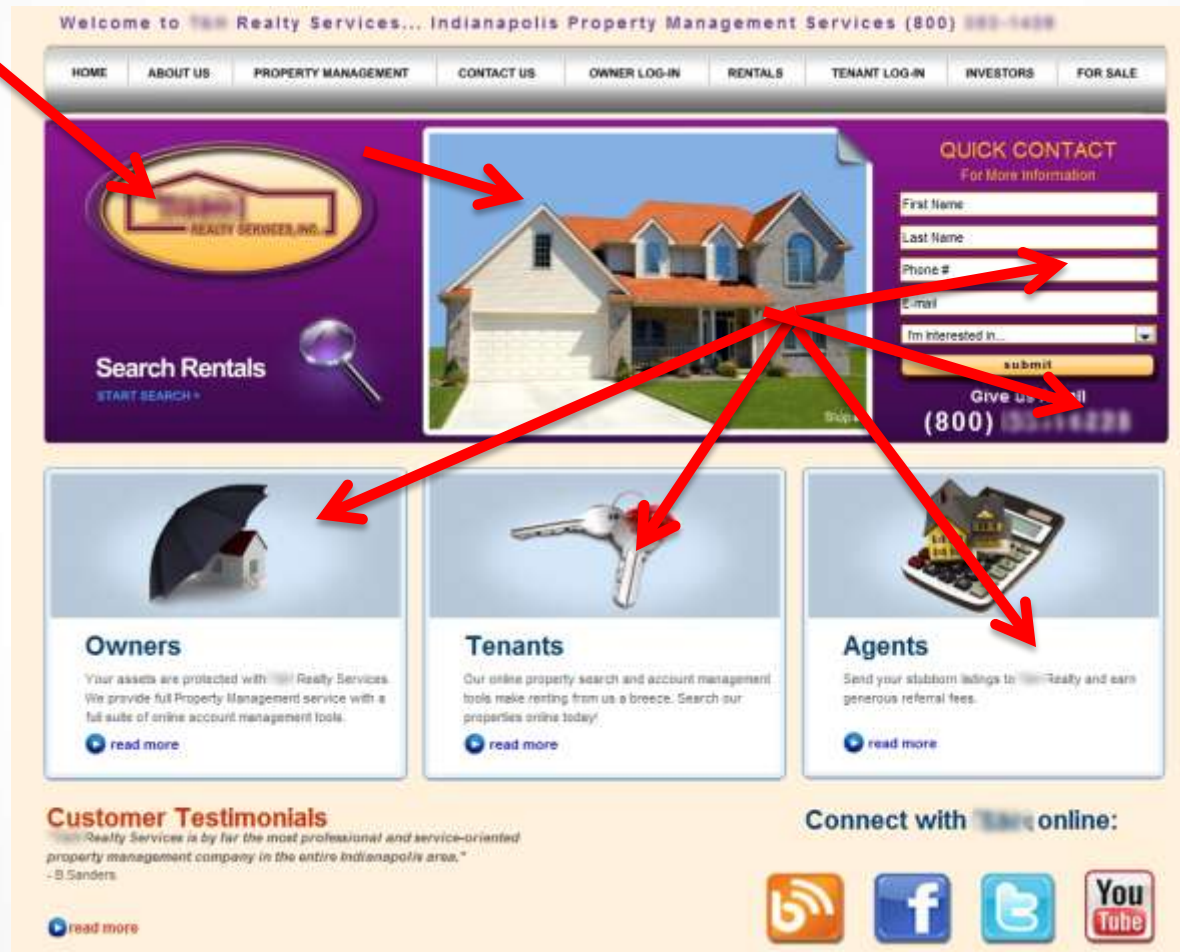
1. Make a list of 3-5 of your most effective competitors
2. Do a Google search for each competitor by company name
3. Make a list of every website in the search result
4. Do a Google search for your business category in your business area.



# Converting Viewers Into Customers

- Web page layout
  - Make it easy for people to do what you want them to do
- Eye flow on web page
  - Guide viewers to do what you want
- Graphic Design
  - Design should be appropriate to the customers

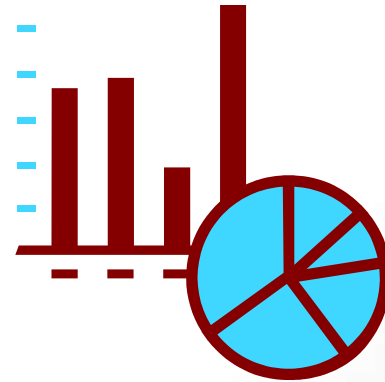
# Converting Viewers Into Customers





# Assessing Your Success ... And Learning From Your Mistakes

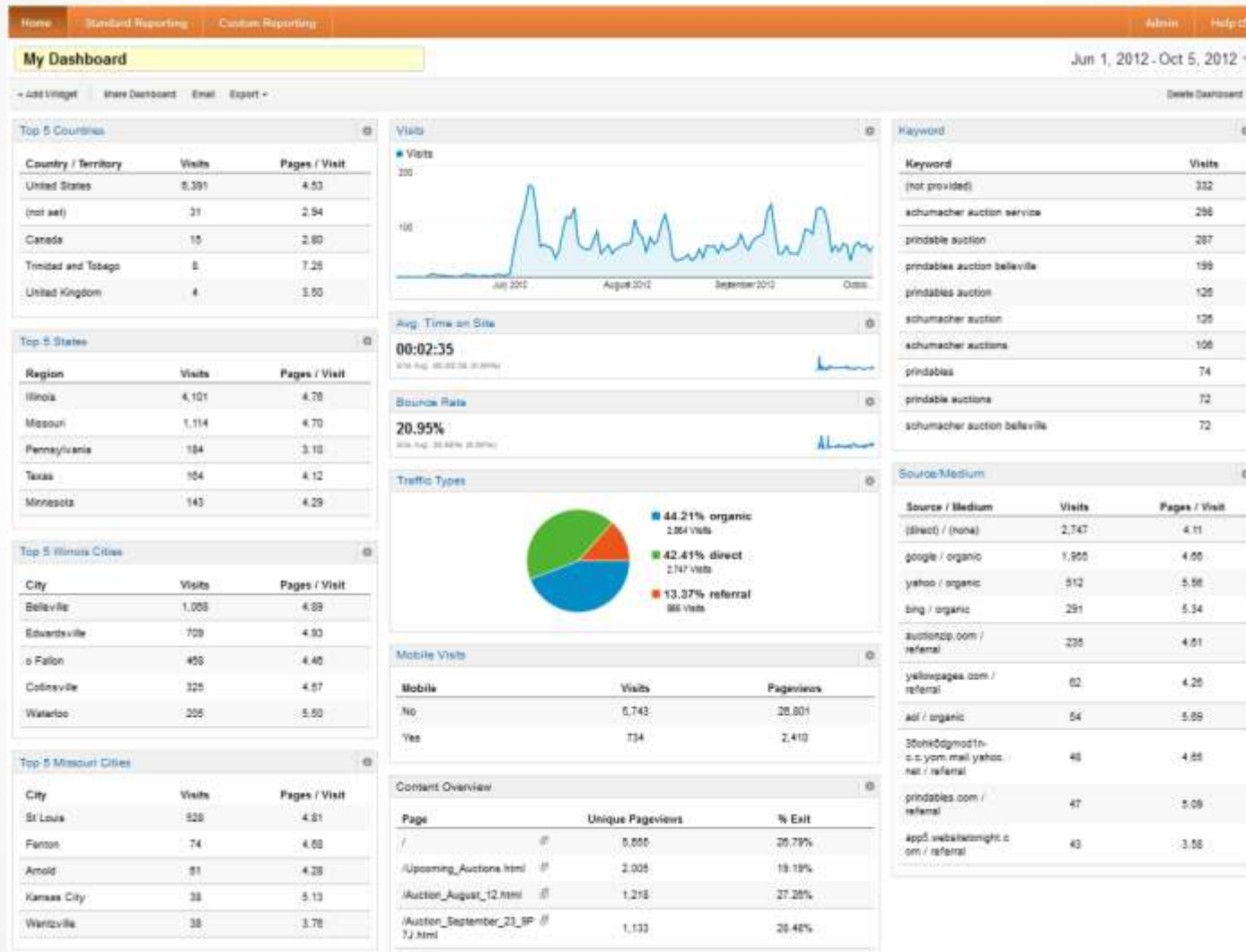
- Analytics Statistics
  - Free software
  - Embedded by your web developer in your web site or running on your web server



# Web Analytics

- Number of visits and repeat visits
- Number of page views
- Bounce rate < 40-50%
- Average time on site > 60-90 seconds
- Traffic sources
  - Geographic sources: Country, State, City
  - Internet sources: search engines, web sites
- Keywords
- Content viewed





















# Google Analytics



# Top 10 Traffic Sources

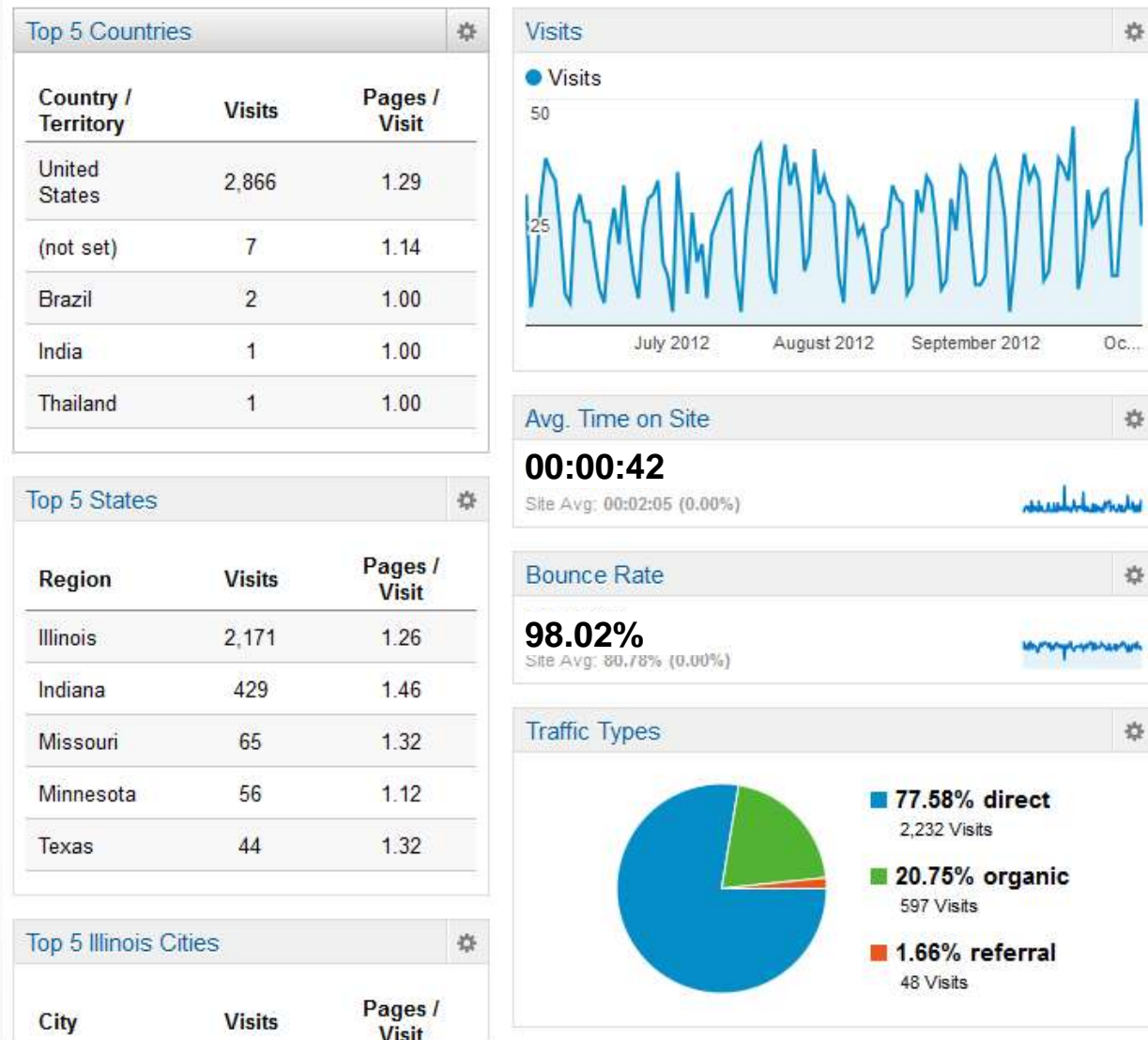
<input type="checkbox"/>	Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. (direct) / (none)	2,747		4.11	00:02:22	52.42%	22.88%
<input type="checkbox"/>	2. google / organic	1,955		4.66	00:02:32	49.21%	20.77%
<input type="checkbox"/>	3. yahoo / organic	512		5.56	00:03:18	42.19%	16.02%
<input type="checkbox"/>	4. bing / organic	291		5.34	00:02:52	39.86%	16.49%
<input type="checkbox"/>	5. auctionzip.com / referral	235		4.61	00:02:16	47.66%	16.17%
<input type="checkbox"/>	6. yellowpages.com / referral	62		4.26	00:02:12	32.26%	17.74%
<input type="checkbox"/>	7. aol / organic	54		5.69	00:04:56	46.30%	11.11%
<input type="checkbox"/>	8. 36ohk8dgmod1n-c.c.yom.mail.yahoo.net / referral	48		4.65	00:02:17	56.25%	16.67%
<input type="checkbox"/>	9. prindables.com / referral	47		5.09	00:03:53	12.77%	21.28%
<input type="checkbox"/>	10. app5.websitetonight.com / referral	43		3.58	00:04:38	0.00%	25.58%

# Top 10 Website Pages

Page			Pageviews	% Pageviews
1.	/		7,530	 25.78%
2.	/Upcoming_Auctions.html		3,085	 10.56%
3.	/Auction_August_12.html		2,348	 8.04%
4.	/Auction_September_9_QDS9.html		1,837	 6.29%
5.	/Auction_September_23_9P7J.html		1,794	 6.14%
6.	/Auction_August_9.html		1,344	 4.60%
7.	/Auction_August_16.html		1,178	 4.03%
8.	/Auction_date.html		988	 3.38%
9.	/Auction_August_2_9P7J.html		882	 3.02%
10.	/Auction_july8.html		875	 3.00%

[view full report](#)

# What's Wrong With This Website?



Marketing Channel	Average Effort	Average Cost	Skill Level Required	Average Time to Yield Results	Average Return On Investment	Duration of Impact
Google Places	Low	Low	Low	Medium	High*	Long
Directories	Medium	Low	Low	Medium	High	Long
Social Bookmarking	Low	Low	Low	Fast	High	Short
External Links	High	Low	Low	Long	High	Long
SEO	High	High	High	Slow	High	Long
Social Media	High	Low	Low	Long	Medium	Medium
Conversion Optimization	High	High	Medium	Medium	High	Long
Pay-per-Click	Medium	High	Low /High	Fast	Medium	Short
Email Marketing	Medium	Low	Low	Fast	High	Short
Blogging	High	Low	Low	Slow	Medium	Medium

# Summary

1. Establish your presence on the internet in multiple forms: Web site, local business pages, social media, video, blogs, etc.
2. Create visibility using multiple techniques: External links, articles, directories, social bookmarking, SEO, social media, etc.
3. Focus on viewer conversion: Know your customers, message, & competition.
4. Analyze what is & is not working



# Thank You

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