



Search Engine Marketing Part 3 Converting Viewers

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Part 3

- Converting Viewers Into Customers
- Web Site Analytics
- How To Analyze An Internet Marketing Problem & Solve It
- What Not To Do
- Resources
- Closing

Converting Viewers

- What's the point of drawing people to your web site if you can't convert them into customers?
- Conversion rate = percentage of viewers who become customers
 - $\text{Number of people who become customers} / \text{number of people who access your web site}$
- What is a normal conversion rate?
 - It depends. ($2\% = 1 / 50$)

4 Rules Of Converting Viewers Into Customers

1. You must be clear about who you are & what you have to offer
2. You must connect with the viewer in the first 3-8 seconds
 - Surfing the web is much like flipping pages in a magazine
 - The viewer is looking for something and will make a decision about staying on your site in 3-8 seconds

4 Rules Of Converting Viewers Into Customers

3. You must convey a persuasive value proposition
 - Explain quickly & clearly why the viewer should “buy” from you.
4. You must make it easy for viewers to become customers
 - If you want people to buy a product, make it easy for them to buy.
 - How many clicks does it take to buy?
 - Is the buy button prominent?

5 Steps To Building A Web Site

1. Review your: Demographics, message, competition, goals
2. Layout the structure of your web site
 - Create a structure that is focused on making it easy for viewers to buy
 - Create a structure that is a logical and intuitive
 - Create a structure that is easy to navigate

5 Steps To Building A Web Site

3. Layout each page

- Create layout of each page considering the visual flow of the page and placing information & actions on that flow

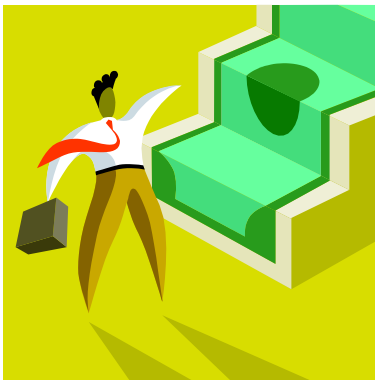
4. Select a color palette for the site

- The color palette should be appropriate for your demographic & convey your message
- Less is more

5 Steps To Building A Web Site

5. Choose your words & images

- The words & images should be appropriate for your demographic & convey your message



Capture Their Attention

- Images
 - Use good quality pictures
 - Blurry pictures look amateurish
 - Happy faces are very powerful
 - Observe copyright laws
 - Crop & border pictures
 - Use image descriptions (Alt tags)
 - Stock photo services: istock & dreamstime
- Using video: 1-2 minutes is optimal
 - Connect w/ viewers & convey your key ideas

Words are Powerful

- Don't overwhelm viewers with words, your audience will not read them.
 - 200-400 words per page
- Consider comprehension level
 - Know your audience
- Observe copyright laws
 - Don't steal other people's words

...But Visuals Are More Powerful

The Best Way To Convey Your Message

1. Color
2. Layout
3. Images & text

<http://andovernhc.com>

<http://www.brennan-obgyn.com/>

Don't steal images

Landing Pages

- A landing page is a web page designed to be an initial entry page and serves a single purpose.
- Landing page can be specific to a:
 - Product
 - Category of people
 - Event



<http://www.amazon.com/Yiddish-Policemens-Union-Novel/dp/0007149824>

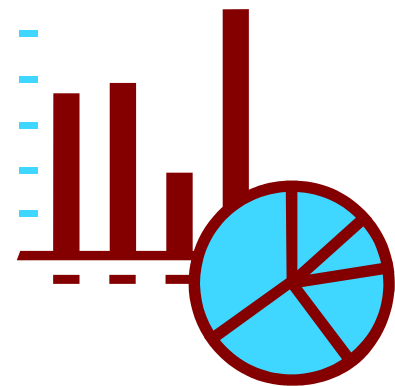
Squeeze Pages

- A squeeze page is a single web page designed to sell a product.
- It has a strong call to action
 - “Order Now”
- It is usually unique to one product
- It usually has no exit links

<https://www.shamwow.com/ver15/index.asp>

Web Analytics

- How do you know what's working and what's not working on your web site?
- You measure it.



Web Analytics: Statistics

- Number of accesses
- Number of viewers
- Their geographic locations
- How long are they spending on the site
- How did the viewer find the site
- Which web pages did they view & for how long
- What search keywords did they use

Web Analytics: How To Install

- Google, Sitemeter, StatCounter
- Open an account
- Obtain analytics code
- Insert the analytics code on **every** page of your web site

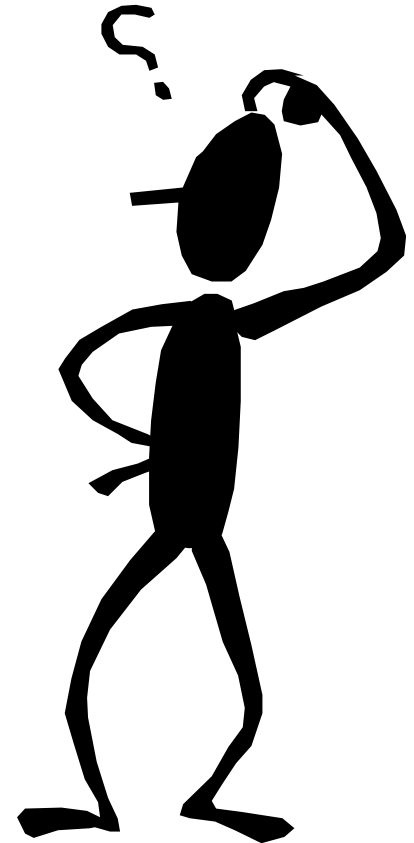
Web Analytics: Understanding

- What is normal?
 - “Normal” is different for each site
 - Bounce rate: 40-50%
 - Time on site: 1 minute

<https://www.google.com/analytics/settings/?hl=en>

How To Analyze An Internet Marketing Problem & Develop A Solution

- A real life example



What Not to Do:

Black Hat Techniques

- Black hat techniques have been deemed illegal by search engines and their use can get your web site banned.
- Also see the term “spamdexing”

Black Hat Techniques

- Keyword stuffing: Loading pages with keywords by using repeated & unrelated phrases.
- Hidden or invisible text: Adding text not visible to a viewer but readable by a search engine.
- Cloaking: Presenting different pages to search engines than people.

Black Hat Techniques

- Spamblogs: Creating a fake blog with the intent to create linking to your web site
- Link Farm: A group of fake web sites that link to one another
 - Web sites should only link to relevant web sites

What Not to Do:

Adobe Flash Web Sites

- Flash is a web building & graphics design tool
- Search engines can not “read” flash content.
- It’s ok to use flash on a web page, but don’t use flash as your whole web page.

What Not to Do:

Stop Improving Your Marketing

- SEM rules change continually
 - By their own account Google changed their search engine rules over 400 times last year.
- Your competitors are not standing still.
- If you stop improving they will pass you by
 - Local business w/ weak competition: Review your SEM situation every 6 months
 - Natl / International w/ strong competition: Review your SEM situation every day

Tools

- Search Engine Submission
 - Google: <http://www.google.com/addurl/>
 - Yahoo: <http://search.yahoo.com/info/submit.html>
 - Bing: <http://www.bing.com/docs/submit.aspx>
- Google Toolbar: <http://www.toolbar.google.com>
- Google Keyword Tool: <http://www.google.com/sktool>
- Google Trends: <http://www.google.com/trends>
- Google Analytics: <http://www.google.com/analytics/>
- Google Webmaster Tools:
<http://www.google.com/webmasters>
- Page Rank Checker: <http://www.prchecker.info/>
- Your Brain

Training & Information

- **Search Engine Optimization** course, Lynda.com
- **Search Engine Optimization All-in-One Desk Reference for Dummies**, by Bruce Clay and Susan Esparza
- **SearchEngineLand.com**

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- We will stick around if you have questions

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