



Search Engine Marketing Part 2 Techniques

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Techniques

- Preliminary Techniques
- Attracting More Qualified Viewers

Preliminary Techniques

The 4 Rules

1. Know your customers.
2. Know your message.
3. Know your competition.
4. Know your goal.

Attracting More Qualified Viewers: Creating Traffic

- It's easier to sell a product or service to someone who is receptive to buying it.
 - Who is your most receptive demographic group?
- Internet marketing gives you the ability to narrowly focus your advertising.
- Study your successful competition. Copy what they are doing, then do it better.

Search Engine Optimization & Organic Search Engine Rankings

- SEO is useful for making a web site more visible on search engine result lists **for specific keywords.**
- SEO can take several months to take full effect.



The Importance of High Search Engine Rankings

- Position / Click Through Rate
 - 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%

Realtor Edwardsville

SEO: Content is King

- Search engines will rank a web site with more expert content above an otherwise equal site with less expert content.
- Text: FAQs, Articles, Blogs, How To's, etc
- Rich Media: podcasts, videos,
- 200-400 words per article or page
- Use important keywords
- <http://andovernhc.com/>

SEO: Keywords

- Identify the words and phrases customers will most often use to search for your business or service
 - Think like your customers
- Google Keyword Tools
 - <http://Adwords.google.com/select/KeywordToolExternal>
 - <http://Google.com/sktool>



SEO: Keyword Analysis

- Selecting the search keywords which will produce enough viewers & for which you can realistically compete.

NO	YES
Diet	Diet St Louis
Art	Handmade Pottery
Health Care	Chiropractor Edwardsville
Pastries	Vegan Pastries

SEO: Keyword Density

1. Count the number of words on each page
2. Count the occurrences of each important keyword
3. A keyword's density =
$$\text{count keywords} / \text{count of all words}$$

➤ Optimal:

- Important keywords should be 2-4% of all words
- 200-400 words per page

SEO: Meta-Tags

Meta-tags are one of the ways to tell search engines what your web site is about.

1. Title: 10 words, 75 characters max

`<title> </title>`

2. Description: 156 characters max

`<meta name="description" content=" ">`

3. Keywords: 12-15 keywords max

`<meta name="keywords" content=" ">`

(Some search engines have dropped support for the keyword meta-tag.)

SEO: Meta-Tags

- Use your important keywords
- Use geographic information: city, state, zip, if you sell locally
- Include common mis-spellings
- Meta-tags should be unique for each web page
- Look at your competitor's web pages
 - View Source
 - Find their meta tags



A Real World Example

SEO: Header Tags

Another way to tell the search engines what your web site is about.

- `<h1>` `</h1>`
- `<h2>` `</h2>`
- `<h3>` `</h3>`
- `<h4>` `</h4>`

`<h1>Best Plumber in Edwardsville IL</h1>`

Online Directories

- Online directories are like internet YellowPages
- Useful in making 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.

Online Directories

- Most directories offer a free listing or upgrade for a fee.
- How:
 - Create an account on the directory.
 - Build a directory entry for your business.
 - Be sure to select the correct business categories.
 - Add descriptions (using your keywords) and photos if permitted.
 - Modify your listing every 3-6 months.

Online Directories

- Check the directory's pagerank before listing with a directory
 - Botw.org (botw = best of the web)
 - Superpages.com
 - MerchantCircle.com
 - DirectoryM.com
 - and many more...
- Don't waste your time. Only use directories with page rank > 2

Online Directories: DMOZ.org

- Open Directory Project (directory.mozilla.org)
- DMOZ is a data source for many search engines
 - Alta Vista, A9, AOL, Clusty, Gigablast, Google, Lycos, Bing, Teoma, Wisenut, Yahoo
- DMOZ is VERY slow to add new information (months)

Search Engine Local Business Listings

- Local Business Listings are directories maintained by the search engine companies of businesses in local areas.
- Search engine local business listings work well if you sell locally.
- The search engine local business listings appear before organic search listings.
- No web site is needed.

Search Engine Local Business Listings

- How:
 - Create an account on the search service.
 - Build an entry for your business.
 - Be sure to place it in the correct business categories.
 - Add descriptions and photos if you are permitted.
 - Ask your clients to post reviews of your business.
 - Modify your listing every 3-6 months.

Social Bookmarking Web Sites

- Social Bookmarking Web Sites are sites where people can share links & reviews of their favorite internet content.
- Social Bookmarking Sites can produce very high volumes of viewers for a short period of time (1-2 days).
- Some of these sites can be topic/interest or demographic specific.

Social Bookmarking Web Sites

- How:
 - Create some content (article, video, podcast, web site) of interest to your intended viewers.
 - Create an account on the site.
 - Submit your content to the site.
 - Include tags describing your content & a description if permitted.

Social Bookmarking Web Sites

- Stumbleupon.com
- Digg.com
- Delicio.us
- Reddit.com
- Fark.com
- and many more...

Online Press Release Sites

- Useful for business or community information.
- How:
 - Write a press release about your business. (formats are available on the web)
 - Create an account on the site.
 - Submit your content to the site.

Online Press Release Sites

- PR.com
- FreePressRelease.com
- PRLog.com
- i-newswire.com
- and many more...

After you create your press release don't forget to send it to local media like, TV, radio, newspapers also.

Interest Specific or Demographic Specific Web Sites

- Interest or demographic specific web sites are useful if you want to narrowly focus your advertising.
- Be sure you select groups that have an active membership.
 - Check the date of the last forum postings.
- Spend some time on the sites learning about their rules, character, & appropriate behavior.

Interest Specific or Demographic Specific Web Sites

- How:
 - Create content of interest to your intended viewers.
 - Include information about your business & include a link back to your web site.
 - Create an account on the site.
 - Post your content on the site in an appropriate place & manner.
 - Be polite if you mess up.

Interest Specific or Demographic Specific Web Sites

- [Linkedin.com](#) (groups)
 - Business professionals
- [Ning.com](#) (networks)
 - Any interest / demographic under the sun
- [FaceBook.com](#) (groups)
 - Younger population, not professional
- [MomsLikeMe.com](#) (discussions)
 - Young adult women with families
- and many more...

Rich Media Sites

- Web sites that host videos and podcasts
- Generally useful for reaching a broad viewing audience
- YouTube.com
- Magnify.net
- Apple.com/iTunes
- Podcast.com
- and many more...

Rich Media Sites

- How:
 - Create a video or podcast of interest to your intended viewers.
 - 1-3 minutes in length is appropriate
 - Include a link back to your web site & include information about your business.
 - Include tags describing your videos/ podcasts & associating it with other popular videos/ podcasts.
 - Submit the article to the rich media site.

Blogging

- Blogging is about writing running diary or commentary that will interest your target audience.
- Goal:
 - interest viewers in your business -or-
 - collect eye balls -or-
 - establish your expert status
- Writing is time consuming, so be sure to repurpose your content.

Blogging

- Blogger.com
 - Tumblr.com
 - Wordpress.com
-
- Check the popularity of the blogging site before you develop your blog
 - In your blog include a link back to your web site

Blog Commenting

- Post comments on other people's blogs
- Make pertinent value-add comments
 - If you just post links back to your web site people will get ticked off.
- Be polite
- Include a link back to your web site or blog in your signature

Micro-Blogging: Twitter

- Twitter.com
- Develop a large following by offering **interesting** tweets, then funnel them to your web site to purchase.
 - Breaking news, tips, technical info, coupon codes, unique info, etc.
- 140 characters per tweet
- Following
- Followers
- Hash Tags: #insurance

Articles & Tutorials

- Write articles & tutorials about things that your customers will want to know
- Include a link back to your web site
- Increase your exposure as an expert
- eZinearticles.com
- ezine-dir.com

Content Aggregators

- These are sites that collect & present information
- AllTop.com
- 9Rules.com

Content Aggregators

- How:
 - Write an article of interest to your intended viewers.
 - Include information about your business & include a link back to your web site.
 - Include tags describing your article & associating it with other articles that are popular.
 - Submit the article to the aggregator.

Social Media Web Sites

- Social media sites are places where people interact to share information, do business, have fun, etc.
- FaceBook
- LinkedIn
- MySpace
- CraigsList

Social Media Web Sites: Why?

- Access to huge number of viewers
- Focus on specific demographics or interest groups
- Develop stronger client relationships
- Monitor what people are saying about your business
- Monitor your competition
- Adjust to trends

Social Media Web Sites: How?

- Spend some time becoming familiar with the site. Appropriate behavior is very important
- Post interesting, amusing or useful information
- Build a following

FaceBook.com

- Build a page
- Develop a large following by offering **interesting** status updates, then get them to purchase.

-or-

- Start a group
- Develop a large following by offering **interesting** information, then funnel them to your web site to purchase.

FaceBook: Examples

- tenby technologies

- <http://www.facebook.com/home.php#/pages/Belleville-IL/Tenby-Technologies/23434630763?ref=nf>

- 1800Flowers

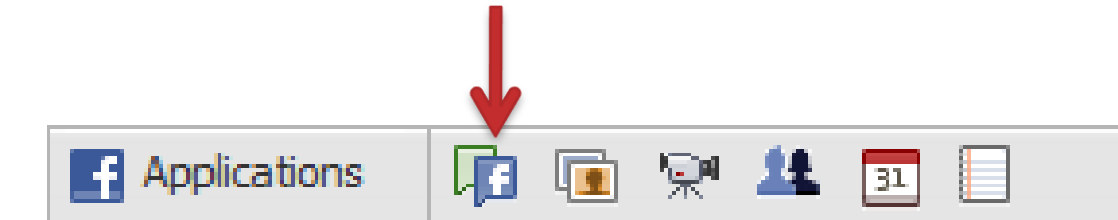
- <http://www.facebook.com/search/?init=srp&sfxp=&q=1800flowers#/1800flowers>

- Red Cross

- <http://www.facebook.com/search/?init=srp&sfxp=&o=69&q=red+cross#/group.php?gid=2460861932&ref=search&sid=1667622044.1228136390.1>

FaceBook: How

- How
 - Create an account
 - Create a page
 - Ads & Pages > Pages > Create Page
 - <http://www.facebook.com/home.php#/pages/create.php>
 - Populate the page with interesting updates
 - Invite people to become fans of your page



FaceBook: Insight

- Page > Insights: See All
- Post Quality
 - Measures how engaging your posts are
- Fans who interact
- All fans



The screenshot shows the Facebook page for Tenby Technologies. At the top is the profile picture, which features yellow daffodils and the text "TENBY TECHNOLOGIES". Below the picture are links for "Edit Page", "Promote Page with an Ad", and "Add Fan Box to your site". A "More" link is also present. Below these links is a text box that reads: "If you need help tuning your existing Web site, or you need a new Web site or promotional email. Tenby Technologies is there to help. http://tenbytech.com http://tenbytech.com/about us.html". Below this is the "Information" section, which lists the location as "Belleville, IL, 62221-0435", the phone number as "618-799-9757", and the hours as "Mon - Fri: 8:00 am - 5:00 pm". The "Insights" section is highlighted, and a red arrow points to the "See All" link. The Insights section shows a "Post Quality" score of 60.6 (with five stars) and "4 Interactions This Week".

Change Picture

TENBY TECHNOLOGIES

Edit Page

Promote Page with an Ad

Add Fan Box to your site

More

If you need help tuning your existing Web site, or you need a new Web site or promotional email. Tenby Technologies is there to help.
http://tenbytech.com
http://tenbytech.com/about us.html

Information

Location:
Belleville, IL, 62221-0435

Phone:
618-799-9757

Mon - Fri:
8:00 am - 5:00 pm

Insights

See All

60.6 Post Quality

4 Interactions This Week

Lead Capture

- Lead capture is about building a (big) list of people who are potential customers.
- You ask people to give you information about themselves, usually in exchange for something. You use the information to advertise your business.

Lead Capture: Example

- You offer a free technical analysis document on your web site or in an online ad.
- Viewers must signup online to receive this and agree to accept some mailings.
- You send the viewers the technical analysis document - plus advertising for your business.
- You send periodic follow-ups or calls to turn them into customers.

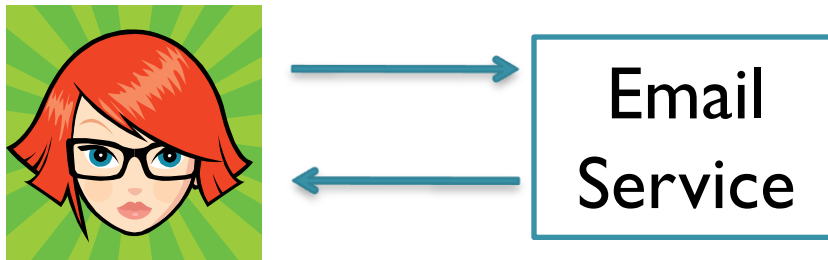
Email Marketing

- Sending information that people want to receive (plus your advertising) in an attempt to get them to be customers.
- How do you know that they want to receive your email?
 - They must tell you that they want to receive the emails.

Email Marketing: Example

- One of our clients offers free information about grants.
- Viewers signup for a mailing list to get this information.
- The business sends the viewers grant information plus advertising for their business.

Automated Email Processes: Potential Customer



1. Viewer requests info about federal grants
2. Email service automatically sends info about grants + info about your product & services
3. Every week Email service sends a follow up email automatically

Automated Email Processes: Existing Customer



Email
Service

1. Existing customer gets automatic email reminders on specific anniversary dates
2. Existing customer gets automatic email advertising
3. Existing customer gets automatic reorder reminders.

Email Marketing: Services

- MailChimp.com
- ContantContact.com
- iContact.com
- Yesmail.com
- and many more...

Email Marketing: CAN-SPAM

- CAN-SPAM Act of 2003
 - This is a federal law
- You must get permission before you send marketing messages to someone
- You must have an unsubscribe mechanism in all of your emails.
- Opt-out requests must be honored within 10 days.

Email Marketing: CAN-SPAM

- Accurate FROM lines
- Relevant subject lines (relative to offer in body content and not deceptive)
- A legitimate physical address of the publisher and/or advertiser must be present.
- A label must be present if the content is adult.

Videos

- Create videos 1-3 minutes in length
- Include tags & description pointing people back to your web site
- Uses tags similar to popular videos of similar content so your video gets displayed as related to the popular video
- Post your video on other sites including:
 - Ning.com
 - WonderHowTo.com

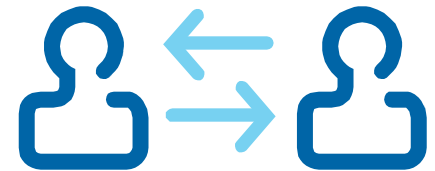


Video Responses

- Video responses are posted on YouTube in response to someone else's video.
- Respond to popular videos
- Include meta-data pointing people back to your web site

Reciprocal Links

- Other web sites will add links to your web site in exchange for you doing the same for them.
- Find compatible business and ask them to exchange.



Back-Links (aka In-Links)

- Search engines will rank a web site with more links from highly ranked web sites above an otherwise equal site with fewer links.
- Backlinking is other web sites linking to your web site
- Links from your web site to another site do not help your site.

Back-Links

- Post comments, articles, and press releases on forums, blogs, ezines, and web sites with embedded links pointing back to your web site.
- Discussion forums: FB, Linkedin (short-term impact)
- Directories: DMOZ, StumbleUpon (short to med term impact)
- Web Sites: real web sites (longer term impact), Linkfarms (no impact)

Back-Links

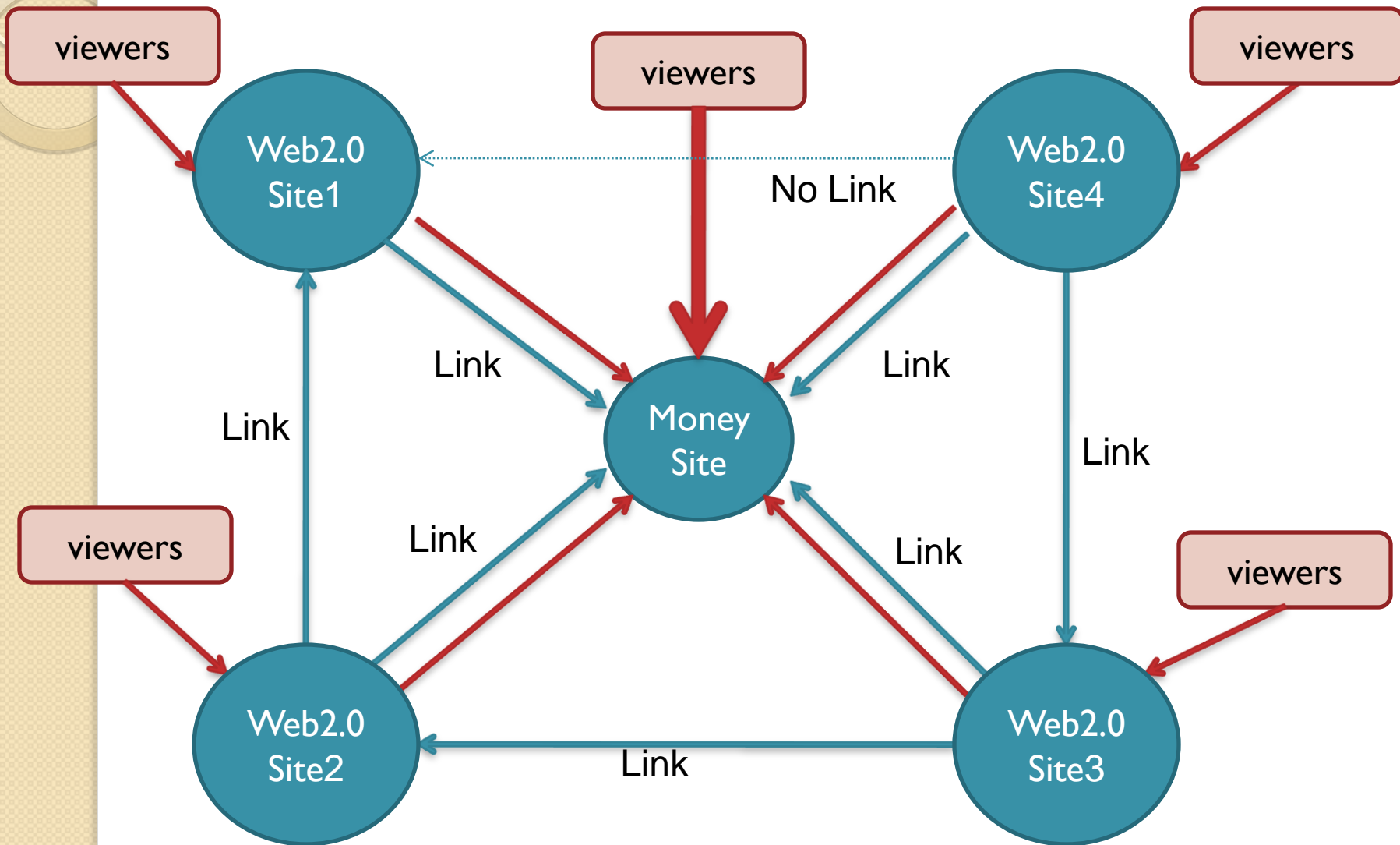
- How many back-links do you need?
 - More than your competition
 - Enough to generate sufficient volume

Link Wheels

- A group of web2.0 / social media sites with links pointing to a central web site & some of the other social media sites on the rim.
- Goal is to:
 - Gather more viewers
 - Enhance the main web site's importance
 - This is not a Link Farm
- Do not tightly link all of the social media sites



Link Wheel: The Diagram



Link Wheel: Web 2.0 Sites

- Squidoo.com
- Wordpress.com
- Livejournal.com
- Blog.com
- Blogger.com
- Weebly.com
- Hubpages.com
- and many more

Sponsored Ads

- Sponsored ads are paid syndicated advertising displayed on search engine results lists or web sites.
- Google's version is called AdWords.

Sponsored Ads

- Ad spaces are auctioned
- You place a bid
- The highest bidder (usually) gets the top spot, and so on until all the ad spaces are filled.
- You pay \$0.01 more than the next lower bidder
- Pay per click vs. pay per impression

Sponsored Ads: How

- Setup an account with Google
- Create a campaign
 - Locations, languages, budget / day
- Create groups
- Create text ads or graphic ads
- Select keywords or web sites
- Place your bids
- <https://adwords.google.com>

Combinations Of Techniques

- In most cases you will use a combinations of the techniques described above to draw clients to your business.
- Select the techniques most appropriate for your situation and the ones you are most comfortable implementing.

Next: How To Convert Viewers Into Customers!

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