

Internet Marketing for Business

St. Louis Go-Small-Biz-4U

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



To Be Successful on the Internet

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. **Analysis:** Determine what is working and what is not

Your Presence On The Internet

Presence is your business message on the internet

➤ *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)

Getting More Visibility On The Internet

Visibility is the ease with which people can get to your internet presence.

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





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

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Veteran Licensed Experts Serving St. Louis Since 1978
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Places for lawn care near Columbia, IL

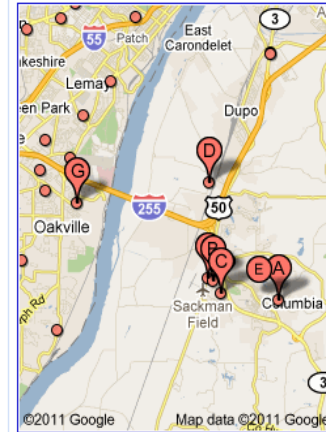
- A** [Accent Landscape Design Co](#) - Place page
maps.google.com - 524 South Breidecker Street, Columbia - (618) 281-9607
- B** [Gateway Lawn Care Corporation](#) - Place page
maps.google.com - 2 Briarhill Lane, Columbia - (618) 281-8088
- C** [Linneman Lawn Care & Landscaping](#) - Place page
maps.google.com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

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 even 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.

Content

- Websites with more content rank better than websites with less.
- Websites with more types of content rank better than websites with less.
 - Text
 - Images
 - PDF documents
 - Audio files
 - Videos
 - Blogs

Converting Viewers Into Customers

- You generally have about 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

Who Are Your Best Customers?

- 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

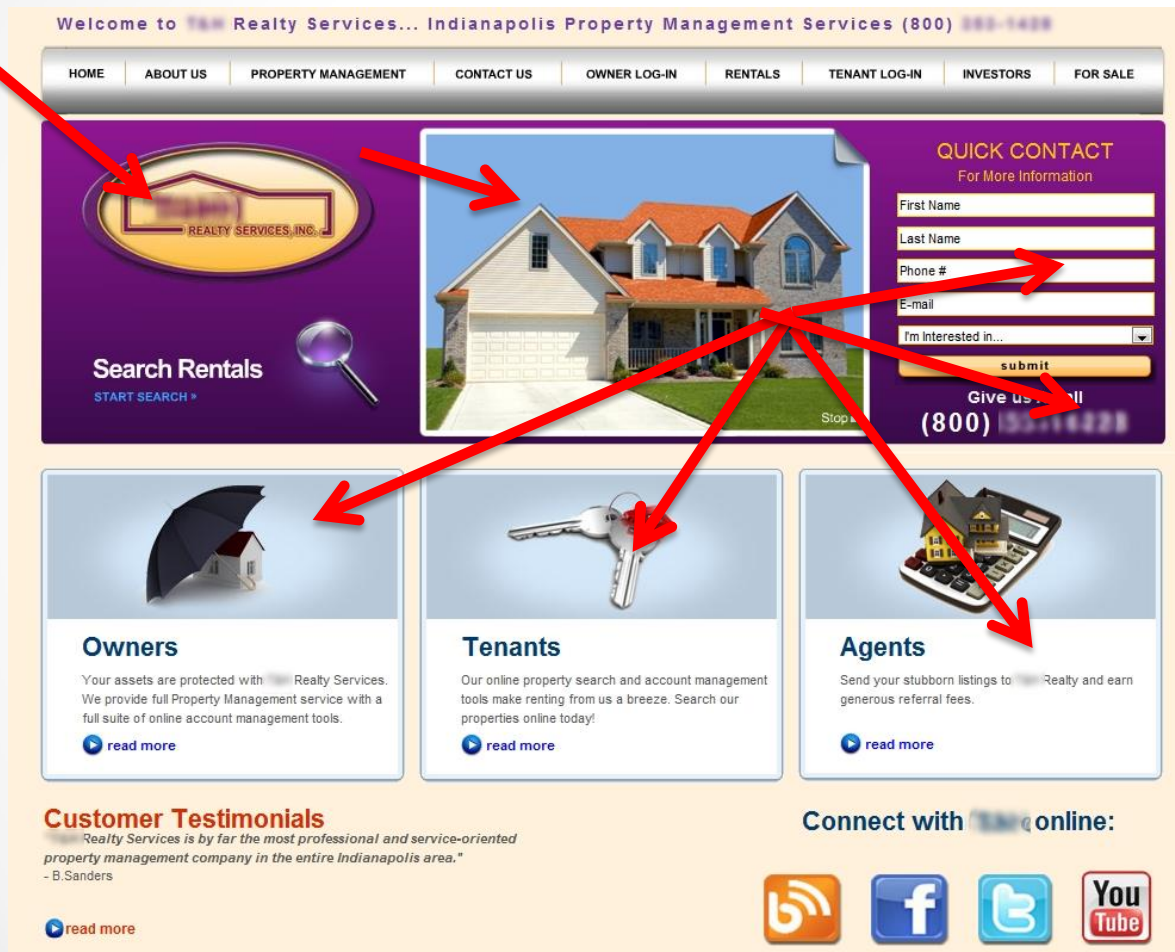
High end

Easy to do business with

Back to basics

Energetic

Converting Viewers Into Customers



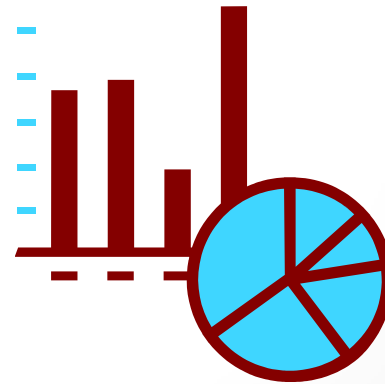
Page Layout:
Make it easy for customers to do what you want:

Eye Flow:
Guide the viewer's eye

Graphic Design:
Appropriate for your ideal customer

Analyzing Your Success ... And Learning From Your Mistakes

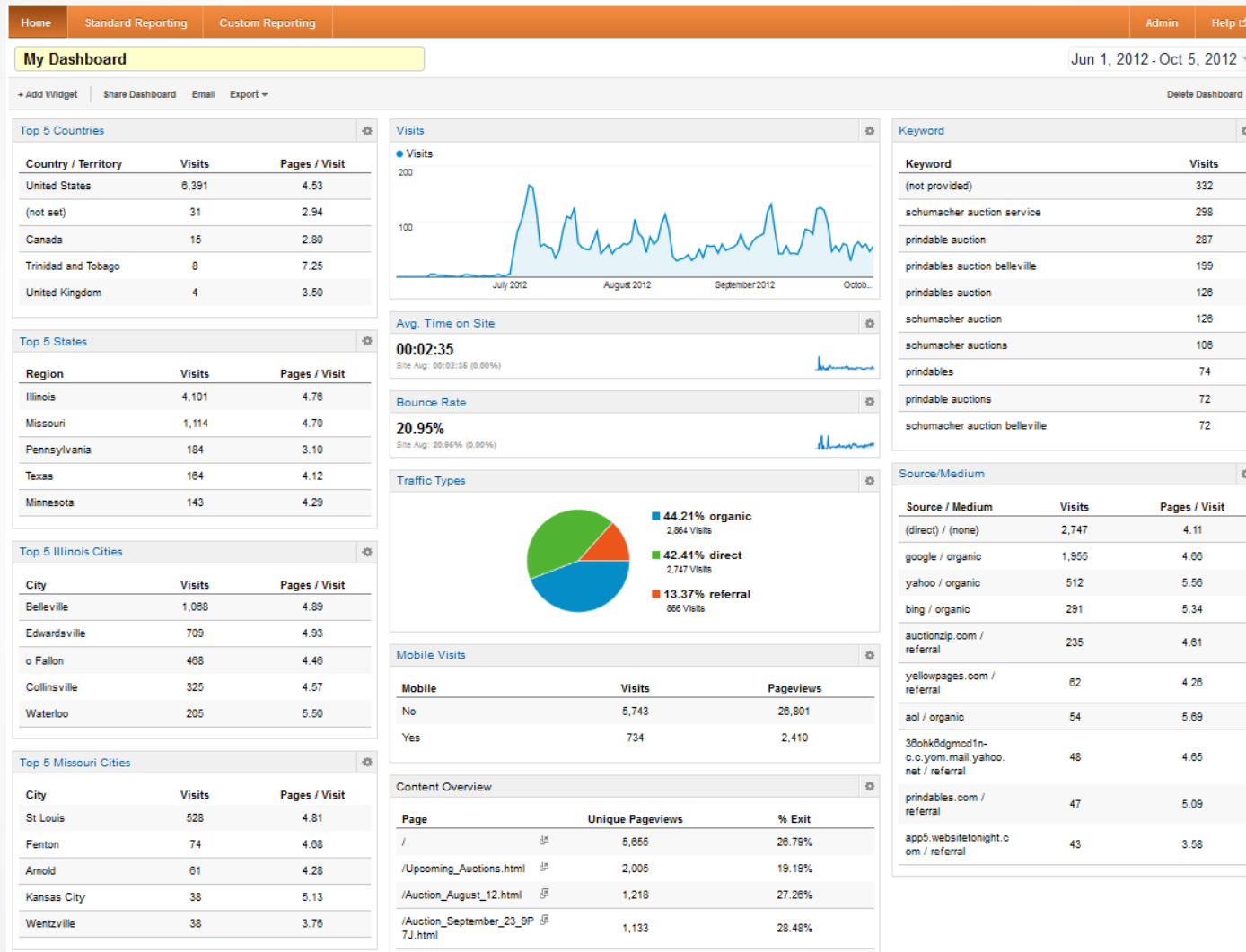
- Analytics Statistics
 - Free software
 - Embedded by your web developer in your web site or running on your web server



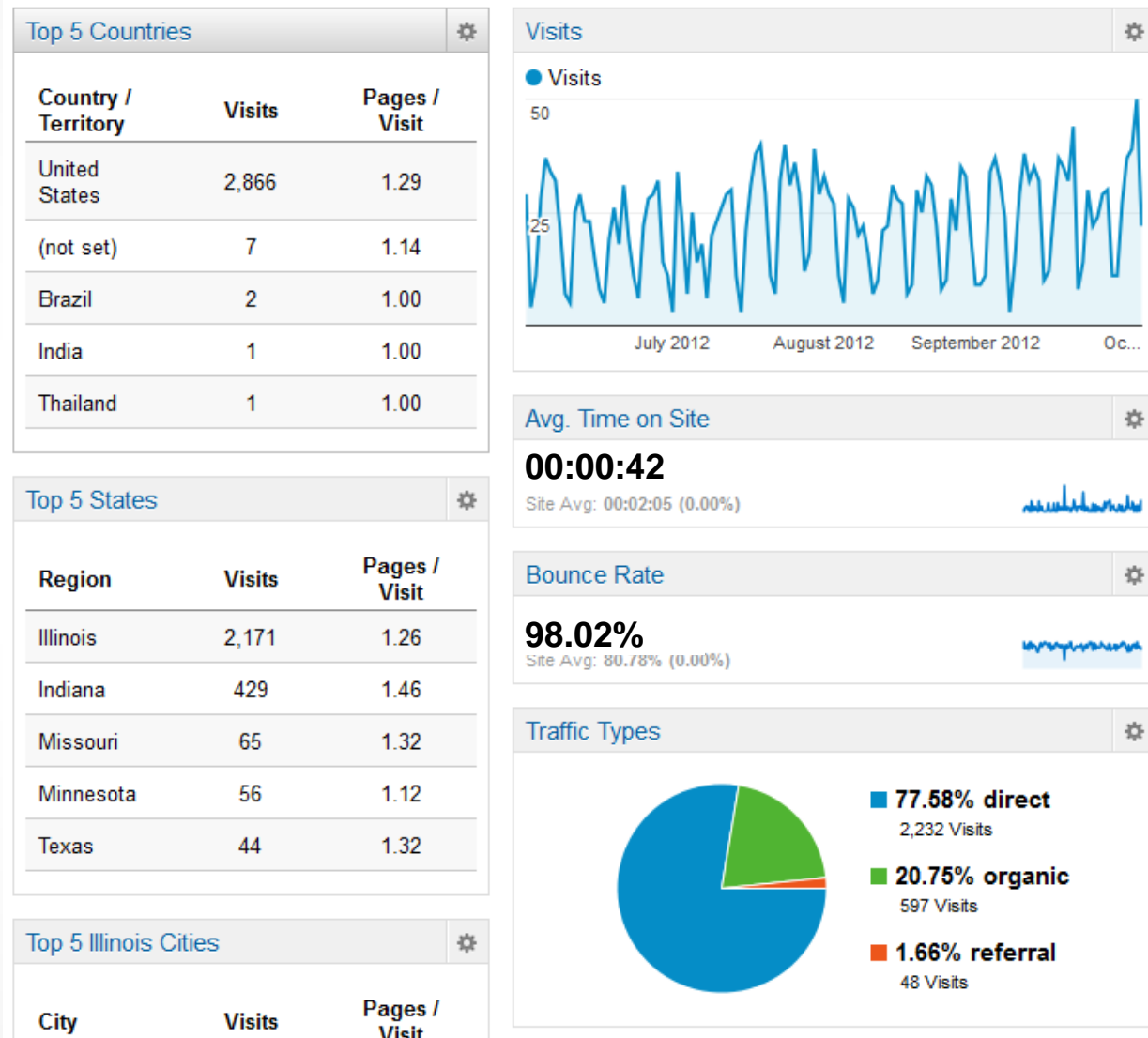
Web Analytics

- 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



What's Wrong With This Website?



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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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