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# Improve Your Web Marketing

SearchingWorks
...Be Found

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OCRI.CA

Web Marketing Perspectives

- Google & The Dicing of Everything
  - Get Google's Perspective

- Markets are Conversations
  - Get Outside Perspective

- Visitors are unique
  - Match His/Her Perspective

- Analytics Rule
  - Get Inside Perspective

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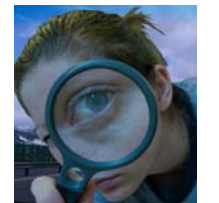
Know Your Audience

- Different types & interests
  - Potential buyers, Info seekers, Competitors, Media, Casuals…

- What are they looking for?
  - Search engine usage: Keywords

- Action: Keyword Analysis

Keyword Analysis

- Which keywords are being used
  - Start with Seed list, Referrer Traffic, Competitors
  - Tools: KW Discovery, Wordtracker, Google KW Tool
  - Frequency, Competition, **Relevance**
  - Test with PPC

Outcome: Target keyword list

Are You There?

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Web Images Maps News Video Gmail more ▼   Sign in

Google™   [b2b marketing   ] [Search] Advanced Search
                                                                       Preferences
          Search: ⦿ the web ○ pages from Canada

Web   Results **1 - 10** of about **1,430,000** for b2b marketing. (0.19 seconds)

B2B Sales Lead Generation   Sponsored Links   Sponsored Links
www.Datatel-Systems.com   How To Generate More Sales Leads Free Exclusive Guide - Download B2b Marketing
                                                              PPC   Free B2B White Papers
B2B Marketing   B2B Online Marketing Tips & Tactics
www.B2BMarketingEssentials.com   B2B Marketing Tips, Tools, Advice, Strategies and Seminars.   www.globalspec.com

Business to Business Marketing Magazine | B2B Marketing...   ...g Ebook
Where the B2B marketing community comes together to sha   ...ominate AdWords.
and knowledge of business-to-business marketing issues.   **What Google Cares About:** ...strategies.
www.b2bm.biz/ - 38k - Cached - Similar pages   **Profitability = Relevance** ...m

Business-to-business - Wikipedia, the free encyclop...
The purpose of B2B marketing communications is to support the marketer's sales effort ...   B2B Guerilla Marketing
B2B marketing is generally considered to be more complex than B2C ...   Eliminate Cold Calls & Ad Waste
en.wikipedia.org/wiki/Business-to-business_electronic_commerce - 33k -   Don't Sell Harder - Market Smarter
Cached - Similar pages   www.PerryMarshall.com

SEO   Experiential Marketing
B2B Marketing Trends   Attract Clients & New Prospects
B2B Marketing Trends is a marketing content site giving B2B marketing executives and   Free: Cure for the Common Cold Call
other professionals insight into what is and is not working in ...   www.NurtureInstitute.com
www.b2bmarketingtrends.com/ - 26k - Cached - Similar pages

CMA B2B Conference: Canadian Marketing Association   Effective BtoB Marketing
The objective of the 2008 CMA B2B Marketing Conference is to showcase innovative and   Quality event displays and design.
relevant concepts in the B2B marketing arena. ...   25 years of getting results.
www.the-cma.org/b2bconference/ - 14k - Cached - Similar pages   www.skyline.com

Research | B2B Search Engine Marketing | SEO and PPC Management ...   Marketing That's Pointed

Is Your Ad Relevant?

- Ad Position determined by "Quality Score"
  - Bid Price
  - Clickthrough rate
  - Relevance of keyword to ad
  - Landing Page Quality
  - Other factors

- Relevant ads are rewarded
- 'Poor' ads cost you more

Some PPC Tips

- Excellent market research tool
  - Impressions: how many people searched?
  - Who else is competing for the terms

- Refine Targeting
  - Multiple Matching options, Negative keywords
  - Geographic Targeting; Narrow ad groups for most profitable terms

- Careful with Content Syndication
  - Placement Targeting with PPC option better

- Relevance:
  - Test different ad versions, Different Positions
  - Clear Offer

- Consider Other Networks: Yahoo, MSN, IndustryBrains...

- Landing Page Critical

- Metrics & Reports
  - Go Beyond CPC & CTR to measure Conversion, CPA

How Google Determines 'Organic' Relevance

- On-Page Factors

  Keywords (NOT keyword meta-tags)

  Visible Text (not graphics or Flash)

  Page <Title>

  Document Structure

  <H1,2,3>, Alt-Text,…

  Site Crawlability…

- Off-Page Factors

  Links pointing back to your individual pages

  Quality, Relevance, Content, Quantity

Are Your Pages Relevant?

- Rank Checking?
- Existing Referrer Traffic
- Googly Eyes: what does Google See?
- Useful Google Commands
  - cache:www.mysite.com
  - site:www.mysite.com
  - link:www.mysite.com
  - Google (&Yahoo) XML Sitemaps
- Compare against your competitors
- Tools: Digital Point, Advanced Web Ranking…

Google Webmaster Tools

Google Webmaster Tools

| My Account | Help | Sign out

shboard > **Overview**

Overview
Diagnostics
Statistics
nks
itemaps
ools

Overview

www.██████.com ▾

Indexing | Top search queries »

Home page crawl:	✔ Googlebot last successfully accessed your home page on **Feb 10, 2008**.
Index status:	✔ Pages from your site **are** included in Google's index. See Index stats. [?]
	✔ Pages in your Sitemap(s) **are** included in Google's index. See Sitemaps overview.

Web crawl errors

HTTP errors	✔ 0	--
Not found	⚠ 43	Details »
URLs not followed	✔ 0	--
URLs restricted by robots.txt	✔ 0	--
URLs timed out	✔ 0	--
Unreachable URLs	⚠ 60	Details »
Total:	103	

Find more answers in our help center, **including:**

How can I improve my site's ranking?
Why doesn't my site show up for a specific keyword?
Why is my page's location in the search results lower than before?

Use XML Sitemaps to ensure
Crawl depth, identify problems

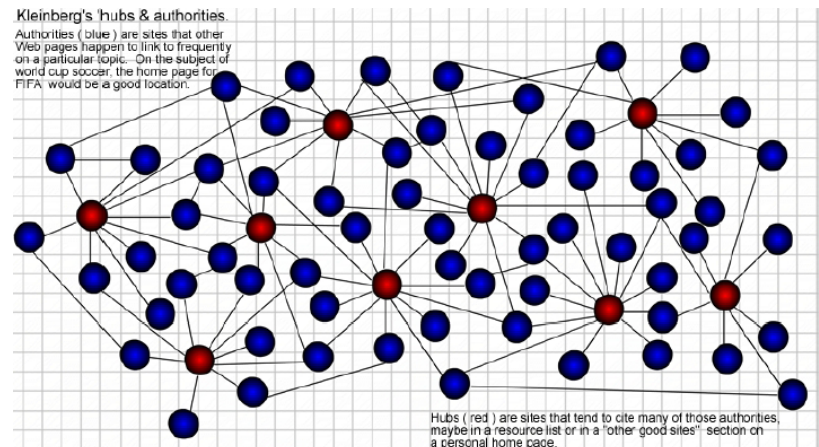# SEO – Some On-Page Tips

Generic

Specific

- Map 2-3 keywords per page

- <Title> & Meta Description: Sell the click

- Don't forget PDFs

- 80/20 rule – The Long Tail

Visits
(or Visitors)

Head   *The Long Tail*

Keyword / Key Phrase
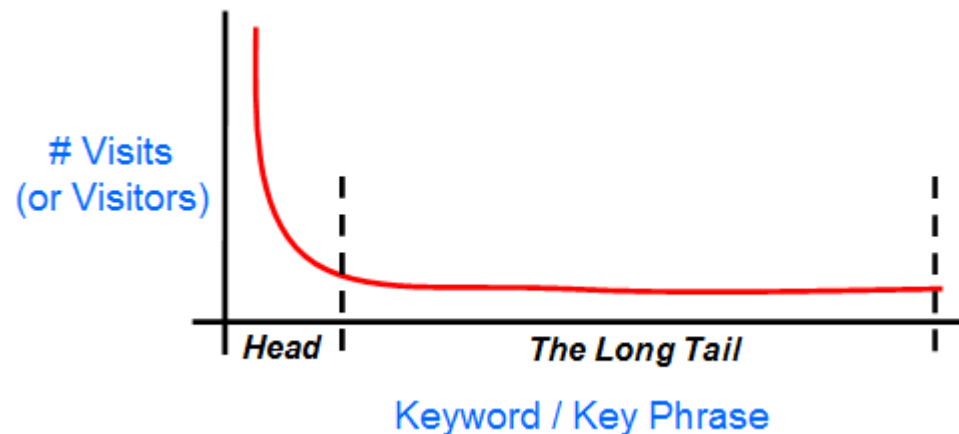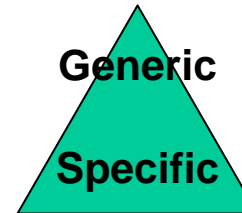
SEO – Off-Page Tips

- Keyword-rich links
- From highly relevant sites
- No sense in buying low quality links
- No point in blatant link exchanges
- Public relations: Optimize & distribute press releases
- Blogs & social media an excellent source for incoming links

Kleinberg's 'hubs & authorities.
Authorities (blue) are sites that other Web pages happen to link to frequently on a particular topic. On the subject of world cup soccer, the home page for FIFA would be a good location.

Hubs (red) are sites that tend to cite many of those authorities, maybe in a resource list or in a "other good sites" section on a personal home page.

SEO–PR   Optimizing News Releases

- Keyword Mapping: Page title & headline
- Keyword-rich links to focused landing page
- Track with unique parameters
- Create Meta Description
- Online distribution
- Consider multiple angles

- Make content easily digestible
- Provide a call to action

Participate in Conversations

- Find & listen to the conversation
  - Bloglines, Technorati, Google Alert
- Join the conversation
  - Comment, Build relationships, Trust, Authenticity
  - No selling
  - …but consider sponsoring

Start & Promote Conversations

- Creating Your Own Blog
  - It's not 'publishing'
  - Unique, remarkable, authentic voice
  - Blog frequently
  - Continue the conversation with others
    - Link / Refer to others
    - Allow for (moderated) comments
    - Relationships: Awareness, Networking

- Promote Your Blog
  - Tagging, Social Bookmarking, Social Networking

- Thought Leadership, Education

- Consider Video
  - Largely untapped in B2B

Be Convincing …

- **Your Web Site isn't about You**

- **Who** is the visitor?
  Personas map out the individual visitors

- **What** does he/she try to accomplish?
  Give him what he wants
  Balance business objectives with customer needs

- **How** does the page & navigation map into this?
  Scenarios drive Information (Persuasion) Architecture
  Persuasive copy & design
  There's no single landing page format that works everywhere

Be Convincing

- For landing pages & **each page** on your web site

Does it fulfill the promise?

Key trigger words

Is it easily scannable?

Headlines, Bullets, Short Sentences, clear persuasive language, Visible Links

Take the 4 second test

Is it about your customer?

Take the 'wee-wee test' at

www.futurenowinc.com/wewetext.htm

What's the Call-to-Action

Not just 'click here' or 'more information'

Above the fold

The AIDAS Test

- Grab visitor attention
- Reinforce visitor confidence about being in the right place
- Inspire desire to click deeper
- Is this action obvious and easy
- Does the next page give satisfaction by providing exactly what was expected

Other Landing Page Considerations

- Make it Fast

- Make it Short

- Make it Compelling
  - Hero Shot of Whitepaper

- 'Conversion' pages
  - Short forms
  - Do you really need all that info?
  - Privacy Assurance

- Test different versions (A/B, Multivariate)

Be Analytical

Be Analytical

- **What are your business objectives?**
  Rather than measuring everything

- **What do you measure?**
  e.g. Visitor loyalty, Bounce Rate, Conversion Funnels
  Micro Goals, 'Search' interactions, Page Overlay
  Segment your audience
  Campaign Tracking: Email, Direct Mail Campaigns etc.
  Iterative Testing
  Compare against others: Hitwise, Compete.com

- **Who owns analytics?**
  Senior management buy-in mandatory
  Processes, integration and benchmarks are key
  Not just static reports, but **interactive** dashboards

WHEN FLOODED TURN AROUND DON'T DROWN

What to look for …

- Outliers

What to look for in web analytics …

- ## Position results
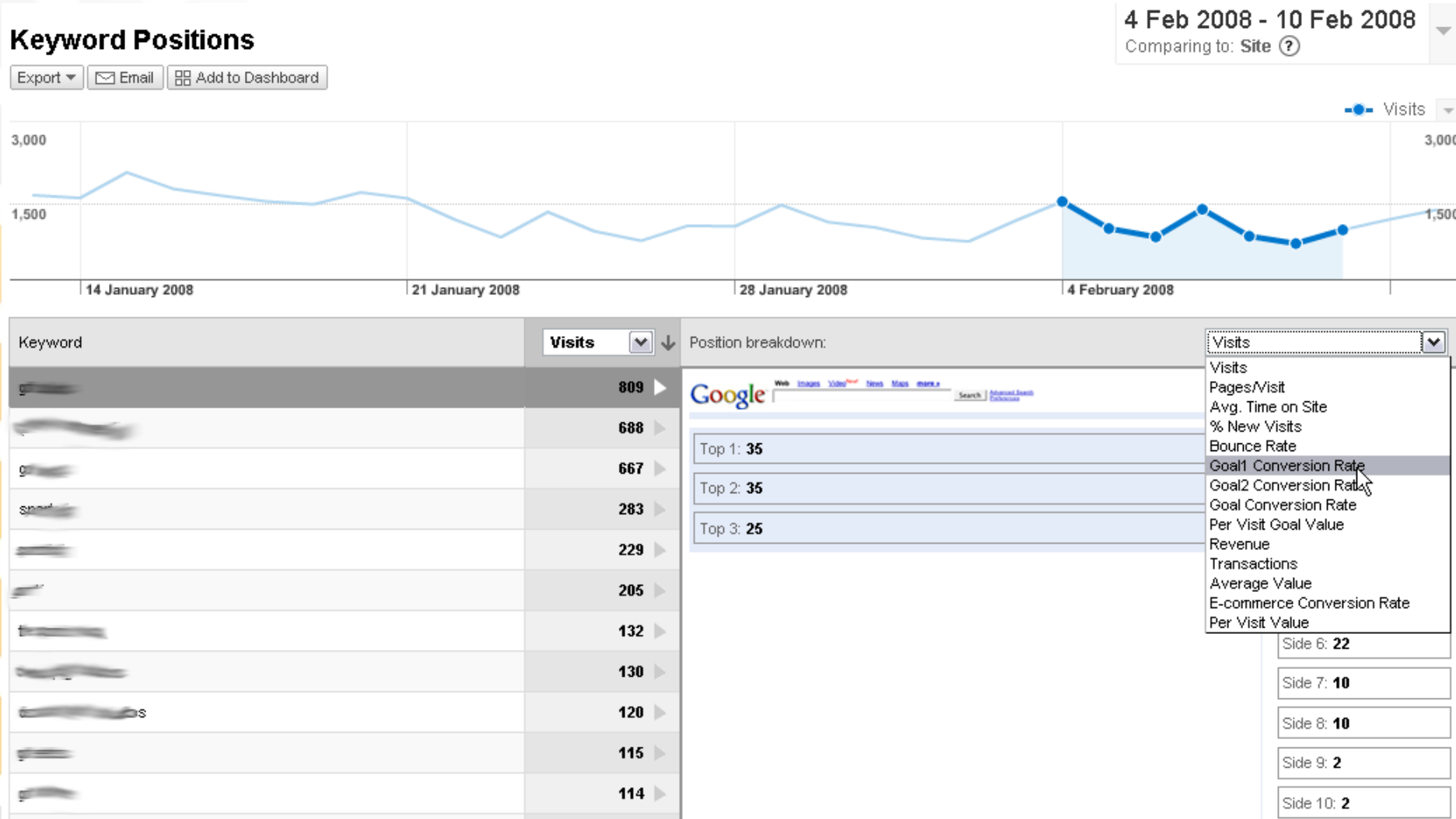
Web Marketing – A Matter of Perspective(s)

- Search Engine Perspective
- The Market's Perspective
- Your Visitor's Perspective
- Analytical Perspective

…and that is my perspective…

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