Transcript of CFRA Radio Interview during the 2007 OCRI Showcase
Ottawa – March 7, 2007

In this conversation, Chris outlines some of the key elements to Internet Marketing Success, simply stated as

- Be Found
- Be Convincing, and
- Be Analytical.

Greg: Still broadcasting live from the 14th Annual OCRI Showcase at Scotia Bank Place. I'm joined now at the CFRA booth by Chris Biber from SearchingWorks.

Chris, we spoke a little while back about your operations and the importance of "Being Found". For those of our listeners who don't know about what your company does, let's may be remind them again about what you do.

Chris: Sure. In a nutshell, SearchingWorks is an Ottawa-based Internet marketing agency. We help companies to **"Be Found"** online in search engines and other websites (Search Engine Optimization), to **"Be Convincing"** once people are on your website and then finally to **"Be Analytical"** so that you actually understand what people do on your website to continuously improve what's going on.

Greg: Now that sounds like a very good explanation of what you do, kind of in a nutshell, but an overly simplistic method because a lot of people would say "Well, how do you raise your profile on the internet?" If I want to Google, for example, a product or a service, how do you make my name popup at the top of the list and that's really what it is that you are doing.

Chris: That's right. At least that's…

Greg: A part of it.

Chris: Yes exactly. That's where everything starts, right?

Greg: Yes.

Chris: You first have to identify what it is that your audience actually searches for. (We call this process keyword analysis). You have to do a bit of analysis of what the verbiage is that people are actually using. And then you literally have to figure out how to present your company in that

verbiage.

What search engines look for when they try to rank your pages for particular keyword phrase is relevance. They consider the following factors:

First, they look at **'On-Page Factors'**. That is to say, they look at everything that's on a given page: everything that's visible to a search engine, excluding images and flash and those kinds of things. And secondly, they look at **'Off-Page Factors'** which are primarily the number, quality, relevance and content of links that point to your page?

So if you, for example, want to today start a site and talk about "you are the world's leading brain surgeon", that obviously would not work. At least in my case it won't work, since I'm not a brain surgeon. But I could create a web site about brain surgery and attempt to get ranked for that. However, Google will NEVER rank me for that term because there are no other quality sites linking to me saying "this guy is a brain surgeon."

Greg: Right.

Chris: So, what you now have to do is: if you want to rank high, you want to first have a site that talks to the language of your audience… brain surgery or what have you. And then you want to have relevant and related sites linking to you. Google interprets each of these links as votes in favor of the particular page. So the more high profile votes you have the better for your online visibility.

Greg: Obviously, so the first step then is not only to make sure that the website itself is branded properly but to make sure that it's linked to from other sites in similar and – so people are drawn in there in kind of that spider web effect. But Chris, as we talked about before; that's only the first step. It's also a matter of once they get to your website they have to be able to find the information they are looking for, quickly and easily.

Chris: Exactly. And that's the second "Be", right? The **"Be Convincing"** part. Being convincing is not about graphics design. This is not about being beautiful – beautiful to look at. What matters is the following: you have to understand, as a website owner, who is it that visits your site? What are their information requirements? And based on that understanding, you then lay out, without graphics, the information architecture that your site should have, so that it is easy for your visitors to successfully navigate your site. The information architecture addresses questions like "what kinds of things do I want people to do on my website?" And then everything else follows from that. Because you can then say, okay, well, if these people come to me, I want them to download the white paper, for

example, in the B-2-B space. If you want them to do that, lay out your information architecture in such a way that people hit your site and then are basically funneled down a conversion garden path, so to speak, where people end up where you want them to end up.

And then, the third "Be" is the "Be Analytical" part. Without analytics, you are flying blind. And with today's tools, you can very easily identify the patterns that people follow – the behavior patterns that they have on your website.

Where do they come from? What do they do on your website? And do they actually follow those conversion funnels that you have laid out for them. And if they don't, then fix it.

Greg: Very interesting stuff and certainly its one of those marketing angles, Chris, and I'm sure you run into this all the time that people just don't think about. They think, well, my website looks clean, it has our company logo on it and all the links we think are important and what else is there? So this must be an eye opening experience for all of your clients.

Chris: Very much so. And it's fascinating for us to see how many organizations still think of their website really as a brochureware kind of environment, or they can't answer the question, 'what do your users think about your website? What do they do on your website?' And many people have just the barebones of analysis in place. As a result, they do not know the behavior of their web site visitors. Where do people drop off? What's happening? And that's a really key element to understand. Without it, web site owners are really flying blind. They have a beautiful billboard out there and have no idea whether it works or not or what happens.

Greg: Absolutely.

Chris: So, web analytics are absolutely critical.

Greg: Let's talk about the OCRI showcase today. Here are about a hundred or so different exposition booths and you are talking to, potentially, some of your clients and your colleagues and lots of people in the hi-tech industry. We've talked to Jeffrey Dale and some of the presenters here today and we've all agreed that this is a very important and a very useful event. Not only just to raise the profile for the public but for people like you to go out there and network and may be do a little bit of selling and talking to your prospects and clients

Chris: Sure. And OCRI does a fabulous job here for the Ottawa area. I find whenever I talk to clients in Montreal or as far away as California, there is nothing like this in place there, at least not to my knowledge that does an

equally good job. And I would definitely say "Hats off" to the guys at OCRI. Certainly these kinds of events, over and above just seeing what's new out there, present a great opportunity for networking and potential deal making in the hallways and what not. So, I'm always participating in those types of networking events.

Greg: Have you had some nibbles today?

Chris: Oh yes. Absolutely. I was one of the speakers at one of the breakout sessions here, presenting on "Successful Internet Marketing – What Works". And while I don't expect people to run up to me and give me their business card to sign a contract on the spot, it all helps in the overall exposure.

Greg: How much does it help, do you think, that we've got the whole event book-ended by the likes of Jim Balsillie from RIM and John Rhodes coming in from Nortel at the end of the day.

Chris: I think that's key. I think that's brilliant because obviously brought in a great crowd in the morning by kicking it off with somebody of extremely high profile.

            And then book ending it with Nortel in the evening. I think that's very very good because people have a reason to either stay around or to come back. And I think that's a really really good mechanism there.

Greg: Chris, just before I let you go, here we'll give you a plug for your company. Where can our listeners go and get more information on what you do?

Chris: Well, of course. Our Internet Marketing company is called SearchingWorks and you'll find us at www.searchingworks.com because it does.

Greg: Absolutely. Chris Biber from SearchingWorks, thanks so much for being here and enjoy the rest of the event.

Chris: Great. Thank you Greg.