Successful Internet Marketing & Social Media Marketing
An Introduction
4 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
The 3 “Bees” of Successful Internet Marketing

❖ Be Found (SEO & PPC)

❖ Be Convincing

❖ Be Analytical

Lather, rinse, repeat…
Be Found - Are You There?

What Google Cares About: Profitability = Relevance
The Overriding Goal of the Search Engines

Relevance & Importance

For every search,
Deliver in the SERPs (Search Engine Results Pages) the most relevant & important result that most closely matches what the searcher is looking for.

Organic results & Paid (PPC) results

Search Engine Optimization: Ensure that your site is relevant & important for the searches that your audience performs.

= Be Found
How Google Determines ‘Organic’ Ranking

- **On-Page Factors: Relevance**
  - 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: Importance**
  - Links pointing back to your individual pages
  - Quality, Relevance, Content, Quantity
  - THIS IS WHERE SOCIAL MEDIA SHINE
How Google Determines ‘Organic’ Ranking

1. User enters a search query.
2. Google scans its index for words in the search query.
3. Google selects documents that are relevant to the search query.
4. Documents are sorted by PageRank and other signals.
5. Results are displayed.

In step 3, Google fetches a collection of relevant documents from its index. Regardless of how much PageRank a document has, if it isn’t relevant to the query, it won’t make it beyond step 3.
SEO – Some On-Page Tips

- Map 2-3 keywords per page
- \(<\text{Title}>\) & Meta Description: Sell the click
- Don’t forget PDFs
- 80/20 rule – The Long Tail

# Visits (or Visitors)

Keyword / Key Phrase
Where to Place Keyword Phrases

- Page Title
- Main Body Copy
  - Smooth flow
- Headlines & Bullets
- Call-to-Action Links
  - Avoid the click here syndrome
- Meta Description
  - Often shown in the SERPs
The Importance of the `<title>`

- Well-written, unique title paired with strong content helps position in SERPs

- 50-75 characters in length

- Lead with the important keyword
  - Not always the company name

- Compelling titles invite clicks by search engine users

- By comparison, keyword meta tag is all but useless.
  - Possibly for misspellings…
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
How Social Media Fit In

- Social media: organizations having conversations with their customers
- Also: customers, prospects, influencers, having conversations with each other
- Participating in and monitoring these conversations is critical
- Voice of Customer more important than ever
- An important source of links
Blogs can deliver “Google Juice”

Blogs = Link building ‘machines’

Google Analytics Blog: November 2006
Google Apps for Your Domain. Monday, November 27, 2006. Every now and then we will share updates from other Googlers about the products they’re working on ...
analytics.blogspot.com/2006_11_01_analytics_archive.html - 32k - Cached - Similar pages

Google Analytics Blog: June 2006
Tip: Goals without e-commerce. Friday, June 30, 2006. We recently posted about what a visit is worth and the importance of setting goals in determining a ...
analytics.blogspot.com/2006_06_01_analytics_archive.html - 29k - Cached - Similar pages

24 Apr 2008 ... skip to main | skip to sidebar. The Official Google Blog - Insights from Googlers into our products, technology and the Google ...
googleblog.blogspot.com/2008/04/new-google-finance-china-new-finance.html - 77k - 3 hours
It’s not just the links that count...

- “Automatic SEO”
  - Search Engines Love Blogs
  - “Automatic” optimization of URLs, Page Titles etc.
  - Automatic alerting of the search engines (pinging mechanisms)

- Community – a.k.a. the “Echo Chamber”

- Once you’ve built a great blog, it produces great results for anything you write about.
Voice 2.0

cross-posted from Simply Relevant: Voice 2.0: A Manifesto for the Future

We’re witnessing the beginnings of a titanic shift in the global telecommunications industry. My hope is that this evolution of Voice into a full blown internet application — the birth of Voice 2.0. Voice 2.0 is the next step from where we are today.

Vonage, Packet8, and the cable offerings, are all VoIP foundations. Voice 2.0 — true VoIP — is really part of the Web.

It’s already begun. The arrival (and mass adoption) of services like Peerio, and PhoneGnome are one indicator. American landline attrition doubled. As a result, the cost of landlines have plummeted, reaching 10,000 per day, as customers opt for the services of traditional providers.

What will that world look like? Who will be the moneymakers? What will the consumer experience be like? Let’s have a closer look. This essay is part of what I would like to see in the communications space we all dub Voice 2.0.

Source: Alec Saunders, Zone5ive presentation
Royal Sands Cancun Resort Rentals

Enjoy up to two weeks in the sun at the Royal Sands in Cancun. The Royal Sands, ranked the #1 timeshare resort in all of Mexico by the 20,000 member Timeshare Users Group and #2 globally, is a five star vacation that you won't forget.

Located in the Cancun hotel zone, the Royal Sands offers easy access to all the city has to offer, and the famous Cancun nightlife.

This year, we're not going to Mexico. Cancun was a huge hit last year. All three villas are a general one bedroom and can accommodate six adults. The villa bedroom is huge and entertaining or just relaxing and enjoying the ocean view.

Villa A5001 is a spectacular ground floor, beachfront unit. If your idea of a vacation in Mexico is to be able to step out your door and onto the beach, you are going to love this villa. Ocean front for sale for the first time ever.

Google result: Cancun Resort Rentals. Enjoy up to two weeks in the sun at the Royal Sands in Cancun. The Royal Sands, ranked the #1 timeshare resort in all of Mexico by the 20,000 member Timeshare Users Group and #2 globally, is a five star vacation that you won't forget.

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Being a Blogger

- Write frequently
- Write meaty posts
- Be controversial

- Participate in “the Conversation”
- Ask for “link love”
- Comment
- Keep a blogroll
- Love your friends!
Optimize your content

- Use WordPress to maximize pagecount
- Use a Google Sitemap
- Give your posts titles
- Give ‘em GOOD titles
- Link and Trackback
- Ping the search engines
- Get a top level domain / Connect to your main site
- Tag, tag, tag
- Syndicate: RSS, Feedburner, Other blogs
Just Don’t Ignore Blogs
(Your brand is at stake)
We’re Waiting For A Miracle From Sears Canada

“Sears Canada is a multi-channel retailer dedicated to providing its customers with quality merchandise & exceptional service coast to coast.” Sears Canada Mission Statement

Three years ago our venerable Kenmore washer and dryer were 25 years old. We had purchased them second-hand, but we had been satisfied with their performance. After getting married, they became the workhorse of our family. When the Kenmore dryer finally died, we replaced it, along with a Kenmore washer, second-hand, in Toronto. They were reliable, but over time, the appliances began to give us trouble. Sears was not particularly responsive to our inquiries, and the repairs were expensive. We had to replace the washer and dryer again a few years later. Moreover, with 5 children to wash clothes, the appliances were in constant use.

It’s four months since our extended warranty expired. We have been pouring water all over the floor because the Kenmore washer had torn, and the water was dripping out of the washer. Sears Canada has been unresponsive to our complaints, and we are considering taking legal action.

Sears Canada complaint Sears Canada washer Sears Canada poor service Sears Canada warranty. the litany of complaints from hundreds of dissatisfied customers ...

10principles
Shop Sears Canada’s selection for privacy and security. ... may contact us with any questions, complaints or suggestions with respect to the above principles. ...

accessstoandchangingyourpersonalinformation
Shop Sears Canada’s selection for privacy and security. ... If you have questions, concerns, or complaints about your privacy or your Personal Information, ...

Sears Customer Service
Find exactly what you want on Sears Canada's online store.

We're Waiting For A Miracle From Sears Canada — Alec Saunders
Sears Canada complaint Sears Canada washer Sears Canada poor service Sears Canada warranty. the litany of complaints from hundreds of dissatisfied customers ...

saunderslog.com/2006/05/16/were-waiting-for-a-miracle-from-sears-canada/ - 403k - Cached - Similar pages - Note this
Integrated social media campaigns

Use right tools
- Blogs for searchability, SEO, PR style messages
- Podcasts for deep engagement
- Twitter to create buzz

Make use of the amplifier effect
- Create presence everywhere
- RSS link everything
- Automate

Measure
Social media

Conversations lead to word of mouth
Pick the right tool to achieve your objective
Integrate to achieve the largest amplification of your message
Social media as part of the PR mix

Conversations lead to word of mouth
Pick the right tool to achieve your objective
Integrate to achieve the largest amplification of your message
While 50% of new bloggers are still posting 3 months later, 50% aren’t.

"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."
Be Found - Keyword Analysis

Know your audience

- Potential buyers, Info seekers, Competitors, Media, Casuals…
- What are they looking for?

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
Keyword-rich copywriting

- Smooth flow important
  - No stuffing of keywords
- Users first
  - Think “conversion”
  - Be descriptive (not “our products”)
- Avoid text in graphics
  - If used, consider ALT-text
  - Flash problematic
- Phrases, not words
  - Variations to capture different searches
Keyword-rich copywriting Cont’d

- Select 2-3 keyword phrases per page

- 3-4 times per page (rule of thumb)

- Phrases, not words

- Benefits oriented
  - Better for conversion
  - Google snippets

- Make sense to people
Optimized Copywriting – 2 Angles Matter…

- **SEO Copywriting (Be Found)**
  - Keyword-rich to facilitate high rankings in search engines
  - Free Traffic
  - The higher the position, the more traffic

- **Effective Copywriting (Be Convincing)**
  - Merely Attracting traffic is not enough
  - Call-to-Action for each page
  - Visitor scenarios
Copywriting is King…

Google Software Engineer Matt Cutts: “SEO will get easier; spamming will get harder”

But just because spamming is getting harder doesn’t mean that SEO is getting easier – because SEOs with the copy writing skills required to create original and unique content of genuine value that other people find interesting and link to aren’t a dime a dozen.
Be Convincing

- Your site isn’t about you
- Who is your audience
  - Define Personas
  - Define calls to action and conversion funnels
- ‘ADD’ on the web
  - Scan & Skim vs. read
  - Follow obvious links
  - Less than 5 seconds
  - Above the fold
- Your site’s goal: Visitor conversion, not raw traffic
Some Useful Tools

- **Google**
  - Cache: to see what Google sees
  - Site: to determine depth of indexing or to find specific words in any site

- **Yahoo**
  - link analysis & competition

- Many others…
Search Engine Advertising - PPC

- The fastest way to get found when prospects search for what you have to sell
- Pay-per-Click system (PPC)
- No upfront $ commitment
- Bid on keywords & keyword combinations
- Auction system determines price
- Popularity and bid determines position
- Click-through traffic gets delivered to unique URL
- Can deliver outstanding ROI
- Can be used to reinforce & tune your SEO work
PPC - 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

- Landing Page Critical

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

What are your business objectives?

Rather than measuring everything, what do you measure?

- 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.
Be Analytical

- **What are your business objectives?**
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- **What do you measure?**
  - e.g. Visitor loyalty, Bounce Rate, Conversion Funnel
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- **Who owns analytics?**
  - Senior management buy-in mandatory
  - Processes, integration and benchmarks are key
  - Not just static reports, but **interactive** dashboards
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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