flyte school

The "E" Factor:
Using Web Marketing Tactics to Boost Your Business

Rich Brooks
flyte new media
http://www.flyte.biz
http://www.flyteblog.com
http://twitter.com/therichbrooks

WARM UP QUESTION

- Who here is comfortable that they are currently reaching 100% of their prospective customers?

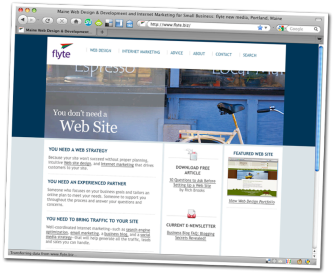
HOLISTIC WEB MARKETING

- **Attraction**
- **Retention**
- **Conversion**
- **Measurement**

http://www.flickr.com/photos/myklroventine/

WEB SITE BASICS

- **What You'll Need**
  - Domain Name
  - Registrar
  - Host



WEB SITE PLANNING

- **Questions to Answer**
  - Identify your business goals
  - Identify your audience
  - Identify their goals at the site

WEB SITE PLANNING

- **First Steps**
  - Keyword analysis
  - Site Outline
  - Wireframes

WEB SITE PLANNING

- **Design is subjective; focus on UI**
  - Branded
  - Navigation
  - User-centric

WEB DEVELOPMENT

- **Rules for An Effective Home Page**
  - Talk about your visitors, not yourself
  - Get them to take an action
  - Show restraint

CONVERSION POINTS

- **Go back to your goals:**
  - Ringing phones
  - Contact form
  - Buy now buttons

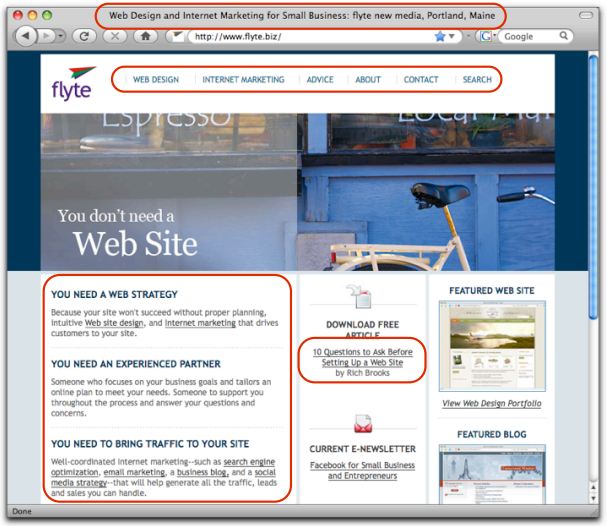
SEARCH ENGINE OPTIMIZATION

http://www.flickr.com/photos/james_lumb/

SEARCH ENGINE OPTIMIZATION

- **What affects search engine rank?**
  - Page content
  - Incoming links

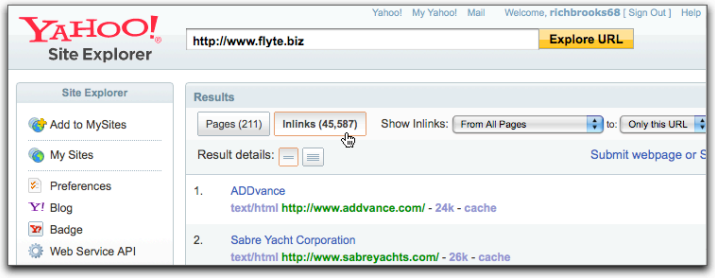
PAGE CONTENT



META-TAGS

```
<html>

<head>

<title>Dr. Robert Brooks - Motivational Speaker for Business, Schools, and
Parents</title>

<meta name="keywords" content="motivation, self-esteem, self esteem, resilient,
resiliency, raising resilient children, Dr. Robert Brooks, Ph.D., attention
deficit disorder, ADD, A.D.D., Bob Brooks, speaker, psychologist, psychology,
self-esteem, learning disorders, add, motivational speaker, motivation,
self-esteem speaker, learning disorders speaker, business, school, CH.A.D.D.,
A.D.D., a.d.d.">
<meta name="description" content="Dr. Robert Brooks is one of today's leading
speakers on self-esteem, motivation, and raising resilient children."></head>

<body bgcolor="#FFFFFF" text="#000000" leftmargin="0" topmargin="0"
marginwidth="0" marginheight="0"
onLoad="MM_preloadImages('images/menu/home_on.gif','images/menu/about_on.gif','
images/menu/speeches_on.gif','images/menu/writings_on.gif','images/menu/
products_on.gif','images/menu/resources_on.gif','images/menu/contact_on.gif','
images/yellow_buttons/speeches_on.gif','images/yellow_buttons/writings_on.gif','
images/yellow_buttons/products_on.gif','images/yellow_buttons/contact_on.gif')">
<a name="top"></a>
<table width="100%" border="0" cellspacing="0" cellpadding="0">
```

INCOMING LINKS



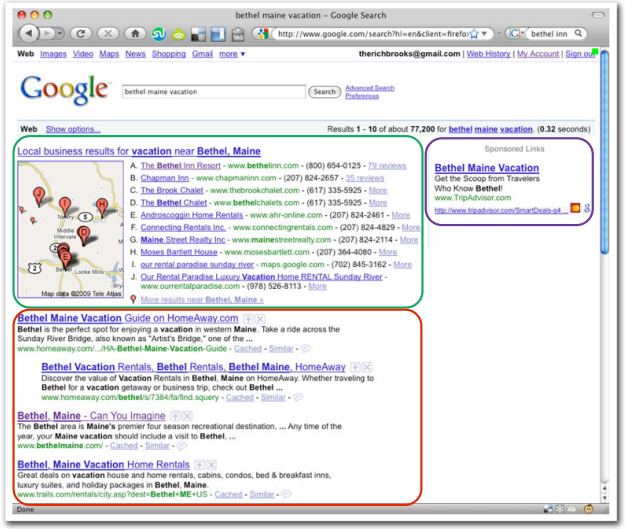
WHY THIS MATTERS

- 80% - 90% of Internet sessions include a trip to the search engines
- Every year search volume goes up
- SE's deliver prospects who have never heard of you

HOW DO SE'S WORK?

- Use "spiders" to collect content
- Use algorithms to determine relevance

SERPS



WHITE HATS & BLACK HATS

- **Using methods approved by SE's**

- **Using methods that go against SE policies**

SEARCH ENGINE OPTIMIZATION

- **What Does It Mean to Optimize?**
  - To know what people are searching for
  - To make changes to content
  - To present information in a search engine friendly way
  - To get quality incoming links

KEYWORD RESEARCH

- **Brainstorm** key phrases
- **Test** your beliefs
- **Rewrite** your copy

OPTIMIZATION STEPS

- **Brainstorm a list of key phrases using five perspectives:**
  - Your products & services
  - Your customers' problems or needs
  - The actual or perceived benefits
  - Your features
  - Your competition

HOW TO OPTIMIZE

You need to know what you're shooting for...

http://www.flickr.com/photos/smsm89/

KEYWORD ANALYSIS TOOLS

- **Paid Keyword Analysis Tools:**
  - KeywordDiscovery.com
  - WordTracker.com

KEYWORD ANALYSIS TOOLS

- **Free Keyword Analysis Tools:**
  - Google AdWords Keyword Tool
    - (https://adwords.google.com/select/KeywordToolExternal)
  - SEOBook Keyword Tool
    - (http://tools.seobook.com/keyword-tools/seobook/)

KEYWORD TOOL ADVICE

- Target key phrases, not words
- Compare similar phrases: lodging vs. hotel
- Don't exclude appropriate phrases that are highly competitive

REWRITE CONTENT

- **Page Titles**
  - Should read well
  - Front load w/keywords
  - Specific to page content
  - Avoid unnecessary words
  - Don't keyword cram

REWRITE CONTENT

- **Headers**
  - Use <H1 - H6> tags
  - Reiterate--don't duplicate--page title
  - Use headers and subheaders for easy scanning

REWRITE CONTENT

- **Content**
  - Use key phrases 3 - 4 times on a page
  - Use with geographical/filtering terms
  - Use with emphasis
  - Must still read well

REWRITE CONTENT

- **Intra-site Links**
  - Links have more weight than other text
  - Avoid Click Here and Learn More links:
    - Are these puzzles appropriate for Alzheimer's patients?
    - Learn how Shop Floor Execution can make Lean Manufacturing a snap!
    - What are the ten best tips for training your dog?

GOOD KEYWORD HOMES

- **Pages to use your keyphrases on:**
  - Home Page
  - FAQ's
  - Articles & How-To's
  - Press Releases

GOT LINKS?

- Each incoming link is a "vote of confidence"
- SE's believe it reflects your site's importance and relevance
- Has non-SE benefits

NOT ALL LINKS ARE EQUAL

- **Things that Affect Link Importance:**
  - Popularity of linking site
  - Number of links on referring page
  - Referring site's content
  - The anchor text

HOW TO GET INCOMING LINKS

- Create quality content
- Article marketing
- Get directory listings
- Request links
- Have a blog

CREATE QUALITY CONTENT

- Articles / White Papers
- Reports / Statistics
- F.A.Q.s
- How To's (especially video)

ARTICLE MARKETING

- Write an article
- Submit to article distribution service
- Get links to your site as payment

Article Marketer

isnare.com Articles

Ezine @rticles™

thePhantomWriters.com
Your Premier Resource for Locating & Distributing Articles

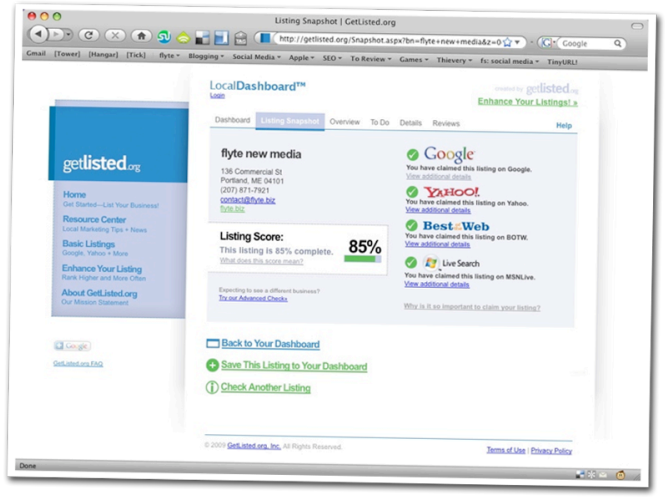
GET DIRECTORY LISTINGS

- **Regional Guides**
  - (Google [your location] + "guide")
- **Professional Directories**
  - (Google [your profession])
- **Professional Organizations**
  - (Chamber of Commerce, membership-driven organizations, etc.)

HOW TO REQUEST LINKS

- **Find who links to your competition**
  - link:www.yourcompetition.com
  - MarketLeap Link Popularity Check: http://tools.marketleap.com/publinkpop/

LOCAL SEARCH



LOCAL SEARCH TIPS

- Claim your listing
- Categorize yourself
- Keywords in your LBL title
- IYP citations
- Reviews
- Forget toll-free

http://www.davidmihm.com/local-search-ranking-factors.shtml

SEARCH ENGINE DO'S

- Create compelling, focused content
- Cultivate incoming links
- Continually add relevant content
- Create (keyword rich) links to new content from your home page

SEARCH ENGINE DON'TS

- Spam the search engines
- Respond to email come ons
- Buy text links

EMAIL MARKETING

http://www.flickr.com/photos/piccadillywilson

EMAIL MARKETING BASICS

- **Why Email Marketing?**
  - Cost effective, great ROI
  - Provides instant gratification
  - Measurable
  - Drives traffic & business

WHAT IS SPAM?

http://www.flickr.com/photos/mulad

EMAIL MARKETING BASICS

- **Email Subscription Types**
  - Double Opt-In
  - Confirmed Opt-In
  - Opt-In
  - Opt-Out

GROW YOUR SUBSCRIBER BASE

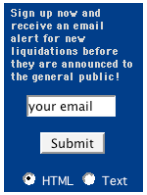
*The more subscribers, the more people you can reach
*Unsubscribes, defunct email addresses, and stronger email filters will shrink list
*Delivery rates go down as list grows

- **Why?**
  - Greater reach
  - Your list will degrade over time
  - Focus on quality as well as quantity

ONLINE TECHNIQUES

What doesn't work: join our mailing list.

- **Subscribe Box**

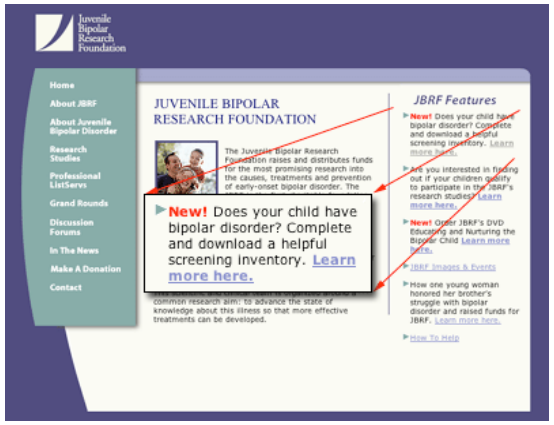


ONLINE TECHNIQUES

- **Part of a Contact Form**

ONLINE TECHNIQUES

- **Trade for Article or Giveaway**



GETTING EMAILS DELIVERED

- **Tips for Email Delivery:**
  - Promote your "from" address
  - Get added to subscriber's address book
  - Don't "bcc" your recipients

GETTING EMAILS DELIVERED

- **Don't "spamify" your emails:**
  - DON'T USE ALL CAPS
  - Don't +++ Use Excessive Punctuation!! ;^)
  - Don't Overuse $$$ymbols
  - Don't Use Red Text

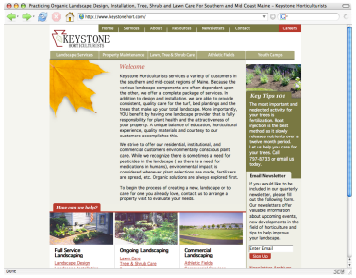
DELIVERY METHODS

- **How to send out your emails...**
  - ~~Your Email Program, i.e., Outlook~~
  - ~~Installed script~~
  - Email Service Provider (ESP)

EMAIL SERVICE PROVIDERS

- **Not hosted on your server**
- **Monthly charges involved**
- **Lots of automated tools**
  - HTML Templates
  - Scheduling
  - Tracking
  - Interest Groups

NEWSLETTER DESIGN



GETTING YOUR EMAILS READ

- **From Line**
  - Includes From Name and From Address
  - Get added to their Address Book
  - Always send from the same email name/ address
  - Brand It!

63.3% of respondents cite the "From" line as the most important factor motivating them to open emails (up from 60% in 2002).

GETTING YOUR EMAILS READ

- **Subject Line**
  - Don't "spaminize" it: all caps, too much punctuation…
  - Keep it Short
  - Make it Compelling: benefits over features, time-sensitive…

35% of respondents cited the "Subject" line as the most important factor motivating them to open emails.

GETTING YOUR EMAILS READ

- **Getting People to Take Action**
  - Include their name
  - Include calls-to-action

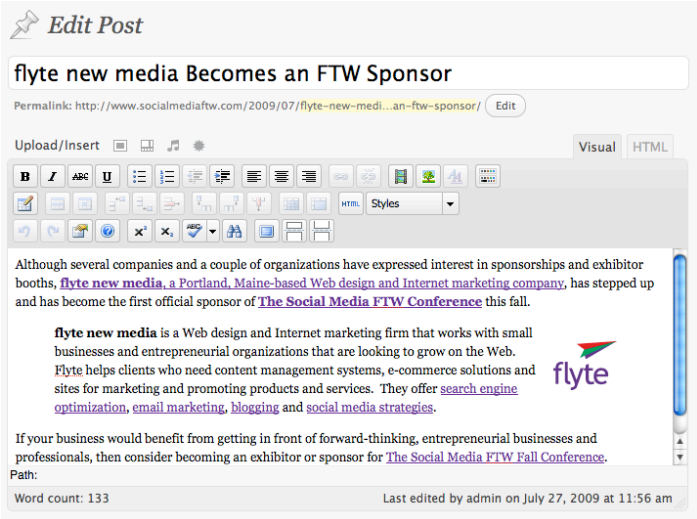
BUSINESS BLOGS

http://www.flickr.com/photos/anniemole

BLOG DEFINITION

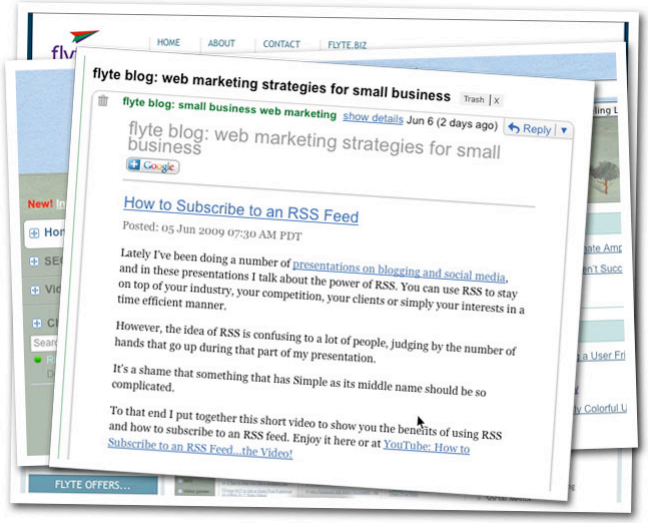
- **What is a blog?**
  - A simple content management system.
  - A three-channel distribution service.
  - A Web site on steroids.

A SIMPLE CMS

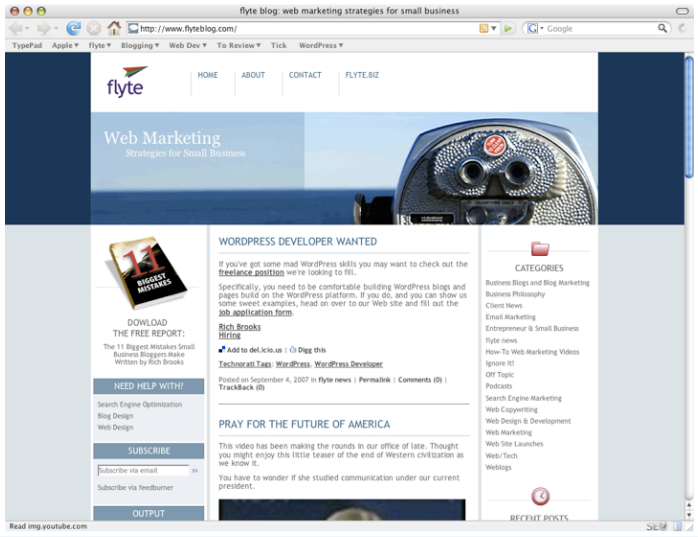


A SIMPLE CMS

THREE FACES OF BLOGS



BLOG ANATOMY



THE BUSINESS CASE FOR BLOGS

- **Why Blog?**
  - SEO/Inbound Marketing
  - Credibility/Expertise
  - Communication/Reach
  - Product/Service Support
  - Monetization

"BUT I HAVE A WEB SITE"

Web sites are your portfolio, the way you want the world to see you; blogs are an ongoing conversation, warts and all.

- Blogs can be updated w/o HTML knowledge
- Search engines love blogs
- Blogs have farther reach via RSS
- Blogs complement your Web site

"BUT I HAVE AN EZINE"

- Blogs can't be stopped by spam filters
- Blogs are archived by search engines
- Blogs can be delivered via email
- Blogs complement your email newsletter

PLANNING YOUR BLOG

- **Find and read related blogs**
  - Technorati.com
  - Delicious.com
  - Blog directories
  - Blogrolls

PLANNING YOUR BLOG

- **What Do I Blog About?**
  - What are your audience's needs?
  - Use Google Alerts of your keywords
  - Leverage trending topics

GOOGLE ALERTS

BLOGGING PLATFORMS

- **Hosted:**
  - TypePad ($5 - $15/mo)
  - WordPress.com, Blogger (free)
- **Non-Hosted:**
  - Movable Type (prices vary)
  - WordPress (free)

BLOG DESIGN & BRANDING

design is insanely important; custom design shows that you're established, even when you're not.

Poor design, or worse-template design-makes you look transient.

- Own your domain
- Choose or design a complementary look
- Cross link, cross promote

FINAL CHECKLIST

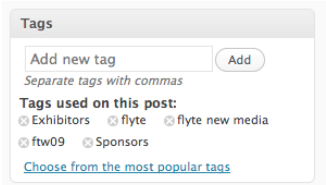
- Plan soft launch/hard launch
- Schedule blogging and commenting time

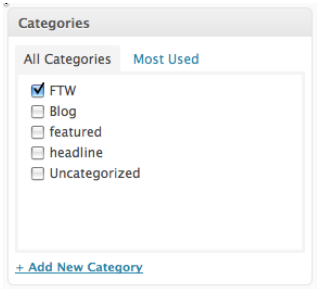
WRITING BLOG POSTS

titles are insanely important: SEO, social media and readership

- **Anatomy of a great post**
  - Compelling, keyword-rich title
  - Focus
  - Link to your resources
  - Tag & categorize appropriately

TAG & CATEGORIZE





DEALING WITH COMMEN

interact w/your readers

comments aren't clients

- The Good
- The Bad
- The Spammy

PROMOTING YOUR BLOG

- **At Your Blog**
  - Newsfeeds
  - Email Feed (FeedBlitz, Feedburner)
  - Tags
  - Social Bookmarking Links

PROMOTING YOUR BLOG

- **At Other Blogs**
  - Engage and leave comments
  - Guest Blog

PROMOTING YOUR BLOG

- **Through Other Services**
  - Ping news aggregators (Pingoat.com)
  - Submit to bookmarking & news sites
  - Submit to blog directories

PROMOTING YOUR BLOG

- **Through Other Marketing Channels**
  - Web site
  - Email newsletter
  - Email signature
  - Discussion Forums/BBS
  - Traditional advertising/Press releases

PROMOTING YOUR BLOG

- **Increase your search visibility**
  - Create keyword-rich titles & posts
  - Create link-worthy content

CREATE LINK WORTHY CONTENT

- **Create Linkbait**
  - List of blogs in your niche
  - How-To articles
  - Be Contrary
  - Numbered Lists

MY BLOGROLL

- Technorati: http://www.technorati.com
- Pingoat: http://www.pingoat.com
- TypePad Pro: http://www.typepad.com
- Feedburner: http://www.feedburner.com
- FeedBlitz: http://www.feedblitz.com
- Blog Directories: http://masternewmedia.org/rss/top55

SOCIAL MEDIA

http://www.flickr.com/photos/respres

WHY IS THIS IMPORTANT?

- **Twitter has 10+ million users**
- **LinkedIn has 50+ million users**
- **Facebook has 350+ million users**
- **US has 304 million people**
- **YouTube shows 1.2 billion videos/day**
- ***All these stats are out of date!***

SOCIAL MEDIA

- **The Business Case for Social Media**
  - Conversations
  - Customers
  - Competitors
  - Cost

EFFECTIVE SOCIAL MEDIA

- **Requires a 5 step process:**
  - What are your goals for 2010?
  - What strategies will get you there?
  - What tactics will you need to use?
  - How are you going to execute?
  - How are you going to measure?

SOCIAL MEDIA STRATEGY

"You cannot have a social media strategy without a content strategy."

--Susan Cato

WHAT IS A CONTENT STRATEGY?

- Must align w/your goals
- Must be outcome driven
- Must address prospects' pain points

WHAT IS A CONTENT STRATEGY?

- Develop content (podcasts, blog, video, etc)
- Repurpose what you already have
- Reach out to members, bloggers, influencers
- Inspire the audience to connect w/you

WHERE DO YOU START?

- **Your Blog**
  - Most established tool
  - Your social media hub

SOCIAL MEDIA "BIG THREE"

- **Twitter**
- **Facebook**
- **LinkedIn**

TWITTER 101

- A microblogging service that allows people to communicate in short messages called tweets

TWITTER

TWITTER HOW-TO VIDEOS

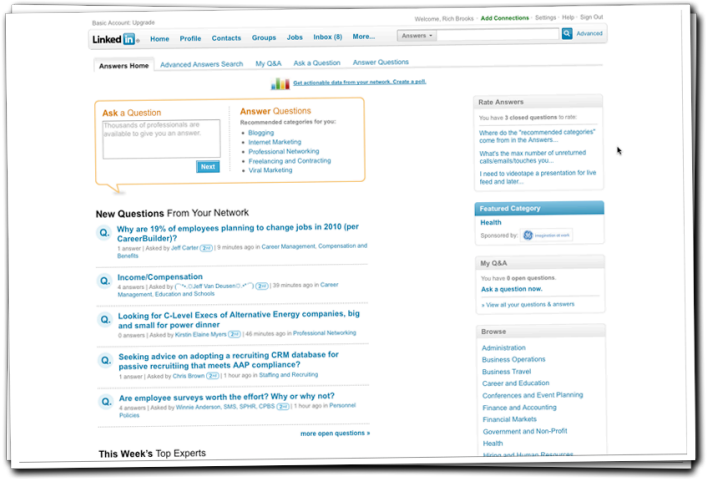
http://www.squidoo.com/twitter-video-guide

or Google:

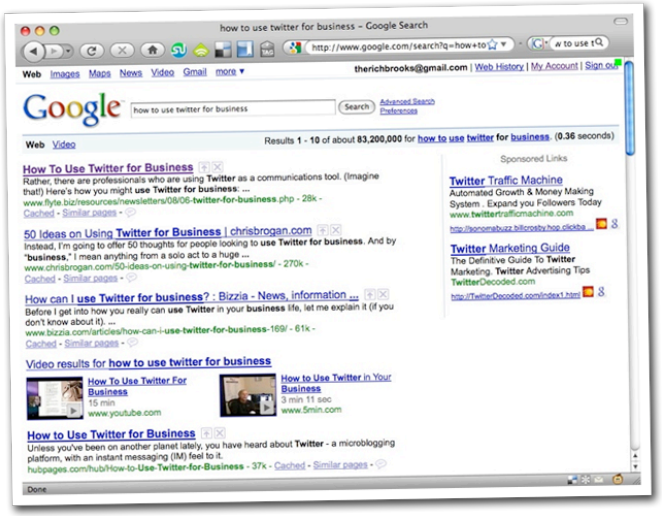
ultimate twitter video guide

FACEBOOK

LINKEDIN



THE IMPORTANCE OF VIDEO

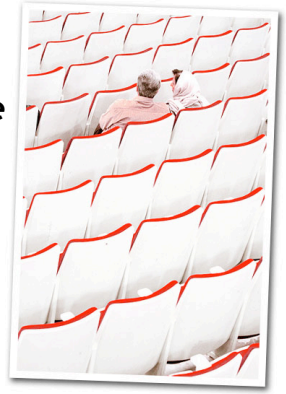


TIME MANAGEMENT

- Ping.fm
- TubeMogul
- TweetDeck
- RSS

HOW TO BUILD AN AUDIENCE

- **Complete your profile**
- **Upload your contacts**
- **Build organically**
- ***Provide value***



http://www.flickr.com/photos/sharif/

SOCIAL MEDIA ROI

ROI: REFERRERS

Site Usage | Goal Set 1 | Ecommerce

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
2,576	1.62	00:01:04	84.39%	73.91%
% of Site Total: 24.28%	Site Avg: 1.61 (0.87%)	Site Avg: 00:01:08 (-6.10%)	Site Avg: 83.99% (0.49%)	Site Avg: 76.98% (-3.99%)

	Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	images.google.com		435	1.25	00:00:16	97.93%	78.39%
2.	flyteblog.com		378	2.12	00:02:32	70.90%	60.58%
3.	images.google.co.in		180	1.26	00:00:31	93.33%	82.78%
4.	images.google.co.uk		61	1.28	00:00:25	96.72%	75.41%
5.	mainebusiness.mainetoday.com		61	2.00	00:00:56	70.49%	59.02%
6.	google.com		54	1.52	00:00:22	72.22%	79.63%
7.	smallbusinesssem.com		49	1.20	00:00:31	89.80%	91.84%
8.	fastcompany.com		47	1.40	00:01:05	95.74%	89.36%
9.	sharein.com		45	1.09	00:00:16	88.89%	93.33%
10.	facebook.com		42	1.57	00:02:07	54.76%	71.43%
11.	stumbleupon.com		36	1.22	00:00:52	100.00%	77.78%
12.	twitter.com		36	1.69	00:00:19	61.11%	80.56%
13.	images.google.ca		35	1.51	00:00:16	94.29%	60.00%
14.	images.google.com.pk		33	1.12	00:00:08	90.91%	87.88%
15.	images.google.com.ua		26	1.08	> 00:00:00	50.00%	92.31%
16.	images.google.de		22	1.45	00:00:37	100.00%	54.55%
17.	images.google.com.tr		21	1.19	00:00:20	90.48%	85.71%
18.	smashingmagazine.com		19	1.26	00:00:39	100.00%	89.47%
19.	blog.kissmetrics.com		18	1.00	00:00:00	94.44%	100.00%
20.	images.google.it		17	1.18	00:01:00	88.24%	82.35%

ANALYTICS

http://www.flickr.com/photos/aussiegall

HOW TRAFFIC REPORTS HAPPEN

- **Log File Analysis**
- **Page Tagging**

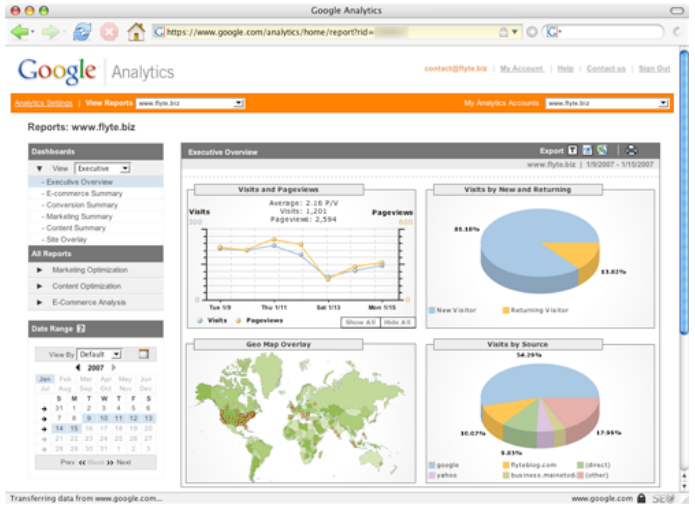
LOG FILE ANALYSIS

HTTP/1.1" 200 22755 "http://www.flyte.biz/portfolio/examples_biz.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/ariel_logo.gif HTTP/1.1" 200 4367 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/copaa_logo.gif HTTP/1.1" 200 1174 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/hmg_logo.gif HTTP/1.1" 200 2279 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/gsl_logo.gif HTTP/1.1" 200 4876 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/hibernia_logo.gif HTTP/1.1" 200 3376 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/flyte_logo.gif HTTP/1.1" 200 4586 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/aquafit_logo.gif HTTP/1.1" 200 4385 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/hcp_logo.swf HTTP/1.1" 200 71245 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/portfolio/logos/ariel_alt_logo.gif HTTP/1.1" 200 7687 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
74.65.150.98 - - [14/Jan/2007:20:04:43 -0700] "GET /images/right_nav/they_said_it.gif HTTP/1.1" 200 590 "http://www.flyte.biz/portfolio/logos.html" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1.1) Gecko/20061204 Firefox/2.0.0.1"
64.208.172.177 - - [14/Jan/2007:20:05:06 -0700] "GET /special/flytelog/ HTTP/1.0" 200 25637 "-" "ia_archiver"
172.213.139.121 - - [14/Jan/2007:20:05:12 -0700] "GET / HTTP/1.1" 200 23945 "-" "ISC Systems iRc Search 2.1"
65.55.212.189 - - [14/Jan/2007:20:05:32 -0700] "GET /resources/newsletters/06/07-incoming-links.html HTTP/1.0" 200 25785 "-" "msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)"
64.208.172.177 - - [14/Jan/2007:20:07:36 -0700] "GET /resources/newsletters/05/04-reading-traffic-reports.html HTTP/1.0" 200 29465 "-" "ia_archiver"
64.208.172.177 - - [14/Jan/2007:20:07:54 -0700] "GET /resources/feature-articles.html HTTP/1.0" 200 19614 "-" "ia_archiver"
65.54.188.140 - - [14/Jan/2007:20:07:59 -0700] "GET /you/professionals.html HTTP/1.0" 200 23663 "-" "msnbot/1.0 (+http://search.msn.com/msnbot.htm)"
67.72.98.88 - - [14/Jan/2007:20:08:59 -0700] "GET /about/jobs.html HTTP/1.1" 200 28408 "http://flyte.biz/special/flytelog/" "Mozilla/5.0 (Windows; U;

PAGE TAGGING

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
    "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-
    analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-######-1");
pageTracker._trackPageview();
</script>
```

GOOGLE ANALYTICS



ADDITIONAL RESOURCES

- Ultimate GA Video Guide: http://www.squidoo.com/ultimate-google-analytics-guide
- Google Analytics Help: http://www.google.com/support/analytics/
- GA Experts: http://www.ga-experts.co.uk

THANK YOU

Rich Brooks
flyte new media
136 Commercial St., Ste 201
Portland, ME 04101

http://www.flyte.biz
http://www.flyteblog.com
http://twitter.com/therichbrooks