

Internet Business Strategies

1. What works, what doesn't! Planning & Designing Your Website

Your eMarketing Plan

- A. What are the Goals of my Website:
 - a. Sell Product
 - b. Sell Service
 - c. Sell Information

1. Primary Goals

2. Secondary Goals

- B. Who is my target audience?
(Children, seniors, teenagers, people with children, pet lovers, grandparents, retailers, diabetics)

- C. What do I want visitors to do on my site?
 - a. Phone to place an order
 - b. Purchase online
 - c. Fill out a form
 - d. Email an order
 - e. Subscribe to your mailing list
 - f. Volunteer for an event

- g. Read an ad
- h. Find your location
- i. Educate them

D. What is the most important page on my website?

Home Page, FAQ, Contact Us, Shopping Cart, Products Page, News Articles, Biographies, Member Login, Find Us, Live Help, Search, Site Map, Games, Blog, Media?

E. What sets my business/site apart?

F. Do I need information in a printable format, or downloads, video files, images, sound files?

2. Internet Marketing Today and Tomorrow! Creating Your Website

How Can your Customers Find You?

A. Name: What's in a Name, a Domain that is.

The Name: A unique starting point for your business

Tips:

- a) Make the words easy to spell
- b) Make it easy to remember
- c) Don't use unusual characters, only letters, numbers or dashes [-]. Do not enter spaces, periods [.] or other punctuation.
- d) Short is better

The Extension: What do I want? What do they mean?

- a) .com - Commercial
- b) .net - Networks
- c) .org - Organizations
- d) .info - information
- e) .biz - Business
- f) .edu - Educational
- g) .gov - Government
- h) .int - International Organizations
- i) .mil - Military (US Dept of Defense)
- j) .ca - Canada
- k) .us USA

Brainstorming Domain Names:

Check availability at: <http://www.networksolutions.com/>

B. Keywords: Are you targeting the right keywords for your business?

Meta Keywords: Code that tells the Search Engines the Keywords that describe your site.

The code looks like this:

```
<meta name="keywords" content="A list of keywords goes here">
```

Sample: (For a tourism site in Penticton)

```
<meta name=keywords><meta name="keywords" content="Okanagan, south Okanagan, Penticton, Peach festival, Elvis Festival, Meadowlark festival, trans Canada trail, Kettle Valley RR Trail, Hockey School, Okanagan hockey school, Penticton winery tours, Okanagan wines, ironman Penticton, vacation, wildlife, fishing, waterskiing, climbing, hiking, gourmet restaurants, live theatre, jazz festival, music, canoeing, kayaking, parasailing, hang gliding">
```

Tips:

- a) Use meta description and meta keywords tags on all pages, modify to match page content
- b) Include keywords when creating your description
- c) List your keywords in order of importance
- d) Don't overdo the number of keywords for the meta keywords tag
- e) Avoid Useless Keywords: and, the, industry, business, other common words, overused clichés,

Brainstorming Keywords:

Good	Better	Best
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Tools to Help You With Your Keywords:

<http://www.digitalpoint.com/tools/suggestion/>

<https://adwords.google.com/select/KeywordToolExternal>

Meta Description: Code that tells the Search Engines what your site is about.

The code looks like this:

```
<meta name="description" content="A concise statement about your business">
```

Sample: <meta name="description" content="A friendly and fun place to visit, Penticton, in the Okanagan Valley.">

Brainstorming Meta Description:

- C. Phrases: Why Words & Phrases Matter! This gives you a unique identity on the Internet. Check out your top 5 competitors sites keywords. (Select View on the menu bar, and view source. Look for the meta tags)

- D. Page Titles: An Often missed Resource.

The code looks like this:

<TITLE>Title of your Page – keywords help optimize your page</TITLE>

- E. Copy Editing For Search Engine Optimization. Text is the most important thing in search optimization; it is the only thing that search engines care about. There are 3 kinds of text, Visible, Invisible and ALT text found on the Internet.
- a) Visible Text – This is what you see on the page when you surf the web.
 - b) Invisible Text – The code found in the background that makes the page work.
 - c) ALT Text – Specially coded text

It is important to pay attention to all 3 types of text. Don't repeat the same words over and over again, hoping to increase your page rankings. It doesn't work. The keywords, phrases, and ALT text need to be integrated smoothly and logically in order for your visitors to get the best information about your business and the search engines to rank you well.

3. Driving Traffic to Your Website!

Link Building – inbound links to your site

Links to your site can increase your ranking on the search engines, and anchor text can improve it even more. Anchor text is the visible text on a page that links to the site. Be cautious of reciprocal linking that serves no purpose on your website.

Directory Submissions

Submit your site to online directories that are pertinent to your business.

<http://www.bedandbreakfast.com/>

Age of Domain

You can't do much about this, but the older your domain is the better chance it has on the Google search engine. Sometimes it might pay to purchase a domain name that has expired and capitalize on its popularity from the past.

Paid Placement

Most of the major search engines have a service where you can display their ads on your page, and receive remuneration for this. You can either purchase the service to display your link, or get paid to display others.

Pay-per-Click Advertising

You pay a fee each time someone clicks on the link to your website. Starts at a few cents per click and increases from there.

4. Submitting Your Website To Search Engines

Market Share July 2007

Google	43.70%	http://www.google.com
Yahoo	28.80%	http://www.yahoo.com
MSN	12.80%	http://www.msn.com
AOL	5.90%	http://www.aol.com
Ask	5.40%	http://www.ask.com
Others	3.40%	

Information about Search Engines:

<http://searchenginewatch.com/>

5. Measuring/Analyzing and Modifying Your Search Engine Optimization

3 Things can keep your website where you want it on the Search Engines

a) Tools

There are many sites, including the search engines that can help you with your keywords, phrases and optimization. <http://wordtracker.com>

b) Statistics

As time goes on it becomes increasingly more important to track visitor information to your site, and learn the habits of those who visit your site. You can use a free service on the web for a simple page count, use one from your provider that gives more detailed information, or pay big time for a service that will tell you incredible detailed information about what people do on your website, where and for how long.

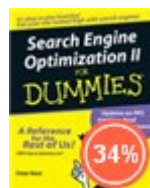
c) Frequency

Assess your competitor's website, and your own quarterly. Check rankings on the search engine based on your keywords, others keyword and your company name. Keep track of the information. Analyze it, and change it to see if you can increase your rankings. Track a few competitors over time and it will reveal valuable information. Your competitor may be local, regional, national or international depending on the nature of your business.

6. Don't Underestimate the Power of a Good Book – Recommended Reading.

1. Search Engine Optimization for Dummies

2nd Edition by Peter Kent, April 21, 2006



2. Search Engine Optimization and Marketing for Beginners

Renie Kennedy April 1, 2005



3. Web Dragons: Inside The Myths Of Search Engine Technology

Ian H. Witten & Morgan Kaufmann, November 3, 2006



4. Google and Other Search Engines: Visual QuickStart Guide: Visual QuickStart Guide

Alfred Glossbrenner, November 5, 2004

