

Downtown Computer Club Meeting – 10/23/08

How an Internet Marketing Strategy Can Improve Website Results

by Joe Vangsness

- The need to determine your objectives and target market

Some objectives:

- find new customers
- provide information
- sell products on the Internet
- create product or service awareness
- provide training through the internet

- How search engines work

- robots and spiders
- index words and phrases
- Google Pagerank, Google toolbar
- search ranking depends on keywords, phrases, links, update frequency, etc
- Google Webmaster Central

- The role of keywords & key phrases

- Determine keywords and phrases
- Do a search on some keywords and phrases to see if your competition shows up
- Use tools to see what keywords that web users are searching on

Google adword tool:

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

Google Trends:

<http://www.google.com/trends>

- Design your content around your keywords and phrases
- Place in your pagetitle, description, headings and content
- Google Local

- How to design and build a website that search engines can index

- Search engines can't index Flash sites or Javascript
- Workarounds if you must use Flash or Javascript

- What website statistics programs can tell you about your visitors

- unique visitors and total visitors
- websites that referred visitors
- keywords and phrases used in search engines
- trends
- visitors by city, zip, region, country
- pages requested
- entry and exit pages
- search engine visits
- web statistics programs:
 - Webtrends
 - Webalizer
 - Traffic Facts
 - Google Analytics

- Techniques for getting results from your visitors after they land on your website

- use a form for requesting more information or sign up for a newsletter or a study

- Additional ways to generate traffic to your website
 - set up your own blog and link to your website
 - put your blog on your website navigation bar
 - links from other websites
 - advertising
 - public relations
 - news media
 - post messages on a blog or message board with your web address
 - get mentioned in blogs
 - direct mail
 - make an entry in Wikipedia if possible
- Examples of successful strategies
 - Chicago Pastel Painters <http://www.chicagopastelpainters.org/>
 - CSP Computers <http://www.csppc.com/>
 - Chelle Design Group Ltd <http://www.chelldesign.com/>

- Resources for further learning (books, website, seminars)

Classes, seminars & user groups

Internet Marketing Class at the University of Chicago Graham School
<https://grahamschool.uchicago.edu/php/offering.php?oi=4629>
 Chicago Dreamweaver Meetup Group meets monthly in Evanston
<http://dreamweaver.meetup.com/65/>

Books:

Search Engine Optimization For Dummies(3rd Edition) by Peter Kent
 3G Marketing on the Internet (7th Edition) by Susan Sweeney
 The New Rules of Marketing & PR by David Meerman Scott
 Search Engine Visibility (2nd Edition) by Shari Thurow
 How to Win Sales & Influence Spiders by Catherine Seda

Websites(most have newsletters you can sign up for):

David Meerman Scott <http://www.davidmeermanscott.com/>
 Jakob Nielsen on Usability <http://www.useit.com/>
 Search Engine Watch <http://www.searchenginewatch.com/>
 Marketing Sherpa <http://www.marketingsherpa.com/>
 eMarketer <http://www.emarketer.com/>
 Pew Internet & American Life Project <http://www.pewinternet.org/>

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