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

- 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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