

# Web Marketing

## Spreading the word

- Include your web address on stationery, business cards, and other literature. Make sure that all reprints of cards, stationery, brochures, and literature contain your company's web address



### Spreading the word

- Consider traditional media to drive people to your site, such as direct mail, classifieds, post cards, etc.
- Don't discontinue print advertising you've found effective.
- But be sure to include your web address in any display or classified ads you purchase in trade journals, newspapers, etc.
- View your website as complementary to the ad.
- Use a two-step approach: (1) capture the readers' attention with the ad, (2) then refer them to your web site (where they can obtain more information and perhaps place an order)

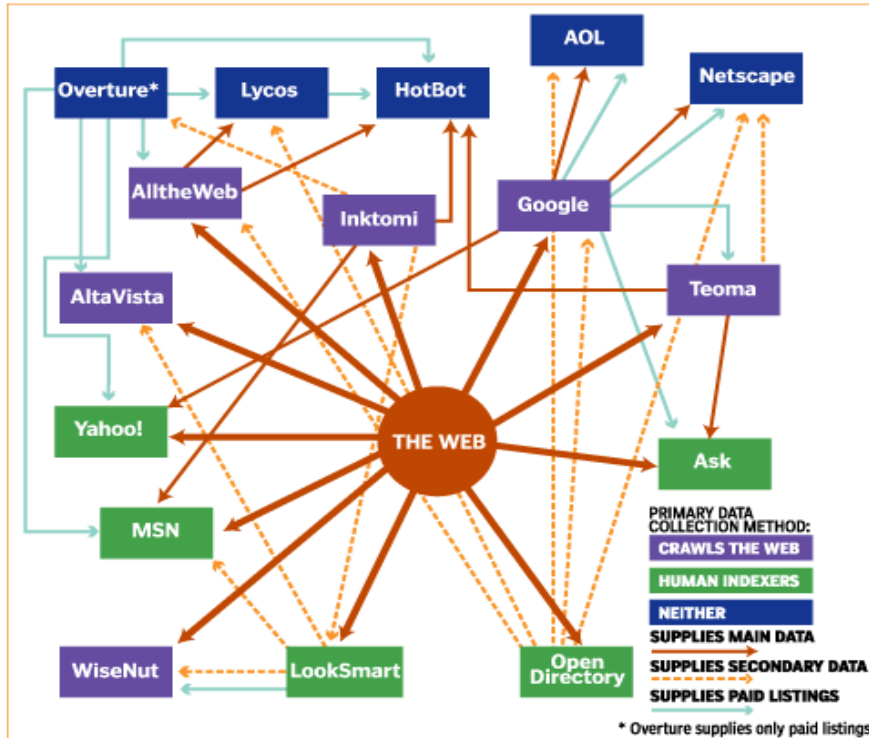
### Spreading the word

- Submit your web address to specialised directories. You may find some directories focused on particular industries - such as education or finance. Be sure to register with these, if relevant.

## Hyperlinks

- Links to your website from other sites are not only good for your credentials, they also help promote your website and therefore help market you and your business.
- Find complementary websites and request a reciprocal link to your site

# Search Engines



## Search Engines

- Google - including AOL, Ask Jeeves, Netscape, NTLworld, Virgin...
- Yahoo - including MSN, AllTheWeb, AltaVista, BBCi, HotBot, Lycos, Tiscali, Freeserve...
- dmoz

# Search Engines

## Google

- Submitting your site is FREE. Google is the world's foremost Search Engine. Google entries are forwarded to many other Search Engines



# Search Engines

## YAHOO

- Submitting your site is FREE. But to submit your site you need to be a registered Yahoo member – and you'll need to fill out the registration details first.



## Search Engines

dmoz

- Submitting your site is FREE. This is a less well-known directory where your site will be looked at by "a real person" before they list it. You'll climb the ranks on other Engines if dmoz catalogues you.
- Navigate the dmoz site to a page you'd like to appear on, then click the "update listing" and/or "Add URL" link. If you are already in dmoz, you just need to check their listing is still correct.



## Search Engine Optimization

The process of improving a website so it ranks higher on search engines

- Selecting the right keywords
- Optimising website tags
- Optimising website content

# Search Engine Optimization

## Keywords

- Choosing the right keywords is the first step to better search engine positioning. Think about your business carefully. What words describe and/or relate to your company or product(s).
- What words would you search for when looking for the same product?

## Search Engine Optimization

### <Website tags>

- Once you choose your keywords, the next step is to place them inside of your website tags. Or not...
- About five years ago, meta tags were important and every webmaster tried to cram as many words as possible inside their meta tags, but...
- Nowadays, because of spam problems, meta tags aren't even read by some search engines.
- Other tags, such as the HTML title, are significantly more important for search engine optimization.

# Search Engine Optimization

## HTML title



## Right click and select View Source

```
<html>  
<head>  
<title>UK easisites website builder - Home</title>
```

# Search Engine Optimization

## Website Content

- Optimising your content is the most important part of your optimisation campaign.
- This is because search engines value the text on your website more than just about any other factor.
- The text that you write will be included in the search engine database and used to match user queries to your site.

## Search Engine Optimization

Three things to consider

- How often your keywords appear
- How prominent your keywords are
- How good is your 'copy'

## Search Engine Optimization

### Keyword density/frequency

- A high percentage of keywords in relationship to other text suggests that this or that keyword is important
- Search engines want to see more than one repetition of a keyword in your text, but beware...
- If a particular keyword or phrase turns up more than 10% of the time you run the risk of having your site de-catalogued from a search engine

## Search Engine Optimization

### Keyword prominence

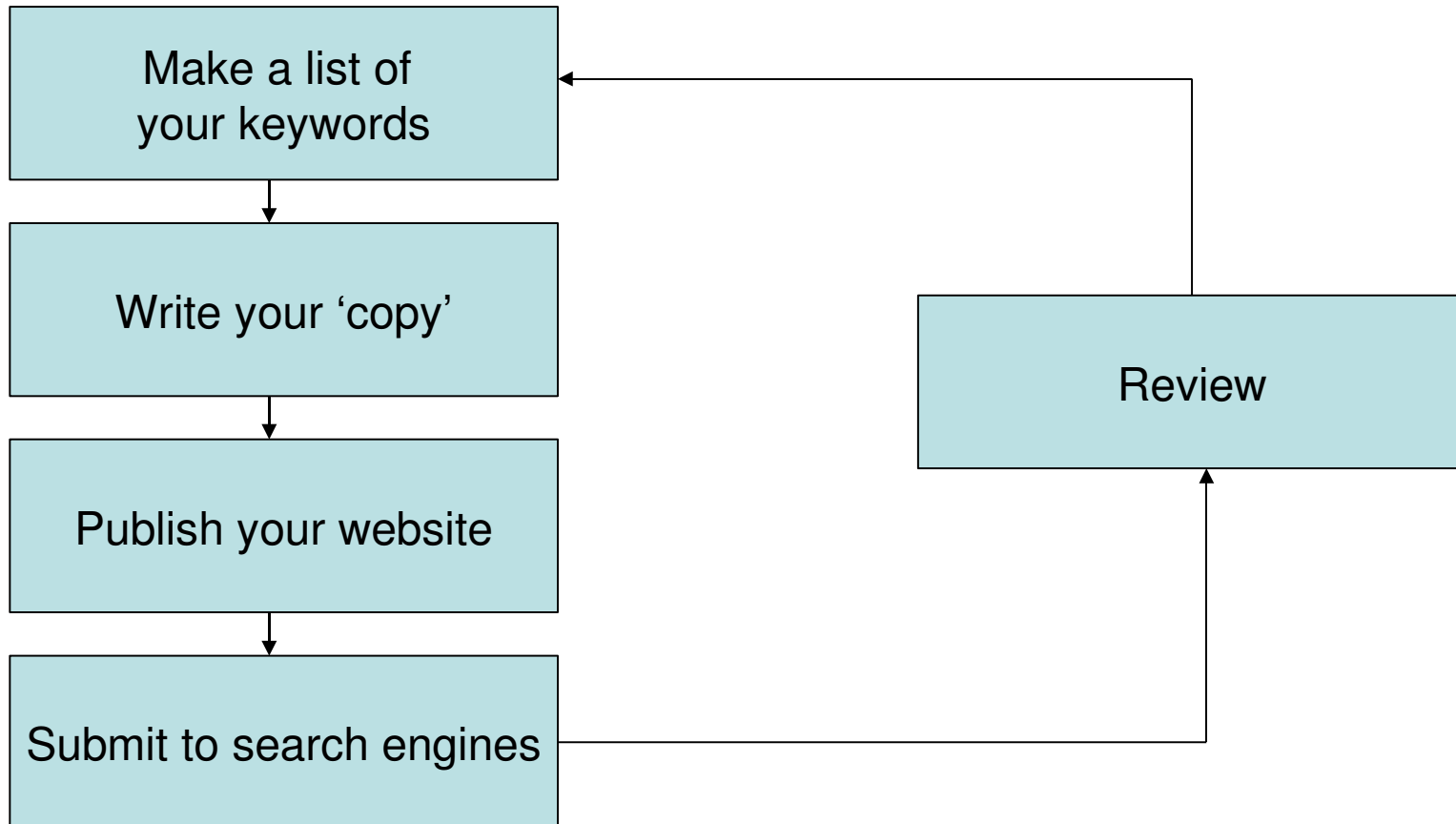
- Put your keywords in a prominent place – such as at or near the top of the page

## Search Engine Optimization

### Copy quality

- Writing good copy that includes your keywords with appropriate frequency and prominence – and nicely describes your products and services to your potential customers (USPs and all) – may take time and thought.

# Search Engine Optimization



# Search Engine Optimization

## Top tips

- Think about what people might type when searching for your services and make sure those words (and phrases) appear on your home page.
- Keep your site current and update regularly. Such activity registers with and interests the search engines. If you don't update your site regularly, the search engines may well think you are dormant, at best, or, at worst, defunct.
- Give the search engines a nudge every so often (three months, say), just to let them know that you aren't either dormant or defunct
- Get as many other sites to link to you as you can (the more the merrier).

## Search Engine Optimization

There are no guarantees, unfortunately.  
Search engineering is still a black art.  
Search engines are laws unto themselves.  
However...



If you don't do these things, it's pretty much guaranteed  
that you will fall off the search engines' radar.



## Paid inclusion – pay per click

Particularly appropriate if you are in a very competitive field

[Sign in](#)

Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [more »](#)

card processing  [Advanced Search](#)  
[Preferences](#)

Search:  the web  pages from the UK

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**Web** Results 1 - 10 of about 80,800,000 for **card processing**. (0.08 seconds)

|  |   |
|--|---|
| <p><a href="#">Card Processing</a><br/><a href="http://www.paypal.co.uk">www.paypal.co.uk</a> Fast, safe and secure payments. Over 120 million accounts globally</p> <p><a href="#">Card Processing with HSBC</a><br/><a href="http://www.hsbc.co.uk">www.hsbc.co.uk</a> Get the right <b>card</b> payments solution for your business.</p> <p><a href="#">Merchant Account Provider</a><br/><a href="http://www.wsr-corporation.com">www.wsr-corporation.com</a> Need credit <b>card processing</b>? Every business welcome!</p> <p>Protx - secure online payment: payment <b>processing</b> for credit <b>card</b> ...<br/>Secure online payment including credit <b>card</b> mobile and micro payment.<br/><a href="http://www.protx.com/">www.protx.com/</a> - 21k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p> <p>Debit and credit <b>card processing</b> payment solutions: HSBC Bank UK<br/>Debit and credit <b>card processing</b>, accept <b>card</b> payments from your customers online, by mail, phone or in person at competitive rates</p> | <p>Sponsored Links</p> <p><a href="#">Accept Payments</a><br/>Accept payments on the internet, by phone, fax or mail with WorldPay.<br/><a href="http://www.worldpay.co.uk">www.worldpay.co.uk</a></p> <p><a href="#">Worried about card fraud?</a><br/>Eight of the top ten UK retailers are protected by The Logic Group.<br/><a href="http://www.the-logic-group.com">www.the-logic-group.com</a></p> <p><a href="#">Card Payment Processing</a><br/>Online <b>card</b> payment <b>processing</b> solutions from just £10 per month<br/><a href="http://www.SECPay.com">www.SECPay.com</a></p> |
|--|---|

### **Paid inclusion – pay per click**

- you pay to be listed on page 1 for certain searches
- there's a cost each time your advert gets clicked (hence, 'pay per click')
- cost depends like an auction on number of competing advertisers
- you set a budget e.g. £100 per month
- when budget runs out your adverts stop showing
- you can specify UK, Kent, time of day etc. regarding who is shown your adverts.

## Paid inclusion

If paid inclusion is necessary for your website, it is strongly recommended that you employ a search engine expert to advise or even run your campaign.

Not us...

## Next Session

- E-Commerce
  - Not just buying and selling online

# Questions

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