

# Website Success Strategies

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# Bobette's Sites



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[WebsiteMarketingPlan.com/SLPA](http://WebsiteMarketingPlan.com/SLPA)

# Bobette's Background

- 15+ years management, marketing, online experience.
- V.P. Marketing (Delicious/Salerno), Director N.A. Marketing Services (Quest International, Division of ICI)
- MBA – Olin School of Business, WU
- Author of marketing plan and Website promotion book (*How Much for Just the Spider? Strategic Website Marketing for Small Budget Businesses*)
- Certified in Online Testing and a Paid Search Expert (MarketingExperiments certifications)
- Publisher: WebSiteMarketingPlan.com (marketing plan and Website promotion information) and MyOnlineWeddingHelp.com (original wedding-related tips and tutorials; helping engaged couples make the best use of online resources)
- Proprietor: Web Marketing Place LLC

# Internet Success Rules, Online Strategy, and Traffic Potential

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# First Question Most People Ask

“How do I do Internet marketing?”

# Internet Marketing Methods

- Write and distribute articles
- Write and publish your own ezine
- Publish RSS (xml) feeds
- Write sales page(s)
- SEO campaign
- Test different Website configurations
- Send postcards or notes to Website customers/visitors via "snail mail"
- Add a signature to your email
- Conduct social networking – text
- Conduct social networking – audio/video
- Create broad Internet presence – lenses/profiles
- Audio message on Website
- Survey visitors (market research)
- Interactively survey visitors
- Offer discount coupon -- available only online -- and advertise it offline
- Publish a free ebook and offer it from your Website
- Show advertisements on site
- Offer to be a guest on others' podcasts/online radio programs
- Publish a blog
- Offer customer loyalty program
- Become active in online forums and groups

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# More Internet Marketing Methods

- **Take payments online: open a merchant or third party processor account**
- **Offer free shipping**
- **Have a limited-time offer**
- **Conduct a teleseminar, workshop, or class online**
- **Conduct a workshop or class offline: promote it on your Website**
- **Add testimonials to your Website**
- **Participate in interviews**
- **Publish a podcast**
- **Write and distribute press releases**
- **Communicate your URL and tag line at every point of contact**
- **List your Website in appropriate directories**
- **Install a "bookmark this page" script on each page**
- **"Co-brand" your book with a related Website**
- **Offer a contest with your book as the prize**
- **Publish online radio show**
- **Hold online chats**
- **Launch an affiliate program**

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# *Even More* Internet Marketing Methods

- Study what your competition is doing to get your own marketing ideas
- Launch a pay per click advertising campaign
- Put a "refer-a-friend" link on every page
- Set up an autoresponder course
- Continually split-test your sales page(s)
- Collect a mailing list of "hot prospects" through your Website and send them information about you
- Offer a gift with purchase
- Move your primary call-to-action "above the fold" and test different page positions
- Provide live customer service on site
- Develop different versions of your products (example: print book, audio book, ebook, etc.)
- Launch a direct-mail campaign-draw people online
- Partner with other Websites: mention each other's books/products/services
- Offer different versions of your book **THE MOST IMPORTANT ONLINE MARKETING TECHNIQUE: PERSIST**

It's overwhelming and you freeze.  
Doing nothing is the worse thing you  
can do

## First Question You *Should* Ask

*“How do I choose online marketing methods that will work for me?”*

THAT’S Strategy...

# Definition of Strategy

According to Merriam-Webster, strategy is:

- a careful **plan** or method
- the art of devising or employing plans ... toward a **goal**
- an adaptation ... that serves ... **evolutionary success**

**Online Strategy involves planning and doing what makes sense for you, NOT chasing after every “hot” or “secret” Internet marketing technique that crosses your path.**

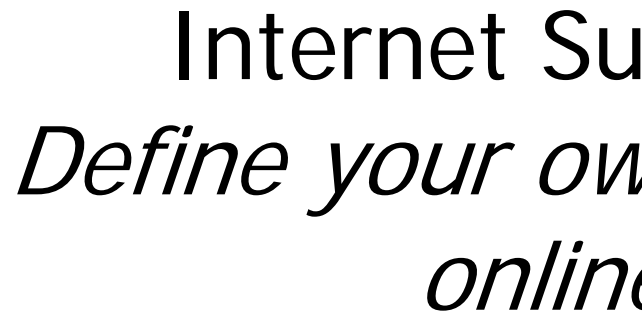
# Internet Success Rules

(Sorry to disappoint, but it requires work)

#1 Define your own strategic path to online success

#2 Implementation is mandatory

#3 Commitment to success is required



# Internet Success Rule #1: *Define your own strategic path to online success*

Your own “success formula” depends on...

- Goals
- Resources
- Personality type (if you are a sole proprietor)
- Experience

**These are your screening criteria  
for choosing online methods.**

# Goals

- Both your and your potential customers' (readers') goals are important.
- To succeed, every online method should help build a path connecting their goal with yours:
  - **No:** *Person looking for information about home schooling, you send him/her to a page selling your "grammar book".* Result: no interest, no action, no goals met, no future purchase feasible.
  - **Yes:** *Send that same person to an informational page about home schooling, with education newsletter sign-up.* Result: information found, new name for list (new lead for future books, products, or services).
  - **Yes:** *Send person to a sales page specifically targeting home schoolers (pointing out benefits of the "grammar book for home-schoolers").* Result: interest peaked, may purchase or sign up for newsletter, new fan/customer.

## Know how each Web page supports goals

- Directly sell – sales/order pages
- Gather leads directly – contact form pages
- Gather indirect (future) sales leads
  - *Build a following for you:* newsletter sign-up and RSS feed pages
  - *Build a Website following:* (create “authority” status for site): provide topic-specific information and other reasons to explore or return.

# Personality and Experience (for 1-person companies)

## Bob:

**Creative extrovert,  
performance background**

Interactive, *social* media

Audio/visual techniques that put  
*him* center-stage

Techniques, such as video and  
podcasting, with *creative output*

## Bobette:

**Analytical introvert,  
business management background**

*Less interactive* media

Informational techniques that put  
*the material* center-stage

Techniques, such as log and keyword  
analyses, with *analytical output*

**If you are having trouble getting started, think  
about *who you are* and start with marketing  
methods that fit you.**

## Internet Success Rule #2: *Implementation is mandatory*

- A mix of techniques is critical, but **implementation is non-negotiable.**
- Initially, narrow down your choices based on what you **are more likely to complete and act upon.** Then improve from there.
- Ongoing execution creates higher success levels.

# (Quality) Traffic Potential

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## Be Realistic: Different Sites Have Different Traffic Potential

- Site objectives
- Site type
- Topic area
- Commitment to success (Rule #3)

# Traffic Potential

## Traffic Potential

## Objective / Site Type

Low

Book site to sell a single book

Medium

Author/Expert site about you, your books, your products and services

High

Topic site with educational information within your area of expertise.

## Internet Success Rule #3

*Commitment to success is required*

Your Website and online presence *will not* grow on their own. Success requires an **ONGOING EFFORT**.

**No commitment to success  
= No traffic**

# The Groundwork for Success: Must Haves, Knowing Your “Hot Spots,” and Improving Performance

# Website Must Haves

Many online strategies require you have flexibility to change and add Website content & configuration. Free and “turnkey” solutions often make online success next to impossible.

- Access to source code and ability to have different meta-tags *on every page* of Website.
- Different formats/layouts for different pages (I.e. not tied into a single template on every page of site)
- Ability to easily change certain elements site-wide.
- Capability to run server-side “scripts” or software.

# Knowing Response “Hot Spots”

- Certain areas of each Web page will respond better to your calls to action.
- Each Website is different.
- However, start with the general guidelines:
  - “Above the fold” is better
  - A Reader’s eyes start at top left, then move where the text and images take them.
  - Google AdSense “heat map” for response to advertising:

# Response “Hot Spots”

See Google’s heat map at:

<https://www.google.com/adsense/support/bin/answer.py?hl=en&answer=17954>

The darker colors = more responsive

White, pale yellow = little responsiveness

Best response to calls to action depend on reader’s goals and the page flow.

# Figuring Out Your Site's "Hot Spots" and Improving Performance

- Analytics Software
  - Insight into visitor click paths
  - Referral stats (where visitors come from)
  - Popular pages
- Testing Critical Components
  - Different versions head to head to improve conversions (sales, actions)
  - Test radical redesigns or tweak current

# Analytics Software

Analytics programs tell which pages were visited, where visits came from, paths visitors take through the Website, and much more.

- Can give you insight into which test version is “winning”
- In order to cross-check and see different levels of detail, have more than one.
- Me:
  - Google Analytics ([google.com/analytics](http://google.com/analytics))
  - Statcounter.com (free for up to 500 visits – good for “real time” activity)
  - WUsage

# Google Analytics

- Page overlay tells how many times each link *to another page on your site* was clicked.
- Available for any page on your site.
- Inside Analytics account, click “Content,” then “Site Overlay.”

# Statcounter

For a real-time micro-view:

- “Recent keyword activity” shows visits from search engines.
- “Visitor path” shows pages each visitor came from and clicked to.
- “Recent came from” shows sources of non-search engine traffic.

# Testing

- Analytics software tells you site visitors' movements, clues to what's working, what isn't, etc.
- Testing helps you improve what visitors *do*.
  - Test different versions of your sales page or other pages that include critical calls to action.
  - Goal of testing is to maximize conversions (i.e. the percent of people who "do what you want them to.")

## What to test

- If conversions are zero (or close to it), test broad changes in page design, content, and flow first.
- If there is some conversion, test different treatments/placements of value propositions (why they should buy the book, etc.)
  - Font sizes
  - Colors
  - Placement
  - Wording

# How to Test

- Test one for a period of time, then another for a period of time, compare conversion rates
  - Non-scientific, high likelihood of wrong conclusion.
  - Not recommended.
- Split testing (ongoing rotation of different versions)
  - Scientific, statistically valid methods
  - Lower likelihood of misleading results.
  - Free tool -- Google's Website Optimizer – through Adwords account

**To sign up for your free account, go to:**

**<http://www.WebsiteMarketingPlan.com/adwords>**

# "Search Engine Bait"

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# Search Engine Traffic: Setting the Stage for Success

- Search engine optimization (SEO): a broad set of ever-changing techniques.
- The details change, but there are some basic principals required for success:
  - Meta title and description tags reflect content of the page
  - Page must be spiderable by search engines
  - Use of keywords with chance to both ranking well *and* generate traffic
  - Text (not image-only) content
  - Original text a BIG plus

## Keyword Analysis - KEI

Getting organic traffic from search engines is a balancing act:

- It would be great to get traffic from terms people search for the most, but there are too many competing Web pages.
- Easier to rank well on terms with little or no competition, but no one searches (no traffic) for those terms.

# Keyword Analysis – KEI (ctd.)

How to figure out which keywords can bring your site organic traffic from search engines?

- Target relevant key phrases with strong KEIs.
- KEI: A measure from 0 – 10 (usually) that predicts the chance of success for getting traffic from a given search (keyword) phrase.

## Keyword Discovery

[WebsiteMarketingPlan.com/keyword](http://WebsiteMarketingPlan.com/keyword)

# SEO On-Page Basics - Summary

- Identify Keyword Phrases with strong KEI
- Write Web page to include KW phrase and variations:
  - Meta Tags
  - Headings
  - Text
- Add link to site-wide navigation, using the keyword phrase

## Search Engine Presence Tip ...

Your Website may never rank well for many of your relevant keyword search phrases, but you *can* develop a presence on authority sites that do.

### Here's how:

- Search on important keywords
- Research top results, looking for opportunities to provide content
- Take action to develop a presence on the site.
- Examples...

- (1) [marketing](#), and advertising. Jobs from entry to executive level.  
[www.marketingjobs.com/](#) - 37k - [Cached](#) - [Similar pages](#)
- [Marketing Profs - Marketing Concepts and Strategies: Marketing ...](#)  
Visit [Marketing Profs.com](#) for the latest online **marketing** techniques, internet **marketing**, and provocative commentary on **marketing** concepts and strategies.  
[www.marketingprofs.com/](#) - 35k - [Cached](#) - [Similar pages](#)
- RedFly Marketing
- MarketingProfs.com  
#11 for search term marketing

- (2) Two ways to provide content ...  
Write for them



## Answer Expert Questions

### know-how exchange

[Advertising/PR](#) | [Book Club](#) | [Branding](#) | [Career/Training](#) | [Copywriting](#)  
[Customer Behavior](#) | [E-Marketing](#) | [Research/Metrics](#) | [Strategy](#) | [OO](#)  
[Website Critique](#) | [SEO/SEM](#) | [Taglines/Names](#) | [Student Questions](#) | [Just Our Forum](#)

#### Discussion Forum

**You have landed on the most vibrant marketing forum on the web.**  
Search our archives of over 19,300 questions and 129,000 answers post Know-How Exchange since January 2004. Or login to post a new question

- (3) 2003 - 2004 provided content - articles and answers
- Numerous newsletter subscribers and book sales as a direct result people finding me there.
  - Links from MarketingProfs to WebsiteMarketingPlan.com helped search engine rankings.
  - Still helps me today... there are 41 pages on MarketingProfs.com containing "Bobette Kyle"

# Keyword: Writing Writing.com



Writing.com #1 for search term writing.

## Numerous ways to provide content:

- Bio
- Write
- Review
- Portfolio
- Community Interaction
- more

Welcome to Writing.Com,  
the premier online reading and writing community!

This area is filled with valuable information for visitors and members. The more you learn about this vast, exciting website, the more fun you will ultimately have each time you log in! The following topics will teach you the ins and outs of Writing.Com.

>>> Jump Start Your Account <<<	
<ul style="list-style-type: none"><li>● Set up your BioBlock</li><li>● Set up your Signature Block</li><li>● Create your first Item</li><li>● Set your preferences</li><li>● Visit your private portfolio</li></ul>	<ul style="list-style-type: none"><li>● Say hello &amp; introduce yourself</li><li>● Open Instant Message Console</li><li>● Subscribe to newsletters</li><li>● Change your handle</li><li>● Have questions or suggestions?</li></ul>

>>> Getting Started Topics <<<	
<ul style="list-style-type: none"><li>● Writing</li><li>● Reading</li><li>● Reviewing</li><li>● Author Resources</li></ul>	<ul style="list-style-type: none"><li>● Membership Information</li><li>● General Information</li><li>● Interaction in the Community</li><li>● Frequently Asked Questions</li></ul>

**Observation:** Many sites that rank well for general search terms are also (to some extent) social interaction – or networking -- sites.