



Improve Your Web Marketing

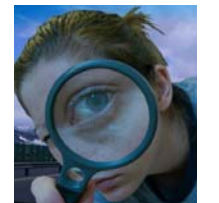


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Web Marketing Perspectives

- Google & The Dicing of Everything
 - Get Google's Perspective
- Markets are Conversations
 - Get Outside Perspective
- Visitors are unique
 - Match His/Her Perspective
- Analytics Rule
 - Get Inside Perspective



Know Your Audience

- Different types & interests
 - Potential buyers, Info seekers, Competitors, Media, Casuals...
- What are they looking for?
 - Search engine usage: Keywords
- Action: Keyword Analysis

Keyword Analysis

- Which keywords are being used
 - Start with Seed list, Referrer Traffic, Competitors
 - Tools: KW Discovery, Wordtracker, Google KW Tool
 - Frequency, Competition, **Relevance**
 - Test with PPC

Outcome: Target keyword list

Are You There?



b2b marketing

Search

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

Search: the web pages from Canada

Web

Results 1 - 10 of about 1,430,000 for [b2b marketing](#). (0.19 seconds)

[B2B Sales Lead Generation](#)

[www.Datatel-Systems.com](#) How To Generate More Sales Leads Free Exclusive Guide - Download

Sponsored Links

Sponsored Links

[B2B Marketing](#)

[www.B2BMarketingEssentials.com](#) B2B Marketing Tips, Tools, Advice, Strategies and Seminars.

PPC

[B2b Marketing](#)

Free B2B White Papers
B2B Online Marketing Tips & Tactics
[www.globalspec.com](#)

[Business to Business Marketing Magazine | B2B Marketing](#)

Where the B2B marketing community comes together to share ideas and knowledge of business-to-business marketing issues.
[www.b2bm.biz/](#) - 38k - [Cached](#) - [Similar pages](#)

[Business-to-business - Wikipedia, the free encyclopedia](#)

The purpose of B2B marketing communications is to support the marketer's sales effort ...
B2B marketing is generally considered to be more complex than B2C ...
[en.wikipedia.org/wiki/Business-to-business_electronic_commerce](#) - 33k - [Cached](#) - [Similar pages](#)

SEO

[B2B Marketing Trends](#)

B2B Marketing Trends is a marketing content site giving B2B marketing executives and other professionals insight into what is and is not working in ...
[www.b2bmarketingtrends.com/](#) - 26k - [Cached](#) - [Similar pages](#)

[CMA B2B Conference: Canadian Marketing Association](#)

The objective of the 2008 CMA B2B Marketing Conference is to showcase innovative and relevant concepts in the B2B marketing arena. ...
[www.the-cma.org/b2bconference/](#) - 14k - [Cached](#) - [Similar pages](#)

[Research | B2B Search Engine Marketing | SEO and PPC Management ...](#)

[Ebook](#)

Dominate AdWords.
strategies.
m

[B2B Guerrilla Marketing](#)

Eliminate Cold Calls & Ad Waste
Don't Sell Harder - Market Smarter
[www.PerryMarshall.com](#)

[Experiential Marketing](#)

Attract Clients & New Prospects
Free: Cure for the Common Cold Call
[www.NurtureInstitute.com](#)

[Effective BtoB Marketing](#)

Quality event displays and design.
25 years of getting results.
[www.skyline.com](#)

[Marketing That's Pointed](#)

Is Your Ad Relevant?

- Ad Position determined by “Quality Score”
 - Bid Price
 - Clickthrough rate
 - Relevance of keyword to ad
 - Landing Page Quality
 - Other factors
- Relevant ads are rewarded
- ‘Poor’ ads cost you more

Some PPC Tips

- Excellent market research tool
 - Impressions: how many people searched?
 - Who else is competing for the terms
- Refine Targeting
 - Multiple Matching options, Negative keywords
 - Geographic Targeting; Narrow ad groups for most profitable terms
- Careful with Content Syndication
 - Placement Targeting with PPC option better
- Relevance:
 - Test different ad versions, Different Positions
 - Clear Offer
- Consider Other Networks: Yahoo, MSN, IndustryBrains...
- Landing Page Critical
- Metrics & Reports
 - Go Beyond CPC & CTR to measure Conversion, CPA

How Google Determines 'Organic' Relevance

- On-Page Factors
 - Keywords (NOT keyword meta-tags)
 - Visible Text (not graphics or Flash)
 - Page <Title>
 - Document Structure
 - <H1,2,3>, Alt-Text,...
 - Site Crawlability...
- Off-Page Factors
 - Links pointing back to your individual pages
 - Quality, Relevance, Content, Quantity

Are Your Pages Relevant?

- Rank Checking?
- Existing Referrer Traffic
- Googly Eyes: what does Google See?
- Useful Google Commands
 - `cache:www.mysite.com`
 - `site:www.mysite.com`
 - `link:www.mysite.com`
 - Google (&Yahoo) XML Sitemaps
- Compare against your competitors
- Tools: Digital Point, Advanced Web Ranking...

Google Webmaster Tools

- Overview
- Diagnostics
- Statistics
- Links
- Sitemaps
- Tools

Overview

www. [redacted] .com ▾

Indexing | [Top search queries »](#)

Home page crawl:	✓ Googlebot last successfully accessed your home page on Feb 10, 2008 .
Index status:	✓ Pages from your site are included in Google's index. See Index stats . [?]
	✓ Pages in your Sitemap(s) are included in Google's index. See Sitemaps overview .

Web crawl errors

HTTP errors	✓ 0	--
Not found	⚠ 43	Details »
URLs not followed	✓ 0	--
URLs restricted by robots.txt	✓ 0	--
URLs timed out	✓ 0	--
Unreachable URLs	⚠ 60	Details »
Total:	103	

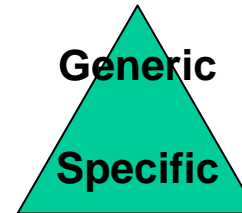
Find more answers in our [help center](#), including:

- [How can I improve my site's ranking?](#)
- [Why doesn't my site show up for a specific keyword?](#)
- [Why is my page's location in the search results lower than before?](#)

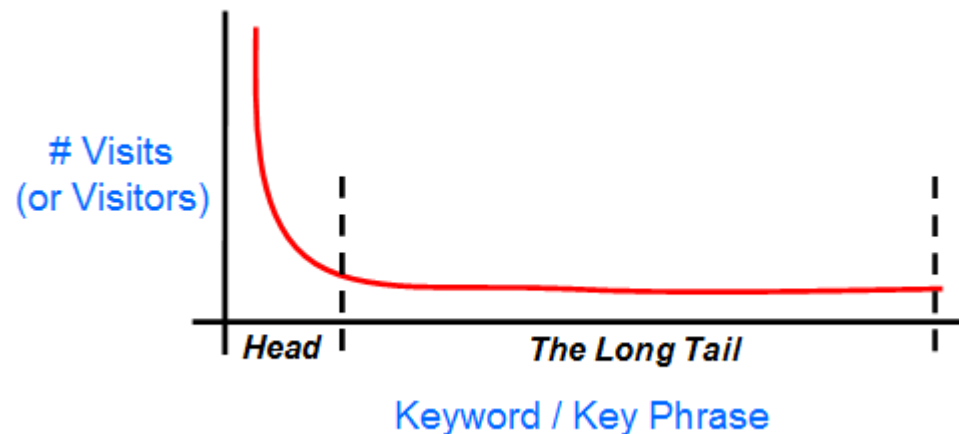
Use XML Sitemaps to ensure
Crawl depth, identify problems

SEO – Some On-Page Tips

- Map 2-3 keywords per page

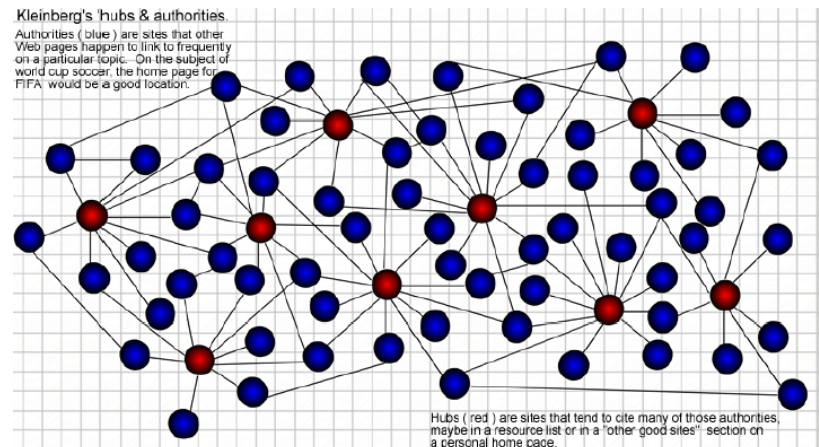


- <Title> & Meta Description: Sell the click
- Don't forget PDFs
- 80/20 rule – The Long Tail



SEO – Off-Page Tips

- Keyword-rich links
- From highly relevant sites
- No sense in buying low quality links
- No point in blatant link exchanges
- Public relations: Optimize & distribute press releases
- Blogs & social media an excellent source for incoming links



SEO-PR Optimizing News Releases

- Keyword Mapping: Page title & headline
- Keyword-rich links to focused landing page
- Track with unique parameters
- Create Meta Description
- Online distribution
- Consider multiple angles

- Make content easily digestible
- Provide a call to action

Participate in Conversations

- Find & listen to the conversation
 - Bloglines, Technorati, Google Alert
- Join the conversation
 - Comment, Build relationships, Trust, Authenticity
 - No selling
 - ...but consider sponsoring

Start & Promote Conversations

- Creating Your Own Blog
 - It's not 'publishing'
 - Unique, remarkable, authentic voice
 - Blog frequently
 - Continue the conversation with others
 - Link / Refer to others
 - Allow for (moderated) comments
 - Relationships: Awareness, Networking
- Promote Your Blog
 - Tagging, Social Bookmarking, Social Networking
- Thought Leadership, Education
- Consider Video
 - Largely untapped in B2B

Be Convincing ...

- **Your Web Site isn't about You**
- **Who** is the visitor?
Personas map out the individual visitors
- **What** does he/she try to accomplish?
Give him what he wants
Balance business objectives with customer needs
- **How** does the page & navigation map into this?
Scenarios drive Information (Persuasion) Architecture
Persuasive copy & design
There's no single landing page format that works everywhere

Be Convincing

- For landing pages & **each page** on your web site

Does it fulfill the promise?

Key trigger words

Is it easily scannable?

Headlines, Bullets, Short Sentences, clear persuasive language, Visible Links

Take the 4 second test

Is it about your customer?

Take the 'wee-wee test' at

www.futurenowinc.com/wewetext.htm

What's the Call-to-Action

Not just 'click here' or 'more information'

Above the fold

The AIDAS Test

- Grab visitor attention
- Reinforce visitor confidence about being in the right place
- Inspire desire to click deeper
- Is this action obvious and easy
- Does the next page give satisfaction by providing exactly what was expected

Other Landing Page Considerations

- Make it Fast
- Make it Short
- Make it Compelling
 - Hero Shot of Whitepaper
- 'Conversion' pages
 - Short forms
 - Do you really need all that info?
 - Privacy Assurance
- Test different versions (A/B, Multivariate)

Be Analytical



[New Features](#) | [Help](#) | [Contact us](#) | [Sign Out](#)
Customer ID:

Campaign Management | **Reports** | **Analytics** | **My Account**

[Analytics Settings](#) | [View Reports](#)

[Analytics Help Centre](#)

Dashboard

▶ Saved Reports

Visitors

Traffic Sources

Content

Goals

E-commerce

Settings

Email

Help Resources

- [? About this Report](#)
- [? Conversion University](#)
- [? Common Questions](#)
- [? Report Finder](#)

11 Jan 2008 - 10 Feb 2008

Comparing to: [Site](#)

Dashboard

Export | Email



Site Usage

188,448 [Visits](#)

1,345,482 [Page Views](#)

7.14 [Pages/Visit](#)

37.65% [Bounce Rate](#)

00:03:22 [Avg. Time on Site](#)

52.97% [% New Visits](#)

Visitors Overview



127,663 Visitors

[view report](#)

Map Overlay



[view report](#)

Be Analytical

- **What are your business objectives?**

Rather than measuring everything



- **What do you measure?**

e.g. Visitor loyalty, Bounce Rate, Conversion Funnels
Micro Goals, 'Search' interactions, Page Overlay

Segment your audience

Campaign Tracking: Email, Direct Mail Campaigns etc.

Iterative Testing

Compare against others: Hitwise, Compete.com

- **Who owns analytics?**

Senior management buy-in mandatory

Processes, integration and benchmarks are key

Not just static reports, but **interactive** dashboards

What to look for ...

- Outliers

Ads sent 7,374 visits via 204 ad contents

Segment: **Ad Content**

Views: [Grid] [List] [Table] [Chart] [Refresh]

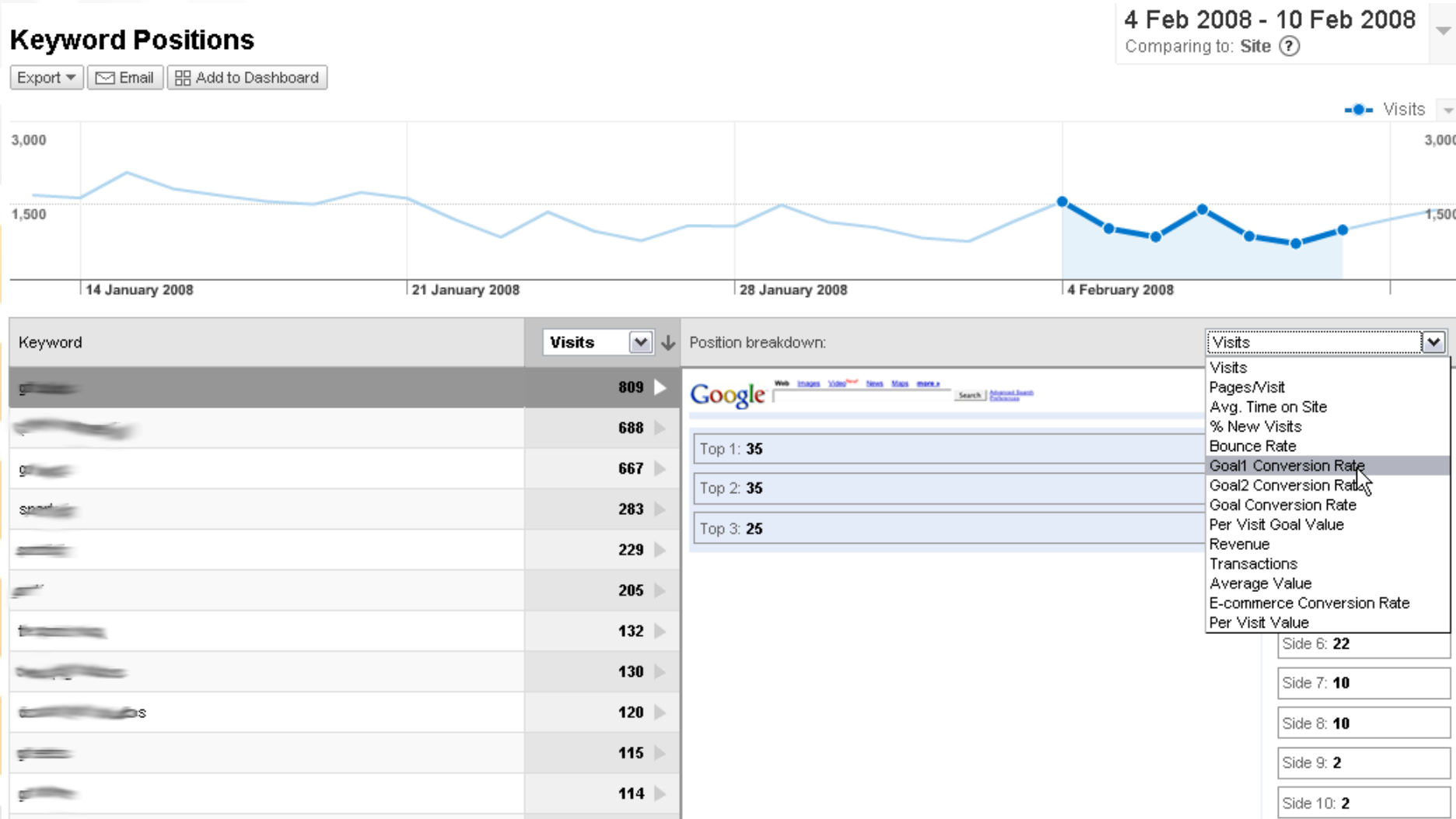
Site Usage | **Goal Conversion** | E-commerce

Visits 7,374 % of Site Total: 15.67%	Pages/Visit 7.25 Site Avg: 6.74 (7.43%)	Avg. Time on Site 00:03:12 Site Avg: 00:03:02 (5.74%)	% New Visits 47.23% Site Avg: 50.26% (-6.02%)	Bounce Rate 29.97% Site Avg: 41.24% (-27.32%)
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Ad Content	Visits	Individual Ad Content:	Bounce Rate	compared to site average
1. [Blurred]	901			-73.08%
2. [Blurred]	831			-33.46%
3. [Blurred]	718			-76.02%
4. [Blurred]	496			-55.02%
5. [Blurred]	369			-8.65%
6. [Blurred]	227		2.56%	
7. [Blurred]	191			-47.94%
8. [Blurred]	182			-18.72%
9. [Blurred]	148			-9.88%
10. [Blurred]	147		17.13%	
11. [Blurred]	135			-22.76%
12. [Blurred]	126		17.40%	
13. [Blurred]	120		53.59%	
14. [Blurred]	00		24.45%	

What to look for in web analytics ...

- Position results



Web Marketing – A Matter of Perspective(s)

- Search Engine Perspective
- The Market's Perspective
- Your Visitor's Perspective
- Analytical Perspective

...and that is my perspective...

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