



Outline Guide to  
**Internet Marketing**

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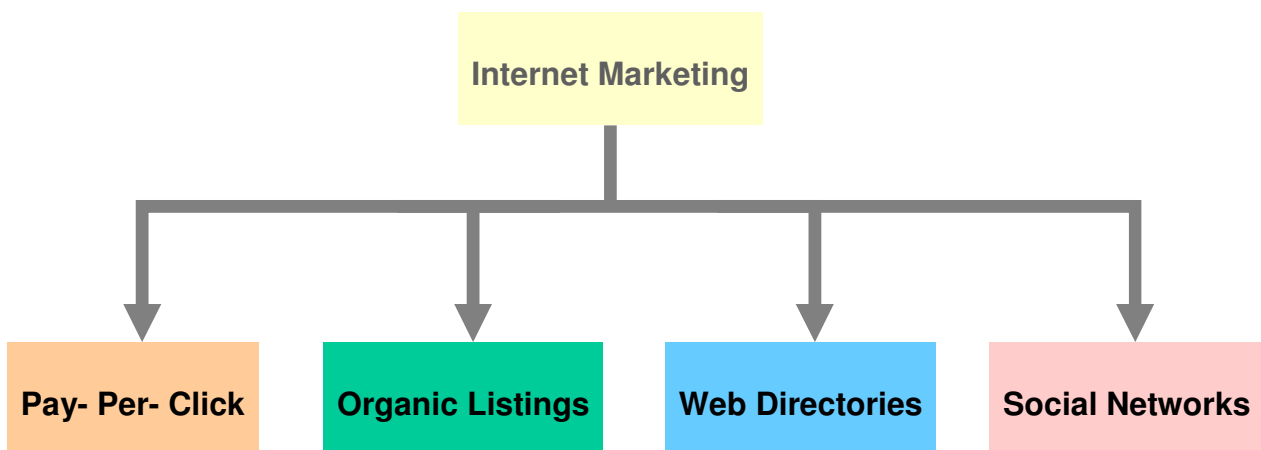
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## Section 1 – Search Engine Marketing – Overview

### 1.0 Introduction

No matter how good your website, it will not be successful unless it is marketed correctly. There are many factors which dictate how the site is ranked by the major search engines, and ultimately how much traffic you can gain. The level of success is largely dependent on the time and effort put in to the marketing strategy, and increasingly the budget allocated. The level of spend required is largely determined by the particular market in which you are aiming to sell your products. For example; large companies competing for top level rankings for users searching for highly competitive products can expect to pay tens of thousands of pounds for marketing via pay by click schemes because a lot of companies are bidding for the same keywords users are searching for, whereas companies competing in niche markets can expect the same results for a comparatively moderate budget.

There are several key methods to increase traffic to your site:

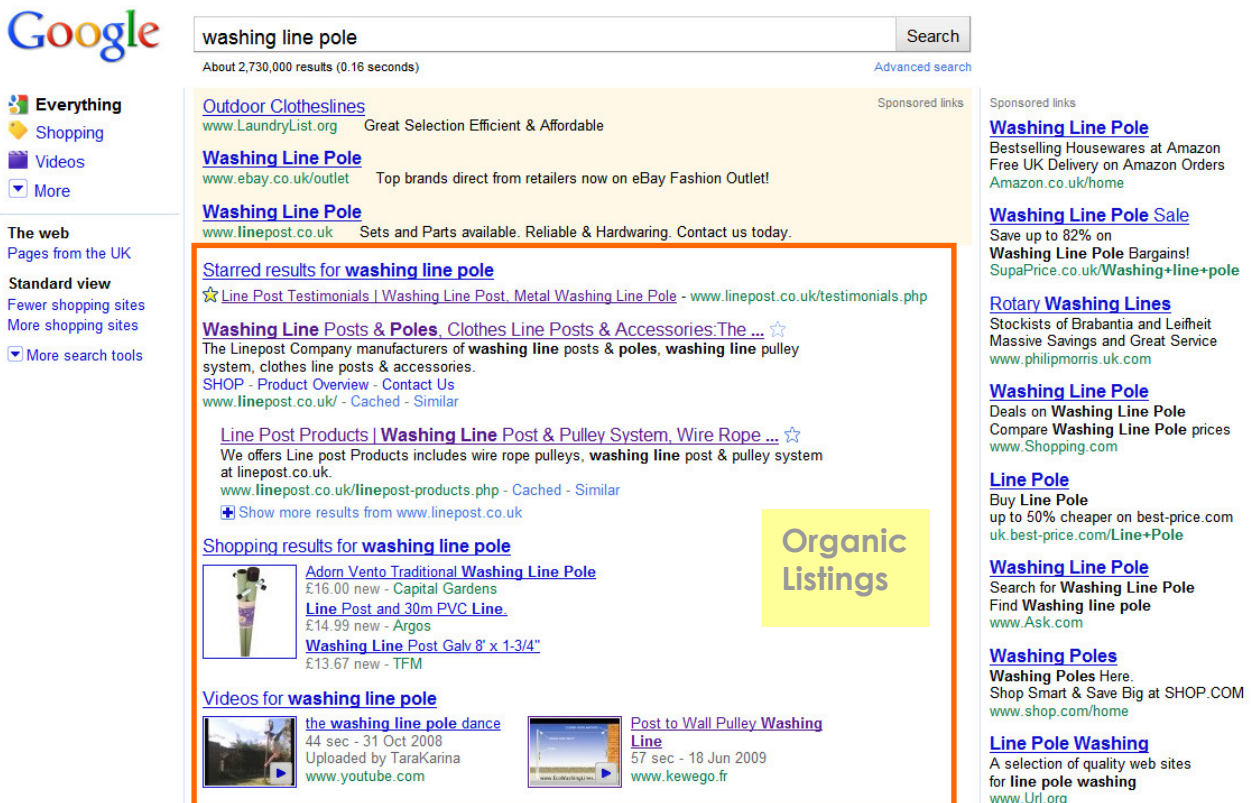


- **Pay-per-click programmes** – a fee is paid every time a user clicks on a lead in to your site.
- **Organic Listings** – these are the free listings shown on the left hand side of the search engine page.
- **Submissions to Web Directories** – human compiled search engine databases
- **Social and Corporate Networking** – Use of social media sites such as faceBook, UTube, forums and blogs to drive traffic back to your website.

## 1.1 The Organic Listings

These are the free listings shown on the left hand side of the search engine pages (see example below). The success of your site showing up in searches will depend on several factors including how well it has been optimised, how competitive the market is, and how competitive the user keyword search terms are.

A well designed site with content rich information is an essential starting point. Although the algorithms of the major engines (used to determine which order sites are ranked) are constantly evolving, there are many fundamental elements that need to be optimised to enable your site to perform highly in your target market.



The screenshot shows a Google search for "washing line pole" with approximately 2,730,000 results. The organic listings section is highlighted with a yellow box and contains the following content:

- Stared results for washing line pole**
  - Line Post Testimonials | Washing Line Post, Metal Washing Line Pole - [www.linepost.co.uk/testimonials.php](http://www.linepost.co.uk/testimonials.php)
  - Washing Line Posts & Poles, Clothes Line Posts & Accessories: The ...**
    - The Linepost Company manufacturers of washing line posts & poles, washing line pulley system, clothes line posts & accessories.
    - SHOP - Product Overview - Contact Us
    - [www.linepost.co.uk/](http://www.linepost.co.uk/) - Cached - Similar
  - Line Post Products | Washing Line Post & Pulley System, Wire Rope ...
    - We offers Line post Products includes wire rope pulleys, washing line post & pulley system at linepost.co.uk.
    - [www.linepost.co.uk/linepost-products.php](http://www.linepost.co.uk/linepost-products.php) - Cached - Similar
    - Show more results from [www.linepost.co.uk](http://www.linepost.co.uk)
- Shopping results for washing line pole**
  - Adorn Vento Traditional Washing Line Pole
    - £16.00 new - Capital Gardens
  - Line Post and 30m PVC Line.
    - £14.99 new - Argos
  - Washing Line Post Galv 8' x 1-3/4"
    - £13.67 new - TFM
- Videos for washing line pole**
  - the washing line pole dance
    - 44 sec - 31 Oct 2008
    - Uploaded by TaraKarina
    - [www.youtube.com](http://www.youtube.com)
  - Post to Wall Pulley Washing Line
    - 57 sec - 18 Jun 2009
    - [www.kewego.fr](http://www.kewego.fr)

### 1.1.1 Organic Listings – how to improve your position rankings.

All web sites developed by Creation21 have to achieve a minimum standard of search engine optimisation. To meet this minimum standard, web sites must incorporate the following criteria:

### 1.1.2 Site Design and Structure

All web sites developed by Creation21 use best practice web design which includes being 'search engine friendly' to ensure accessibility of key information. The site file structure, navigation, links, meta tags, content and images are all structured in such a way as to enhance the aims and objectives of the site, or in the case of a business, the products and services it wishes to promote.

### **1.1.3 Keyword and Key Phrase Selection**

Choice of keywords and keyword phrases is critical to the success of your marketing campaign, and therefore your business. If you are not targeting the right keywords and phrases, even the best rankings are of little value. A common failing of unsuccessful websites is poor keyword research or none at all. Keywords used are often too broad, or not specifically relevant to the site.

For example a site selling membership for a Florida golf course may be optimised with the keyword 'golf'. They could receive a lot of traffic but most of it will be completely irrelevant i.e. people searching for 'golf clubs', 'golf holidays', 'golf balls', 'golf champions' etc, which will not generate any sales. The other consideration is that there will be tens of thousands of other sites competing, which have 'golf' within their keyword phrases. The chances of coming within the top 20 results for a user search are therefore much reduced.

The choice of correct keywords is the most important factor and applies to organic listings, pay per click, paid inclusion programmes, and directories.

Creation21 use their experience coupled with an abundance of techniques and cutting edge tools to establish the most effective keywords for your business. These include the highly regarded 'Wordtracker' software utilising KEI Analysis which uses historical data coupled with live data from all the major search engines. These methods consider:

- The word popularity or 'count' – number of times users have searched for a particular term
- The competition – number of other websites competing or using the same keywords
- The 24 hour predictor – number of users predicted to view your page if you were on page one of the particular engine under analysis.

The net result is keywords and phrases, which are highly relevant to your business, often focusing on niche areas.

These keywords will then be used to optimise each and every page of the site individually in all the critical elements (title tag, meta-tags, headings, body content, alt tags, internal links etc.

#### **1.1.4 Domain Name and Title**

Most search engines use the domain name and title tag of the Website as a first point to search for key words entered by users on search engines. Choice of keywords relevant to your business services is of benefit. Creation21 will advise on keyword selection at the design or re-design stage.

#### **1.1.5 Meta-tags**

Meta tags are part of the hidden code, which makes up your web site. There are several types with varying uses, the main ones used to determine the relevancy of your web site to search engines are the title tag, description tag and keyword tag. Currently (July 2010), a high emphasis is still placed by search engines on the Title tag. Of less importance but necessary are the Meta descriptions and keyword Meta tag. Again, choice of keywords and phrases relevant to your business services is critical. Creation21 will implement these at the optimisation stage.

#### **1.1.6 Site Content & Originality**

Search Engines, particularly Google are increasingly placing high emphasis on high quality content within the main body text of the website.

Sites that obtain the highest rankings are those that contain highly relevant content and provide a real service to visitors. The whole aim of a user performing a search is to find the right type of information they are looking for. Creation21 will advise clients how best to include text that describes accurately those services offered at the site. Plain English with an abundance of keywords relevant to the business takes precedence over Queens English. Creation21 will advise on text content selection at the design stage, or modifications necessary for makeovers.

#### **1.1.7 Site Freshness**

Many search engines place some emphasis on new content in a site. Creation21 will therefore advise clients to include *at least* one regularly updated area on their site (such as the "What's New" section) that changes on at least a monthly basis.

#### **1.1.8 Internal Links**

Internal links from page to page should include at least one text link and preferably include keywords and key phrases for maximum effect.

### **1.1.9 Alt Tag Descriptions**

Graphic image Alt Tags (descriptions of the graphics) are also taken into consideration by search engines. It is important that the Alt Tags are included with descriptions chosen to enhance the search engine ratings.

### **1.1.10 Competitor Evaluation**

Competitor evaluation can be useful in helping to determine your overall strategy. Their keyword selection, content and back links (who is linking to them) should be analysed to help improve your sites effectiveness.

### **1.1.11 Links from other sites and organisations**

Most search engines place high emphasis on the links that exist from other sites to your website. Creation21 recommends contacting other related sites and ask them whether they would be interested in exchanging links with you. Additionally, developing a network of links through inclusion in directories, forums, blogs, articles, and other organisations relevant to the business adds to the overall status of the site. In the eyes of the search engines, the more people linking to your site, the more important it must be, and therefore more relevant to others searching for information. Creation21 can advise on developing a link building strategy.

## 1.2 'Pay Per Click' Campaigns

There are several 'pay-per-click schemes available' and currently the biggest players are Google and Yahoo.

Subtle differences exist in the way the schemes operate but the basic methodology is that the site owner only pays a fee every time a user clicks on an Ad which links to your site.

The screenshot shows a Google search for 'line posts'. The search bar at the top indicates 'About 367,000,000 results (0.39 seconds)'. The main content area is divided into organic search results and sponsored links. A yellow box highlights the sponsored links section, which includes a large yellow banner that says 'Pay-Per-Click Ads'. The organic results include links to 'Clothes Line Posts' from linepost.co.uk, 'Line Posts Sale' from SupaPrice.co.uk, and 'Line Post at Amazon.co.uk'. The sponsored links on the right include 'Line Posts crunch!' from co.uk, 'Line Posts?' from Ask.com, 'Line Posts at low prices' from Shopping.com, 'Line Post' from best-price.com, 'Line Posts Sale' from SHOP.COM, 'Line Poles' from Shopzilla.co.uk, and another 'Line Posts' link.

Advantages of Pay-Per-Click Campaigns are:

- You can precisely target specific search phrases and hence your target market.
- Budgets can be set and controlled to your preference.
- Fast feedback – Pay per click engine accounts can be set up quickly and provide traffic soon after. Your business model can therefore be quickly tested.
- Tools are included to enable you to track the success of your campaign and hence return on investment.

### 1.2.2 'Google AdWords' – how the scheme works.

You create an advertisement with keywords based around your business to match to your target audience. Your advertisement appears on the right hand side of Google's page and you pay only when someone clicks on to it through to your site.

The key stages in setting up are:

- ◇ Decide on the **target countries / language** of users who will see your adverts.
- ◇ **Design your ads**, choose targeted keywords to trigger those ads, and then specify the maximum amount that you are willing to pay when users click on your ads
- ◇ Set a maximum **daily budget**
- ◇ **Run the Ads** for a few days or weeks to collect data
- ◇ **Review the results** and modify the campaign to maximise ROI

#### Audience Reach

Google accounts for around 65% of all search engine traffic.

The ads automatically run on all Google owned properties and there is also an option to include them on the growing list of search partners.

#### Reporting

On line reports are available for you to track your results 24/7. These tell you how many clicks are being received, how much is being paid, and the value to you by market segment, product or offer.

#### How the ads are positioned

The AdWords system calculates a 'Quality Score' for each of your keywords. It looks at a variety of factors to measure how relevant your keyword is to your ad text and to a user's search query. A keyword's Quality Score updates frequently and is closely related to its performance. In general, a high Quality Score means that your keyword will trigger ads in a higher position and at a lower cost-per-click (CPC).

So the more you pay per click coupled with the quality of your ad will ensure a high position.

### **Costs**

For 'Google AdWords' the minimum (CPC) starts at 5p per keyword and will never exceed the maximum 'bid' price that you set. You specify the maximum cost you would be prepared to pay to get your ad in first place for all your keywords 90% of the time. An automatic ad discounter reduces the actual CPC paid to the lowest amount needed to maintain your ads position to stay ahead of the competition. Daily budgets can be set from as low as £0.05 per day up to any maximum but the best level to set per click depends on how many others are competing for page 1.

The click costs are paid to Google directly. Creation21 charge a set up fee for keyword analysis, setting up and the account and writing the ads, and also a monthly management service is available for maintaining ad positions and optimising keywords.

### **Other PPC Providers**

There are several other providers of PPC campaigns such as MSN and Yahoo and some other niche providers. They have a lot less traffic but can often be more cost effective for competitive terms. We suggest reviewing once the business model has been running for some time and optimised using Google AdWords.

### 1.3 Directory Submission

Directories are human compiled search engines. There are two main types:

- Paid for directories such as Yell.com and Thomsonlocal.
- Free Directories.

The effectiveness of directories varies enormously and depends on the business category. A disadvantage is that payment is up front with no guarantee that you will get visitors from it.

One advantage of using directories is that they help to start building your link campaign, which is one of the key criteria for relevancy, evaluated by Google. In the eyes of the search engines, if there are a lot of other quality sites linking to your site, the more important it must be.

### 1.4 Social and Corporate Networking



The most recent trend in marketing is to utilise the growing number of social and corporate networking sites available such as facebook, utube, Digd, Twitter, Linkedin, and ecademy. The idea is to bring visitors to your websites in a subtle and informal way from posts on the social networking sites. A different approach is required from the traditional 'hard sell' and a lot of time needs to be invested in building up the trust and confidence of the target consumers.

The downside is the reputation of the company can easily be tarnished by unhappy customers or competitors. We recommend listing in corporate networking sites where possible and considering social networking sites after other marketing media is established.

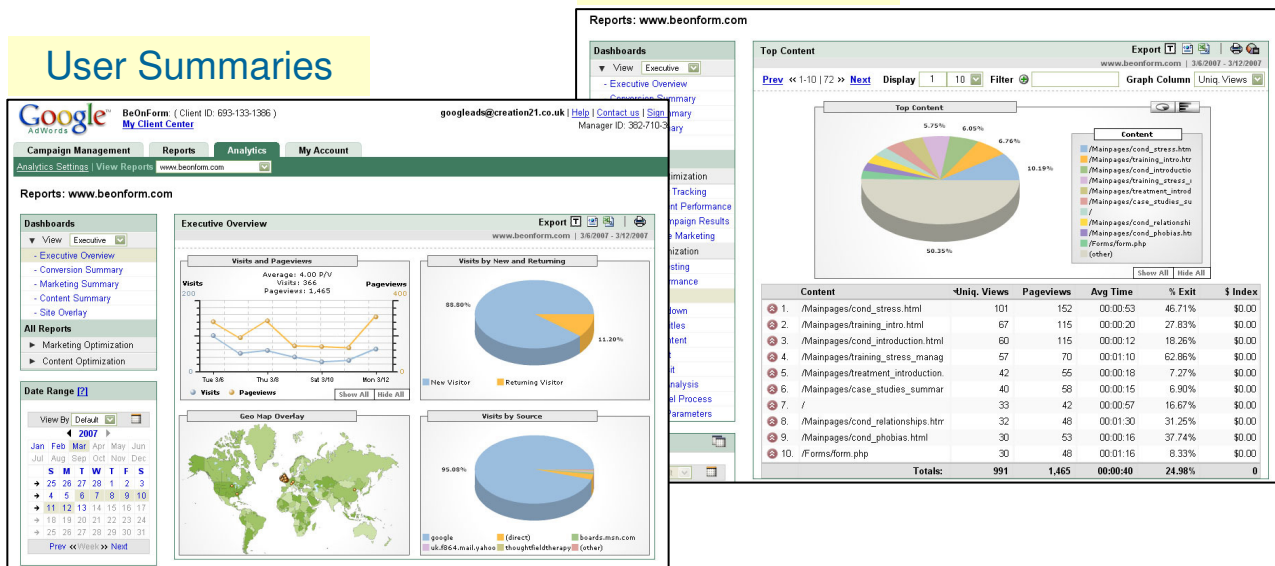
## 1.5 – Website Statistics

### Introduction

The Internet provides the unique ability for information providers to capture detailed information on exactly what a user of their system is doing. Using a range of tools and additional services Creation21 can provide with the ability to analyse exactly how their site is performing, assisting with decisions on developing and improving the initial web development. Summary performance reports will be sent to you daily, weekly or monthly as required.

### Page Popularity

### User Summaries



Reports provide statistics on visitors, what content / pages are being viewed, the sources of traffic and referrals, page entry paths, page errors, geographic location of site visitors, seasonal trends, and other useful information. In other words, how many are looking at the site, when, how often, for how long and what are they looking at. The system allows analysis of which keywords are being used to find the site and which search engines are referring users to your site.