

Laying the Foundation For Business Success Online In The New Economy

Website Marketing Strategies To Help
You Grow Your Business Right Now

The Agenda

- **The Reality of Owning a Small Business**
- **Understanding the “Who”**
- **Setting Up A Winning Website**
- **Communicating Clearly to Those Who Matter Most**
- **Leveraging Online Tracking Software**





Local Pulse Marketing

A unique Arizona based direct marketing firm that specializes in ***building automated Internet profit systems online for local and small businesses***

Who's This Guy Brian??

- **Co-Founder of Local Pulse Marketing**
- **Former Pro Baseball Player turned Internet Marketing Expert**
- **Student of Marketing – Strong Direct Marketing Values**
- **Conversion Optimization Strategist – Pet Peeve is Bleeding Ad Dollars**
- **Marketing Campaign Architect**

BREAKING NEWS!!!

Dunn and Bradstreet – The Largest Credit Reporting Business There Is -- Says...

‘Of the small businesses that fail, 90% do so because of a lack of skills and knowledge on the part of the business owner.’

**One of the Major Areas of
Weakness for Business
Owners Today is Marketing**

Crash Course on the Basic Principles of Marketing

- ✓ **Understanding Your Target Market**
- ✓ **Matching Your Message To Market**
- ✓ **Choosing The Right Media**
- ✓ **Test, Test, Test!**
- ✓ **Track Everything You Can**
- ✓ **Realistic Expectations**

So What Does
‘The New Economy’
Thing Really Mean??

The Realities of the New Economy

**ALL Power Has
Turned to the Customer**

***The Realities of the
New Economy (continued)***

**You Will Face A
More Cautious Customer**

***The Realities of the
New Economy (continued)***

**Business Success
in the New Economy
*Will Be Earned, Not Given***

How To Benefit From The New Economy

1. **Traditional Advertising Phasing Out**

- **Less Traffic & Difficult to Track Results**

2. **New Technology = Internet & Software**

- **Billions of people online every single day**
- **Tremendous ability to track marketing online**
- **Level playing field – Anyone can compete & win in this game**
- **Search marketing explosion**
- **Connecting with a TON of new people**

Understanding The 'Who' ***Through Market Research***

ALWAYS START WITH THE WHO

Uncover The Real Gold Through **Market Research**

- 1. Keyword Research**
- 2. Competitive Analysis**
- 3. Then Recognize & Take Advantage of the Opportunities**



Getting Started With Your Keyword Research Online

✓ 1st Step – Brainstorm Keywords

What you would enter into Google to find your business?

✓ 2nd Step – Leverage Online Keyword Tools

- 1. Google Insights for Search**
- 2. Google Free Keyword Tool**
- 3. Google Suggest & Related Search**

Google Insights for Search

Google Insights for Search beta [Help](#) | [Sign in](#) | [English \(US\)](#) ▼ +1

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the plus sign to indicate OR. (tennis + squash) <input type="text" value="All search terms"/> + Add search term	<input type="text" value="Web Search"/> <input type="text" value="Worldwide"/> <input type="text" value="2004 - present"/> <input type="text" value="All Categories"/> <input type="button" value="Search"/>

See what the world is searching for.

With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. See [examples](#) of how you can use Google Insights for Search.



Categories

Narrow data to specific categories, like finance, health, and sports.

Examples: [apple in the Food and Drink category in the US](#) | [Top celebrities in New York \(last 30 days\)](#)



Seasonality

Anticipate demand for your business so you can budget and plan accordingly.

Examples: [digital camera in 2007, 2006....](#) | [soccer in 2006 vs. 2007](#)



Geographic distribution

Know where to find your customers. See how search volume is distributed across regions and cities.

Examples: [pizza in Italy vs. the USA](#) | [kangaroo in United States vs. Australia](#)



Properties

See search patterns in other Google properties.

Examples: [Rising product searches in the USA \(last 30 days\)](#) | [Rising image searches in France \(last 30 days\)](#)

More examples

[ytmd, 4chan, ebaum](#)
[islam](#)
[valentine, lingerie](#)
[taylor hicks, carrie underwood](#)
[denmark cartoons](#)
[wifi, broadband](#)
[norovirus](#)
[red roses, heart pictures](#)
[ronaldinho, beckham](#)
[the meaning of life](#)
[cancer](#)
[photoshop](#)

Insights for Search aims to provide insights into broad search patterns. Several approximations are used to compute these results. The Insights for Search map is intended for general analysis of volume patterns. Borders are an approximation and may not be accurate.

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All Businesses Start Research Here: Trends & Geo Targeting Purposes

Google Free Keyword Tool

Google AdWords

English (United States) | US Dollar (USD \$) | [Report an issue](#) | [Help](#) | [Sign in](#)

Home | External tools ▾

Product survey

Tools

- Keyword Tool
- Traffic Estimator

▼ Include terms ?

▼ Exclude terms ?

▼ Categories

- All Categories
- Apparel
- Arts & Entertainment
- Beauty & Personal Care
- Business & Industrial
- Computers & Consumer Electronics
- Dining & Nightlife
- Family & Community
- Finance
- Food & Groceries

Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related terms?

Find keywords

Based on one or more of the following:

Word or phrase (one per line)

Website

☐ Only show ideas closely related to my search terms ?

[Advanced Options and Filters](#) | Locations: United States x | Languages: English x | Devices: Desktops and laptops

Type the characters that appear in the picture below.
Or [sign in](#) to get more keyword ideas tailored to your account. ?

Muzabees junkin

Letters are not case-sensitive

Search

[About this data ?](#)

Download ▾ | View as text ▾ | More like these ▾ | Sorted by Relevance ▾ | Columns ▾

☐ **Keyword ideas**

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
Specify a website, word or phrase, or category to get started.			

Important Note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of keywords does not violate any applicable laws.

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How Many People Search Specific Phrases on Google? and How Much Other Businesses Are Willing To Pay For Ad Space on Particular Keyword Phrases?

Google Suggest

The image is a screenshot of the Google search homepage. At the top, there's a navigation bar with links to '+You', 'Web', 'Images', 'Videos', 'Maps', 'News', 'Gmail', and 'more'. On the right, there's a 'Sign in' link and a settings gear icon. The main search area features the Google logo on the left and a search bar in the center. The search bar contains the text 'dentist'. Below the search bar, a dropdown menu displays suggestions: 'dentist', 'dentist phoenix', 'dentist salary', and 'dentist chandler'. A red box highlights this dropdown menu. To the right of the search bar is a blue search button with a magnifying glass icon. A black box with the text 'Google Suggest' and a red arrow points to the suggestion dropdown. Below the search bar, there's a 'Search' button. On the left side, there's a vertical menu with links to 'Everything', 'Images', 'Maps', 'Videos', 'News', 'Shopping', 'Blogs', and 'More'. Below this menu, there's a section for 'Phoenix, AZ' with a 'Change location' link. The main content area shows search results. The first result is an advertisement for 'Find a Local Dentist | 1800dentist.com' with a link to 'www.1800dentist.com' and text: 'Call 1-800-DENTIST® Today and Find a Great Dentist Near You. Call Now! Find a Dentist Online for Free - Live Operators Available 24/7'. The second result is an advertisement for 'Scottsdale Dentist Office | horizonmoderndentistry.com' with a link to 'www.horizonmoderndentistry.com' and text: '\$39 Exam, Cleaning & Digital X-Rays Schedule Your Appointment Today!'. The third result is an advertisement for 'Arizona Family Dentist - We Specialize in Beautifying Smiles' with a link to 'arizonadentist.drdarian.com' and text: 'Glendale & Paradise Valley Offices'. Below this, there's a map showing the location of the dentist in Glendale, AZ, with a pin and address: '20165 N 67th Ave # 103, Glendale, AZ (623) 931-5467 - Directions'. To the right of the map, there's a map of the Phoenix area with several red pins indicating dentist locations. Below the map, there's an advertisement for 'Peoria Dentist' with a link to 'www.dentalcarebydesign.net' and text: 'Friendly, 30 Years Experience. \$35 Exam & Xrays. Call Today!'. At the bottom, there's a section for 'Dentists' with a link to 'www.bls.gov/oco/ocos072.htm' and text: 'Dec 17, 2009 - Dentists diagnose and treat problems with teeth and tissues in the mouth, along with giving advice and administering care to help prevent ...'. Below this, there's an advertisement for 'Find a Dentist - Find Your Perfect Dentist, FREE - 1-800-DENTIST®' with a link to 'www.1800dentist.com/' and text: 'Find a Dentist - Compare dentists, read patient reviews, make an appointment online! Thousands of quality dentists. Click to find your perfect dentist!'.

+You Web Images Videos Maps News Gmail more

Sign in

Google

dentist

dentist
dentist phoenix
dentist salary
dentist chandler

Advanced search

Google Suggest

Search

Everything

Images

Maps

Videos

News

Shopping

Blogs

More

Phoenix, AZ

Change location

Any time

Past hour

Past 24 hours

Past 3 days

Past week

Past month

Find a Local Dentist | 1800dentist.com
www.1800dentist.com
Call 1-800-DENTIST® Today and Find a Great Dentist Near You. Call Now!
Find a Dentist Online for Free - Live Operators Available 24/7

Scottsdale Dentist Office | horizonmoderndentistry.com
www.horizonmoderndentistry.com
\$39 Exam, Cleaning & Digital X-Rays Schedule Your Appointment Today!

Arizona Family Dentist - We Specialize in Beautifying Smiles
arizonadentist.drdarian.com
Glendale & Paradise Valley Offices
20165 N 67th Ave # 103, Glendale, AZ
(623) 931-5467 - Directions

Dentists
www.bls.gov/oco/ocos072.htm
Dec 17, 2009 - Dentists diagnose and treat problems with teeth and tissues in the mouth, along with giving advice and administering care to help prevent ...

Find a Dentist - Find Your Perfect Dentist, FREE - 1-800-DENTIST®
www.1800dentist.com/
Find a Dentist - Compare dentists, read patient reviews, make an appointment online!
Thousands of quality dentists. Click to find your perfect dentist!

Peoria Dentist
www.dentalcarebydesign.net
Friendly, 30 Years Experience.
\$35 Exam & Xrays. Call Today!

**Google Is Trying To Predict What You Will Be Typing Into The Search Engine
Based On What Previous Searchers Have Typed In**

Google Related Searches

The screenshot shows a Google search for "dentist phoenix". The search bar at the top contains the text "dentist phoenix" and a magnifying glass icon. Below the search bar, the text "Search" is followed by "About 29,200,000 results (0.32 seconds)".

On the left side, there is a vertical menu with the following options: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Any time", "Past hour", "Past 24 hours", "Past 3 days", "Past week", "Past month", "Past year", "Custom range...", "All results", "Sites with images", "Related searches" (highlighted in yellow), "Timeline", "Dictionary", "Reading level", "Nearby", and "Translated foreign pages".

The main content area is divided into two sections. The top section, titled "Related searches", is enclosed in a red box. It lists several related search terms: "dentist scottsdale", "cosmetic dentist phoenix", "yellow pages", "dentist glendale", "dentist north phoenix", "delta dental", "dentist ahwatukee", "dentist phoenix arcadia", "dental hygienist phoenix", "dentist", "dentist phoenix az", "dental school phoenix", "dentist chandler", "dentist jobs phoenix", and "dentist reviews phoenix".

The bottom section displays search results. The first result is an advertisement for "Arrowhead Dental Group" with a link to "www.arrowheaddentalgroup.com" and the text "Schedule Your Appointment Today!". The second result is for "YourFamilyDentistAZ.com" with a link to "www.yourfamilydentistaz.com" and the text "Open Saturdays and Evenings Emergency & New Patients Welcome". The third result is for "Aspen Dental" with a link to "www.aspendental.com" and the text "Aspen Offers Extended Hours and Walk-Ins. 7708 W Bell Rd Ste 103, Glendale, AZ - (623) 734-1506 - Directions". The fourth result is for "Cosmetic Dentist Phoenix" with a link to "www.drcarolford.com/" and the text "Dr. Carol Ford's dental office offers complete restorative and cosmetic dental care in the greater Phoenix area. Experience the four C's of a great dental ...". The fifth result is for "Gilbert dentist in Gilbert AZ" with a link to "www.dentofidalia.com/".

On the right side, there is a map of Phoenix, Arizona, showing various dental offices marked with red pins. Below the map, there are several advertisements: "Phoenix Dentist Pricing" with a link to "www.360dentists.com", "Western Dental Near You" with a link to "www.westerndental.com/Phoenix", and "Emergencies Seen Today" with a link to "www.mycdental.com".

Google Tool Suggesting Other Keyword Phrases That Are Related To The Keyword Phrase Being Searched

Keywords Are the Anchors To EVERYTHING You Do Online!

- ✓ Choose Wisely
- ✓ Keep Your Eye Out For New Trends
- ✓ ***Remember:** If Your Targeting Local Include the City, State, Zip Code or Neighborhoods in your phrase



Competitive Analysis: **What We Need To Know**

- Who Are Your Competitors Online?
(offline competitors are not always your online competitors)
- How Strong Are Their Current Internet Marketing Campaigns?
(how good is their website as a marketing tool, are they doing backlinking, are they doing pay per click advertising, etc.)

Competitive Analysis Tools

1. [Google.com](https://www.google.com) – who is positioned on the keywords you want to be positioned on?
2. [WebsiteGrader.com](https://www.websitegrader.com) – See how well your competitors' websites please the search engines
3. [MajesticSEO.com](https://www.majesticseo.com) – See the backlinking / SEO Activity of your competitors

Google.com → Non Local

The screenshot shows a Google search for "how to build a website". The search bar is at the top with the Google logo and a search button. Below the search bar, the results are displayed. On the left, there is a sidebar with navigation links: Everything, Images, Maps, Videos, News, Shopping, and More. Below this, there are links for "Phoenix, AZ" and "Change location". The main results area is divided into two columns. The left column contains organic search results, and the right column contains paid advertising results. A box labeled "Paid Advertising" is placed over the top organic result, and another box labeled "Organic Positioning Through Search Engine Optimization" is placed over the top paid result. A third box labeled "Paid Advertising" is placed over the bottom paid result.

Search results for "how to build a website" (About 293,000,000 results (0.22 seconds))

Everything
Images
Maps
Videos
News
Shopping
More

Phoenix, AZ
Change location

All results
Related searches
More search tools

Organic Positioning Through Search Engine Optimization

Paid Advertising

Paid Advertising

2 Different Places to Show Up On Google → Understand Who Is Advertising Where – Natural Search or Paid Search

Google.com → Local Search

The image shows a Google search for "dentist phoenix" with various results and annotations:

- GREEN: Pay Per Click**: Points to a green box containing text about a "\$39 Exam & Cleaning - Modern, Affordable Dentist Office" and "Dentist 83rd Ave & Cactus".
- YELLOW: Search Engine Optimization**: Points to a yellow box containing text about "Gilbert dentist in Gilbert AZ, Cosmetic Dentistry Phoenix Tempe ...".
- RED: Google Places (Red Balloons)**: Points to a map showing red balloons representing local businesses.
- BLUE: Google Boost (Blue Balloons - Paid Google Places Listings)**: Points to a blue balloon on the map representing a paid listing.

Other visible search results include:

- Phoenix, AZ**: Change location
- Any time**: Past hour, Past 24 hours, Past 3 days, Past week, Past month, Past year, Custom range...
- All results**: Sites with images, Related searches, Timeline, Dictionary, Reading level, Nearby, Translated foreign pages, Fewer search to
- Phoenix Dentist Pricing**: www.360dentists.com, Reviews & pricing of top dentists, 8 Options in Phoenix
- Western Dental Near You**: www.westerndental.com/Phoenix, Visit our Phoenix Clinic, Book Your Dental Appointment Today.
- Emergencies Seen Today**: www.mycddental.com, Guaranteed. Valleywide Locations, \$29 Cleaning & Exam. (602) 353-3333
- 111 E Dunlap Ave #23, Phoenix**: (602) 864-0264, ★★★★★ 2 reviews
- Phoenix Family Dentist**: phoenixdentist.drdarian.com

4 Different Places to Show Up On Google → Understand Who Is Advertising Where – SEO, PPC, Google Places or Google Boost

WebsiteGrader.com

The screenshot shows the WebsiteGrader.com interface. At the top, there's a navigation bar with links: HOME, PRODUCTS, DEMO, FREE TRIAL, FAQ, and HELP. A 'GRADER.COM' button is in the top right. Below the navigation bar, a progress bar shows three steps: 'Enter URL' (1), 'Review Report' (2, highlighted), and 'Improve Your Grade' (3). The main content area displays the report for 'localpulsemarketing.com', dated 'October 06, 2011 at 03:02 GMT'. A large 'WEBSITE GRADE' badge shows the score '93'. Below the badge are social media links: 'Email This', 'Facebook This', 'Tweet This', and 'Put this badge on your website'. The report text states: 'The website localpulsemarketing.com ranks 252,705 of the 3,889,350 websites that have been ranked so far. A website grade of 93/100 for localpulsemarketing.com means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than 93% of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over 50 different variables, including search engine data, website structure, approximate traffic, site performance, and others.' Below this, there's a section titled 'Has your website maxed its SEO potential?' with a link to 'Introductory Guide to Search Engine Optimization' and a 'Download Now!' button. The report is divided into sections: 'I. Create Content' and 'A. Blog Analysis'.

website grader

GRADER.COM

Login/Register

HOME PRODUCTS DEMO FREE TRIAL FAQ HELP

Enter URL 1 Review Report 2 Improve Your Grade 3

HubSpot's Website Grader
Report for localpulsemarketing.com
October 06, 2011 at 03:02 GMT

WEBSITE GRADE
93
POWERED BY WebsiteGrader

Email This Facebook This Tweet This Put this badge on your website

The website localpulsemarketing.com ranks 252,705 of the 3,889,350 websites that have been ranked so far.

A website grade of 93/100 for localpulsemarketing.com means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than 93% of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over 50 different variables, including search engine data, website structure, approximate traffic, site performance, and others.

Has your website maxed its SEO potential? [Introductory Guide to Search Engine Optimization](#) [Download Now!](#)

I. Create Content

Every web page has the potential to rank well in search engines and draw traffic from other sources, like social media sites and the blogosphere. Of course, whether a page draws traffic (and links) depends on whether it's optimized and how remarkable (useful, interesting, etc.) it is. But in general, most pages do "ok" and contribute to the cause, so it's both a quality and a quantity game.

A. Blog Analysis

Not an end-all-be-all tool but gives you a good idea of what the major search engines see and think about any website

MajesticSEO.com

Blog Plans & Pricing Support Tools Login Register

MAJESTIC SEO

Site Explorer provides Competitor Link Intelligence to SEO specialists.
We are the worlds most comprehensive source of backlinks Information.
Majestic SEO offer a number of tools to access this valuable resource.

Register for free reports

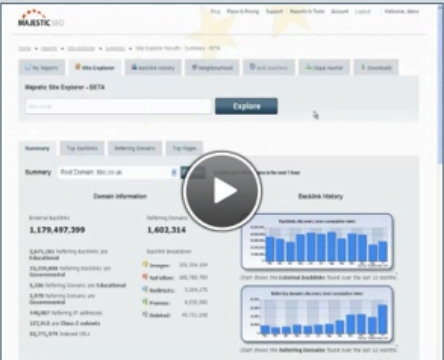
Site Explorer: Enter a domain name here, ie: example.com **Explore**

Use Fresh Index: ☒ Use Historic Index: ☐

Free public access to our extensive index

Try our other tools : [Majestic Million](#) | [Backlink History](#) | [Neighbourhood Checker](#) | [Bulk Backlink Checker](#) | [Clique Hunter](#)

Site Explorer Explained



Majestic Site Explorer gives you the power to analyse backlink data fast - at page, domain, and subdomain level. Read more about [Site Explorer](#) on our blog, or just type a URL into the Site Explorer box above and click "Explore"!

News

- 23 Sep 2011
[September 23rd 2011 Downtime](#)
- 20 Sep 2011
[New Majestic SEO Ambassador in Brazil](#)
- 19 Sep 2011
[How Fresh is their Index? Actually?](#)
- 16 Sep 2011
[Majestic SEO to Headline Sponsor SASCon](#)
- 14 Sep 2011
[Analysing the web's biggest sites using Majestic SEO](#)
- 05 Sep 2011
[Historic Backlinks Index Update](#)
- 05 Sep 2011
[Majestic SEO DOES show more inbound links than Google!](#)

See Your Competitors' Backlinking Activity

***Now that You've Gathered
All of your Data, **Its Time To
Analyze the Data*****

Important Questions To Consider When Trying To Understanding Your 'Who'

- ✓ Who would be your **ideal client/customer?**
- ✓ Who has actually **purchased from you lately?**
- ✓ How often do they purchase from you?
- ✓ Which **customers spend the most** with your business?

VERY IMPORTANT

***You Don't Need A Million
Tourists At Your Site, You
Need 1,000 Buyers***

Now Ask Yourself These Questions...

- ✓ **What are their **Pains**?**
- ✓ **What **Problems** do you help them solve?**

Market Research: Action Plan

- ✓ **Keyword Research** – Select Keywords to Target for Internet Campaign
- ✓ **Competitive Analysis** – Who is Your Competition Online?
- ✓ **Decide Which Online Strategies Offer Best Possible Return On Investment Specifically for your Business**

Understanding the Goal of Your Website

What is the action you want your website visitors to take when they land on your website?

1 Reason Why Websites Fail

No Clear Goal In Mind

Question For You...

What is the EXACT action you want your website visitors to take when they land on your site?

- ✓ **To Get A Phone Call**
- ✓ **To Get An Opt In For More Info**
- ✓ **To Have Someone Buy Something From Your Website**



Example: Most Wanted Response Here Is A Phone Call

[Home](#) [About](#) [Contact Us](#) [Podiatry Articles](#) [Testimonials](#) [Media](#)

Search our site...

Geller Podiatry

Foot Care, Healing and Cosmetic Surgery

Welcome

Foot Pain?
CALL : 1-800-308-7454

Foot Problems?

- Heel Pain
- Foot Pain
- Bunions
- Hammertoes

Need Foot Surgery?
Click Here

Welcome to my website. I'm [Dr. Stephen Geller](#) of Desert Foot Surgeons, PLLC and I understand that choosing a foot surgeon can be difficult. Please look around, take your time, the articles on this site were written by me for my patients.

I built Desert Foot Surgeons around the treatment of the most challenging foot problems, things other doctors don't want to treat. Athletes with [foot pain](#), patients with diabetes, multiple sclerosis, and victims of stroke, heart attacks, blood clots

▼ About Dr. Geller



Stephen Geller, DPM, double board certified in primary podiatric medicine and podiatric surgery.

Director of the podiatric medical residency program at Maricopa Medical Center.



▼ Free Ebook Download



Coming Up With The Goal Of Your Website: Action Plan

- ✓ *What is the EXACT action you want your website visitors to take when they land on your website? This should lead to the next phase of your sales cycle*

**Now That You Know 'Who'
You Want To Target In Your
Campaign & What Specific
Pains, Problems, Obstacles,
Frustrations They Are
Dealing With...**

**Next Step: Communicate In
Easy-To-Understand Language
Exactly How You Can Help Them
Solve Their Problems**

***The Key To Making This
Marketing Thing Work is
CLEAR COMMUNICATION***

What Does That Mean?

***You Deliver An Offer To The Prospect
and They Act On The Offer Because
They Understand Exactly What They
Will Be Receiving and Fits Whatever
They're Looking For***

= Problem Solved

Clear Communication Example

Proof That Local Internet Marketing Works ←

2 Local Businesses EXPLODE Their Leads & Sales When They Take The BIG Leap Online



Free Instant Access!

Enter your name and email below for instant access to the report now.

Enter your name...

Enter your email...

Get Access Now! ←

Your information is safe with us and will not be shared with any third party.

 **DOWNLOAD NOW**

→ **Grab these 2 case studies while you can...**

Inside these complimentary, ground-breaking PDF reports, our search engine marketing experts reveal:

- ✓ Exactly how a relatively new Local Air Conditioning and Heating company generated a **454% ROI** in just 2 ½ months of Internet marketing
- ✓ How this same Local HVAC company brought on **56 New Clients** in the same time period mentioned just above
- ✓ The HUGE impact of driving cost per lead down in an extremely competitive real estate market (We literally **DOUBLED** the number of targeted leads for the same exact price)
- ✓ How important tracking is for the overall success of **ANY LOCAL BUSINESS** marketing campaign (if you don't believe me... put your name and email in the form to see for yourself)
- ✓ The specific strategies used to produce these incredible, life-changing marketing results (**YOURS ABSOLUTELY FREE!**)



How To Communicate With Those Who Need You The Most

- **Easy-To-Understand Language** Which Probably Means Not In Your Industry Jargon
- **Communicate Your Message Through Social Proof** – Happy Customers Will ALWAYS Be More Believable To Your Prospects Than You
- **Choose the Right Media** – Where Do They Get Their Information?

REMEMBER...

***Give Them What They Want, Not
What You Want Them To Have***

Setting Up Your Business Website To Win

Website Architecture, Navigation & More...

***Your Website Is A Marketing
Tool So Use It As One***

2 Critical Concepts For Website Success


#1: Keep the
Search Engines
Happy

#2: Keep your
Website Visitors
Happy



What We Humans See Online

[Sign In](#) | [Register](#)

 Ideas worth spreading

Talks	TED Conferences	TED Conversations NEW	About TED
Speakers	TEDx Events	TED Community	TED Blog
Themes	TED Prize		TED Initiatives
Translations	TED Fellows		

Search

Riveting talks by remarkable people, free to the world

Try our new platform for sharing ideas: [TED Conversations »](#)

Resize by:

☒ Newest releases

☐ Date filmed

☐ Most viewed

☐ Most emailed this week

☐ Most comments this week

☐ Rated jaw-dropping

☐ ... persuasive

☐ ... courageous

☐ ... ingenious

☐ ... fascinating

☐ ... inspiring

☐ ... beautiful

☐ ... funny

☐ ... informative

Show talks related to:

☒ All

☐ Technology

☐ Entertainment


☐ Design

☐ Business


☐ Science

☐ Global issues


[View all tags »](#)




Misha Glenny: Hire the hackers!




Sarah Kaminsky: My father the forger




Joan Halifax: Compassion and the




Yasheng Huang: Does democracy stifle economic




Edward Tenner: Unintended



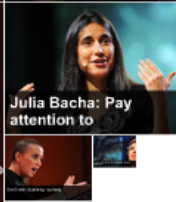
Skylar Tibbits: Can we make things that make




Svante Pääbo: DNA clues to our inner



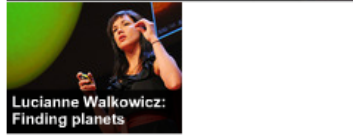
Raghava KK: Shake up your story




Julia Bacha: Pay attention to




Improbable Life?




Lee Cronin: Making matter come alive



Dan Ariely: Beware conflicts of interest



Marco Tempest: The magic of truth and lies



Lucianne Walkowicz: Finding planets

Making The Humans Happy

- ✓ **Virtual Handshake** → 1st Impressions Matter
- ✓ Think about the **End User Experience** → Easy Navigation & Good Quality Content
- ✓ **Position Yourself as the Expert** in the Market
- ✓ **Educate, Educate, Educate**

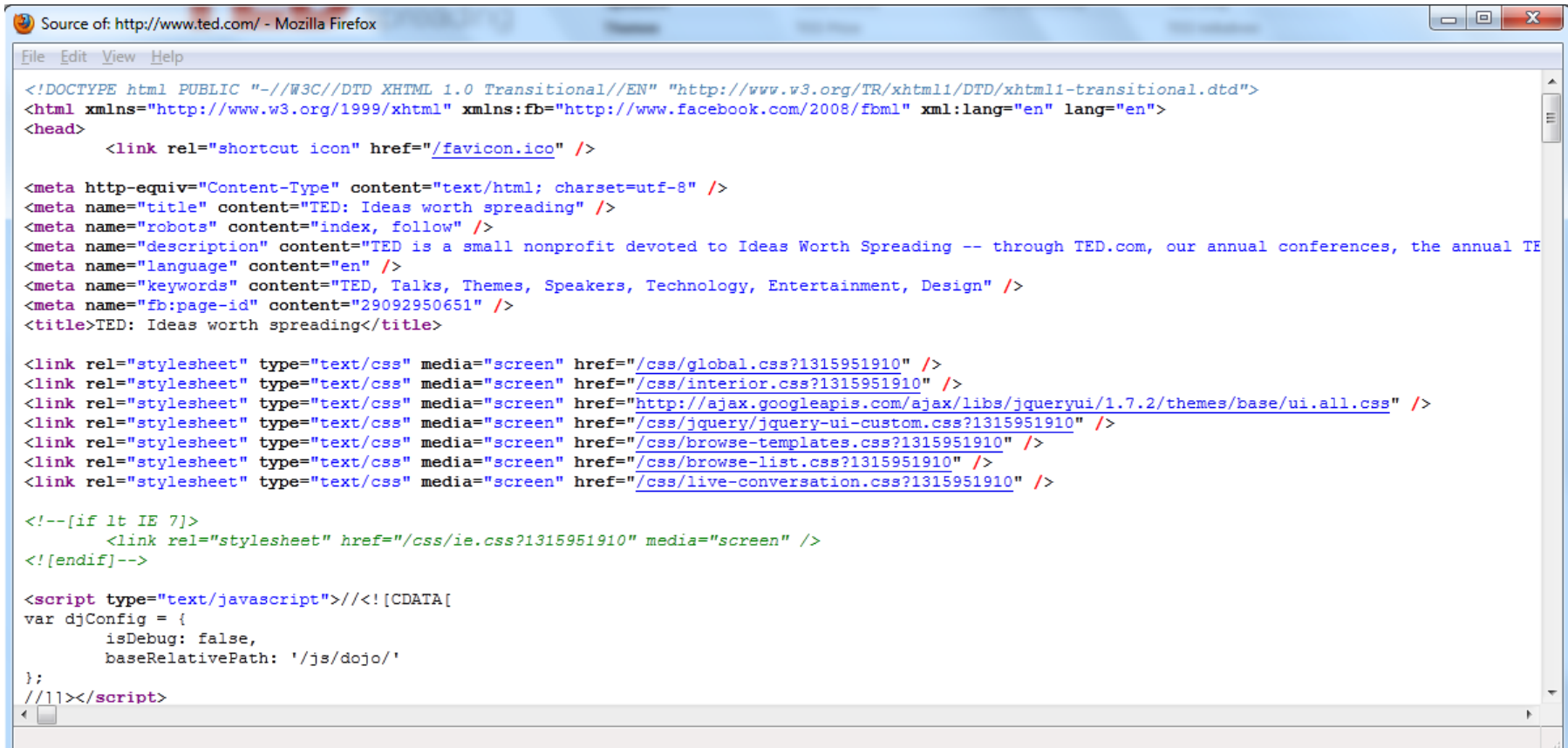
Structuring Your Website The Right Way

- ✓ **Architecture**
- ✓ **Navigation**
- ✓ **Page Layout**



Remember, Google says it's their Mission to:
***“...Organize the worlds information and
make it universally accessible and useful.”***

What The Search Engines See



```
Source of: http://www.ted.com/ - Mozilla Firefox
File Edit View Help

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:fb="http://www.facebook.com/2008/fbml" xml:lang="en" lang="en">
<head>
  <link rel="shortcut icon" href="/favicon.ico" />

  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <meta name="title" content="TED: Ideas worth spreading" />
  <meta name="robots" content="index, follow" />
  <meta name="description" content="TED is a small nonprofit devoted to Ideas Worth Spreading -- through TED.com, our annual conferences, the annual TED
  <meta name="language" content="en" />
  <meta name="keywords" content="TED, Talks, Themes, Speakers, Technology, Entertainment, Design" />
  <meta name="fb:page-id" content="29092950651" />
  <title>TED: Ideas worth spreading</title>

  <link rel="stylesheet" type="text/css" media="screen" href="/css/global.css?1315951910" />
  <link rel="stylesheet" type="text/css" media="screen" href="/css/interior.css?1315951910" />
  <link rel="stylesheet" type="text/css" media="screen" href="http://ajax.googleapis.com/ajax/libs/jqueryui/1.7.2/themes/base/ui.all.css" />
  <link rel="stylesheet" type="text/css" media="screen" href="/css/jquery/jquery-ui-custom.css?1315951910" />
  <link rel="stylesheet" type="text/css" media="screen" href="/css/browse-templates.css?1315951910" />
  <link rel="stylesheet" type="text/css" media="screen" href="/css/browse-list.css?1315951910" />
  <link rel="stylesheet" type="text/css" media="screen" href="/css/live-conversation.css?1315951910" />

  <!--[if lt IE 7]>
    <link rel="stylesheet" href="/css/ie.css?1315951910" media="screen" />
  <![endif]-->

  <script type="text/javascript">
```

Making The Search Engines Happy

#1: Search Engine Algorithms are a Secret
& are Constantly Changing

#2: Building a Good Relationship with the
Search Engines is Imperative = Must
Continue to Serve Your Market Online to
Continue to Get Rewarded with Good
Search Engine Rankings

IMPORTANT ON PAGE WEBSITE OPTIMIZATION

**To Give You The Best Chance Of
Generating New Business Online
(Pleasing The Search Engines)**



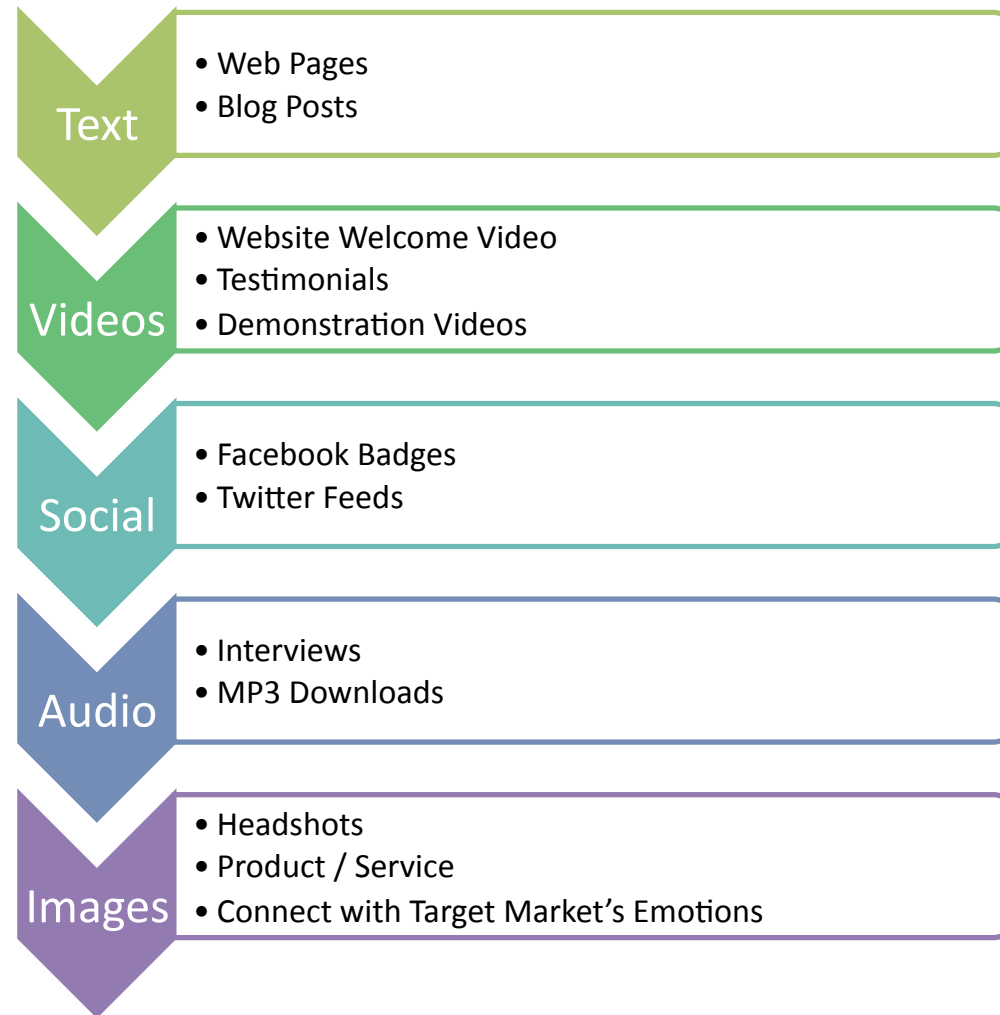
CONTENT IS KING

(Pleasing Search Engines & Humans)



Creating Unique Quality Website Content
That Attracts More Targeted Prospects &
Potential Clients

Types of Website Content



***Take Your Website &
Marketing To The Next Level***

Automate As Much As Possible
***Let Your Website Do A Lot Of
The Heavy Lifting For You***

Setting Up Your Website To Win: Action Plan

- ✓ **Setup Website *Architecture, Navigation and Page Layout***
- ✓ **Implement Proven *On Page Search Engine Optimization Techniques***
- ✓ **Create *Unique Quality Content***
- ✓ ***Automation* = Saves Time, Energy & Money (Lead Capture, Follow Up, Etc.)**

Tracking Website Activity Tells You Exactly What To Do Next

Leveraging Website Analytics
= Working Smarter, Not Harder

Website Tracking = Web Analytics

- **The Act of Collecting, Analyzing, Measuring and Reporting**
- **You get to know:**
 - ✓ **Search Engine Traffic**
 - ✓ **Number of Pages Viewed**
 - ✓ **Number of Unique Visitors**

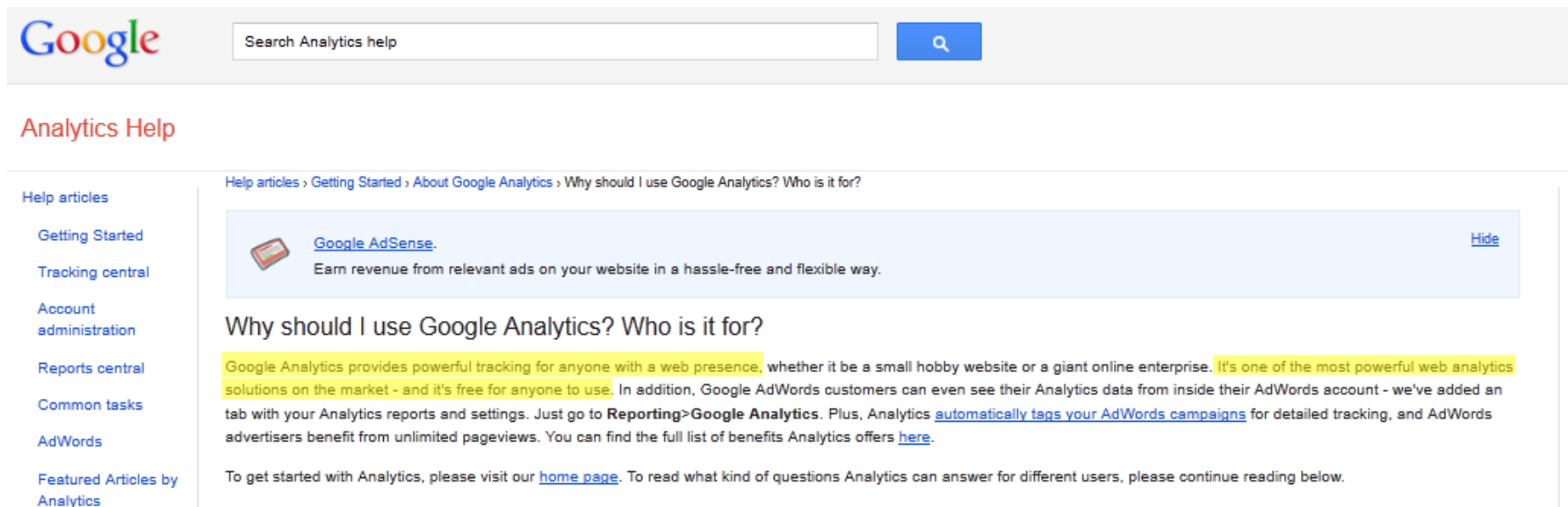


Website Analytics Continued...

- ✓ **What Terms or Keywords They Searched Exactly**
- ✓ **How Long They Stayed on Your Website**
- ✓ **Repeat Visitors**
- ✓ **Where the Visitor is Located Around the World**
- ✓ **Most Popular Pages Visited**
- ✓ **And a Whole Lot More....**



Why Google Analytics?



The screenshot shows the Google Analytics Help page. At the top is the Google logo and a search bar labeled "Search Analytics help". Below the logo is the "Analytics Help" title. On the left is a sidebar with links: "Help articles", "Getting Started", "Tracking central", "Account administration", "Reports central", "Common tasks", "AdWords", and "Featured Articles by Analytics". The main content area has a breadcrumb trail: "Help articles > Getting Started > About Google Analytics > Why should I use Google Analytics? Who is it for?". Below this is a blue banner for "Google AdSense" with the text "Earn revenue from relevant ads on your website in a hassle-free and flexible way." and a "Hide" link. The main heading is "Why should I use Google Analytics? Who is it for?". The text below states: "Google Analytics provides powerful tracking for anyone with a web presence, whether it be a small hobby website or a giant online enterprise. It's one of the most powerful web analytics solutions on the market - and it's free for anyone to use. In addition, Google AdWords customers can even see their Analytics data from inside their AdWords account - we've added an tab with your Analytics reports and settings. Just go to Reporting>Google Analytics. Plus, Analytics automatically tags your AdWords campaigns for detailed tracking, and AdWords advertisers benefit from unlimited pageviews. You can find the full list of benefits Analytics offers here." At the bottom, it says: "To get started with Analytics, please visit our home page. To read what kind of questions Analytics can answer for different users, please continue reading below."

“Google Analytics provides powerful tracking for anyone with a web presence... It’s one of the most powerful web analytics solutions on the market – and *it’s free for anyone to use.*”

Tracking & Analytics: **Action Plan**

- ✓ ***Setup Website Tracking (ie: Google Analytics)***
- ✓ ***Trackable Phone Numbers on Website***

Winning In The New Economy: **Action Plan**

- ✓ ***Understanding The Who*** – Keyword Research & Competitive Analysis
- ✓ ***Establishing The Goal Of Your Website***
- ✓ ***Clear Communication*** – How Can You Solve Your Target Market's Problem(s)
- ✓ ***Setting Up Your Website To Win*** – Pleasing Both The Search Engines & Website Visitors
- ✓ ***Tracking & Analytics*** – Website Analytics and Trackable Phone #'s

Special Thanks To...

Northern Arizona Manufacturing Association

