

KabbalahOnline

Pre-Release Recommendations
For the New Site

Before planning your site:

- Define your online objectives.
- Define your target market and determine their needs, wants and expectations.
- Decide what you are “selling” or providing.
- Decide what your definition of ROI is.

Do I really need to define goals?

- These four definitions drive ALL of your other choices and decisions.
- With out this information, everything else its just “busy work” with no goal or purpose.
- Purpose & meaning is what allows you to take a good site & make it a great one.

Define your online objectives

An objective is a defined step with a defined expected outcome with in a defined time period that if attained will move you closer to a goal.

Possible partially defined objectives:

- Advertise a product or service on
Be more specific than “kabbalah”
- “Selling” or promoting your product/service
- Provide customer service/product support
- Provide product or organization information
- Create/establish organizational identity
(Brand Awareness/distinction)

If I have goals, why do I need objectives too??

- Defining objectives clearly will enable me to provide you with options that will be more in line with your objectives and goals.
- Advertising/selling today is constant process, not a one time “ad” somewhere. It generates constant interest in your site.
- Are you (will you) be actually selling anything? With out constant activity, a web site is the online equivalent of a book on a shelf.
- Do you have any thoughts toward customer svc/live support? What are you trying to provide, if anything?
- Information IS a product. Text sites NEED FAQ section w/info about company info & /or services, media center, and link to spokesperson. Your old site has this, but it took me 5 visits before I found it, and that was only because I was looking to see if you had one in the first place, not because it stood out.
- Creating Identity/brand awareness: memorable name & logo, constant look & feel throughout the site & matching offsite promotional campaigns to distinguish you from other Kabala sites. Hopefully more than just spelling!

Common Site Objectives

- Advertise a product or service
Be more specific than “kabbalah”
- “Selling” or promoting your product/service
- Provide customer service/product support
- Provide product or organization information
- Create/establish organizational identity
(Brand Awareness/distinction)

Why you need site objectives:

- Defining these objectives clearly so I can better provide you with options that will be more in line with your objectives and goals.
- Advertising/selling today is constant process, not a one time “ad” somewhere. It generates constant interest in your site.
- Are you (will you) be actually selling anything?
- Do you have any thoughts toward customer svc/live support?
- Information IS a product. Text sites NEED FAQ section w/info about company info & /or services, media center, and link to spokesperson.
- Creating Identity/brand awareness: memorable name & logo, constant look & feel throughout the site & matching offsite promotional campaigns to distinguish you from other Kabbalah sites.
- Look at other sites & decide what makes you special & capitalized on that.

Define your target market(s)

- Their needs
- Their wants
- Their expectations
 - Do they use the latest PC's or older ones?
- What will create a “WOW” factor?

Help Defining Your Target Market

- Your main target is potential site visitors, but your secondary market is existing visitors, the media, and those who influence your potential visitors, associates or affiliates.
- The wants/needs for current vs existing visitors will differ. You need to convince the new visitors that they want your products and like how you operate.
- Business Example: “Customer” is too large: A hotel would target business customers differently than vacation or family travelers. They would target meeting planners and tour operators in other ways. They would market to tour groups and handicapped travelers in still other ways as well.
- You need to segment your target audience and do the above analysis on each segment. Example, if you want the media to be a target market, then you need a media center on the site, if you want donors, you need a donor relations page, not just a

Decide what you are “selling” or providing

- This information will drive your marketing and advertising campaigns. You cannot promote or “sell” something until you know exactly what your are “selling”.

Decide your definition of ROI

This information will drive your advertising budget and decisions based on the results of any previous & future advertising campaigns.

If your ROI increases, do more. If not, either quit immediately & do something else or try to figure out if there was a flaw that, if corrected, will give you the results you want.

Web Site Planning-Phase One

Phase One: Storyboarding: the site blueprint

- Layout and Content
- Hierarchy of site: the org chart of the site
 - Should ALL be on Site Map Page
- Keep Layout simple and straightforward
- Ensure all target markets are addressed
- Include a Media Center to address the media
(if desired)
- Plan a comprehensive Investor/donor relations center
- Give consideration for positioning of viral and permission marketing elements that can be included & where to position them, if later

Web Site Planning-Phase Two

Phase Two: site development

- Make your contact information readily available-you are currently “hiding” behind a form. If you are on facebook, there is no point in hiding your email addresses
- Avoid “underconstruction” pages- use customized error pages instead.
- Make your privacy policy a little easier to see & on every page (or a working link to it) that you request an email & contact information.
- If you use sounds, provide an option to turn off the sound for those who may be at work or other public places.
- Keep text size medium, and not capitalized

Web Site Planning-Phase Two

Continued

Phase Two: site development:

- Be consistent with use of logo, color. New site is a lot better on this.
- Carefully choose background colors & default link colors. New site is a lot better.
- Navigation is simpler & clearer, but you are still missing a site map (or its not easy to find). A visitor should be able to get anywhere in 3 clicks or less.

Web Site Planning-Phase Two

Continued

Phase Two: site development:

- Graphics are taking a long time to download. Make sure you have ALT Tags for those who turn graphics off.
- Use thumbnails where possible & keep image maps small
- Don't use Flash unless you have an alternative for those who cannot view it.
- Visually check the site in the 3 main browsers: IE, Firefox and Mac. Use SurfStats to check if this is an issue.
- Try to accommodate various screen widths and resolutions.
- Avoid scrolling Marquee text. If its important enough to put on, then it can sit there without flashing just as well.
- HOME Page should be 50KB or less and use MAX 2 screens.
- NO page should take more than 15 seconds to load.
- Avoid Dead links & 404 errors: Verify ALL of your links either manually or with link checking software.

Things to consider up front:

- Encourage repeat traffic
- Include viral marketing elements
- Include elements to leverage sales or promotional activities
- Incorporate permission marketing
- Search engine friendly
- Encourage customer (=visitor) loyalty
- Incorporate stickiness
- Search engine friendly

Repeat Traffic Generators

- What New Pages/Daily Tips
- Contests
- Competitions/Awards
- Games/Cartoons/jokes/trivia
- Advice column
- Getting Bookmarked
- Calendar/reminder services

More Repeat Traffic Generators

- Blogs, Podcasts & RSS Feeds
- Online chat sessions, workshops, forums & discussion groups
- Special guests (for podcasts)
- Giveaways, surveys, awards
- Offline promotions
- Newsletters

Why Encourage Repeat Traffic?

- Each visit reinforces your brand/unique identity.
- Target market feels part of a community & people do business with those they know and trust.
- They will be more likely to give you permission to contact them
- They will be more likely to tell others about your site

Getting Visitors to Recommend Your Site to others:

“Viral” Marketing

- “Tell A Friend” about this page” button & its variations (online word-of-mouth)
 - “Share this information with a friend”
- “Email this Article to a Friend (NOT just a little envelope logo in the corner)!”
- Virtual Postcards
- “Pass it On”

Effective Word-of-Mouth (Viral) Tips

- Have a fantastic button or graphic to get their attention!
- Provide a call to action telling them what to do.
- Place the button in conveniently but far away from clutter.
- Have the button link to easy “tell a friend” script that accepts the name & email addresses of friend & sender.

More tips on Viral Marketing

- Offer incentive for referrals: Ex: “Tell 5 friends and be included in a drawing for X”
- Avoid using attachments in the message.
 - Either send the text in the message or send a link for them to go to.
- Have your privacy policy posted & abide by it. (No sharing to/from Ascent w/o permission—see permission section!)
- Have great content that people will want to share & ALWAYS include how to subscribe so the friend can find your site too!

Example of Leveraging Opinions on Amazon.com

Add to Wish List | ▼

Add to Shopping List

Add to Wedding Registry

Add to Baby Registry

Tell a friend

Things people like to share

- E-books (cost you very little \$ to produce)
- Small programs (hebrew names/calandar)
- Fun videos/Funny videos
- Digital games
- Checklists
- Sound bites/audiozine/mp3/podcasts
- Articles
- Virtual Postcards

Permission Marketing

- Means: Always ask your target market & site visitors for the authority to perform a specific action:
 - Permission to do, or send them a personalized email
 - Newsletters are permission marketing
 - Ask if visitors want notification of updates to the site & the newsletter is the opportunity to convince them to come back to the site.
 - Contests or sweepstakes provide the opportunity to email all entrants site information with the winner information.
 - Stay current with US SPAM laws.
 - Display privacy information clearly

More on Permission Marketing

- While you are asking permission to communicate, you need to sell the benefits – Join our weekly newsletter does not cut it but “join our weekly newsletter & receive tips, coupons, specials & more from our resident cabbalist”. You should know your target market well enough to know what WILL entice them to give permission.
- IF NOT, then we need to do research!!
- Data Mine for patterns & ask a FEW questions over time to slowly get to know them better.

The Key to Permission Marketing

- Get your visitors to willingly volunteer to participate by proposing something of value to them (tied to repeat generators)
 - “We change every week! Click here to join our mailing list and be notified as soon as we update.”
 - Click here to join our mailing list and receive our weekly XXXX newsletter.
 - We have a new contest every 3 weeks. Keep checking back or click here to be notified by e-mail every time we begin a new contest.
 - We constantly update our Calendar of Events. Keep checking back or click here if you'd like to be notified by e-mail every time we update.

Cooperative Permission Marketing

- Create alliances with other sites that are trying to reach the same target market.
- Allow subscribers on your site to also sign up for Ascent's newsletters at the same time they sign up for KO's newsletters.

Search Engine Optimization

- Keywords in domain name
- Keywords in Page Names and Text
- Keywords in ALT tags for Graphics
- Keywords for Page Headings
- Meta Tags
- Number and quality of links TO your site
- Decide which Search engines are important and create elements for them.

More on Search Engine Optimization

- Meta-Robots Tag
- Clean Code
- Splash Pages and Use of Rich Media
- Custom Error Pages
- Image Maps
- Optimization for localization
- Spamming: Quality Guidelines

Final word for now on SEO

- Although most people end up doing search engine optimization AFTER the site is complete, the PROPER way to do it, is to PLAN it from the outset, to maximize keyword placement in every page as there are several parts of the page to place these keywords, including the content.
- Your site designer SHOULD be doing this, but I have included some of the terminology so you can ask & make sure that these things are, in fact being done.
- If not, I will be happy to do this for you either before or after the site goes live and before we begin to submit (or resubmit) the site to search engines & directories.

Summary

- This was a list of my immediate recommendations for the new site.
- Some are easy, some are not.
- Some are fast, other will require some planning.
- Some are “one-time” projects (possibly repeatable) but most are ongoing.

Conclusion

- I will be happy to assist you with any of the these marketing projects online.
- I would be happy to provide more detail on any of the suggestions mentioned.
- I suggest that KabbalahOnline create several email addresses for use with online marketing and other online promotions.