

Introduction

Why learn about website marketing

Effective website marketing is about choosing the best way for your company to increase their web presence. It's not a magical fix, it takes hard work.

Or you can pay \$1,000. per month to be guaranteed that in 6 months time you will be on the top of Google search.

You can do it yourself with research and tips and tricks.

There are some major determining factors that are demanding the need for you to have a web presence.

- Higher broad band up-take, NZ now 50%
- More customers searching later at night
- What you say in Two minutes on the phone is less that can be scanned and read on a web page
- Another cost effective way to advertise you business
- Relationship building with customers

Choose your web presence

A good way to determine what sort of web presence you need is by what sort of questions your customers are asking you.

Find out what they need and have it on your website.

This is targeting your customer.

- Sell your company with a **glossy brochure**
Great for service industries as it dispenses customer worries
- Inform with **editorial content**
Expert advice that reinforces your company
- Products to sell via a **shopping cart**

Content Management

This feature allows you to easily add content and pictures to your own website. (put keywords behind pictures)

You do the up-dates yourself or you can opt for a company to manage the website at a cost.

Try to change your site at minimum monthly, best weekly, ok for every two weeks.

Changes can relate to; Seasonal, special holiday time, awareness week, new staff and the peak month in Google keyword search.

Optimize your website

Get them to your website

Search engines / Keywords / Links / Directories
(How to make Google work for you)

Search engines rank your site by the following criteria

- Keywords that are specific to your business
- In coming links to your website that are the same as your industry

Also your site must be easy to follow, be natural, relevant content, underlying code and make sure you have a site map.
Your website will be ranked on content changing.

Key words competitor search

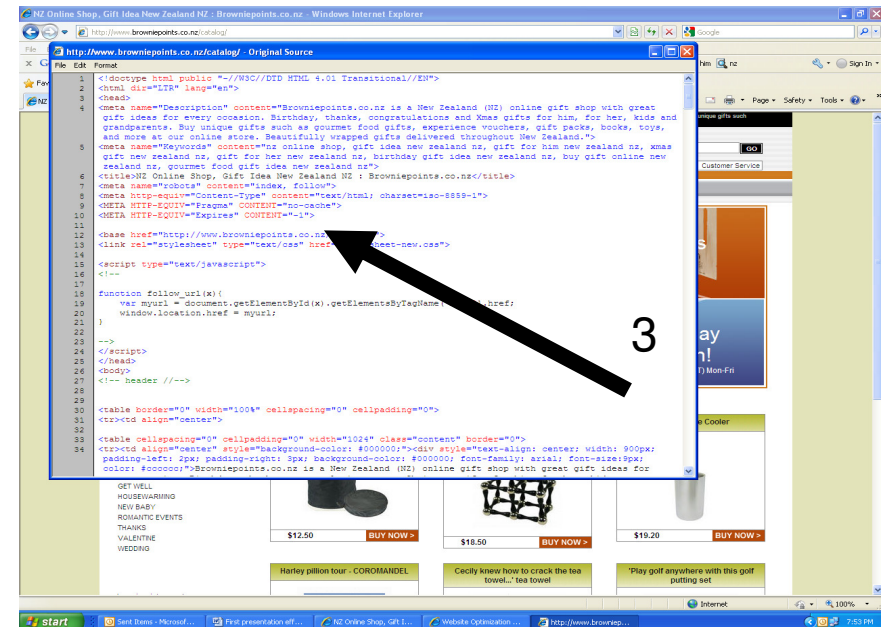
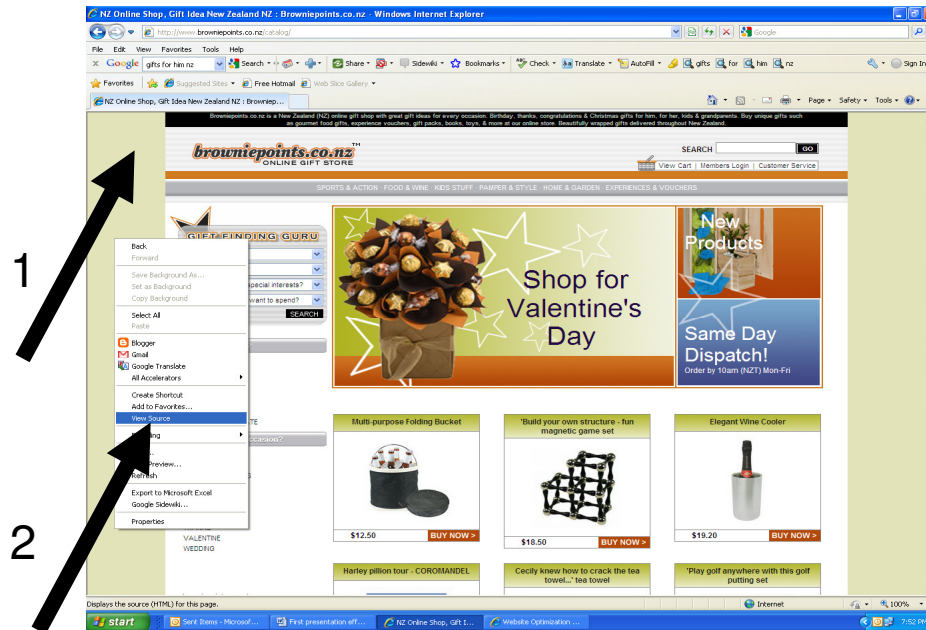
I performed a Generic search by putting one word into Google to search for who has the best listing for **gifts** and clicked on New Zealand. I found **gifts for him**.

The web page belongs to <http://www.browniepoints.co.nz/catalog/>

Why are they at the top of the search ?

Look at competitor's key words by: 1) right click on blank part of competitor screen, 2) go to view source, 3) look for the tile Meta name keywords, there also is a Meta name description.

Meta Keywords search results



Browniepoints.co.nz is now an expert on Gifts New Zealand, NZ

`<title>NZ Online Shop, Gift Idea New Zealand NZ :Browniepoints.co.nz</title>`

`<meta name="Description" content="Browniepoints.co.nz is a New Zealand (NZ) online gift shop with great gift ideas for every occasion. Birthday, thanks, congratulations and Xmas gifts for him, for her, kids and grandparents. Buy unique gifts such as gourmet food gifts, experience vouchers, gift packs, books, toys, and more at our online store. Beautifully wrapped gifts delivered throughout New Zealand.">`

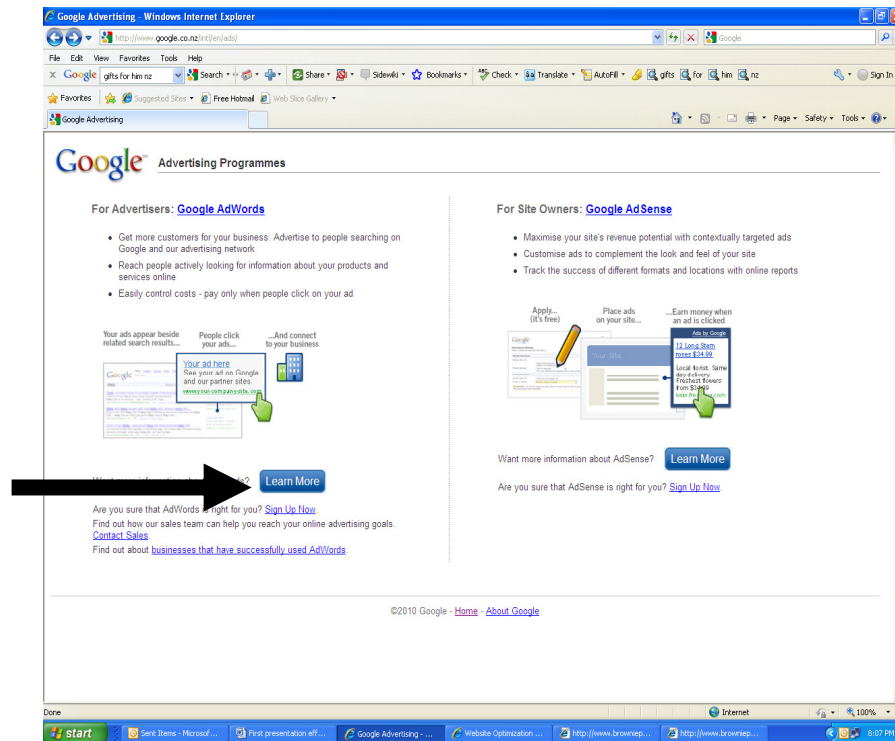
`<meta name="Keywords" content="nz online shop, gift idea new zealand nz, gift for him new zealand nz, xmas gift new zealand nz, gift for her new zealand nz, birthday gift idea new zealand nz, buy gift online new zealand nz, gourmet food gift idea new zealand nz">`

`<meta name="robots" content="index, follow">` Web site Accessed 14/02/2010

Go to GoogleAd advertising

Click on Google Ad Words, (left side)

Click on the **learn more** blue box



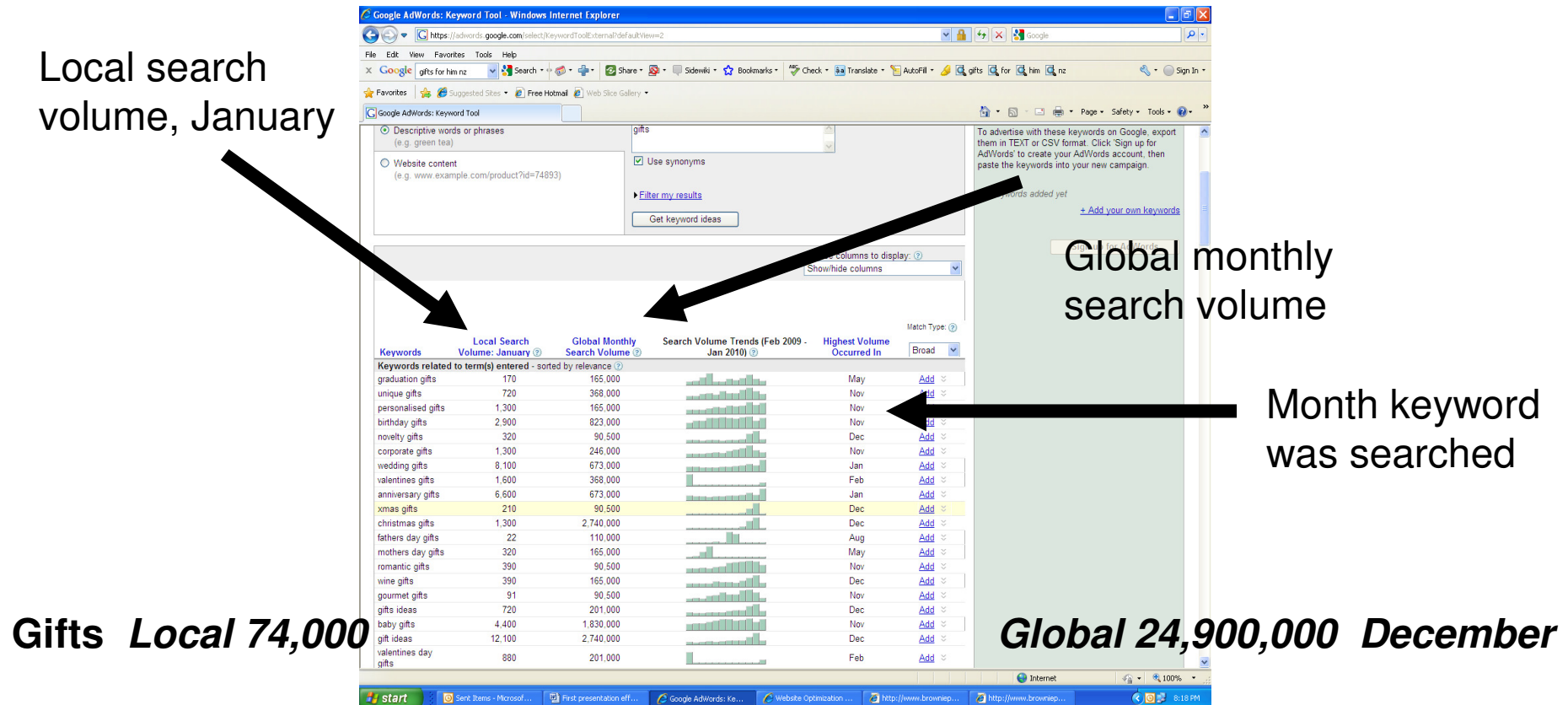
“Google says” (Quoted)
You create your ads
You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

Click on the get keyword ideas. (I entered **gifts**), table comes up, click on [show local](#).

“Google says”(Quoted)

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will [generate ideas matched to your website](#).

Google Adwords keyword tool results

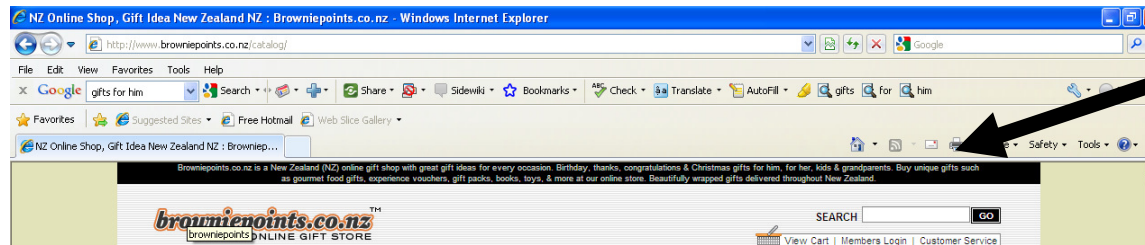


Aim to get at least 30, keywords from competitors and Google Ad words: for the content of your website.

These Keywords will be used on the underlying code, headings and titles, captions and through out the body of written website.

If you write a description of a product on one page, but the photo is on another page, highlight the product word, underline it, and internally link it to the photo.

Title Page description Browniepoints.co.nz



38 keywords used

Browniepoints.co.nz is a New Zealand (NZ) online gift shop with great gift ideas for every occasion. Birthday, thanks, congratulations & Christmas gifts for him, for her, kids & grandparents. Buy unique gifts such as gourmet food gifts, experience vouchers, gift packs, books, toys, & more at our online store. Beautifully wrapped gifts delivered throughout New Zealand.

Always use your Geographical location in your keywords. Whitford, Beachlands, Maraetai or for international use NZ, New Zealand.

“What was the restaurant at Whitford called?”

I will just Google Whitford Restaurant, Top of the list
The General Store.



Think and search like your customer would

- Don't do keyword stuffing
- Make sure the keywords are relevant to search terms
- Make your site part of your own personality, (Point of difference)
- Keep a list of keywords that you can use to change content in the future

Links

Align your self and link with industry experts, associations, training institutes, wholesalers and complementary businesses that have the same target market.

Why not link with someone in the South Island?

Advertising on Trade me and placing Ads in the NZ herald can be linked back to your site.

Check that you don't have broken links on your site

Web Log = Blog

Start your own business Blog and draw attention to your website and create a link. 57 Million people Blog worldwide, (2006), Facebook, twitter, linkedin, U-tube

Hyperlink

Customers can click on an Ad of yours from another site

Customers can click on a link from an email

PR, Press release, editorials

Start writing articles for your industry associations and local papers. **Be an expert**

<http://www.1-day.co.nz/>

Websites for assistance

“Link quotes”, Knowing who links to your site and increasing the number of quality links is an important part of any web site promotion effort. This free service allows you to query Google, Yahoo, and MSN and reports on link popularity.

<http://www.linkpopularity.com/>

Further reading: How to Build Links, Increase Traffic and Exposure

By [Justilien Gaspard](#), Search Engine Watch, Feb 11, 2010

<http://searchenginewatch.com/3636452>

Directories, Free to list your business

www.finda.co.nz

www.wises.co.nz/ *NZ Street map, directories and Businesses*

www.nzs.com Was Called Gofer

www.hotfrog.co.nz

Advertising

Google Ad Words advertising, you pay when clicked on, targeted searches bring up your key words. Cap the daily amount you spend.

\$75.00 Free Google advertising

http://www.statowl.com/search_engine_keyword_count.php

Go to site, scroll to bottom, click on Google Ad. Sign up for Google Adwords

Optimize your website

Grab their attention

- **What do your customers want**
- Important content at the top or close to the top as possible
- Write your value proposition in 12 word and have a different proposition on every page
- Have a call to action on every page,
- Scan the page in a grid way
- Use bullet points
- Answer questions for your consumers

Buy Now

New Products

Dark back ground with white lettering for the youth

Light back ground with black lettering for the older

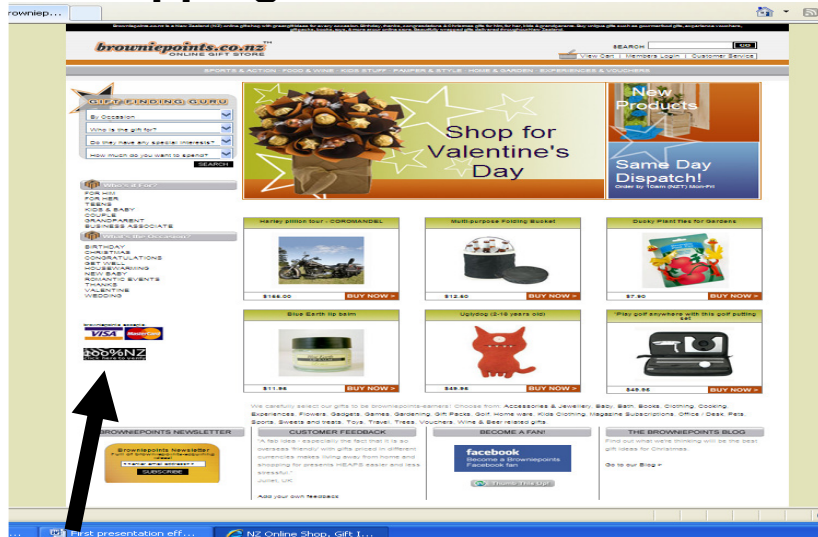
Optimize your website

Give them a reason to return

- News letters
- Reports
- Competition / Specials
- Upgrades / developments

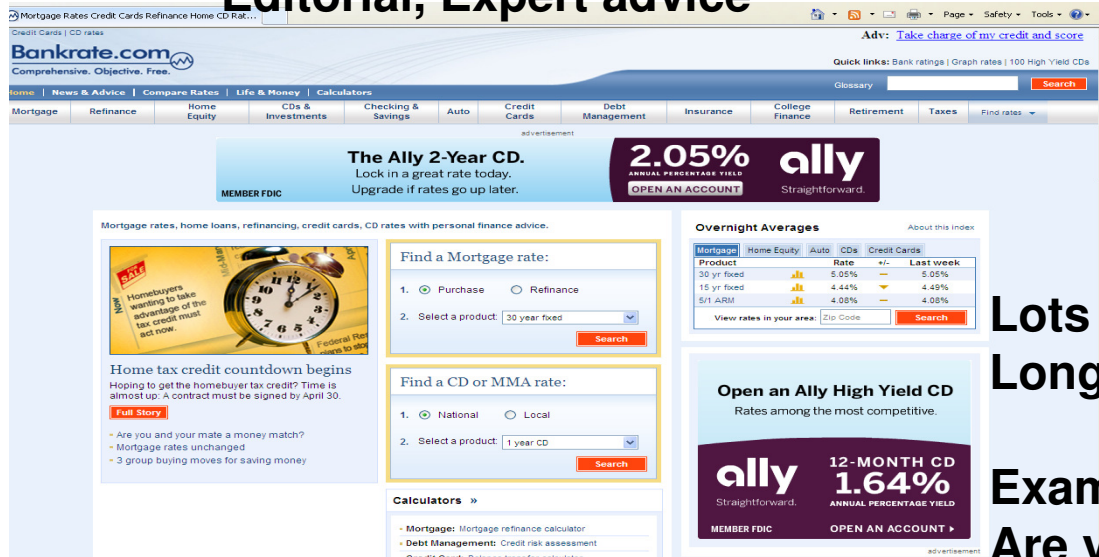
Be Brand consistent across all advertising mediums. Put your web address on all stationery, business cards, voice mail and mobile messages. Make sure that you tell everyone about your site.

www.Browniepoints.co.nz Shopping cart website



<http://100.newzealand.co.nz/register.php>

<http://www.bankrate.com/> Editorial, Expert advice



<http://www.internationalyachtchartergroup.com/> Glossy Brochure



Call to action in every block
Phone number x 4
Contact Us x 5
40 ways to click for more
information from the home page

Lots of information
Long sliding bar to scroll down
Example of article on site
Are you and your mate a money
match?