

Common mistakes in web marketing

Introduction

- No matter what size or type of business, or how well financed, Web sites share common problems.
- Here are ten of those found most often. Not surprisingly, the problems start long before a Web site launches.

Not Setting Business Goals

- Problem sites usually start with problem people, especially those who act before thinking.
- Start with clear business goals for the site, identify very specific target markets, and set quantifiable objectives so you can measure your success and enjoy your accomplishment.
- If you already have a brick-and-mortar store, think about how to expand your market without cannibalizing it.

Understanding the time and money

- Putting up something quick and dirty to start the clock ticking on a search engine listing is fine, but any serious Web site takes thought about how it will look, how it will function, what will be on it, and how it will be promoted.
- Allow at least three months for most sites, unless your company has deep pockets to pay multiple staffers or professionals to work on it.

Not Building a Search-Engine-Friendly Web Site

With all we know about search engines optimization, it's astonishing that companies and developers still build sites that are not only unfriendly, but also sometimes downright hostile to SEO.

If your developer or Web software doesn't support the following, consider a change:

- Search-engine-friendly URLs
- Site index
- Link page
- Linkable footers
- Contact information on every page

Thinking About “Me” Rather than “You”

- From navigation to content, too many site owners tell their own stories rather than what site visitors want to know.
- A little imagination goes a long way. Put yourself in your customers’ shoes. What do they want to know and how easily can they find it?
- Like all other forms of advertising, Web sites are hostage to WIIFM (What’s in it for me?).
- It’s the question customers always ask and every site must answer from the first headline on the home page to the thank-you message at the end:

Not Updating Your Site

- A neglected site is a non-productive one.
- If you abandon your site after it's built, you're wasting your investment.
- Update content, freshen merchandise, and counter what your competition is doing.
- Customers' expectations inexorably rise, conditioned by the best practices of sites such as Amazon.com.
- You might get away with a poor site if you're the only supplier of hard-to-find products, but don't

Waiting for Traffic to Click in the Door

- Search engines and an inbound link campaign are the two most essential components of Web marketing, yet many people don't do even that.
- Onsite, online, and offline techniques must all be brought to bear in an active, continuous, and eternal marketing campaign.
- After all, Coca-Cola didn't stop marketing after it taught the world to sing.

Ignoring Statistics

- Many site owners don't know they have statistics, let alone use them.
- They can't answer the simplest question about real trends in traffic. Instead of reviewing data, they react to someone's last impression.
- While Web data of any sort is imprecise and shouldn't be trusted for absolute values, it's great for trends and relative evaluation.
- Plan to monitor statistics before you design your site.
- Confirm that your developer or host can provide the data you need.

Stop Focusing On Your Page Rank, **Start Focusing On Conversions**

Actions
Speak
Louder
Than
Words.



Showing up at the top of the search page is **only beneficial** if your customers **take action** once they **click through to your site**.

To track conversions on your website, you'll need a **Google Analytics account**. With your tracking code installed, you can now start setting up Goals in your Analytics account. Once your Goals have been setup, you can start seeing how many **conversions have taken place** on your website.

Deciding
What
Actions
To Track.



Goals typically vary quite a bit from one business to the next. You should **keep your business goals in mind** when determining what website **conversions to track**.

Depending on your **goals**, you may want to **track actions** such as:

- Online Purchases
- Contact Form Completion
- Quote Request Form Completions
- Downloads
- Calls to Your Business

Think
"Inbound
Marketing,"
Not Just
"SEO."



Your site needs to provide **customers with the information** they are looking for, as well as **make it simple** for them to **perform key actions**.

High-converting sites typically feature **elements** such as:

- Relevant and Informative Content.
- Strong Calls-To-Action.
- Keep Forms Short and Sweet.

Avoiding Problems with the Back Office

- Web sites don't exist in a vacuum but in the context of your overall business operations.
- Many business owners blame their Web sites or Web marketing plans, when the real difficulty lies elsewhere.
- Is the right merchandise on the site? Is customer support available, either online or offline? Are there problems filling orders? With quality control on products? With staff maintaining the site? With your infrastructure, inventory, or