Blog post for Misstaz (fiverr) 12/10/11

\*\*customer provided artofservice.mp3 for article

Art of Service.

After having an online presence since 2002, Art of Service knows that SEO or Google adwords “are not the silver bullets” that will make your website successful. “It takes a lot of hard work!”

When Art of Service went “online” they moved from your stock standard consulting class room training and face-to-face sales team, to starting an online learning portfolio using Global ad words to kick start it’s web presence. In 2005, as adwords keywords got more and more expensive and the market was more competitive, they stopped using adwords and completely changed how they were doing business. They stopped doing contract/ bid type work (kept proposal specific jobs offline), with all of the “off-the-shelf” classes being sold online.

To accomplish this major Business philosophy change, Art of Service also had to change the look of their website. They now view themselves as an Education Content provider, with their websites being content information heavy sites. They add content on a weekly if not daily basis on our sites. On website, ArtofService.com, was just redesigned – turning it into the businesses main website; extremely content heavy with 6,000 to 7,000 pages of content being update daily.

(XXX Add name of person being interviewed), a or the (XX add title) shared that she spends a lot of time online doing anaylitics. All of our students are IT professionals, and already know what they want or what they want to learn. I am online on our facebook and twitter accounts every day.. all day. I look to see what people are talking about and what are they looking for. Even though we don’t use adwords anymore it is important to know what main key words are being used, and what the highest competitive words are out there.. so we can write content around those words”.

When asked if Facebook and Twitter generated sales for Art of Service, (XXX add name)responded that “2 years ago, it became clear to us that customers associate the owner’s name Yvonka with the Art of Service and that there was already a strong branding foundation there. We started blogging and posting utilizing the brand that was already there with great results. Our facebook page is really gaining some traction. With Twitter, we started updating about what was going on in the classrooms, engaged in conversation with people that read information on the website and used it to build trust with our prospective and current customers”.

“The company’s representative or brand help build trust with customers, just as the constant relevant content our websites gives them trust in us and our ability.. Hopefully they trust us to purchase from us as an online entity. Social media is more for networking than selling. Not everybody needs to be on facebook, twitter or linkedin. When I went through Social media boot camp with Penelope from Brazen?, one of our assignments was to determine “Where are our customers”, where are they talking about your niche? SEO is not a one trick program, it’s not the same for every company. Some may find their customers on four square, or blogs etc”.

“Our strategy is to be on all platforms. We just started a google+ page so we have a presence there. We have had a few facebook purchases but not many. Two months ago we started adding live chats to our sites, and that really seems to be taking off. We have an online store that we sell classes through, a lot of people expect instant results, instant downloads, instant service, and instant support. Most of clients are in different time zones and the instant response was a challenge. We are hoping that live chat is allows our responses to be less intimidating than an email response, and give the customers the instant service they were looking for”.

“It always amazed me that when I talk to so called SEO experts/so called Internet marketing experts, that they can pull the wool over the eyes of some less knowledgeable business owner really easily. They have no idea what they are talking about. You don’t need to spend $10k for a website. We use wordpress for our site.. and that is free. Yes, you have to pay for a domain and hosting, and need to be a little computer savvy, worst case scenario you hire someone to set your website up ($500 max) and then update it yourself. No need to spend $400 to $500 a month on SEO. The small businesses just don’t realize they are getting taken advantage off. Flash was in the 90’s, content is what matters now! It’s not a silver bullet, it’s a lot of hard work”.

“You can’t just do goggle adwords or SEO upfront and expect it to fly. Google adwords is always changing, the algorithms are always changing. That’s why you need to do your research, understand they new keywords and technology. I have been talking to a number of agencies, but what they come up with I am already doing. It’s okay to use an agency, but be very clear on what you ar looking for, and don’t be afraid to ask the tough questions. People think that computers and social networking apps are so difficult – they don’t know that they can use dashboards like tweetdeck or hootsuite to help manage and post to both their facebook and twitter at the same time. Take the time to buy a few books and educate yourself!”

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