



Website Marketing

Building Traffic
Search Engine Optimization
Industry Best Practices

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Before We Begin

- I am not a SCORE Mentor; outside of this room, my services are fee-based.
- No photographs of the slides; a PDF may be purchased at bit.ly/chicaditahandouts.
- My mission today: Help you understand the 'magic' that goes on behind an effective website.
- I love questions! Please interject at any time.

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Why Are You Here?

What motivated you to come today?
What are your learning objectives?

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My Objectives

I want to help you...

- Identify Your Top Keywords
- Develop Traffic Building Methods
- Evaluate Your Website's Competitiveness

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What Does It Take To Have a Website?

Let's Use Your Website Checklist

Part 1: Infrastructure

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ARCHITECTURE




Pages that are difficult for a browser to navigate rank low.
Build a good foundation:

- **Mobile**
 - Most sites are viewed over 50% on mobile devices (over 75% on some types of sites!!!)
- **Site maps create a key**
 - Create and submit to all search engines
- **Meta**
 - Include Meta tags and descriptions on all pages, links, and images!! Your CMS will have unique ways to do this.

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CMS

Content Management System



TYPES BASED ON SKILL

Self-Build: Free
ie Wordpress

Template: \$
ie VistaPrint

Drag-Drop: \$\$
ie SquareSpace, Wix

Professional Coder: \$\$\$
ie Cal-Poly Grad

SQUARESPACE

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Responsive Sites Are Mobile Friendly



Desktop LAYOUT

Tablet LAYOUT


Smartphone LAYOUT

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STICKY

A big goal for any website is to keep people on it for more than 2 minutes.

Use links and nesting to ensnare website visitors




- Page A has a CTA to Page B
- Page B has a hyperlink to Blog Page J
- Blog Page J has a tag to display all similar blogs
- Blog Page M has a CTA to Page C... (Pinterest is a pro at this)

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SITEMAP

You will need to make webmaster accounts with Google and Bing to submit your sitemap.

Most CMSs already make a sitemap for you by default



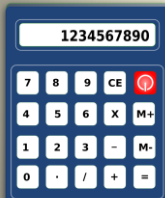
- mydomain.com/sitemap.xml
– Type your URL in to see if you already have one
- Use a plugin to make one if you don't have one
- Enter the URL of your sitemap into your webmaster accounts
– It's very easy, but often skipped

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ANALYTICS

Open a Google Analytics account early to start gathering data to mine later.

Information gathered includes:



- Visitors' locations
- Time on site
- Most popular pages
- Keyword used to find site
- Exit Page
- ****THERE IS A CLASS FOR THIS!!!!!!**

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What Does It Take To Have a Website?

Let's Use Your Website Checklist

Part 2: Search Engine Optimization

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SEO



Search Engine Optimization:

- Where/How your properties appear in search engines.
- Advanced (and nondisclosed) algorithms are used to determine the weight of your site vs. other sites and pages for a keyword.

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CONTENT

In the current Google algorithm, content is KING.


Take the time to WRITE:

- Longer Pages
 - 600-800 words as a minimum
- Update Website Often
 - Keep the site alive 1-2x/month
 - Blogs are an easy way to do this
- Stay on Topic
 - Write about anything relating to your niche



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SATURATION



Keywords need to be used more heavily than other words throughout your page.

But keep it natural:

- String Remix
 - Strings can be rearranged
 - Best tea in SLO; SLO's best tea is OK!!
- Synonyms
 - Use synonyms & common cohorts
- Space to Breathe
 - Tea-Tea-Tea-Tea-Tea
- 1 Focus Per Page
 - You can only really optimize one keyword for about every 300-400 words. If your page has only 450 words, how many keywords are on your page?

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KEYWORDS

Use 10 top keyword strings throughout your website.

Keywords should be:

- “Long-Tail”
 - ie “Best Tea in San Luis Obispo”
 - Not “Best, Tea, in, San, Luis”
- Consumer-Driven
 - Searched as part of a sales cycle
- Obtainable
 - Look at your competition first
- Localized
 - Use your city, niche, and/or USP



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Practice

- I own a small pet store. Unlike box stores, I only sell organic and holistic products. I'm in Templeton.

Good Examples	Bad Examples
<ul style="list-style-type: none"> • Holistic Pet Supplies in Templeton • Organic Dog Food in Templeton • Egg-Free Dog Food 	<ul style="list-style-type: none"> • Pet Store • Templeton • Dog Allergies • Allergies in Dogs


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Where do I put my keyword?

How to get it stuffed in as many times as possible!

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A Page Each



Build pages in your site that answer customer questions, not just a short F.A.Q. page. F.A.Q. pages often cram too many keywords into one place.

Pages might include:

- About Us
 - Why would I give you my money
- Comparisons
 - Why is your product/service better
- Instructions
 - How and why to use

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TAGS

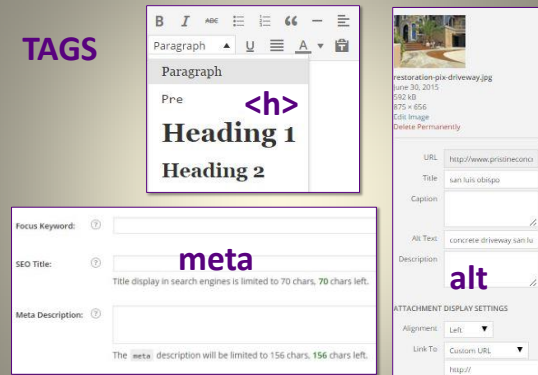


Editing tags can be done in most CMSs without any HTML experience, so don't skip it!

- <h> tags are titles
- alt tags go into images
- meta titles and descriptions display in search results and social media shares
- meta keywords tell the search engine where to focus

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TAGS



The screenshot shows a rich text editor with a 'Paragraph' dropdown menu. The 'Pre' option is selected, showing HTML tags: `<h>`, **Heading 1**, and **Heading 2**. Below the editor, there are fields for 'Focus Keyword', 'SEO Title', and 'Meta Description'. The 'SEO Title' field contains the word 'meta'. To the right, there is a preview of an image with an 'alt' tag field containing the text 'concrete driveway san lu'.

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HYPERLINKS



Google places a lot of value on the words in a hyperlink. This is called *anchor text*. Anchor text and linked photos are very valuable.

- Hyperlink keywords on a blog to their source page
 - NEVER hyperlink "click here"
- Never leave an image unclickable
 - Think of the alt tag as the anchor text: link a photo to something relevant to the alt tag


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How is your SEO graded?

Separating myth from fact.

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PAGERANK



Sites can have an overall score of 1-10. Google is the only 10.

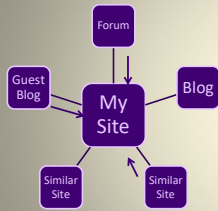
You do not want backlinks from websites with a page rank much lower than yours.

- Check the page you want a link from first
 - <http://checkpagerank.net>
- Purchase a REAL backlink via an ad on a website, like the chamber of commerce
 - Do NOT buy 50 backlinks for \$5

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BACKLINKS

Links from other sites to yours are called **backlinks**. You need backlinks on anchor text that matches your keywords.



- Join Forums
 - Include your URL in your signature line
- Guest Blog
 - Include a keyword and signature link
- Link Trade
 - Ask friends and look for sites with a better score than yours
- Own a Separate Blog
 - Prevents link dilution on your domain

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What Does It Take To Have a Website?

Let's Use Your Website Checklist

Part 3: Lead Generation

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CONTACT

Once you register your address with Google+ Local, keep it consistent on your website.



- Place your address and phone number in the footer
 - If Google uses "Ste B" or "Suite B" you do the same
- Use a contact form or hyperlink your email address into an image
 - DO NOT WRITE YOUR EMAIL ADDRESS (unless you like spam)

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C.T.A.

Every page needs a Call To Action!

Ask/Tell them to:



- Call now!
 - We're here to listen
- Use our Contact Form
 - For the more insecure
- Social Share
 - Like/+1/Share/Tweet/Etc.
- Follow
 - Follow RSS feed or on social

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CAPTURE

Use tools to capture the **qualified leads and/or sales**.

Capture tools include:



- Newsletter Sign-up
 - Demonstrate valuable information
- Gated Content
 - Free eBook/PDF in exchange
- Live Chat
 - I.M. through site, Skype, etc.
- C.T.A.
 - Call To Action

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QUALIFICATION

Help visitors understand if your business is a fit for them.

Lead/Sales qualifiers:



- Size
 - Do you sell to 1, or 100
- Cost
 - Base model, or luxury
- Niche
 - Does the product/service fit
- Restrictions
 - Region, age, etc.

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SHARING

Make sharing easy and obvious with a plugin, widget, application, script, or code that provides social sharing.



- Use your own sharing links to syndicate content
 - This is also a good way to randomly test your meta information
- Take my other workshop for more information on social sharing. 😊

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REPUTATION

The only people who will leave you reviews are the upset ones unless you remember to ask for them.



- Include snippets of some of your favorite reviews with an invitation for more feedback
- Send invitations via email after completing work for a new client
- Integrate more than one reputation tool
 - People are more likely to use the one they prefer

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FOLLOW

Make it easy for visitors to your website to find you again.

Remember, it takes ten impressions for your brand to stick in their minds.



Example –
Go to www.chicadita.com/blog
See the Facebook button on the top-right?

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Time for a break! Does your head hurt yet?
Google+ and Analytics after the break
(Blogs and Emails if we have time, too!)

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SOCIAL

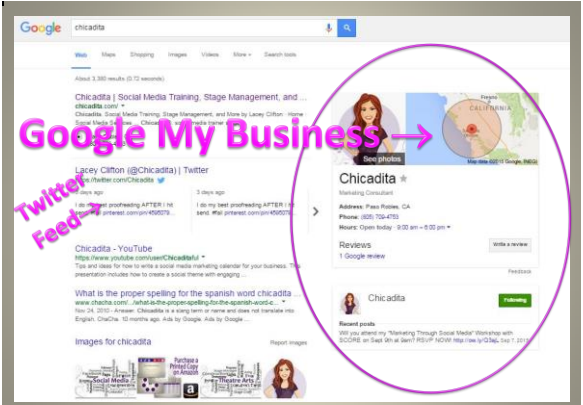
Don't like Google+? TOO BAD!
It offers the most SEO benefit in the shortest amount of time.



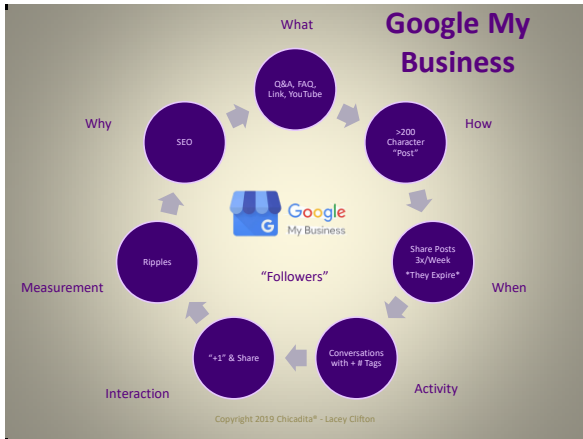
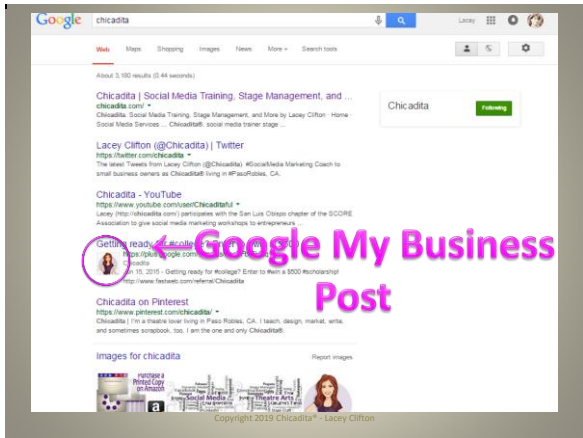
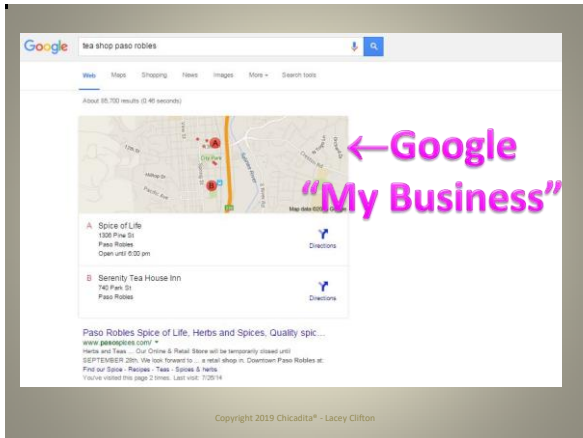
- Cut the line in Google
 - Goes above and on the right in search results
- Backlinks
 - Thought to be the only platform with real value

Google+ Closed for Consumers Aug. 2019

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Where Does Traffic Come From?
How many sources can you think of?

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Blog

(Content Method)

Blogging helps Google see your site is active and builds volume.

Scans every 6 weeks:

- Build a Keyword
 - 1 Keyword String per blog article, 400-600 words.
- Build Site Visits
 - Share blog content in 'spoonfuls' on social media with a link.
- Build Links
 - Guest blog with a link back to your site
 - Link to other blogs and pages in your site (make it sticky).

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Blog Elements

- Title – Contain Keyword String
- Meta Description – Teaser, 80 characters
- Content – 400-600 words
- CTA – After reading, what's next?
- Subscription – Emails with new posts

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Writing a Good Blog

- Pinterest has boards full of blog topic ideas
- I start by selecting a low performing keyword and brainstorming socially engaging things to talk about.

Think Cosmopolitan Magazine

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EMAIL

(Campaign Method)



Stay in touch with your customers and leads.

Common email campaigns:

- Drip Campaign
 - Automated email flow based on triggers
- Newsletter
 - Monthly/Quarterly information – must be of value
- Alerts/Specials
 - Infrequent special announcements

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What Makes a Good Email?

Beyond the content?

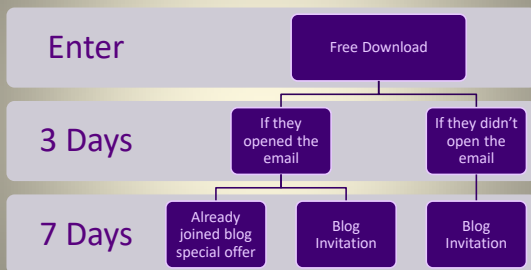
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Email Elements

- 🔥 Title – Avoid spam words
- 📄 Preview – Often it's the first line
- 📄 Content
- 🌐 Links – How can they reach you
- 🗑️ Unsubscribe Tool

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Drip Campaign Example



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Going Forward Reflection

Write this down -

- Three things I will fix in my marketing technology are...
 - 1.
 - 2.
 - 3.
- I will make myself accountable to everyone in this room to start _____ by the end of this month.

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If you found my presentation helpful, **please leave a review for me** on your favorite social media platform:

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<https://twitter.com/Chicadita>

<http://www.linkedin.com/in/laceyclifton> ★

GMB: <https://biy.ly/pasochica>

<http://www.youtube.com/c/Chicadita>

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