

Web Marketing

A 2 Year Guide

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1st Six Months (1-6)

- Setup Google Analytics
- Website Redesign
- Mailing List

2nd Six Months (7-12)

- Search Engine Optimization (SEO)
- AdWords
- Mass Emails

3rd Six Months (13-18)

- Link Building
- Content, Content, Content
- First Email Out

4th Six Months (19-24)

- Playing well with others
 - Google (Searching)
 - Blogger (Stories)
 - YouTube (Video)
 - Flickr (Photos)
 - Digg (News)

Key Points

- Gather your traffic data ASAP
- Good design and usability will increase your sales conversions
- When it comes to content think of your visitors first and search engines last
- Create a dialog with your customers
- Play well with others

Finding a Web Designer / Marketer

- Design abilities
- Content Management System (CMS)
- Experience
- Price

Glossary of Terms

Google Analytics: The tool used to give detailed information about your website including goals, traffic reports and usage patterns.

Keyword: A word or group of words a person enters to do a search. A word or group of words in your website text.

Clickthrough: The action of a user clicking on an ad, website link or email link that takes that user to your website.

Organic Rank/Result/Clickthrough: The normal non-paid results of a search engine.

Paid Rank/Result/Clickthrough: The paid result or ad in a search engine.

Direct Traffic: A user types your website address directly into their web browser.

Conversion Rate: The percentage of increase or decrease of specific goal. Can be measured in clickthroughs or dollars. For example, filling-out an information request form. **Bounce Rate:** The percentage of visitors that leave your website because the content is not useful.

Reciprocal Link: A link from one website to another.

Page Rank: A value between 1 and 10 that google rates your website. The rating or ranking is based on many aspects including bounce rate, keywords, and reciprocal links.

Hierarchy / Site Map / Web Map: A representation of how each page in your website relates to one another.

Content Management System (CMS): A tool to change the content of your website.

Google Site Maps: This tool will identify any common site optimization errors that may occur.

Google AdWords: Text only ads that are displayed when a user is viewing Google search results.

CPC: Cost per click. The cost for every clickthrough.

Web 2.0: A terms that refers to a website that is usually community-based and preforms much like a desktop application.

Blog: Stands for Web-Log. Basically an online.

RSS: Stand for Real Simple Syndication. A break-down of an web page into most basic components- Title, text, links, pictures.

RSS Reader: An application that can read RSS feeds.

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