

Carl Henry Global CAD-Q

A Website Online Marketing Formula



GENERATE TRAFFIC!

Communication
Automation
Dissemination
Qualification



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Introduction



I have written this short overview of 'Online Marketing' to assist with the planning of your marketing activities for your website. It is also to flag up the requirements for a committed online marketing campaign – it is not sufficient these days to simply publish a website and wait...,

I'll be very happy to supply more detailed information on any point or technique outlined.

What is “CAD-Q”?

Communication

Automation

Dissemination

Qualification

The humble website is essentially the foundation of your online marketing campaign, the technology available today which can be incorporated into your website will allow it to perform many functions for your organisation.

Communication

This aspect of the web site is what I consider to be your outgoing message, these are the points you want to make about your organization and the things that you want to press home so that people understand your point of view.

Automation

It is now fairly straightforward to design systems which operate from your website to automate many of the relationships between your organization and the user. Perhaps this is

one of the greatest uses of a web site because it minimizes the requirement for human intervention between your organization and the users until a certain goal is achieved.

For example users can self register, choosing their own username and password, then to receive a confirmation e-mail with which to give their permission for further e-mail based marketing.

It is also possible to (securely) offer the facility where people can create profiles and update images to the web site. You can also offer the opportunity for users to submit new content for the web site and to enter it directly into the system, this content would not appear on the web site until it has been moderated by an administrator.

Dissemination

A web site is a great portal which can distribute documents and images which you only have to handle once. The creation of special pages which list and make available documents (normally in portable document format – PDF) is a very good way of allowing users to interact with your organization and to pass back information.

Qualification

Sorting out the ‘wheat from the chaff’ is a role that your web site can perform if you incorporate interactive forms and a stepped level of gathering information from your users. It is quite possible to have publicly available forms on the web site which will gather the basic information, then for the user to receive further feedback via an automated e-mail which guides them to register with the website and to complete further information which resides behind a password protected login form. This has the effect of deterring ‘time wasters’ and gives you vital information with which to judge the applicants commitment.

Online & Offline Marketing

Whether we use traditional (offline) marketing methods or use specific online marketing techniques our goal is exactly the same;

Objective = Generate User Traffic

Once you have user traffic arriving at your website the next objective is conversion, by conversion I mean that you find the users who are looking for the solution/benefit that you are offering through your organization. You'll also show them how they can obtain their solution/benefit from your organization.

Traffic Building

Below I've written an overview of the various traffic building methods that are in common use at the moment for web sites. The sole aim of these activities is to bring your website's domain name to the notice of potential users.

Link Advertising

Signature files

There are 2 types

A basic signature file showing the Name and a hyperlink;

Your Company Name

<http://www.YourDomain.com>

A promotional signature file with an advertising atmosphere;

Your Company Name – “Tagline Text”

Visit <http://www.YourDomain.com> for more information.

Signature files should be used in the following situations;

- On all outgoing e-mail messages from the organization
- On all forum postings
- On all postings to social media websites

Short adverts

Short Adverts will normally be text based and will give a short introduction with a hyperlink back to the website;

You should submit short adverts in the following free places;

- Free classified ad sites
- Special ad sites (yahoo ads, ebay ads, craigslist, angloinfo etc.)
- Safelists – these are organisations that have thousands of permission based e-mail addresses to send your message to

If you are prepared to pay then you can also submit your ads to the following places;

- High traffic forums and blogs
- ezine ads
- banner ads

Longer ads

Longer or more substantial adverts are normally something you would pay for, but when you pay you will normally get a higher standard of service and a better return;

- Solo ads in ezines
- Advertising on forums
- Pay Per Click

Pay per click (PPC)

The most popular service is Google AdWords although the other two main search engines also offer this facility. The main benefits of the PPC is that you can control the following items;

- Advert position
- Your budget
- Your message
- Where it appears geographically
- How often it appears in the search results

Organisation and personal Profiles

There are many places where you can provide information about yourself & your organisation and add a link back to your website – these places may not be directly related to the content of your site but could certainly alert potential users of your existence, examples are;

- Forums
- ebay
- amazon
- social networking sites
- article Sites and directories

Content Advertising

Content is the most important aspect of the Internet and World Wide Web, if you are prepared to contribute you will be rewarded by the generation of traffic back to your website.

Answering questions

If you are prepared to provide quality information, You can establish yourself as an authority in a niche area of knowledge by providing answers to questions posed by users;

- Forums
- Yahoo answers
- Comment section on blogs
- Comments on online newspaper articles

Writing Articles

This is one of the most popular and effective methods of building traffic to your website. Writing authoritative articles of between 250 and 500 words does require some effort but will set you apart as an expert in your field, or, explain what solutions you offering in more detail, as you are giving free information and content, publishing these articles is free;

- Article directories
- Press release directories
- Squidoo
- Hubpages

The other great benefit of writing articles is that normally you can include a live hyperlink in your profile at the base of the article in order to encourage users to visit your website. This also helps you to gain better search engine ranking because this is an inward link to your website.

Newsletters

If you are prepared to send a regular newsletter to your registered users it will give you an opportunity to build an online relationship with them. The frequency that you send your newsletter out will depend on your activity but weekly and monthly newsletters are very common.

Newsletters should not only promote your own organisation, it should offer information that your readers can use, this way your readers will look forward to receiving it. In addition to sending your newsletter to registered users of your website you can also submit it to newsletter & ezine directories who will also distribute it to their lists.

Writing a blog

If you or your users enjoy writing a blog is an ideal way to generate content driven traffic. The blog can be on your website or also a third party the blogging service so that you can create back links to your website. Search engines and users like blogs because they are normally guaranteed new content on a regular basis.

Free eBooks & eReports

Is also possible to create free reports and ebooks, made available in PDF format, that gives useful information into your web site users. These digital products should give the reader a feeling of receiving useful information that they can apply in their lives to create solutions. You would of course include live hyperlinks back to your website and to other useful resources. (This report is an example)

Reviews & testimonials

If you can offer unbiased information that is of use to people at large you can gain credibility and authority for your website. This is then transferred to the products and services that you are offering, it is particularly useful if you are able to compare your offering to your competitors in the marketplace, showing in a balanced way why they should avail themselves of your services and products.

One version of word of mouth marketing is to solicit written, audio and video positive testimonials about your products and services. People believe what they see other people saying about your organisation. These testimonials can be used on your site ideally with a photograph of the individual. You may also include testimonials in media information releases (Press Releases) to add weight to your story and a personal angle.

Other Media

One of the other big benefits of online marketing is that you can use various multimedia facilities to give your message a bigger effect. You can also recycle other content such as articles, testimonials and speeches into audio and video content.

Video

You can use video interviews as content on your website to bring it alive and post it to services such as www.youtube.com And Google video.

Audio (Podcasts)

If you can arrange to interview people who will talk about your website products and services you can create MP3 files which you can post at audio directories such as iTunes. These audio files can also be made available to download from your website so they can be listened to on personal audio players such as iPod, or, they can be used as the track for new videos or PowerPoint shows.

SEO (Search Engine Optimisation)

SEO is about getting your site ranked high in the search engines, but not simply for your domain name or the name of your company. You need to think of phrases that will be in the minds of the users when they search for what you offering.

People rarely search for a phrase such as “we are the best at XYZ” – they usually search for something much more subjective such as “who is the best XYZ maker” etc. so your pages should be optimised for phrases that your users may be looking for.

Below is an overview of the key SEO techniques;

Webpage Optimisation Checklist

Website and web page optimisation for the search engines is split into two distinct parts, on page optimisation is what you put into the website code and on the website pages, off-site optimisation is what you can do from outside of your website to increase the importance in the eyes of the search engines of your website.

On-page Optimisation

- Keywords/Phrase in Page Title
- Minimum words in Title use | to separate

- Keywords/Phrase in <h1> & <h2> tags
- Keywords/Phrase – bold & italicise & underline ONCE
- Main Keywords/Phrase at very beginning & very end of page (copyright)
- Keywords/Phrase in <alt> tags with “image, photo or graphic” etc.
- Keywords/phrase in file names of page & images

And of course do not forget to use domain names that are rich in your keywords, you can & should have multiple domain names pointing to your website, each one focusing on a key area of your business.

You can search for & secure domain names (URL's) at
www.CarlHenryDomains.com

Back Links/Off-Page Optimisation

- Give links with Keywords/Phrase in >Anchor text<
- Get links from relevant websites with good PR & low link density
- Get one way back links (Articles)
- Develop reciprocal links

You should also Analyse the top 5 or 10 sites that appear in the search engine results for the phrase that you wish to be ranked highly for, the type of information that you should be looking for in each of your competitor web sites are;

- Which sites/type of sites linking back
- Number of sites back linking
- Google PR of sites back linking (authority site)
- Page title of sites back linking
- Anchor text of back links
- Number & type of links linking to the sites back linking
- Number of outward links on the site back linking
- Total number of links on the sites back linking
- IP address of sites back linking

Offline marketing of your website

One of the simplest and most overlooked way of generating traffic into your website is the classic 'tried and tested' marketing techniques, although these may seem obvious, quite often the following items are overlooked;

Business cards with your web site and e-mail details

Letterhead and compliment slips with your website and e-mail details

Ensuring that your web site and e-mail details appear on all documents, brochures, presentations and adverts.

Your domain name should be easy to remember and explain in person or over the telephone.

Get your domain name and e-mail address listed in all popular directories

Mentioned that you have a web site in all of your conversations

List building (Mailing lists)

After creating traffic to your website, building a mailing list is the most important activity in online marketing. Your list is your biggest asset in the online world because it gives you the opportunity to send your marketing message on a regular basis to people who are interested in your website content.

Therefore it is essential that you have a method of collecting contact names and e-mail addresses on your website and that people have the opportunity to opt-in to your newsletter list and to manage their relationship with you.

Conclusion

Although this short report has not gone into great detail it should give you some idea of the range of activities that can be undertaken to make your website a really valuable tool to your organisation.

For further information please feel free to contact me on info@CarlHenryGlobal.com or visit www.CarlHenryGlobal.com

Best regards,

Carl Henry

ADDITIONAL RESOURCES

Find Domain Names - www.CarlHenryDomains.com

Buy Hosting - www.CarlHenryHosting.com

Get Extra Email Accounts - <http://emails.carlhenryhosting.com>

Build Your Own Website - <http://websitebuilder.carlhenryhosting.com>

Set Up Your Online Shop - <http://ecommerce.carlhenryhosting.com>