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ONLINE MARKETING

What We Will Cover Today

- Online Platform – Blog/Website
- Website Analytics
- Learning from your Analytics
- Ways to Promote Your Content
- Building Adwords Campaigns

Wordpress as a communication platform

- Option #1 - www.wordpress.org
 - FTP Access
 - MySQL
 - PHP 4 or 5
 - Personalized URL
- Option #2 - www.wordpress.com
 - No Technical Requirements
 - Wordpress URL

Examples of Blogs

- www.electriccityr.com
- www.blackout20.com/wordpress/
- <http://politicalticker.blogs.cnn.com/>
- <http://www.buzzmachine.com/>
- <http://www.metroaction.org/blog/>

Customize Your Blog

- <http://wordpress.org/extend/>

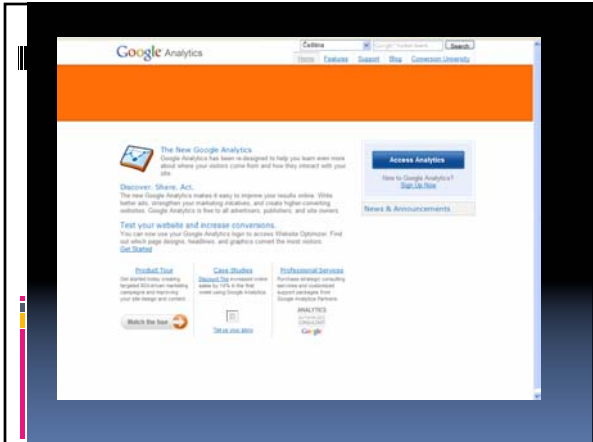
3 Rules to Blogging

- Create a Conversation
- Content is King
- Use a Call to Action
 - Signup for a Newsletter
 - Stay Informed (Coupons & Offers)
 - Vote on a Poll
- www.dailykos.com

“Building” your Blog

- Create your content
 - Industry Expertise
 - User Created Content
 - Services, Offerings, Etc
- Set your content to succeed
 - SEO friendly urls
 - Use Tags

So You Have a Platform Now What?



Analytics

- Learn From your Website Analytics
 - <http://www.google.com/analytics/index.html>
 - What do you need to get started?
 - How do you signup?
 - How do you implement?
 - FTP Access with Access to all of your pages

Analytics

- Get your reports weekly
 - Beware of anomalies
 - Customize your reports
 - Research, research, research

Questions to Ask

- What are my visitors doing on the website?
(Content)
- How are they getting to my website?
(Referrals, Keywords, Traditional Marketing)
- Is my message and/or ad hitting the mark?
(Bounce Rate)
- Who are my visitors? (Network Names, Geography)

Bring an audience to your website (Blog)

- Tools
 - Digg
 - Flickr
- Techniques
 - Guest Comment
 - Invite Contributors

Digg

What is Digg?

- Digg is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg surfaces the best stuff as voted on by our users. You won't find editors at Digg — we're here to provide a place where people can collectively determine the value of content and we're changing the way people consume information online.
- <http://digg.com/tour/>

- www.digg.com

Flickr

Flickr - almost certainly the best online photo management and sharing application in the world - has *two main goals*:

1. We want to help people make their content available to the people who matter to them.
2. We want to enable new ways of organizing photos and video.

- www.flickr.com

Techniques

- Guest Comment
<http://www.wikinomics.com/blog/index.php/2008/09/03/guest-blogger-steve-ressler-on-government-20-the-rise-of-informal-networks/>

Adwords & PPC

- Google Adwords & Pay Per Click
 - **Pay per click (PPC)** is an Internet advertising model used on search engines, advertising networks, and content websites, such as blogs, where advertisers only pay when a user actually clicks on an advertisement to visit the advertisers' website.
*wikipedia

Before you Begin

- Identify your keywords
- Ensure basic compliance (Meta Information, Title Tag, Description)
- Know your timeline (90 Days on Average)
- Setup a Sitemap - http://www.supernova-soft.com/sitemap_generator/sitemap_generator.htm

Are There Any Givens?

- What geography am I serving?
- What is the demographic of my customer?
- Is there a time of the year, or time of day that I know isn't going to be used?
- These types of questions will stretch your budget

Crash Course in SEO

- <http://www.seomoz.org/blog/the-beginners-checklist-for-learning-seo>
- <http://www.seomoz.org/article/the-beginners-checklist-for-small-business-seo>
- <http://www.seomoz.org/article/search-ranking-factors>
- <http://www.seomoz.org/blog/my-personal-opinion-go-of-the-rankings-equation-lies-in-these-4-factors>

SEO Tools

- <http://www.seomoz.org/tools>
- <http://www.seomoz.org/term-extractor>

Build a Campaign

- <http://Adwords.google.com>

Follow Up

- Review your analytics

Questions?

- Wordpress Examples:
 - <http://thehoodlins.com> - you host
 - <http://thehoodlins.com> - they host
- Typepad
 - <http://thehoodlins.com>
- Alltop.com
- Mashable.com
- mashable.com
- <http://www.somer.org/2012/the-business-lead-for-small-business-2012/>
- <http://www.somer.org/2012/the-business-lead-for-small-business-2012/>
- <http://www.somer.org/2012/the-business-lead-for-small-business-2012/>
- <http://www.somer.org/2012/the-business-lead-for-small-business-2012/>
- <http://www.somer.org/2012/the-business-lead-for-small-business-2012/>

- Stumbleupon
- Twitter
