

Marketing TO and THROUGH Your Website

Attract the Right Prospects

• and Transform them into

Loyal and Referring
customers

With Guest Speaker, Leslie Anne McAllister:



Agenda



- Website Functions
- Anatomy of An Effective Website
- Natural SEO
- Pay-Per-Click Advertising
 - Keywords
 - Where/How Consumers Search
 - How Pay-Per-Click Works
 - Why Use Pay-Per-Click
- Summary





What Can a Website Do?

- Prospecting
- Provide credibility/legitimacy
- Electronic Brochure
- Landing place (step #2) for offline marketing
- Retain customers with resources
- Sell/Close the Sale
- Operations/Operational Efficiency

Anatomy of An Effective Website



- Visually Pleasing
- Quick Overview/Concise
- Easy to Navigate/Minimal Nav.
- Clear Call to Action
- Prominent Contact Info.
- Tracking

Anatomy of An Effective Web Page



- Compelling Headlines
- Scan-Able Text / Bullets
- Font Variation
- Interesting/Relevant Visuals

Natural SEO - Keywords



- Determining Good Keywords/Phrases
- 250 word minimum per page to be indexed
- Use keywords in:
 - Text
 - Alt Tags
 - Meta Tags
 - Graphics/Image Filenames
 - Page Names

Natural Search Factors



- Integrated Keywords/Phrases
- Competition
- Longevity on the Web
- URL
- Internal Links
- External Links

Natural Search vs. Pay-Per-Click



- Natural search can not be Guaranteed
- Natural search requires more time for results
- Doing natural search right is not necessarily “free”
- Natural search and paid search complement each other



2.2 Billion Leads

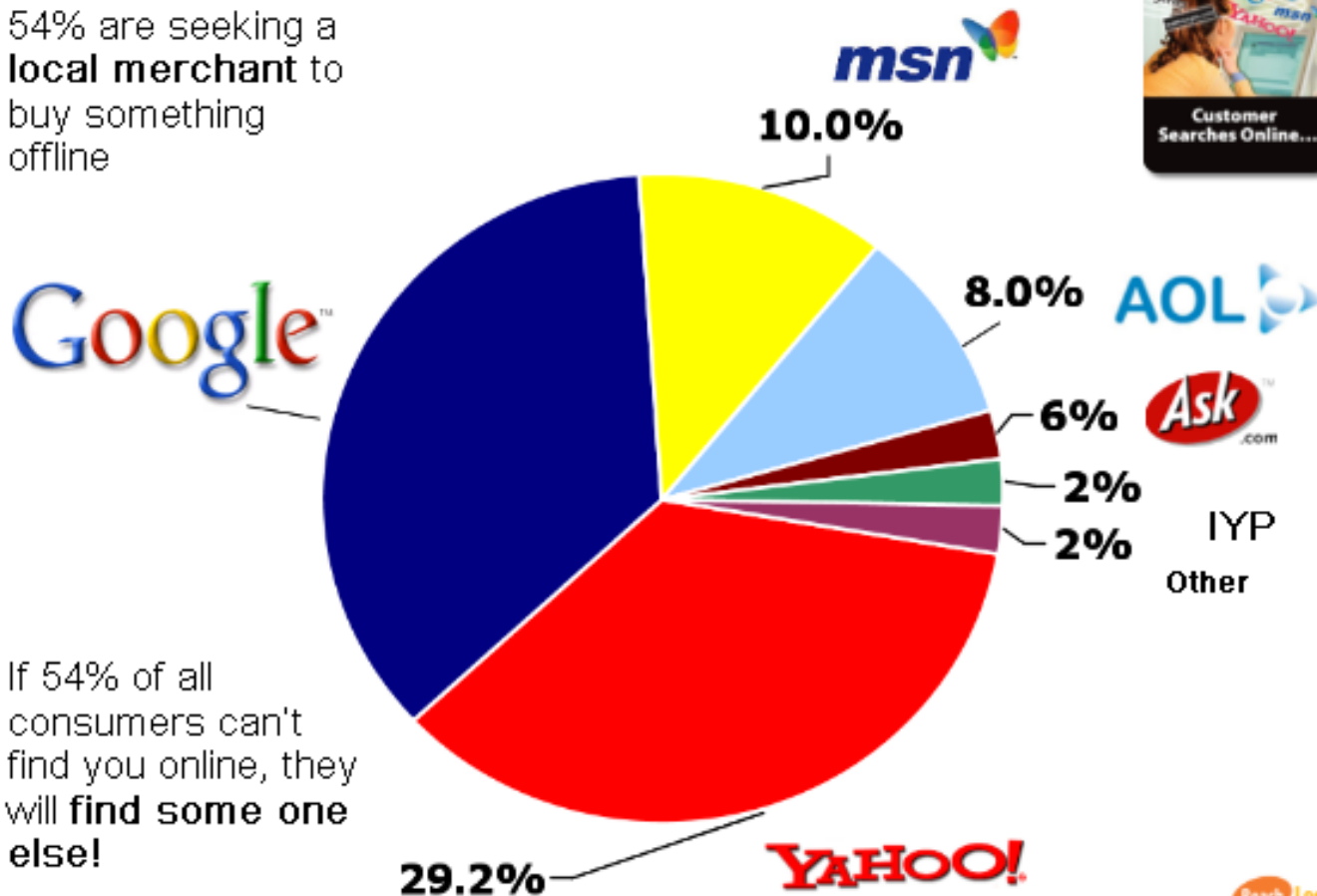
- Number of local searches occurring every month.
* and this number is increasing every month.

What's a local search?

- Plumber Atlanta
- Dentist Dunwoody
- Auto Repair Alpharetta

We List You Where People Search

- 54% are seeking a **local merchant** to buy something offline



- If 54% of all consumers can't find you online, they will find **some one else!**



How Consumers Search

In the Past:

Name and Categories: Bob's Plumbing, Plumbing

How They Search Today:

They Type Their Problems and What They Are Trying To Fix:

24 hour emergency plumber atlanta
24 hour plumber atlanta
24 hour plumbing atlanta
american standard plumbing fixtures atlanta
american standard plumbing parts atlanta
american standard toilet atlanta
bar faucet fix atlanta
bathroom plumbing repair atlanta
tub repair atlanta
bath tub repair atlanta
bathroom faucet repair atlanta
bathroom plumbing atlanta
shower repair atlanta
bathroom sink plumbing atlanta
blocked drain atlanta
boiler leak atlanta
boiler repair atlanta
boiler service atlanta
builders plumbing atlanta
plumbers atlanta

central atlanta plumber
central plumbing and heating atlanta
plumbers atlanta
plumbers union atlanta
plumbing contractors atlanta
city plumbing atlanta
city plumber atlanta
clogged drain atlanta
clogged drains atlanta
clogged plumbing atlanta
commercial plumber atlanta
commercial plumbers atlanta
commercial plumbing atlanta
compare plumbers atlanta
construction plumbing atlanta
copper plumbing atlanta
delta faucets atlanta
discount plumber atlanta
discount plumbers atlanta
bathroom repair atlanta

discount plumbing fixtures atlanta
discount plumbing supplies atlanta
drain fix atlanta
drain cleaning services atlanta
drain service atlanta
drain snake atlanta
electric plumbing snake atlanta
emergency plumber atlanta
emergency plumbers atlanta
plumbing estimates atlanta
fast plumber response atlanta
faucet repair atlanta
find a local registered plumber atlanta
find a plumber atlanta
fix toilet cistern atlanta
general plumbing atlanta
general plumbing south atlanta
home plumbing atlanta
home plumbing problems atlanta



Where Consumers Find You Online



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Results 1 - 10 of about 1,680,000 for personal injury attorney dallas (0.40 seconds)

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- Fuqua Kenneth w Atty - 0.8 miles NE - 3000 San Jacinto St, Dallas, 75204 - (214) 828-1900

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How much does it cost a company to be in that position?

Sponsored listings in primary positions

No guarantee on where you will show up in organic search results





Summary

- Make your site and pages effective through proper anatomy.
- Determine appropriate keywords/phrases.
- Optimize for natural search
- Test Pay-Per-Click Advertising.
- Re-market.

Additional Resources



- www.marketingsherpa.com
- www.polycola.com
- www.bing.com
- www.searchenginejournal.com