

Online Marketing

Before you start

- Who are your target customers?
- What is your value proposition? What makes you special?
- Why should consumers choose you rather than your competitors?
- What experience do you want consumers to have when they visit your site?
- Is your content aimed at the user or search engines?
- Is your content readable, compelling and informative?
- Is content formatted to be easily read on mobile devices?
- Don't make text long winded – get to the point

Optimizing your website

- Includes relevant key phrases in text, headings, meta title/description
- Avoid stuffing – excessive repetition of key phrases
- Create great content for the user – informative and compelling
- Links with authority (More in than out)
- New content (compelling and informative)
- Load images with a name or description
- Write a Blog

The **meta title** is one of the first and most important things that search engines look for when determining the focus, content and relevance of your site, and this in turn has a big effect on your ranking in search results.

5 Tips for Writing Effective Meta Titles

www.wisnet.com/5-tips-for-writing-effective-meta-title/ - United States

28 Jan 2010 – The **best title** will win you over, and all others will wither away unnoticed. Because of this it ... Another **example** of an exciting **Meta Title** Here is ...

Embed Video into your website

- Put a video on your website
- Google loves video
- You Tube 2nd largest search engine
- Videos help customers buy
 - Testimonials
 - Video tutorial
 - Explanation of your service
 - Reviews of your product
 - Expert opinion
 - About you

Facebook

- 911 Million active users worldwide
- People that use mobile devices twice as active
- New Zealand has 2.2M users or 52.85% of population (66.27% internet users)
- 55% Female 45% Male
- 53% of small businesses are using social media
- 88% believe exposure is the biggest benefit
- 19% use Facebook, 15% LinkedIn and 4% Twitter
- 12% think it's a must, 24% do it when they have the time and 14% say they don't know enough about it
- Among online retailers, only 33% have metrics in place to track social media ROI

Using Facebook

- Use as website or second website
- Permission Marketing
- Free
- Instant
- Interactive
- 24/7
- Mobile (i-phone, Android, i-pad etc)
- Viral!
- Photos/Videos
- Blog
- Events
- Key phrase Username
- Name your profile photo
- Use Key phrases in you profile Info
- Use Key Phrases in status updates

Resources

Google Places – to get you on the map.

Google Analytics – to check website performance

Google Webmaster – to see how Google sees you

Google Adwords – to see keyword search popularity

Google Alerts – to keep you informed.

**The old marketing mantra “Be everywhere”
has been replaced by “Be where it matters for your business”**