THE ULTIMATE WEB MARKETING GUIDE

Michael Miller

800 East 96th Street,
Indianapolis, Indiana 46240
Part VIII: **Social Media Marketing**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Understanding Social Media</td>
<td>359</td>
</tr>
<tr>
<td>27</td>
<td>Participating in Social Networking</td>
<td>373</td>
</tr>
<tr>
<td>28</td>
<td>Marketing on Facebook, MySpace, and Twitter</td>
<td>385</td>
</tr>
<tr>
<td>29</td>
<td>Tracking Social Media Marketing Performance</td>
<td>417</td>
</tr>
</tbody>
</table>

Part IX: **Online PR**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Understanding Online PR</td>
<td>425</td>
</tr>
<tr>
<td>31</td>
<td>Developing New Sources and Techniques</td>
<td>433</td>
</tr>
<tr>
<td>32</td>
<td>Creating an Online Press Room</td>
<td>443</td>
</tr>
<tr>
<td>33</td>
<td>Tracking Online PR Performance</td>
<td>455</td>
</tr>
</tbody>
</table>

Part X: **Multimedia Marketing**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>Understanding Multimedia Marketing</td>
<td>461</td>
</tr>
<tr>
<td>35</td>
<td>Podcast Marketing</td>
<td>469</td>
</tr>
<tr>
<td>36</td>
<td>Video Marketing</td>
<td>477</td>
</tr>
<tr>
<td>37</td>
<td>Tracking Multimedia Marketing Performance</td>
<td>507</td>
</tr>
</tbody>
</table>

Part XI: **Mobile Marketing**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>Understanding Mobile Marketing</td>
<td>515</td>
</tr>
<tr>
<td>39</td>
<td>Designing a Mobile-Friendly Website</td>
<td>523</td>
</tr>
<tr>
<td>40</td>
<td>Advertising on Mobile Devices</td>
<td>537</td>
</tr>
<tr>
<td>41</td>
<td>Marketing via Mobile Apps</td>
<td>545</td>
</tr>
<tr>
<td>42</td>
<td>Tracking Mobile Marketing Performance</td>
<td>557</td>
</tr>
</tbody>
</table>

Part XII: **Online Marketing Management**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>Managing Your Web Marketing Activities</td>
<td>565</td>
</tr>
<tr>
<td>44</td>
<td>Looking to the Future</td>
<td>577</td>
</tr>
<tr>
<td>A</td>
<td>Glossary</td>
<td>585</td>
</tr>
<tr>
<td>A</td>
<td>Index</td>
<td>595</td>
</tr>
</tbody>
</table>
Table of Contents

Introduction .................................................................................................................. 1

Part I: Web Marketing 101

1 Revisiting Marketing Fundamentals ..................................................................... 7
   Essential Web Marketing Skills .......................................................................... 10
   The Most Important Skill: Think Like the Customer .......................................... 14
   The Bottom Line .................................................................................................. 16

2 Understanding the Components of Web Marketing ........................................... 17
   Web Marketing Is Your Online Presence ............................................................ 17
   Web Marketing Is Search Engine Marketing ...................................................... 18
   Web Marketing Is Online Advertising ................................................................ 20
   Web Marketing Is Email Marketing .................................................................... 20
   Web Marketing Is Blog Marketing ...................................................................... 22
   Web Marketing Is Social Media Marketing ......................................................... 22
   Web Marketing Is Online Public Relations ......................................................... 24
   Web Marketing Is Multimedia Marketing ........................................................... 25
   Web Marketing Is Mobile Marketing ................................................................... 25
   The Bottom Line .................................................................................................. 26

Part II: Planning Your Online Activities

3 Balancing and Budgeting Online Activities ....................................................... 29
   Creating an Effective Web Marketing Mix .......................................................... 29
   Coordinating Your Web Marketing Activities .................................................... 35
   Setting Your Web Marketing Budget ................................................................... 36
   The Bottom Line .................................................................................................. 40

4 Integrating Online and Traditional Marketing .................................................... 43
   Splitting Your Budget ......................................................................................... 43
   Online and Traditional Analogs .......................................................................... 44
### Part III: Website Presence

#### 7 Designing an Effective Website
- Creating Your First Website ........................................... 75
- Website Design: Keep It Simple ...................................... 79
- Be Wary of Technology—and Design ............................... 81
- Content Matters .......................................................... 82
- Navigating Your Site ..................................................... 84
- Website Look and Feel .................................................. 89
- Consider Color ............................................................ 91
- Creating Unique Landing Pages ...................................... 93
- The Bottom Line ......................................................... 93

#### 8 Creating an Ecommerce Website
- Different Ways to Sell .................................................. 97
- What Goes Into an Ecommerce Website? .......................... 98
## Table of Contents

### Part V: Display Advertising

16 Display Advertising .................................................. 239  

- Are Display Ads Effective? ........................................ 239  
- When to Employ Display Advertising ............................. 241  
- Choosing a Payment Model ....................................... 241  
- Setting a Display Ad Budget ....................................... 242  
- Examining Rich Media Ads ....................................... 242  
- Choosing a Display Ad Format .................................... 245  
- Best Practices: Creating Effective Display Ads ............... 247  
- Where to Purchase Web Display Ads ............................. 252  
- The Bottom Line .................................................. 253

17 Tracking Ad Performance ............................................. 257  

- Using Tracking Tools ................................................ 257  
- Evaluating Key Metrics ............................................. 260  
- Testing and Tracking Ad Strategies .............................. 264  
- The Bottom Line .................................................. 265

### Part VI: Email Marketing

18 Understanding Email Marketing .................................... 267  

- Email Marketing Is Big Business ................................ 267  
- Email Marketing Is Effective ..................................... 268  
- Email Marketing Is Direct Marketing ............................ 268  
- Email Marketing Is Customer Retention Marketing ........ 270  
- Email Marketing Is One-to-One Marketing .................... 270  
- Email Marketing Is Database Marketing ....................... 271  
- Email Marketing Is Permission Marketing ..................... 272  
- Email Marketing Is Frequent Marketing ....................... 273  
- Email Marketing Is Inexpensive Marketing .................... 275  
- Email Marketing Is Trackable Marketing ....................... 276  
- The Bottom Line .................................................. 276
19 Building Email Mailing Lists .................................................. 279
Creating an Email List .................................................. 279
Purchasing or Renting Names ........................................... 284
Managing Your Lists .................................................. 285
Avoiding Spamming—by Asking Permission .................. 288
Who Does the Work? .................................................. 289
The Bottom Line .................................................. 290

20 Developing an Email Marketing Campaign .................. 293
Deciding What—and When—to Promote .................... 293
Constructing the Promotional Message .................... 298
Personalizing Your Mailings ........................................ 305
What Not to Do .................................................. 306
The Bottom Line .................................................. 307

21 Tracking Email Marketing Performance .................. 309
Determining Key Metrics ........................................... 309
Tracking Email Data .................................................. 312
The Bottom Line .................................................. 313

Part VII: Blog Marketing

22 Understanding Blog Marketing ..................................... 315
Getting to Know the Blogosphere .................................. 315
What Are Company Blogs Good For? ...................... 317
Running Your Own Blog ........................................... 320
Marketing to Other Blogs ........................................... 321
The Bottom Line .................................................. 322

23 Creating a Company or Product Blog ..................... 325
Why Create a Company Blog? .................................. 325
Where Should the Blog Reside? ................................ 329
Building the Blog .................................................. 330
Designing Your Blog .................................................. 332
Allowing Comments—or Not .................................... 334
Determining Who Contributes to the Blog .................. 335
# Table of Contents

Deciding What to Write About ......................................................... 336
Writing Blog Posts ................................................................. 337
Optimizing Your Blog for Search ............................................... 340
Common Corporate Blogging Mistakes ...................................... 340
Promoting Your Blog ............................................................. 341
The Bottom Line ................................................................. 342

24 Marketing to the Blogosphere .................................................... 345
Why Blogs—and Bloggers—are Important .................................... 345
How to Get Bloggers to Notice and Mention You ......................... 346
Giving Bloggers Everything They Need ........................................ 348
Buying Blog Placements .......................................................... 349
The Bottom Line ................................................................. 351

25 Tracking Blog Marketing Performance ...................................... 353
Tracking the Performance of Your Company Blog ......................... 353
Tracking the Effectiveness of Your Blog PR Efforts ......................... 356
The Bottom Line ................................................................. 357

## Part VIII: Social Media Marketing

26 Understanding Social Media .................................................... 359
Inside the World of Social Media .................................................. 359
The History of Social Media ....................................................... 360
Examining Different Types of Social Media .................................... 362
Why Social Media Matters to Marketers ....................................... 368
Developing a Social Media Marketing Strategy ................................. 370
The Bottom Line ................................................................. 372

27 Participating in Social Networking .............................................. 373
What Goes On in a Social Network ................................................. 373
Becoming Part of the Community ................................................ 376
Monitoring Social Media ............................................................ 378
Responding to Online Comments ................................................ 380
The Bottom Line ................................................................. 382
28 Marketing on Facebook, MySpace, and Twitter
   Marketing via a Facebook Fan Page 385
   Marketing via a Facebook Application 389
   Cross-Marketing with a Facebook Like Button 391
   Utilizing More Facebook Social Plugins 393
   Marketing on MySpace 395
   Marketing with Twitter 397
   Sharing and Bookmarking via Social Media 403
   Constructing an Effective Social Media Campaign 404
   Advertising on Social Media 406
   Integrating Your Efforts Across Multiple Social Media 411
   The Bottom Line 414

29 Tracking Social Media Marketing Performance 417
   Tracking Hard Performance Metrics 417
   Evaluating Social Media Performance Subjectively 419
   Different Metrics for Different Social Media 421
   The Bottom Line 423

Part IX: Online PR

30 Understanding Online PR 425
   What Is Online PR—and How Does It Differ from Traditional PR? 425
   Using the New Technology 428
   The Benefits of Online PR 430
   The Bottom Line 431

31 Developing New Sources and Techniques 433
   Developing New Online Sources 433
   Skills and Techniques for Online PR 437
   Learning the Art of Online Press Releases 438
   The Bottom Line 441

32 Creating an Online Press Room 443
   Why Do You Need a Press Room on Your Website? 443
   Stocking Your Online Press Room 445
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locating Your Online Press Room</td>
<td>450</td>
</tr>
<tr>
<td>Organizing Your Online Press Room</td>
<td>451</td>
</tr>
<tr>
<td>Informing Journalists of New News</td>
<td>452</td>
</tr>
<tr>
<td>The Bottom Line</td>
<td>453</td>
</tr>
<tr>
<td>33 Tracking Online PR Performance</td>
<td>455</td>
</tr>
<tr>
<td>Tracking Placements</td>
<td>455</td>
</tr>
<tr>
<td>Tracking Traffic and Conversions</td>
<td>456</td>
</tr>
<tr>
<td>The Bottom Line</td>
<td>458</td>
</tr>
</tbody>
</table>

**Part X: Multimedia Marketing**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>34 Understanding Multimedia Marketing</td>
<td>461</td>
</tr>
<tr>
<td>What Is Multimedia Marketing?</td>
<td>461</td>
</tr>
<tr>
<td>Understanding Podcasts</td>
<td>462</td>
</tr>
<tr>
<td>Understanding Web Videos</td>
<td>464</td>
</tr>
<tr>
<td>Incorporating Multimedia into Your Marketing Mix</td>
<td>465</td>
</tr>
<tr>
<td>The Bottom Line</td>
<td>466</td>
</tr>
<tr>
<td>35 Podcast Marketing</td>
<td>469</td>
</tr>
<tr>
<td>Creating a Podcast: The Technical Details</td>
<td>469</td>
</tr>
<tr>
<td>Creating a Podcast: The Marketing Strategy</td>
<td>471</td>
</tr>
<tr>
<td>Distributing Your Podcast</td>
<td>472</td>
</tr>
<tr>
<td>Promoting Your Podcasts</td>
<td>475</td>
</tr>
<tr>
<td>The Bottom Line</td>
<td>475</td>
</tr>
<tr>
<td>36 Video Marketing</td>
<td>477</td>
</tr>
<tr>
<td>Is Web Video Right for Your Business?</td>
<td>477</td>
</tr>
<tr>
<td>Welcome to YouTube</td>
<td>478</td>
</tr>
<tr>
<td>How YouTube Works</td>
<td>480</td>
</tr>
<tr>
<td>What Kinds of Videos Work Best?</td>
<td>481</td>
</tr>
<tr>
<td>Creating a YouTube Video</td>
<td>485</td>
</tr>
<tr>
<td>Creating Compelling Content</td>
<td>489</td>
</tr>
<tr>
<td>Driving Viewers to Your Website</td>
<td>492</td>
</tr>
<tr>
<td>Promoting Your YouTube Videos—Organically</td>
<td>495</td>
</tr>
<tr>
<td>Advertising Your YouTube Videos</td>
<td>500</td>
</tr>
<tr>
<td>The Bottom Line</td>
<td>504</td>
</tr>
</tbody>
</table>
# Part XII: Online Marketing Management

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>Managing Your Web Marketing Activities</td>
<td>565</td>
</tr>
<tr>
<td></td>
<td>Managing Your Web Marketing Mix</td>
<td>565</td>
</tr>
<tr>
<td></td>
<td>Managing Your Staff</td>
<td>568</td>
</tr>
<tr>
<td></td>
<td>Managing Your Budget</td>
<td>569</td>
</tr>
<tr>
<td></td>
<td>Managing Results</td>
<td>570</td>
</tr>
<tr>
<td></td>
<td>Managing Change</td>
<td>571</td>
</tr>
<tr>
<td></td>
<td>Managing Management</td>
<td>572</td>
</tr>
<tr>
<td></td>
<td>Managing Your Time</td>
<td>573</td>
</tr>
<tr>
<td></td>
<td>The Bottom Line</td>
<td>574</td>
</tr>
</tbody>
</table>

| 44      | Looking to the Future | 577  |
|         | Email Is Dying | 577  |
|         | Blogs Are Fading | 578  |
|         | Social Networking Is Taking Over | 579  |
|         | Mobility Matters | 580  |
|         | Narrowcasting Gets Big | 580  |
|         | All Marketing Is Local—and Global | 581  |
|         | Embracing Change | 582  |
|         | The Bottom Line | 583  |

| A       | Glossary | 585  |
|         | Index | 595  |
About the Author

Michael Miller has written more than 100 nonfiction how-to books over the past 20 years, including Que’s YouTube for Business, Using Google AdWords and AdSense, and The Absolute Beginner’s Guide to Computer Basics. His other bestselling online marketing books include The Complete Idiot’s Guide to Search Engine Optimization (Alpha Books), Sams Teach Yourself Google Analytics in 10 Minutes (Sams), and Online Marketing Heroes (Wiley).

Mr. Miller has established a reputation for clearly explaining technical topics to nontechnical readers, and for offering useful real-world advice about complicated topics. More information can be found at the author’s website, located at www.molehillgroup.com.
Dedication

To Sherry—the ultimate.

Acknowledgments

Thanks to all the usual suspects at Que who helped to turn my manuscript into a printed book, including but not limited to Rick Kughen, Greg Wiegand, Betsy Harris, Chrissy White, and technical editor Rebecca Lieb.
We Want to Hear from You!

As the reader of this book, you are our most important critic and commentator. We value your opinion and want to know what we’re doing right, what we could do better, what areas you’d like to see us publish in, and any other words of wisdom you’re willing to pass our way.

As an associate publisher for Que Publishing, I welcome your comments. You can email or write me directly to let me know what you did or didn’t like about this book—as well as what we can do to make our books better.

Please note that I cannot help you with technical problems related to the topic of this book. We do have a User Services group, however, where I will forward specific technical questions related to the book.

When you write, please be sure to include this book’s title and author as well as your name, email address, and phone number. I will carefully review your comments and share them with the author and editors who worked on the book.

Email: feedback@quepublishing.com
Mail: Greg Wiegand
      Associate Publisher
      Que Publishing
      800 East 96th Street
      Indianapolis, IN 46240 USA

Reader Services

Visit our website and register this book at www.quepublishing.com/register for convenient access to any updates, downloads, or errata that might be available for this book.
Marketing isn’t as simple as it used to be. A decade or so ago all you had to
do was put together an advertising plan, do a few direct mail pieces, and have your publicist put out a regular series of press releases. Piece of cake, that.

Today, it’s a lot more complex. In addition to those traditional marketing activities, you have to do whatever it takes to market your company or your products online. In fact, for many businesses web marketing drives more business than does traditional marketing; it’s certainly a different (and in some ways, more effective) way of communicating with current and potential customers.

For a traditional marketer, the whole online thing can be a little daunting. I mean, there’s just so many things to deal with—search engines, email, blogs, social networks, you name it. And that’s before you get into the whole mobile marketing thing, which adds another layer of complexity.

It’s not just the number of activities, either. Web marketing is...well, it’s different from traditional marketing. Marketing in print and over the air is pretty much a mass market, broadcast way of talking to your customers. Online, there’s a lot of narrowcasting, focused communication to distinct customer groups. In some instances, it’s not even a one-way communication; when you’re talking Facebook and MySpace and the like, your customers get to talk back to you. That may be nice in theory, but it’s way different from what you’re used to out there in the physical world.

What do you need to know to market online? How do you develop an effective web marketing strategy? Which activities do you need to focus on, and how do you do what you need to do? And what about Twitter and Facebook and the iPhone and all the new media that keep popping up?

Whether you’re new to this web marketing thing or just trying to keep your head above water, you need a little help. In fact, you might need a lot of help. Don’t be ashamed of that.
Not to worry—help is at hand, in the form of the book you hold in your hands. *The Ultimate Web Marketing Guide* is your ultimate guide to anything and everything there is to know about web marketing. Whether you don’t know a keyword from a tweet or if you’re not sure how to optimize your mobile site for local search, this book will help. I promise. There’s a lot to learn, but if you approach it logically, it’ll make sense.

**What’s in This Book**

So what can you expect to find in this book? Well, the title rather immodestly describes what's inside.

This is *The Ultimate Web Marketing Guide*, after all, which means I cover everything you need to know about web marketing. It doesn’t matter how inexperienced you are, I’ll get you up to speed—and help you move on through the newest and most advanced activities.

I start with research and planning and budgets (that includes writing a marketing plan, no surprise) and work through all the possible components of a web marketing strategy. That includes website development, search engine marketing, online advertising, email marketing, blog marketing, social media marketing, online PR, multimedia marketing (podcasts and videos), and the newest big thing, mobile marketing.

For each activity, I present a basic overview of what’s involved, get down into key operational details, show you how to implement that activity in your own plan, and describe how to track your performance. It's kind of Web Marketing 101—you learn a little bit about a lot of stuff, with an emphasis on mastering the basics.

And here’s the deal: Everything I talk about, I do so in plain English. No convoluted techno-speak here—nor, for that matter, are there many (if any) overused marketing clichés. I try to present things in a conversational manner, that an average person can understand. No insider knowledge necessary.

**Who This Book Is For**

It would be easy to say that this book is written for anybody doing marketing on the Web, but that isn’t necessarily the case—although I think all web marketers can find something of value here.
First, I assume that you have a little bit of marketing knowledge. In other words, I’m writing for marketers, even if you’re just starting out in marketing in general or web marketing in particular. So if you don’t know what demographics are, or any of the rest of that Marketing 101 stuff, you might be a little lost in places.

Second, if you’re working for a Fortune 100 company in a marketing department so large that every keyword you choose has its own staff member assigned, you might find some of what’s covered in this book a bit basic. I don’t cover a lot of advanced or esoteric topics but pretty much stick to the basics because I believe the basics matter.

With those caveats in place, I don’t assume that you have a lot of experience in web marketing. That’s what this book is about, after all, showing you the web marketing ropes. So if you’ve never optimized a web page or written a blog post, don’t worry; I’ll walk you through everything you need to know.

How This Book Is Organized

The Ultimate Web Marketing Guide is meant to be both a tutorial and reference, which means you can read it from front to back if you like (and that’s certainly the way I wrote it), or put it on your shelf and reference individual chapters as necessary. Read it as a whole or out of order, whatever works best for you.

This is a long book, as befits the general topic of web marketing. To make it a little easier to navigate, the book is organized into twelve main parts, each focused on a particular marketing topic:

- **Part I, “Web Marketing 101,”** provides an introduction to web marketing and discusses the marketing fundamentals you need to participate.

- **Part II, “Planning Your Online Activities,”** is all about what you do before you start marketing—research, planning, budgeting, and the like. Read these chapters before you start working on the individual components of your strategy.

- **Part III, “Website Presence,”** addresses the first and most important component of your web marketing, your website. Learn how to design an effective website, integrate ecommerce functionality, and track performance with web analytics.
Part IV, “Search Engine Marketing,” builds on the previous chapters to discuss how to optimize your website to rank higher in the search results for Google and other search engines. You learn all about basic search engine optimization (SEO), advanced optimization techniques, and how to track your search performance.

Part V, “Online Advertising,” covers all different types of web advertising, from pay-per-click (PPC) to display advertising, as well as how to track your online advertising performance.

Part VI, “Email Marketing,” delves into the details of using email as part of your web marketing strategy. You learn how to build email mailing lists, develop an email marketing campaign, and track the performance of your email marketing activities.

Part VII, “Blog Marketing,” helps you get involved in the blogosphere. You learn why and how to create your own company or product blog, as well as how to influence other bloggers to mention your products.

Part VIII, “Social Media Marketing,” shows you how to utilize social networks like Facebook and Twitter in your web marketing plan. You learn how to participate in social media, market on the various social media sites, and track your social media marketing performance.

Part IX, “Online PR,” helps you move your public relations efforts online. You learn how to develop new sources and techniques, create an online press room, and track your online PR performance. (Yes, you can actually track direct results online!)

Part X, “Multimedia Marketing,” is all about using podcasts and videos—especially YouTube videos—in your web marketing mix.

Part XI, “Mobile Marketing,” explains why you need to adapt your web marketing plans to embrace iPhones and other mobile devices. You learn how to design a mobile-friendly website, advertise on mobile devices, market via mobile applications, and track your mobile performance.

Part XII, “Online Marketing Management,” wraps things up by showing you how to manage your web marketing activities and prepare for upcoming changes in technology and communications.

By the end of the book you should have a basic understanding of all the different activities involved in web marketing and should be able to develop and implement your own web marketing strategy.
Conventions Used in This Book

I hope that this book is easy enough to figure out on its own without requiring its own instruction manual. As you read through the pages, however, it helps to know precisely how I’ve presented specific types of information.

As you read through this book you’ll note several special elements, presented in what we in the publishing business call “margin notes.” These note present additional information and advice beyond what you find in the regular text.

**note** This is a note that presents some interesting information, even if it isn’t wholly relevant to the discussion in the main text.

Beyond the main text, I end each chapter with a kind of sidebar observation. These sections aren’t necessarily factual, as the rest of the text is supposed to be; they’re more opinion, looking at web marketing from my personal viewpoint. Take ‘em or leave ‘em—that’s up to you.

Prepare to Market—Online

Now that you know how to use this book, it’s time to get to the heart of the matter. But when you’re ready to take a break from marketing online, browse over to my personal website, located at www.molehillgroup.com. Here you’ll find more information on this book and other books I’ve written—including any necessary corrections and clarifications, in the inevitable event that an error or two creeps into this text.

In addition, know that I love to hear from readers of my books. If you want to contact me, feel free to email me at webmarketinguide@molehillgroup.com. I can’t promise that I’ll answer every message, but I do promise that I’ll read each one!

With these preliminaries out of the way, it’s time to start learning more about web marketing. Turn the page and let’s get to it.
This page intentionally left blank
Understanding the Components of Web Marketing

Web marketing isn’t just one thing; it’s a collection of many different activities. It’s a bit of cliché, but I like to think of web marketing as like a golf bag filled with different clubs. You need to learn how to use each of the clubs and then decide which clubs to use on the various holes you play. The clubs in your web marketing bag range from search engine optimization to social networking to blog marketing to…well, pretty much everything covered in this book.

To that end, this chapter provides a general overview of all the different components of web marketing. This is a good place to start if you’re not yet sure what’s involved—or if you want to brush up on all those clubs in your bag.

Web Marketing Is Your Online Presence

While not every marketer will utilize all the clubs in the web marketing bag, there’s one component common to virtually every business. I’m talking about your online presence, as exemplified by your primary website.

Now, it’s true that not every entity has or needs a website; you can get by, I suppose, with just a blog or a Facebook page these days. But chances are you have or want a website, which serves as the hub of all your online activities, marketing and otherwise. Everything else you do—your blog, your Facebook/MySpace pages, your Twitter feed, your YouTube videos—builds on what you do on your website. They are all subsidiary components to your website presence.
As such, your website is the most important thing you do online. This is certainly true for marketers in that your website dictates the style and approach of all your other marketing activities. Everything else builds from your website and leads back to it.

Your website is the online face of your company, organization, brand, or product. It must reflect what you are, what you do, and how you do it; it is how current and potential customers view you and, in many cases, interface with you. A bad website will turn customers off to your brand or company, while an outstanding website will create new and more loyal customers. It's something you can't take for granted.

Building an effective website, then, is key. Both the content and design of your site should work toward establishing or supporting your brand and products. In addition, both content and design should fit in holistically with all your other marketing activities. Your customers should find a similar experience when they visit your site as they do when they view an advertisement or read a direct mail piece. Everything should work in concert, while also exploiting the specific nature of each medium.

If you plan to sell merchandise on your website, the entire process of ecommerce needs to be factored into the equation. Not only do you have to support your brand and products on your site, you also have to facilitate the sale of those products via ordering pages, a shopping cart, and checkout system. It's an added wrinkle—but a potentially profitable one if you’re in the business of selling things online.

**Web Marketing Is Search Engine Marketing**

Your website also serves as a vehicle for attracting new customers via search. That is, your site needs to rank high in the search results when customers search for topics related to your business. For most sites, the majority of new visitors come directly from Google and other search engines, so the ability to rank highly in these search results is a critical component of your web marketing efforts.
To gain a higher position on search results pages, you have to optimize your site for Google and other search engines. This is called search engine optimization (SEO) and is a major factor in website design and content creation. That is, you have to design your site and create its content in ways that the search engines find attractive. The better optimized your site, the higher it will appear in those search results.

Why is it so important that Google’s users see your site in the search results when they search for a related topic? It’s simple: The higher your site is in the search results, the more it will be clicked. That’s because most searchers only look at the first few sites on a search results page. In fact, to get any clicks at all, your site needs to be on the first page of those search results, and it’s even better to be near the top of that first page.

The nice thing about search engine marketing is that it’s relatively free; you don’t have to (and in fact can’t) pay for placement on most search engines’ search results pages. Your placement on a search results page is entirely organic; the results you get are a direct result of how relevant your site’s content is to the query being placed. The better your site matches the query, the higher it ranks in the search results—and the more visitors are sent to your site.

It’s that simple—and that difficult. Because you can’t buy your way to the top of the search results, you have to obtain your ranking via hard work, smarts, and skill. That’s good news for smaller competitors because all the money of a big competitor is useless against a site that does better SEO. Of course, a big company can spend big bucks on SEO services, but a smaller company can get similar results by doing effective SEO in-house. This is one instance where a bigger budget doesn’t guarantee better results.

Because most companies get so many visitors from the major search engines and because it’s a relatively low-cost activity, search engine marketing is a major component of most web marketing plans. It’s also an ongoing component; you have to constantly tinker with your site to maintain a high search ranking. That makes search engine marketing a bit time-consuming but well worth the effort.
Web Marketing Is Online Advertising

There’s another way to get your name in front of web searchers, of course, and that’s by purchasing ad space on those very same search results pages. For this reason, most marketers consider search engine advertising to be part of search engine marketing. It’s certainly an important component of most web marketing plans.

To advertise with Google, Yahoo!, Bing, and other major search engines, you typically create a pay-per-click (PPC) advertisement. A PPC ad is so-named because you pay only when the ad is clicked by a customer; you don’t pay for the placement itself. It’s true results-oriented advertising, unlike most traditional advertising in the offline world.

PPC advertising is also different in that you have to bid on those keywords that people are searching for. If you’re a high bidder, your ad gets prominently displayed on the search results page for that particular keyword; if you’re outbid, your ad gets displayed lower in the search results or not at all.

This sort of keyword bidding makes PPC advertising challenging for those used to traditional cost-per-thousand (CPM) advertising. Not only do you have to write compelling ad copy (but not a lot of it—PPC text ads are typically very short), you also have to figure out the right keywords and how much to bid on each one. It’s tricky, but it’s the way the advertising game is played on the Web.

Or rather, that’s the way some of the advertising game is played on the Web. More traditional display advertising also exists, typically in the form of graphical banner ads found on the top or the sides of pages on some websites. These ads are typically paid for on a CPM impressions basis, although some banner ads are also sold as part of a PPC program. In any instance, there’s a lot of ad inventory available on the Web, so you’ll definitely want to consider some form of online advertising as part of your web marketing plan.

Web Marketing Is Email Marketing

I’ve always viewed advertising, even PPC advertising, as a kind of passive marketing. You put your ads in front of customers, most of whom choose to ignore them. It’s not intrusive, and as such has a relatively low rate of
effectiveness. (On the Web, click-through rates are typically in the low single digits.)

Email marketing, on the other hand, is both more intrusive and typically more effective. This is true “push” advertising; you push your message via email directly to consumers’ inboxes. It’s a lot harder to ignore a targeted email message than it is a web page ad.

Because of this, email marketing appeals to many types of companies, especially those with aggressive direct sales operations. Compared to other parts of the marketing mix, email marketing has several advantages, including

- **It’s low-cost**—It costs next to nothing to send 100,000 emails, compared to the tens of thousands of dollars it would take to send an equivalent number of traditional pieces of mail.
- **It’s fast**—You can get an email into the hands of a customer within seconds, compared to the days or weeks it might take to place an offer with traditional media.
- **It’s easily trackable**—All you have to do is create a distinct landing page for the URL in the email and then track traffic coming to that page.
- **It’s proactive**—Compared to search engine marketing, which waits for a user to find you, you’re pushing your message to your customer base.
- **It’s targeted**—You can send email promotions to specified customers in your company’s database.

So how do you use email marketing? It depends on the company. Some companies send out regular emails announcing weekly promotions; others send out emails only when new products or other important news is at hand. For example, I personally look forward to the weekly emails from Ticketmaster, which announce upcoming shows in my area; it’s how I keep informed of artists I like who are coming to town. Other people I know like to receive the regular promotional emails from their favored airlines or hotel chains, announcing current deals they might like to take part in. If you send out emails with

---

**note** Don’t confuse true email marketing with its bastard cousin, spam or junk email. Email marketing is *opt-in* marketing; that is, recipients have to actively agree to receive your email marketing messages. Spam, on the other hand, requires no prior approval and is in virtually all instances an unwanted intrusion. People ignore spam; many people actually look forward to opt-in email messages from their favorite companies.
information that directly benefits your customer base, you have a winning proposition—and an important component of your web marketing plan.

**Web Marketing Is Blog Marketing**

A website is just one kind of online presence. Many companies also host their own blogs, which they use to announce new products, promotions, and the like. You can also use a blog to establish a more direct connection with your most loyal customers. In this instance, you use blog posts to take readers behind the scenes to see how your company works and to get to know your company’s employees. It’s a great way to put a human face on an otherwise faceless entity.

You can include a blog as part of your normal website or as a freestanding presence. The key is to update your blog regularly and frequently; customers have to have a reason to keep coming back, which they won’t do if they keep seeing the same old posts over and over. That means spending the requisite amount of time to maintain and post to your blog—more work, I know, but necessary.

Blogs—other blogs, that is—also represent a new promotional channel for your company. There are lots of blogs out there that act as de facto authorities on a given topic or for a given region, and readers look to these blogs when making related purchasing decisions. If you can gain the endorsement of these influential bloggers, new customers will follow.

This argues in favor of adding key bloggers to your online public relations mix. You should actively court the support of influential bloggers. In some instances, you can buy your way into their good graces by providing them with free products to review. Whether they actually review your goods or just mention them kindly in their blogs, it’s welcome exposure.

**Web Marketing Is Social Media Marketing**

In a way, blog marketing is a form of social media marketing. That is, some bloggers develop their own lively blog communities that resemble the topic-oriented communities that are part and parcel of many social networks.
Social networking, of course, is the latest and greatest thing online. (Or at least it is now; something later and greater will come along soon, I’m sure.) A social network is a website or service that lets users of various types connect with each other to share what they’re doing. People create groups of “friends” or “followers” that they connect with; this connection is typically in the form of short messages or status updates.

Today, Facebook is the preeminent social networking site; it’s de rigueur for a company or organization to create its own page on Facebook and sign up loyal customers as fans. You can then update your customers on new products, promotions, and other activities by posting status updates to your Facebook page.

Twitter is also a big deal, although it’s more of a micro-blogging service than a social network. That is, you really don’t have a company page, as you do on Facebook; all you do is post short (140-character) updates, or “tweets,” that are then received by those customers who choose to follow you. You use these tweets to keep your customers updated on what you’re doing and what you have to offer.

The other big social networking site is MySpace, although it’s not as important as it used to be—unless you’re an entertainer. For musicians, comics, actors, and the like, MySpace is the place to be. (Musicians can even sell their music directly from their MySpace pages, which makes it a blend of social networking and online music store.) Depending on the type of business you’re in, MySpace may or may not make sense for your web marketing mix.

Then there are the big multi-player videogames that create their own virtual worlds online. Second Life, in particular, has its own virtual economy; you can set up shop in the Second Life world to advertise or even sell your products. It sounds odd, but this sort of immersive reality is more than just a graphical version of the old-fashioned chat room; it’s a valid and viable marketing vehicle for many businesses.

The key with any type of social marketing, however, whether on Facebook, Twitter, or Second Life, is participation. These sites are really nothing more than large online communities, and you need to be an active participant if you’re going to make it work for you. You just can’t put up a static page

---

There are also social media that let users share the things they like online, via bookmarks or references. These social bookmarking services, such as Digg and Delicious, are a great way to encourage your customers to spread the word across the Web; one satisfied user can beget dozens or hundreds of bookmarks to your site or blog.
and expect that to do the job; you have to constantly post updates and other information of interest to community members. You also need to interact with members of the community by visiting and posting to their pages and discussions. People will follow you on these social networks, but only if you also follow them. It’s a give and take sort of thing, just like life in a real-world community.

### Web Marketing Is Online Public Relations

Some marketers regard social marketing as a form of public relations. Certainly, enlisting the support of sympathetic bloggers is a public relations activity. In fact, a lot of what you do online falls under the category of online PR. There are a lot of influencers online—websites, blogs, you name it.

In fact, many of the old media people you deal with now prefer to be contacted online. Instead of sending out physical press releases via postal mail, you send out virtual press releases (and accompanying media) via email. It’s a lot faster—and lower cost.

Many companies also find that supporting media of all types is made easier by putting key marketing materials in a press room on their websites. It’s actually easier to put all your product images, press releases, management bios, or whatever on your website, where all media can access them, than it is to supply these materials via traditional methods. A well-stocked and easy to use online press room will actually get you more placements than you would have had otherwise.

For these reasons, you really need to think of online PR as a new activity in your marketing bag. And unlike traditional PR, it’s something you can measure; while you might never know what a mention in a traditional print magazine got you, it’s easy enough to track those visitors to your website that resulted from an online press release or mention in a particular blog. Old-time PR people might not like this new accountability, but it puts the PR part of your program in the same league as your other measurable marketing activities.
Web Marketing Is Multimedia Marketing

The Internet isn’t all text, of course. Much web-based communication is done with sight and sound via digital videos and audios.

Audio marketing takes the form of podcasts, which are short audio broadcasts that can be streamed or downloaded from your website or from a third-party provider, such as Apple’s iTunes Store. Think of a podcast as your own little radio show, which you can use to promote your company or products.

Video marketing takes the form of digital videos. You’re familiar with YouTube, of course, which is the Internet’s largest video sharing community. While YouTube is a haven for user-generated videos of all shapes and sizes, it’s also a place where savvy businesses market themselves via videos that somehow promote their products and brands. Many companies produce self-help videos or infomercial-like videos that offer true value to viewers, who are then encouraged to click over to their main websites for more information. It’s not a place for blatant commercials, but rather a subtle sell that builds brand and product loyalty.

You can also include videos and podcasts on your own website, of course. Many companies and organizations like to create video blogs, where the president or other company representative does the talking-head thing to keep viewers informed of new company, product, or industry developments. Lots of people prefer to view something rather than to read it in text format; for that reason, it’s important to include video as part of your web marketing strategy.

Web Marketing Is Mobile Marketing

Most people are used to accessing the Internet from a computer, using a web browser. But that’s not the only way to go online; in fact, within a few years it might not even be the dominant way.

That’s because more and people are accessing the Internet from their smartphones. I’m talking the Apple iPhone, Google Nexus One, and just about any phone that offers Internet connectivity and a mobile web browser. Connecting to the Web via a mobile phone puts a whole new spin on things; not only do you need to rethink your web page design (to offer a version that looks good...
on and works well with mobile screens), but you also have to consider how
you can connect with these mobile users.

Mobile marketing is particularly important for local businesses. People use
their phones while they’re out and about, and you need to get in front of
these potential customers and lead them directly to your local store. That
means mobile SEO, of course, to improve your ranking with mobile searches,
but it also means purchasing mobile ads for display on these devices. What
you’re doing on the computer-based Internet probably needs to be at least
tweaked, if not totally overhauled, for the growing millions of mobile users.

In other words, mobile marketing is one
more club you need in your web marketing
bag. That bag keeps getting bigger as more
opportunities arise online, and you need to
keep developing new skills to keep up with
the latest web marketing developments.

The Bottom Line

Web marketing is a series of activities that present your product, company, or
message to potential customers online. These activities include website cre-
ation, search engine marketing and search engine optimization, pay-per-click
and display advertising, email marketing, blog marketing, social media mar-
keting, online public relations, and audio and video marketing. Web market-
ing also includes mobile marketing to people who access the Internet via
iPhones and other mobile devices.

HOW MANY PEOPLE DOES IT TAKE TO EXECUTE A
MARKETING PLAN?

As you ponder all the different possible components of your web mar-
keting plan, you’re probably asking yourself, who does all this stuff? As
in—do I have to do it all myself?

The answer, of course, is no. Or maybe it’s yes. It all depends on the size
of your organization, your marketing staff, and your budget.

In a small company or organization, it’s likely most or all of these activi-
ties will be handled by a single individual. That might sound daunting,
but it’s not so bad. Many of these activities only take a little bit of your
time each day, and it’s easy enough to multi-task such activities as ad campaign maintenance, blog posting, and monitoring your Facebook page. Other activities, such as website SEO, are less regular and can be fit in when you have time. (And you can always hire out those activities you can’t do to qualified freelancers or consultants.)

If you’re in a large organization, however, you’ll want to divide these activities among multiple individuals. Have one person handle your advertising; another your blog posts, tweets, and Facebook updates; and another your email campaigns. Let each person concentrate on a single area of expertise so you don’t have everyone trying to do everything. Just make sure someone coordinates all these activities; you don’t want anyone going rogue on you.

Basically, there’s more than enough here to keep a large team quite busy. Or if your organization doesn’t have the resources, you can scale back on some activities to make things more manageable for a smaller staff or even a single individual to do. You’d be surprised how many small companies can achieve the same presence as their larger and more established competitors with just one or two people running the show. On the Web, it’s relatively easy for a little fish to look like a big fish—if a company’s smart about it.
This page intentionally left blank
above the fold, ad placement, 250
access to online press rooms, 453-454
AccessColor, 92
Action Plan, marketing plans, 70-71
active time, web analytics, 109
activities
  cutting ineffective activities, 48-49
  eliminating duplicates, 48
Activity Feed plug-in, 393
Acxiom, 166
ad placement, 250
ad strategies, testing and tracking, 264-265
AdMob, 541, 546
ads
  maximizing placement, 210-211
  paying by the click, 209
  placing in context, 208
  PPC image ads, creating, 225-226
  sharing revenue, 209-210
advertising
  annoyance, 254-256
  Internet, web analytics, 58
  mobile advertising, tracking, 561
  on social media, 406
    Facebook, 406-409
    MySpace, 409-410
    Twitter, 411
  online. See online advertising
  pay-per-click. See PPC (pay-per-click)
  print, 44-45
  television, 46
  YouTube videos, 500
    YouTube Promoted Videos, 500-503
adware, 265
AdWords (Google), 540
affiliate marketing, 198
Alexa (www.alexa.com), 61, 181
allocating budgets, 38-39
ALT attribute, 152-153
Alterian SM2, 380
Amplify, 412
Amazon, iPhone app, 548
Amazon Marketplace, 98
analytical skills, 13
analyzing top content, 116-117
anchor text, optimizing, 145-146
annoying advertising, 254-256
AOL Search, 129
application advertising, 201
applications
Facebook, marketing, 389-390
popular categories, 547
Ask.com, 129-130
audio marketing, podcasts, 25
Authentication feature, Facebook, 395
authoritative information, search engine optimization, 137
authority, establishing through company blogs, 326-327
average position, evaluating metrics, 262

Benchmark Email, 290
Benjamin Moore’s Ben Color Capture iPhone app, 550
bidding strategies, PPC advertising, 215-216
bid rates versus ROI (return on investment), 217
bidding for position, 218
bidding high then lowering your bid, 219-220
bidding the minimum, 219
bidding what it’s worth, 220
bidding whatever it takes to be first, 218
manual versus automated, 216-217
reducing maximum bids, 217
Bing, 128-129
performance, tracking, 179-180
submitting sitemaps, 163
submitting websites to, 159
BlackPlanet, 363
Blendtec, 484
blog hosting services, company blogs, 330-331
blog marketing, 22, 32
blog placements, buying, 349
arranging placement directly, 350-351
product placement services, 349-350
blog posts, optimizing, 168-169
blog templates, optimizing, 168
Blogger, 331
bloggers, 315-317
going to attention of, 346-348
importance of, 345-346
targeting, 434-435
treatment of, 348-349
blogging, 315
as a social medium, 364
versus social networking, 343
blogging tools, company blogs, 331
blogosphere
bloggers
getting attention of, 346-348
treatment of, 348-349
buying blog placements, 349
arranging placement directly, 350-351
product placement services, 349-350
marketing to, 345
blogs, 167, 315-316
company blogs, 317
as part of search engine marketing strategies, 328
blog hosting services, 330-331
blogging tools, 331
building, 330
comments, 334-335
common mistakes, 340-341
contributors, 335-336
deciding what to write about, 336-337
designing, 332-334
disseminating news and information, 317-318
establishing a public face for your company, 326
establishing authority, 326-327
interacting with customers, 319
location of, 329-330
optimizing blogs for searches, 340
promoting, 341-342
promoting products and services, 318
providing fresh content for websites, 327
providing more exposure, 319-320
reasons for creating, 325
tracking performance of, 353-356
writing, 337-339
employees and, 322-323
future of, 578-579
importance of, 345-346
indicators of performance, 358
marketing to other blogs, 321-322
optimizing blog posts, 168-169
blog templates, 168
running, 320-321
submitting site feeds, 169-170
versus traditional media, 351-352
Blue Nile, 303
BoardReader, 378
BoardTracker, 378
bookmarking
social bookmarking, metrics, 422
social media, 403-404

bounce rates, 419
web analytics, 109-111
Boyce, Rick, 239
branding, 90
brands, promoting with apps, 549-551
brochures, online press rooms, 448
Bronto, 289
budgeting for websites, 78
budgeting skills, 12
budgets
allocating, 38-39
contingency plans, 40-41
display advertising, 242
managing, 569-570
marketing plans, 71
splitting, 43-44
total budgets, 36-38
bulletin board systems (BBSs), 360
business-to-business (B2B), 16
business-to-consumer (B2C) versus B2B (business-to-business), 16
buying blog placements, 349
arranging placement directly, 350-351
product placement services, 349-350
Campaigner, 290
campaigns, creating promoted videos campaigns, 501
catalogs, 45
centralized marketing efforts, 51
qualitative, 53
change
embracing, 582-583
managing, 571-572
channel conflict, ecommerce websites, 104-105
channel pages, linking from, 493
Charmin’s Sit Or Squat app, 551
checkout systems, ecommerce websites, 100
ChefTips, 483
cleaning email lists, 287
click, web analytics, 109
click fraud, 237-238
click paths, web analytics, 109
click-through rate (CTR), web analytics, 109
click-throughs, 357
tracking blog performance, 355
clicks, evaluating metrics, 260-261
co-registration, 285
collecting data for email lists, 285-286
color
mobile websites, 530
websites, 91-92
comment analysis, researching customer behavior, 59-60
comments
company blogs, 334-335
moderating, 335
responding to, 380-382
tracking blog performance, 355
Comments plug-in, 393
communications skills, 13
communities, social networks, 376-377
community features, YouTube, 498
company background, online press rooms, 448
company blogs, 317
building, 330
blog hosting services, 330-331
blogging tools, 331
comments, 334-335
common mistakes, 340-341
contributors, 335-336
deciding what to write about, 336-337
designing, 332-334
disseminating news and information, 317-318
interacting with customers, 319
location of, 329-330
optimizing blogs for searches, 340
promoting, 341-342
promoting products and services, 318
providing more exposure, 319-320
reasons for creating, 325
as part of search engine marketing strategies, 328
establishing a public face for your company, 326
establishing authority, 326-327
providing fresh content for websites, 327
tracking effectiveness of blog PR efforts, 356-357
tracking performance, 353-356
applying web analytics, 353-354
writing
frequency of, 339
posts, 338-339
titles, 337-338
company photos, online press rooms, 448
company research, researching competition, 61-62
comparing PPC and CPM ads, mobile advertising, 540
text and image ads, mobile advertising, 538-539
Compete Search Referrals tool, 182
Site Profile tool, 182
competition spending, 37
competitions, researching company research, 61-62
website research, 60-61
competitors researching campaigns, 214-215
tracking, 182
consolidation, downside to, 415
Constant Contact, 289
contact information, online press rooms, 450
content analyzing, 116-117
linkworthy, 148
promoting YouTube videos, 495
promotional messages, 304
quality, search engine optimization, 136-137
SEO-friendly, 138-139
targeting YouTube videos, 495
websites, 82-83
content for search engines, 84
content on the page, 83-84
YouTube videos
avoiding hard sells, 491
be entertaining, 490
focus, 491
length of, 490
providing simplicity, 490
providing unique value, 489
updating, 491
context, placing ads in, 208
contextual advertising, PPC and, 205-206
keywords, 206-208
maximizing ad placement, 210-211
paying by the click, 209
placing ads in context, 208
sharing ad revenues, 209-210
contingency plans, 40-41
counter, YouTube videos (creating), 488
contributors to company blogs, 335-336
conversion rate, email marketing, 311
conversions, 357
  evaluating metrics, 262
  tracking, 456-458
  tracking video performance, 512
converting customers, mobile apps, 552-553
coordinating
  web marketing activities, 35-36
  web marketing and traditional marketing, 49-50
copy
  keyword-oriented copy, writing, 141-142
  writing engaging copy, search engine optimization, 137-138
copywriting, 84
copywriting skills, 12
cost
  evaluating metrics, 262
  of mobile advertising, 538
cost-per-action (CPA), 190
cost-per-click (CPC), 188-190
cost-per-order, 190
cost-per-thousand.
  See CPM
cost-per-view (CPV), 188
  CoTweet, 402
  CPA (cost-per-action), 190
  CPC (cost-per-click), 188-190
  CPL (cost-per-lead), 190
  CPM (cost-per-thousand), 20, 188
    display advertising, 241
    CPM (cost-per-thousand) ads versus PPC (pay-per-click) ads, mobile advertising, 540
    CPM ads, 241
    CPO (cost-per-order), 190
    CPV (cost-per-view), 188
crawlers, 122
cross-marketing with Facebook Like button, 391-393
CTR (click-through rate)
  email marketing, 311
  evaluating metrics, 261
  web analytics, 109
customer behavior, researching with comment analysis, 59-60
customer engagement, evaluating metrics, 263
customer opinions
  email surveys, 59
  online surveys, 59
  polls, 58
customer retention marketing, email marketing, 270
customer reviews, ecommerce websites, 100
customer service, e-commerce websites, 101
customers
  converting with apps, 552-553
  email lists, 283
  interacting with through company blogs, 319
  mobile customers, targeting, 542-543
customizing Facebook pages, 387-388
cutting ineffective activities, 48-49
cyberintelligence firms, 155
dark web, searching, 154-155
data, collecting for email lists, 285-286
database marketing, email marketing, 271-272
databases, online PR, 428-429
Datran Media, 290
Delicious, 365
delivery rate, email marketing, 309-310
demographics, tracking video performance, 510-511
density of keywords, 140-141
DESCRIPTION, 144
descriptions, writing for YouTube, 496
design, optimizing, 146
  headings and subheadings, 147
  put most important stuff first, 146
  simplifying URLs, 147
  text, 147
designers of websites, 94-95
designing
  company blogs, 332-334
  for multiple phones, mobile websites, 531
websites, 79-81  
technology, 81-82  
Dickson, Tom, 484  
Digg, 365  
digital marketing. See  
web marketing  
direct mail, 45  
direct marketing, 45  
e-mail marketing, 268-270  
Discount Tire  
America, 300  
display ad exchanges,  
purchasing web display  
ads, 252-253  
display ad networks,  
purchasing web display  
ads, 252-253  
display ads, 192-194  
display advertising,  
31, 239  
blending in, 250-251  
budgets, 242  
calls to action, 251  
choosing ad formats,  
247-248  
effectiveness of, 240  
employing, 241  
formats, 245-247  
length of, 251  
linking to landing  
pages, 251  
payment models,  
241-242  
positioning, 248-250  
purchasing  
directly from sites, 252  
from display ad  
networks and  
exchanges, 252-253  
remnant inventory, 253  
rich media ads, 242-245  
size of ads, 248  
sizing, 240  
testing, 252  
distributing  
online press releases,  
440-441  
podcasts, 472-474  
do-it-yourself websites, 77  
domains, mobile  
websites, 532  
Doubleclick, 252  
downloads, tracking  
podcasts, 508  
Duparcq, Patrick, 582  
dynamic drill-down  
navigation, 88  
dynamic pages,  
indexing, 125  
E  
e-commerce, 45  
e-commerce websites  
building from  
scratch, 97  
channel conflict,  
104-105  
checkout systems, 100  
customer reviews, 100  
customer service, 101  
home pages, 99  
inventory  
management, 100  
navigation and  
searches, 99-100  
payment services, 101  
prepackaged  
storefronts, 98  
product pages, 100  
promoting, 101-102  
search engine marketing  
and shopping  
directories, 102-104  
shopping cards, 100  
third-party e-commerce  
services, 98  
educational videos,  
483-484  
efficient copy, writing  
effective ad copy (PPC  
advertising), 224  
eliminating duplicative  
activities, 48  
email  
future of, 577-578  
personalizing mailings,  
305-306  
email data, tracking,  
312-313  
email drip  
marketing, 274  
email lists  
collecting data, 285-286  
creating, 279  
asking for names,  
280-281  
where to find names,  
279-280  
finding email addresses  
for existing  
customers, 283  
keeping clean, 287  
managing, 289-290  
permission marketing,  
288-289  
privacy, 291  
purchasing or renting  
names, 284-285  
serving multiple lists via  
email preference  
centers, 282-283  
turning inactive names  
into active ones, 287  
unsubscribe options, 289  
email mailings, frequency  
of, 307-308
email marketing, 31, 45, 267-268
  analyzing performance, segment analysis, 313-314
customer retention marketing, 270
database marketing, 271-272
direct marketing, 268-270
effectiveness of, 268
frequent marketing, 273-274
inexpensive marketing, 275
one-to-one marketing, 270-271
permission marketing, 272-273
spam, 276-277
trackable marketing, 276
tracking email data, 312-313
tracking performance, 309
cost, 262
CTR (click-through rate), 261
customer engagement, 263
impressions, 260
percent of clicks served, 261
revenue, 263-264
social media performance, 419-421

Email Sender & Provider Coalition, 290
evaluating metrics, 260
cost, 262
CTR (click-through rate), 261
customer engagement, 263
impressions, 260
percent of clicks served, 261
revenue, 263-264

ExactTarget, 290
executing marketing plans, 26-27
Executive Summary, marketing plans, 66

% exit, web analytics, 109-111
exploiting mobile search, 520

Email surveys, researching customer opinions, 59
embracing change, 582-583
employees and blogs, 322-323
engagement, measuring (performance metrics), 418-419
entertaining videos, 484-485
entrance pages, 174
Eons, 363
equipment, creating YouTube videos, 486-487

F
Facebook, 23, 361-364, 579
  Authentication feature, 395
  business pages, 376
demographics, 368-369
  fan pages, 385-386
creating, 386-387
  customizing, 387-388
posting status updates, 389
promoting, 388
Like button, cross-marketing, 391-393
Open Graph, 391
PPC advertising, 234-236, 406-409
social plug-ins, 393-395
Facebook applications, marketing via, 389-390
faceted navigation, 88
fan pages, Facebook, 385-386
creating, 386-387
customizing, 387-388
posting status updates, 389
promoting, 388
fans, social networks, 375-376
feed subscriptions, 355
file size, mobile websites, 530
fine print, promotional messages, 305
first visit, web analytics, 109
Flickr, 366
focus groups, online, 56
followers, Twitter, 402
following Twitter, 402
Food Network, iPhone app, 549
formats for display advertising, 245-248
forums, online message forums, 436
Foursquare, 366
frequency
web analytics, 109
writing for company blogs, 339
Friendpile plugin, 393
friends, social networks, 375
Friendster, 361
FTD, 302
geographic data, web analytics, 113
global marketing, 581
Goals and Objectives, marketing plans, 69
going direct, online advertising, 201
Google, 62, 126-127
how results are ranked, 124
Keyword Tool, 213
PageRank, 124-125
performance, tracking, 177-178
submitting sitemaps, 162
submitting websites to, 157-158
website design, 79
Google AdWords, 101, 213, 229-231, 540
tracking, 257-258
Google Analytics, 57, 114-115
tracking company blog performance, 353
Google Blog Search, 63
Google Book Search, 62
Google Groups, 63
Google Product Search, 103
Google PageRank Prediction tool, 181
Google Patent Search, 63
Google Scholar, 63
GoogleBot, 123
GoRank Online Keyword Rank Tracking, 181
GotLinks, 151
Gowalla, 366
GPS function, 562
hard bounce, 287
Hawthorne Effect, 55
HD formats, YouTube videos, 487
header tags, optimizing, 145
headings, 147
headlines, writing effective ad copy (PPC advertising), 221
hierarchies, navigating websites, 85-86
history
of podcasting, 463
of social media, 360-361
of web videos, 464
hits, web analytics, 109
home base, 38
home pages, ecommerce websites, 99
Homestead, 77
Hootsuite, 379, 412
hosting mobile websites, 532
creating new domains, 532
.mobi domain, 532
subdomains, 533
subfolders on main domain, 533
user agent detection, 533-534
HotWired, 239
HTML ads, 197
HTML tags
optimizing, 142
anchor text, 145-146
header tags, 145
META tags, 143-145
TITLE tags, 142-143
what search engines look for, 135
Hummingbird, 403

impressions
evaluating metrics, 260
web analytics, 109
improving
performance, 173
inbound link tools, 170
inbound links
optimizing, 148
getting the word out, 149
link requests, 149-150
link trading, 150
links between pages on your site, 151-152
linkworthy content, 148
purchasing links, 151
tracking blog performance, 355
what search engines look for, 135-136

incorporating multimedia into your marketing mix, 465-466
independent websites, online advertising, 202
indexing dynamic pages, 125
Indianapolis Business Journal, 297
informative videos, 481-482
InfoUSA, 166
integrating efforts across multiple social media, 411
constructing compatible messages, 411-412
integration tools, 412-414
integration tools, integrating across multiple social media, 412-414
interacting with customers, company blogs, 319
interactivity, tracking, 513
Internet advertising, web analytics, 58
Internet marketing. See web marketing
interstitial ads, 194-195
inventory management, ecommerce websites, 100
iTunes Store, 473

J

journalists, informing of new news (online press rooms), 452
junk email, 21
JupiterMedia, 310

K

key issues, 69
key phrases, 211
Keyword Tool (Google), 213
keyword tools, 171
KEYWORDS, 144
keywords
optimizing, 139
determining density, 140-141
performing keyword research, 139-140
writing keyword-oriented copy, 141-142
PPC (pay-per-click), 206-208
PPC advertising, 211-212
cconducting keyword research, 212-214
researching competitor’s campaigns, 214-215
researching, 212-214
web analytics, 113
what search engines look for, 134
writing effective ad copy, PPC advertising, 223

KEYWORDS attribute, 144
Kodak, A Thousand Words, 332
Kodak Gallery, 305
Kotler, Philip, 8

L
landing pages, 174, 226-227
creating, 93, 227-228
linking to in display advertising, 251
orders, 229

length of display advertising, 251
Like button, Facebook (cross-marketing), 391-393
link requests, 149-150
Link Sleuth, 171
link trading, 150
LinkedIn, 362-364
linking
from channel pages, 493
to landing pages, display advertising, 251

LinkMarket, 151
links
purchasing, 151
trading, 150
linkworthy, 137
linkworthy content, 148
Live Stream plug-in, 393
local marketing, 581
local search directories, 165
local searches
optimizing, 163-164
submitting for, 165-166
locating online press rooms, 450-451
location
of company blogs, 329-330
tracking mobile websites, 558
logos, online press rooms, 448
Lowes.com, 499

M
malware, 265-266
management, managing, 572-573
management bios, online press rooms, 448
management photos, online press rooms, 448
managing
budgets, 569-570
change, 571-572
management, 572-573
results, 570-571
staff, 568-569
time, 573-574
web marketing, 565-567
overview, 574-575

marketers, social media, 368-370
marketing
to blogosphere, 345
to blogs, 321-322
defined, 7-9
developing social media marketing strategies, 370-371
via Facebook applications, 389-390
via Facebook fan pages, 385-386
creating, 386-387
customizing, 387-388
posting status updates, 389
promoting, 388
global, 581
local, 581
mobile apps, 553-554
mobile marketing. See mobile marketing
multimedia marketing, 461-462
incorporating, 465-466
podcasts, 462-464
web videos, 464-465
on MySpace, 395-397
podcast marketing. See podcast marketing with Twitter, 397-398
following and followers, 402
responding, 401
third-party tools, 402-403
tweeting, 398-401
video marketing. See video marketing
web marketing. See web marketing

marketing plans, 66, 73-74
Action Plan, 70-71
Budget, 71
executing, 26-27
Executive Summary, 66
Goals and Objectives, 69
Marketing Strategy, 69-70
Mission, 66-67
Opportunities and Issues, 68-69
Situational Analysis, 67-68
writing, 71-72
marketing strategy, marketing plans, 69-70
Maze War, 367
media, traditional media versus blogs, 351-352
media coverage, online press rooms, 449
Medialets, 546
message formats, promotional messages, 301-303
messages, constructing for multiple social media, 411-412
META tags, optimizing, 143-145
metadata, what search engines look for, 135
metrics
e-mail marketing, 309
conversion rate, 311
CTR (click-through rate), 311
delivery rate, 309-310
open rate, 310
ROI (return on investment), 312
unsubscribe rate, 312
evaluating, 260
average position, 262
clicks, 260-261
conversions, 262
cost, 262
CTR (click-through rate), 261
customer engagement, 263
impressions, 260
percent of clicks served, 261
revenue, 263-264
microblogging, 422
social bookmarking, 422
social networking, 421-422
social sharing, 423
tracking mobile websites, 557-558
web analytics, 109
microblogging metrics, 422
Twitter, 364-365
Microsoft adCenter, 232
Microsoft Advertising, 252
Microsoft Office Live Small Business, 77
mission, marketing plans, 66-67
mistakes, company blogs, 340-341
MMPORGs (massively multiplayer online role-playing games), 367
.mobi domain, 532
mobile advertising, 200, 537-538, 543
choosing networks, 540-541
comparing PPC and CPM ads, 540
comparing text and image ads, 538-539
cost, 538
creating ads, 541-542
privacy issues, 543-544
targeting mobile customers, 542-543
tracking, 561
mobile apps, 545-546, 554
building, 547
apps for accessing your websites, 548-549
converting customers, 552-553
popular app categories, 547
promoting your brand, 549-551
developing, 554-555
marketing, 553-554
tracking, 562-563
mobile carriers, tracking mobile websites, 560
mobile customers, targeting, 542-543
mobile devices, tracking mobile websites, 559-560
mobile marketing, 25-26, 34, 515-517, 521
developing strategies for, 521
exploiting mobile search, 520
growth of, 517-518
mistakes, 563-564
text messages, 522
versus traditional marketing, 518-519
target marketing, 519-520
web-based, 516
mobile research, 63
mobile searches, 166-167
exploiting, 520
optimizing, 167
mobile websites
adding search boxes, 527
colors, 530
designing for multiple phones, 531
file size, 530
hosting, 532
  creating new domains, 532
  .mobi domain, 532
  subdomains, 533
  subfolders on main domain, 533
  user agent detection, 533-534
images, 528
orientation, 527
overview, 534-535, 563
reasons for having, 523-525
simplifying, 525-526
tables, 530
text, 530
think like the customer, 531-532
tracking, 557
  key metrics, 557-558
  location, 558
  mobile carriers, 560
  mobile devices, 559-560
white space, 530

mobility, future of, 580
moderating comments, 335
monitoring social media, 378
  free monitoring tools, 378-379
  paid monitoring tools, 380
monitoring tools
  free, 378-379
  paid, 380
Mr. Bottles site, 82
MUDs (multiuser domains), 367
multimedia, 466-467
multimedia marketing, 25, 33-34, 461-462
  incorporating into your marketing mix, 465-466
  podcasts, 462-464
  web videos, 464
  YouTube, 464-465
MyAudio2Go, 463
MySpace, 23, 361-364, 395-397
  PPC advertising, 409-410
MyTown, 366
names
  asking for, 280-281
  finding for email lists, 279-280
  purchasing or renting, 284-285
  turning inactive names to active, 287
narrowcasting, 580-581
navigating websites, 84
  be intuitive, 87-88
  dynamic drill-down navigation, 88
  hierarchies, 85-86
  think like the customer, 88
navigation, ecommerce websites, 99-100
networks for mobile advertising, 540-541
new visitors, web analytics, 109
newsletters, email, 296-298
nonstandard ads, online advertising, 202

Nuts About Southwest blog, 318

O
offsie analytics, 108
one-to-one marketing, email marketing, 270-271
Oneupweb, 173
online advertising, 20, 44-45, 185
  choosing, 203
  dark side of, 265-266
  display ads, 192-194
  efficiency of investment, 187
  improved tracking, 186-187
  interstitial ads, 194-195
  payment models, 187
  CPA (cost-per-action), 190
  CPC (cost-per-click), 188-190
  CPL (cost-per-lead), 190
  CPM (cost-per-thousand), 188
  CPO (cost-per-order), 190
  pop-up ads, 195-196
  targeted placement, 186
  technologies, 197-198
text ads, 190-192
trends
  application advertising, 201
  bigger ads, 202
  going direct, 201
  independent websites, 202
mobile advertising, 200
nonstandard ads, 202
paid tweets, 201
social media advertising, 201
online advertising networks, 199-200
online focus groups, 56
online marketing, future of, 583-584
online marketing categories, 39
online marketing. See web marketing
online message forums, targeting, 436
online PR, 425, 441-442, 458-459
  applying SEO to online press releases, 439
  benefits of, 430-431
  databases, 428-429
  distributing press releases, 440-441
  how you influence, 427-428
  learning new skills and techniques, 437-438
  press release distribution, 430
  social media search, 429-430
  tracking placements, 455-456
  tracking traffic and conversions, 456-458
  traditional skills and approaches, 437
  using new media to pitch old media, 432
  who you influence, 426-427
  writing press releases, 438-439
online presence, web marketing, 17-18
online press rooms, 443-445
  access to, 453-454
  brochures, 448
  company background, 448
  company photos, 448
  contact information, 450
  informing journalists of new news, 452
  locating, 450-451
  logos, 448
  management bios, 448
  management photos, 448
  media coverage, 449
  organizing, 451
  press kits, 449
  press releases, 445-446
  product photos, 446-447
  product spec sheets, 447
  product videos, 447
  upcoming events, 449
online public relations, 24, 33, 46
online publications, targeting, 433-434
online research, 63
online sources, 433
  targeting bloggers, 434-435
  targeting online message forums, 436
  targeting online writers and reviewers, 434
  targeting social media, 436-437
  targeting websites and online publications, 433-434
online surveys, researching customer opinions, 59
online writers, targeting, 434
onsite analytics, 108
Open Graph, Facebook, 391
open rate, email marketing, 310
Opportunities and Issues, marketing plans, 68-69
opt-in marketing, 21
optimizing
  blog posts, 168-169
  blog templates, 168
  blogs for searches, 340
design, 146
  headings and subheadings, 147
  put most important stuff first, 146
  simplifying URLs, 147
text, 147
HTML tags, 142
  anchor text, 145-146
  header tags, 145
  META tags, 143-145
  TITLE tags, 142-143
images, 152
  ALT attribute, 152-153
  searches, 153
  TITLE attribute, 153
inbound links, 148
  getting the word out, 149
  link requests, 149-150
  link trading, 150
  links between pages on your site, 151-152
  linkworthy content, 148
  purchasing links, 151
keywords, 139
determining density, 140-141
performing keyword research, 139-140
writing keyword-oriented copy, 141-142
local searches, 163-164
submitting for, 165-166
mobile searches, 167
tags, YouTube videos, 496

orders, landing pages, 229

organic search results, 120

organization, optimizing, 146
headings and subheadings, 147
put most important stuff first, 146
simplifying URLs, 147
text, 147

organizing online press rooms, 451

orientation, mobile websites, 527

outbound communication, 38

page depth, web analytics, 109
page tagging, onsite analytics, 109
PageRank, 124-125
PageRank Algorithm, 124
pages, social networks, 375-376

pageview, web analytics, 110-111
pageview duration, web analytics, 110
pageviews, 174
web analytics, 110-111
paid tweets, 201
pay-per-click. See PPC payment models display advertising, 241-242
online advertising, 187
 CPA (cost-per-action), 190
 CPC (cost-per-click), 188-190
 CPL (cost-per-lead), 190
 CPM (cost-per-thousand), 188
 CPO (cost-per-order), 190

payment services, ecommerce websites, 101
people, measuring (performance metrics), 417-418
percent of clicks served, evaluating metrics, 261
performance email marketing, 309
 conversion rate, 311
 CTR (click-through rate), 311
 delivery rate, 309-310
 open rate, 310
 ROI (return on investment), 312
 unsubscribe rate, 312
 evaluating social media, 419-421
improving, 173
indicators of blog performance, 358

success, 183-184
tracking Bing, 179-180
Google, 177-178
Yahoo!, 178-179
tracking company blogs, 353-356
applying web analytics, 353-354
tracking mobile websites, 557
key metrics, 557-558
location, 558
mobile carriers, 560
mobile devices, 559-560
tracking podcasts, 507
call to action, 508
downloads, 508
subscriptions, 507-508
tracking video, 509
conversions, 512
demographics, 510-511
views, 509

performance metrics, tracking, 417
measuring engagement, 418-419
measuring people, 417-418
performing keyword research, 139-140
permission marketing email lists, 288-289
email marketing, 272-273
Pheedo, 508
PianoSharp, 546
Ping.fm, 413
Pizza Hut, apps, 552
placement of ads, maximizing, 210-211
placements, 357
tracking, 455-456
planning skills, 11-12
plug-ins, social plug-ins (Facebook), 393-395
podcast marketing, 469, 475
creating podcasts, 469-470
recording, 471
distributing podcasts, 472-474
promoting podcasts, 475
strategies, 471-472
podcasting, 47, 463
history of, 463
podcasts, 25, 33, 465
creating, 469-470
recording, 471
distributing, 472-474
formats, 476
marketing strategies, 471-472
multimedia marketing, 462-464
promoting, 475
tracking, 507
call to action, 508
downloads, 508
subscriptions, 507-508
pointing to sitemaps, 162
polls, researching customer opinions, 58
pop-up ads, 195-196
positioning, display advertising, 248-250
posting status updates, Facebook pages, 389
posts, writing for company blogs, 338-339

PPC (pay-per-click), 20
contextual advertising and, 205-206
keywords, 206-208
maximizing ad placement, 210-211
paying by the click, 209
placing ads in context, 208
sharing ad revenues, 209-210

PPC (pay-per-click) ads, 191
versus CPM (cost-per thousand) ads (mobile advertising), 540

PPC (pay-per-click) advertising, 30-31

PPC ad networks, 229
Google AdWords, 229-231
Microsoft adCenter, 232
Yahoo! Sponsored Search, 231-232

PPC advertising
bidding strategies, 215-216
bid rates versus ROI, 217
bidding for position, 218
bidding high then lowering your bid, 219-220
bidding the minimum, 219
bidding what it’s worth, 220
bidding whatever it takes to be first, 218
manual versus automated, 216-217
reducing maximum bids, 217

PPC image ads, creating, 225-226

PR
online, 425, 441-442, 458-459
applying SEO to online press releases, 439
benefits of, 430-431 databases, 428-429
press release distribution, 440-441
how you influence, 427-428
learning new skills and techniques, 437-438
press release
distribution, 430
social media search, 429-430

tracking placements, 455-456
tracking traffic and conversions, 456-458
traditional skills and approaches, 437
using new media to pitch old media, 432
who you influence, 426-427
writing press releases, 438-439
tracking effectiveness of, 356-357
prepackaged storefronts, 98
prepackaged websites, 76-77
presenting, 8
press kits, online press rooms, 449
press releases
distributing online, 440-441
online PR, 430
online press rooms, 445-446
SEO (search engine optimization), 439
writing, 438-439
press rooms (online), 443-445
access to, 453-454
brochures, 448
company
background, 448
company photos, 448
contact
information, 450
informing journalists of new news, 452
locating, 450-451
logos, 448
management bios, 448
management photos, 448
media coverage, 449
organizing, 451
press kits, 449
press releases, 445-446
product photos, 446-447
product spec sheets, 447
product videos, 447
upcoming events, 449
print advertising, 44-45
privacy, email lists, 291
privacy issues, mobile advertising, 543-544
product blogs, 336. See also company blogs
product pages,
ecommerce websites, 100
product photos, online press rooms, 446-447
product placement services, 349-350
product spec sheets, online press rooms, 447
professional production, YouTube videos, 485
professionally designed websites, 77-78
profile pages, social networks, 374
Progressive Business Audio Conferences, 302
project management skills, 12
Promoted Tweets, 411
Promoted Videos Dashboard, 502
Promoted Videos program, YouTube, 233
promoting brands with apps, 549-551
company blogs, 341-342
ecommerce websites, 101-102
Facebook pages, 388
podcasts, 475
products and services, company blogs, 318
YouTube videos, 495
community features, 498
content, 495
optimizing tags, 496
placing videos on your own site, 499
social media, 499
targeting content, 495
thumbnail images, 497
uploading other video sharing sites, 498
writing compelling titles and descriptions, 496
promotional blasts, email marketing campaigns, 293-294
promotional messages, constructing, 298
fine print, 305
message content, 304
message format, 301-303
recipients, 301
senders, 300-301
subject lines, 298-300
providing authoritative information, search engine optimization, 137
public relations, 46
purchased names, 280
purchasing links, 151
names, email lists, 284-285
web display ads
directly from sites, 252
from display ad
networks and
exchanges, 252-253
remnant inventory, 253
Purina’s Petcentric Places app, 551

Q
qualitative research, 53-56
quality of content, search
engine optimization, 136-137
“quality score,” 211
quantitative research, 53-54
queries, 175

R
Radian6, 380
rankings, 176
importance of, 119-120
reactivation, 288
recipients, promotional
messages, 301
Recommendations plug-in, 393
recording podcasts, 471
recording equipment for
podcasts, 470
recording software, podcasts, 470
recrawling, 122
referring sites, 175
related items mailing, email marketing
campaigns, 298

remnant inventory,
purchasing for web
display ads, 253
renting names, email
lists, 284-285
repeat visitors, web
analytics, 110
research
competition
compny research, 61-62
website research, 60-61
customer behavior, comment analysis, 59-60
customer opinions
e-mail surveys, 59
online surveys, 59
polls, 58
hands-on experience, 63-64
mobile, 63
qualitative, 54-56
quantitative, 53-54
traffic patterns, web
analytics, 56-58
web searches, 62
research skills, 10-11
researching
competitor’s campaigns, 214-215
keywords, 139-140, 212-214
responding
to online comments, 380-382
Twitter, 401
results, managing, 570-571
retweeting, 401
revenue, evaluating
metrics, 263-264
reviewers, targeting, 434

rich media ads, 197, 242-245
ROI (return on
investment), email
marketing, 312
running blogs, 320-321

S
sales, closing on
websites, 494
scheduled mailings, email marketing
campaigns, 295-296
Scout Labs, 380
screen size, mobile
marketing, 518
scrolling content on web
pages, 83
search boxes, mobile
websites, 527
search engine marketing,
18-19, 30, 47, 119, 154
ecommerce websites, 102-104
how it works, 120
importance of high
rankings, 119-120
PPC advertising
and, 132
search engine
optimization, 121
search engine marketing
strategies, blogging, 328
search engine
optimization (SEO),
120-121
authoritative
information, 137
blogs, 167
blog posts, 168-169
blog templates, 168
submitting site feeds,
169-170
content, quality, 136-137
crafting SEO-friendly content, 138-139
keywords, 139
determining density, 140-141
performing keyword research, 139-140
writing keyword-oriented copy, 141-142
maintenance, 172
mobile searches, 166-167
optimizing, 167
optimizing local searches, 163-166
press releases, 439
site maps, 160-161
creating, 161-162
pointing to, 162
submitting to search engines, 162-163
submitting sites to search engines, 157
Bing, 159
Google, 157-158
Yahoo!, 158
tools, 170
inbound link tools, 170
keyword tools, 171
Link Sleuth, 171
Search Engine Spider Emulator, 171
Search Referrals tool, 182
search engine rank, 176
Search Engine Rankings, 181
search engines, 122
AOL Search, 129
Ask.com, 129-130
Bing, 128-129
content for, 84
Google, 126-127
Google’s PageRank, 124-125
how results are ranked, 123-124
how search sites build databases and assemble indexes, 122-123
how typical searches work, 122
images versus text, 126
indexing dynamic pages, 125
submitting sites to, 157
Bing, 159
Google, 157-158
Yahoo!, 158
targeting, 130-131
what they look for, 133
HTML tags, 135
inbound links, 135-136
keywords, 134
Yahoo!, 127-128
Search Engine Position Tool, 181
search engine optimization (SEO)
SEO Trail, 181
SEO-friendly content, 138-139
session duration, web analytics, 110-111
sessions, web analytics, 110
sharing
ad revenues, PPC (pay-per-click), 209-210
podcasts, 474
social media, 403-404
shooting YouTube videos, 488
shopping carts, ecommerce websites, 100
shopping directories, ecommerce websites, 102-104
Similar Page Checker, 171
searches
ecommerce websites, 99-100
local searches
optimizing, 163-164
submitting for, 165-166
mobile searches, 166-167
optimizing, 167
optimizing blogs for, 340
optimizing image searches, 153
searching dark web, 154-155
Second Life, 368
segment analysis, analyzing email marketing performance, 313
senders, promotional messages, 300-301
SEO. See search engine optimization (SEO)
site feeds, submitting, 169-170
Site Profile tool, 182
site traffic, tracking with web analytics, 175
sitemap-creation tool, 161
sitemaps, 160-161
creating, 161-162
pointing to, 162
submitting to search engines, 162-163
Situational Analysis, marketing plans, 67-68
size of ads, display advertising, 248
sizing
display advertising market, 240
YouTube videos, creating, 487-488
skills, web marketing, 10
analytical skills, 13
budgeting skills, 12
communications skills, 13
copywriting skills, 12
planning skills, 11-12
project management skills, 12
research skills, 10-11
technical skills, 14
skyscrapers, 193
slideshows, YouTube videos, 489
smartphones, 25
social advertising, 201
social bookmarking
Digg, Delicious, and StumbleUpon, 365
metrics, 422
social conversations, 382-383
social location sharing, 366
social media, 359-360, 424
advertising, 406
Facebook, 406-409
MySpace, 409-410
Twitter, 411
blogging as, 364
bookmarking, 403-404
consolidation, downside to, 415
developing marketing strategies, 370-371
evaluating performance, 419-421
future of, 579
history of, 360-361
integrating efforts across multiple social media, 411
constructing compatible messages, 411-412
integration tools, 412-414
marketers, 368-370
monitoring, 378
free monitoring tools, 378-379
paid monitoring tools, 380
online PR, 429-430
promoting YouTube videos, 499
sharing, 403-404
targeting, 436-437
Twitter, 364-365
types of, 362
social media campaigns, constructing, 404-406
social media marketing, 22-24, 32-33
social networking, 23, 47
versus blogging, 343
Facebook, 23, 362-364
future of, 579
LinkedIn, 362-364
MySpace, 23, 362-364
Twitter, 23
virtual communities, 367-368
social networking metrics, 421-422
social networks, 372-373
comments, responding to, 380-382
communities, 376-377
fans and pages, 375-376
friends, 375
profile pages, 374
status updates, 374-375
social plug-ins, Facebook, 393-395
social sharing
Flickr and YouTube, 366
metrics, 423
SocialMention, 379
spam, 21
avoiding spam techniques, email marketing campaigns, 306
email lists, 288-289
e-mail marketing, 276-277
spiders, 122
splitting budgets, 43-44
spyware, 265
staff, managing, 568-569
status updates
Facebook pages, 389
social networks, 374-375
storefronts, prepackaged, 98
StumbleUpon, 365
subdomains, mobile websites, 533
subfolders on main domain, mobile websites, 533
subheadings, 147

subject lines, promotional messages, 298-300

submitting
for local searches, 165-166
site feeds, blogs, 169-170
sitemaps to search engines, 162-163
sites to search engines, 157
Bing, 159
Google, 157-158
Yahoo!, 158

subscribing to podcasts, 474
subscription fees, third-party tracking tools, 260
subscriptions, podcasts (tracking), 507-508
success, defining, 183-184
surveys
email surveys, 59
online surveys, 59
web-based, 56

T

tables, mobile websites, 530
tags, optimizing, 496
target marketing, 519-520
targeted placement, online advertising, 186
targeting
content, YouTube videos, 495
mobile customers, 542-543
search engines, 130-131
TARGUSinfo, 166
technical skills, 14
technology
designing websites, 81-82
online advertising, 197-198
Technorati Search, 358, 379
television advertising, 46
testing
ad strategies, 264-265
display advertising, 252
testing copy, writing effective ad copy (PPC advertising), 224
text
versus images, search engines, 126
mobile websites, 530
organizing, 147
text ads, 190-192
versus image ads, mobile advertising, 538-539
text messages, mobile marketing, 522
think like the customer, 14-15
mobile websites, 531-532
third-party ecommerce services, 98
third-party tools, Twitter, 402-403
third-party tracking tools, 181-182, 259-260
A Thousand Words, Kodak, 332
thumbnail images, YouTube, 497
time, managing, 573-574
TITLE attribute, 153

TITLE tags, optimizing, 142-143
titles
for company blogs, 337-338
writing for YouTube, 496
tools
blogging tools, 331
monitoring tools
free, 378-379
paid, 380
search engine optimization (SEO), 170
inbound link tools, 170
keyword tools, 171
Link Sleuth, 171
Search Engine Spider Emulator, 171
Similar Page Checker, 171
URL Rewriting Tool, 171
third-party tools, Twitter, 402-403
tracking tools, 181-182
web analytics, 113-114
top exit pages, web analytics, 112
top landing pages, web analytics, 112
top pages, web analytics, 112
tracking
ad strategies, 264-265
Bing performance, 179-180
competitors, 182
effectiveness of blog PR efforts, 356-357
email data, 312-313
Google performance, 177-178
interactivity, 513
mobile advertising, 561
mobile apps, 562-563
mobile websites, 557
key metrics, 557-558
location, 558
mobile carriers, 560
mobile devices, 559-560
online advertising, 186-187
performance metrics, 417
measuring engagement, 418-419
measuring people, 417-418
placements, 455-456
online PR, 455-456
podcasts, 507
call to action, 508
downloads, 508
subscriptions, 507-508
site traffic with web analytics, 175
traffic and conversions, 456-458
online PR, 456-458
video, 509
conversions, 512
demographics, 510-511
views, 509
with Google AdWords, 257-258
with third-party tracking tools, 259-260
Yahoo! performance, 178-179
tracking performance of company blogs, 353-356
applying web analytics, 353-354
tracking tools
Google AdWords, 257-258
third-party, 181-182, 259-260
Trackur, 380
trading links, 150
traditional marketing, 47
coordinating with web marketing, 49-50
versus mobile marketing, 518-519
target marketing, 519-520
traditional public relations, 46
traffic, tracking, 456-458
traffic patterns, researching with web analytics, 56-58
traffic sources, web analytics, 112
Trendistic, 403
trends, online advertising
application advertising, 201
bigger ads, 202
going direct, 201
independent websites, 202
mobile advertising, 200
nonstandard ads, 202
paid tweets, 201
social media advertising, 201
Tweepdiff, 403
Tweetdeck, 414
tweeting (Twitter), 398-401
tweets (Twitter)
advertising, 411
online advertising, 201
Twitter, 23, 364-365, 579
advertising, 411
marketing with, 397-398
following and followers, 402
responding, 401
third-party tools, 402-403
tweeting, 398-401
paid tweets, 201
PPC advertising, 236
Twitterfeed, 414
two-way communication, 39

unique visitors, web analytics, 110
unsubscribe links, 305
unsubscribe options, email lists, 289
unsubscribe rate, email marketing, 312
upcoming events, online press rooms, 449
uploading video sharing sites, 498
URL Rewriting Tool, 171
URLs
including in accompanying text, 493
including in videos, 492
simplifying, 147
user agent detection, mobile websites, 533-534
video marketing, 46, 477, 481, 504
digital videos, 25
driving viewers to your site
closing sales on websites, 494
including URLs in accompanying text, 493
linking from channel pages, 493
educational videos, 483-484
entertaining videos, 484-485
informative videos, 481-482
is it right for your business, 477-478
viral videos, 504-505
virtual communities, 367-368
virtual social networking, 367-368
visibility time, web analytics, 110
visitors, 174
web analytics, 110
visits, 174
web analytics, 110
Volkswagen, iPhone apps, 549

web analytic data, 57
web analytics, 56, 107-108
% exit, 11
bounce rate, 111
geographic data, 113
Google Analytics, 114-115
how it works, 108-109
Internet advertising, 58
keywords, 113
metrics, 109
pageviews, 111
researching traffic patterns, 56-58
session duration, 111
top exit pages, 112
top landing pages, 112
top pages, 112
tracking company blog performance, 353-354
tracking site traffic, 175
traffic sources, 112
users of, 108
visits and visitors, 110
web analytics tools, 113-114

web marketing, 1, 459
as online presence, 17-18
blog marketing, 22, 32
budgets
allocating, 38-39
total budgets, 36-38
coordinating activities, 35-36
coordinating with traditional marketing, 49-50
defined, 9-10
display advertising, 31
email marketing, 20-21, 31
managing, 565-567
overview, 574-575
mobile marketing, 25-26, 34
multimedia marketing, 25, 33-34
online advertising, 20
online public relations, 24, 33
PPC advertising, 30-31
search engine marketing, 18-19
skills, 10
analytical skills, 13
budgeting skills, 12
communications skills, 13
copywriting skills, 12
planning skills, 11-12
project management skills, 12
research skills, 10-11
technical skills, 14
social media marketing, 22-24, 32-33
think like the customer, 14-15
website marketing, 34
web marketing plans, reasons for, 65-66
Web Piston, 77
web searches, 62
web videos, 464
history of, 464
YouTube, 464-465
web-based mobile marketing, 516
web-based surveys, 56
Web.com, 77
Webmaster Tools Dashboard, 177
website marketing, 34
website research, researching competition, 60-61
websites
apps for accessing, 548-549
closing sales on, 494
color, 91-92
content, 82-83
on the page, 83-84
for search engines, 84
creating, 75
budgeting, 78
do-it-yourself websites, 77
prepackaged websites, 76-77
professionally designed websites, 77-78
designers, 94-95
designing, 79, 81
technology, 81-82
ecommerce sites. See ecommerce websites
landing pages, creating, 93
look and feel, 89-90
mobile websites
adding search boxes, 527
colors, 530
designing for multiple phones, 531
file size, 530
hosting, 532-534
images, 528
orientation, 527
reasons for having, 523-525
simplifying, 525-526
tables, 530
text, 530
think like the customer, 531-532
white space, 530
mobile websites.
submitting to search engines, 157
Bing, 159
Google, 157-158
Yahoo!, 158
targeting, 433-434
white space, mobile websites, 530
writing
company blogs, 336-337
frequency of, 339
posts, 338-339
titles, 337-338
effective ad copy, PPC advertising, 220-224
keyword-oriented copy, 141-142
marketing plans, 71-72
press releases, 438-439
titles and descriptions, YouTube, 496

X–Y

Xinu Returns, 182

Yahoo!, 127-128
performance, tracking, 178-179
submitting sitemaps, 162
submitting websites to, 158
website design, 79
Yahoo! Advertising
Display Solutions, 252
Yahoo! Small Business, 77
Yahoo! Sponsored Search, 231-232
Yesmail, 289
YouTube, 25, 34, 366, 464-465, 478-480
advertising, 500
YouTube Promoted Videos, 500-503
community features, 498
content
avoiding hard sells, 491
be entertaining, 490
focus, 491
length of, 490
provide unique value, 489
simplicity, 490
updating, 491
creating videos
  accentuating
    contrast, 488
  breaking rules, 489
  equipment, 486-487
  looking
    professional, 488
  professional
    production, 485
  shooting
    professionally, 488
  sizing, 487-488
  slideshows, 489

going viral, 504-505
PPC advertising, 232-234
promoting videos, 495
  community
    features, 498
  content, 495
  optimizing tags, 496
  placing videos on your
    own site, 499
  social media, 499
  targeting content, 495
  thumbnail images, 497
  uploading to other
    video sharing
    sites, 498
  writing compelling titles
    and descriptions, 496

YouTube Promoted
Videos, 500-501
  adding call-to-action
    overlays, 503
  tracking performance
    from Promoted Videos
    Dashboard, 502