INTERNET MARKETING START to FINISH

Drive Measurable, Repeatable Online Sales with Search Marketing, Usability, CRM, and Analytics

CATHERINE JUON, DUNRIE GREILING
& CATHERINE BUERKLE

foreword by BO BURLINGHAM, Editor-at-Large of *Inc.* Magazine

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—Richard S. Tombelli, Web Director, Thomas M. Cooley Law School

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INTERNET MARKETING START-to-FINISH

Catherine Juon, Dunrie Greiling & Catherine Buerkle

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Internet Marketing Start to Finish

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About the Authors

Catherine Juon is co-founder and Catalyst of Pure Visibility, passionately leading the charge for companies to grow via the Internet. Catherine traces her love of the Internet back to Poland, where in 1991 she began teaching at the University of Warsaw. There, she experienced the power of the Internet to transform international communication, from weeks to seconds, in a way we now take for granted.

Catherine believes a similar transformation is taking place in commerce—and dubbed the system of harnessing the power of the Internet for commerce Your Online Sales Engine. Based on the experience of helping companies from the corner store to global enterprises, Catherine and her company teach companies how to benefit from the web by sharing the foundations you'll learn in this book.

Dunrie Greiling is Pure Visibility's Director of Happiness and its lead Relationship Manager, responsible for national and global online sales engine engagements for Pure Visibility clients. Dunrie often draws on the hypothesis testing and data analysis skills she learned during her doctoral dissertation in Ecology and Evolutionary Biology at the University of Michigan and her undergraduate degree in that field from Princeton University.

She left academics in 2000 and has since managed software design, web design and development, and search marketing projects. She supplemented her lessons learned with training and certification as a Project Management Professional by the Project Management Institute.

Catherine Buerkle is an independent User Experience and Technical Communication Consultant currently living in Germany. She has extensive experience defining and writing interactive content for a broad array of industries and applications (both web based and offline).

Before moving to Germany and under her maiden name of Titta, Catherine founded and ran a technical communication and user-experience consulting practice that won several international and best-of-show awards. Based on both the wide variety of her consulting experiences and her extensive time spent in the IT world, she has become a strong user advocate and an evangelist for applying practical and sound methodologies.

Dedications

I dedicate this book to my family. To my husband, Dave Zerweck, and our children, Christian and Phillip, and the blessings you bring to my life. And to my parents, Jim and Pat; and in-laws, Herman and Sue, who taught me a great deal about entrepreneurship and so much more. Your faith in me and in the business is invaluable. Thank you.

—Catherine Juon

I dedicate this book to my mentor, Beverly Rathcke, 1945–2011. Your logical and scientific rigor and your editing prowess encouraged my growth as a thinker and a writer. Your friendship and the community of Ann Arbor gourmet potluck enthusiasts you fostered continue to enrich my life. Thank you.

—Dunrie Greiling

I dedicate this book to my family. First, to my very supportive husband, Martin, and our young children, Nicholas and Stephanie (who try to understand why Mommy has meetings and deadlines in different time zones instead of traditional work like other moms). And last but not least to my parents, Peter and Judy, who have always supported me with love, no matter what unusual turn my life has taken. Thank you.

—Catherine Buerkle

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- And to the greater business community of Ann Arbor and southeast Michigan, which nurtures young businesses with a wonderful web of support and provides the intellectual hub that brings together the great minds that produce game-changing ideas!

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 Editor in Chief 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.

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Foreword

It wasn't so long ago that marketing was considered an art, and a rather mysterious one at that, leading legendary retailer John Wanamaker to opine famously that half the money he spent on advertising was wasted. The trouble was, he didn't know which half. Of course, that was well before the dawn of the Digital Era, when everything began to change in unexpected ways.

I can clearly remember how I scoffed at a geeky friend's prediction back in 1978 that I'd someday be writing articles on a computer using what he called "word processing." That day had already come by the time I joined the staff of *Inc.* magazine in January 1983, but the computer revolution was still in its infancy. I, for one, had never heard of the Internet. Indeed, it wasn't until the mid-1990s that I realized something big, really big, was happening out there in the ether and it had the potential to change the world as I knew it.

I soon came to realize that the Internet had had a particularly dramatic impact on marketing. As a member of what appeared to be a dying profession—print journalism—I would have had to be blind not to see that a marketing revolution was under way. After all, my colleagues and I were in grave danger of becoming its victims. Given the rate at which advertising was moving from business magazines to the World Wide Web, many companies were obviously convinced they could get better results there, but I didn't have the foggiest notion why. If someone had asked me to explain how his or her company could use the Internet to increase its sales, I couldn't have made a single suggestion. I wouldn't even have known whom to ask.

Then I met Catherine Juon.

It was at the first meeting of the Small Giants Community, an organization I'd co-founded with Paul Spiegelman. He was one of the many CEOs who'd identified with the companies I'd written about in my book *Small Giants: Companies That Choose To Be Great Instead of Big*. (His company—Beryl, a call center for hospitals—would have been one of them if I'd met him a few years earlier.) Paul wanted to create a means for companies like his to be in touch with, and to learn from, other small giants. I said I would support him in that endeavor. We realized from the start that it would be important to establish a social media presence for the community, but neither Paul nor I knew how to go about it. At our founding meeting, we asked for volunteers to help us. Catherine was there representing her company, Pure Visibility. She immediately volunteered, along with her friend and kindred spirit Marisa Smith of The Whole Brain Group. Listening to them, watching them, working with them over the next few months, I began to understand exactly how the Internet had revolutionized marketing and why more and more companies were relying on it to find new customers, build relationships with current ones, and increase sales.

It really wasn't as complicated as I'd imagined. As you will see in the pages that follow, the concepts Catherine and her co-authors lay out are fairly simple. Nevertheless, those concepts can give companies a significant competitive advantage by letting them build systems that generate measurable, repeatable results—systems, in other words, that make marketing less of an art and more of a science.

Measurability, in fact, lies at the core of Pure Visibility's business. Its approach to Internet marketing is based on numbers. The company's analysts constantly sift through the numbers to find out which ads are preferred, what trends in the data are most significant, what tweaks improve conversion rates, what user behavior says about areas for improvement, which keywords generate more traffic and sales, and on and on. The analysts then try to identify the "why" behind the numbers. Based on what the analysts find, incremental improvements are made by rewriting websites, reorganizing page structures, and making adjustments to online marketing campaigns. In the process, costs go down, and lead conversions go up.

That's what Pure Visibility does. In Internet Marketing Start-to-Finish, Catherine and her co-authors present the nuts and bolts of how to do it on your own. They've broken down the mystery behind analyzing the numbers and defined how to react appropriately to what you see in the data. The initial steps involve setting up the tools to track and gather the data in the first place. The authors then walk you through a set of tools to make website improvements. Who are your potential customers and how do they prefer to buy from you? What changes to your website can you make to improve the customer experience for them and increase sales for you? How do you improve search engine rankings as well? Finally, the authors show how to revisit the numbers and measure the impact of the changes you've made on lead conversions and sales.

It is, Catherine says, an iterative process. That is, you keep getting new data and making additional improvements based on it. Along the way, you make discoveries, such as which keywords generate more customers for specific products or services. As you learn more about your customers and their preferences, you can then use that information throughout your marketing, both online and offline.

What's most surprising is the impact all this can have, not only on your sales, but on your culture. The process outlined in this book, Catherine argues, can break down the barriers between marketing and sales that exist in many companies. The marketing department will get quantified information about the campaigns and websites that bring in more qualified leads, which is obviously good for sales. The sales department, for its part, will have an incentive to do some simple tracking so that the necessary data can be gathered for analysis. Both sides benefit, leading to improved marketing programs, more leads, higher sales—and a happier work environment.

By sharing what they do and how they do it, Catherine and her colleagues have done a great service for entrepreneurs and others striving to improve the bottom line. Among other things, this book will help you figure out which half of the money you spend on advertising is working. As a result, you'll be able to stop wasting money on the half that isn't. John Wanamaker would be thrilled and amazed.

—Bo Burlingham, Editor-at-Large of Inc. Magazine and author of Small Giants: Companies That Choose to Be Great Instead of Big

PREFACE

Ever wonder how to improve the effectiveness of your website in attracting new prospects? Or how to create more online sales? You're in good company; those are questions we hear every day! The constant evolution of Internet marketing, along with its increasing complexity, makes it difficult for even seasoned marketing executives to know where to invest for the best results.

The good news is, like all else in life, the more the Internet changes, the more it stays the same. By focusing on a few basic concepts, and expanding around those, you can succeed in building an online presence to help grow your business.

How This Book Is Organized

As Figure P.1 shows, we organized this book to cover the primary areas of Internet marketing that combine to create what we call an online sales engine. The beauty of this iterative process is that the end game is a measurable, repeatable sales system you can rely on to generate revenue for your business.

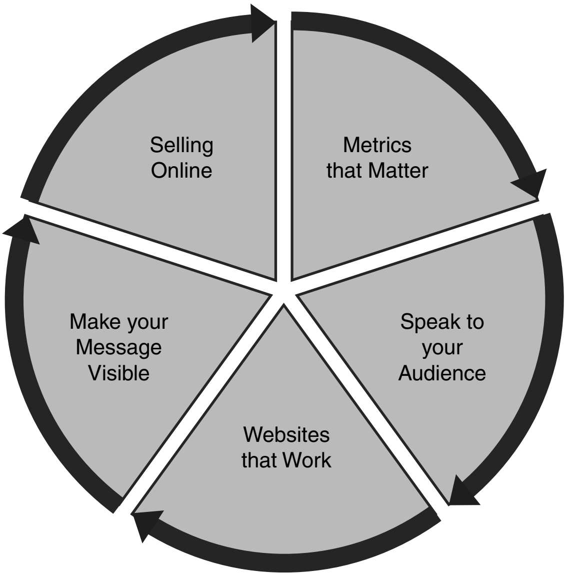


Figure P.1 *The five main components of Your Online Sales Engine®.*

Chapter 2, "What an Online Sales Engine Can Do," describes in greater detail how this book is organized, chapter by chapter.

You can also look at the online sales engine in terms of the three parts of this book:

- **Part I: Building a Formula for Success**, which explains what the online sales engine is and helps you define your measurement criteria.

  Metrics That Matter

- **Part II: Building the Engine**, which covers the nuts and bolts such as improving the user experience, landing pages, search engine optimization (SEO), paid search, and so on

  Speak to Your Audience

  Websites That Work

  Make Your Message Visible

  Selling Online

- **Part III: Running the Engine**, which walks you through closing the feedback loop and analyzing your results, as well as international considerations.

  Metrics That Matter (revisited)

How to Use This Book

No special expertise is required to use this book, only a fundamental understanding of your business model. That said, there are a number of ways you could approach getting the most out of the information in this book.

More details about applying the methodology outlined in this book appear in Chapter 2.

If You Want to Go Step by Step

Admittedly, figuring out where to start improving your online marketing can be a bit of a chicken-or-egg situation. However, two things in particular stand out as we coach businesses through this system.

You'll need

- **To make your message visible** to get more visitors to your website
- **A website that works** to turn more of those visitors into customers

Getting Visible Given that we started out in the SEO business, our tendency is to start with visibility. And for good reason: Unless you have invested heavily in branding or advertising, you're going to need visibility to get more customers. (And even if you have made those investments, building strong online visibility can create competitive advantage.)

There are many myths and misunderstanding about how visibility works, which we sort through for you in Chapter 8, “It’s All About Visibility.” We’ll also describe the most popular methods for improving visibility and offer direction on which methods suit different types of businesses.

Improving Your Website After you’ve improved visibility and started generating more traffic to your website, it’s time to make sure as many of those prospects as possible flow through your website and turn into a sale or a lead for your sales team.

Surprisingly small changes to your website can make a big impact on your results, which we discuss in Chapter 7, “Making Websites That Work,” and Chapter 5, “The Audience Is Listening (What Will You Say?).”

Measuring the Impact Then, to understand the impact of your changes, you’ll need to be measuring key indicators with an understanding of how to evaluate the data (how much traffic you need to make a statistically valid decision and so on).

We give you an overview of what to measure in Chapter 3, “Building a Metrics-Driven Practice,” and help you collect the data you need in Chapter 4, “Breaking Down Silos to Get the Metrics You Need.” Later, we assemble all the pieces in Chapter 9, “Running the Feedback Loop,” where you learn how to take the data you’ve collected and turn it into recommendations on which you can act immediately.

For Help in Specific Areas

We deliberately designed this book so that chapters stand alone. Feel free to jump in at any point to get help with a specific area.

For Relative Newcomers to Internet Marketing

That said, the finer points of the book can be better absorbed if you read it through sequentially. Get your feet wet in Chapter 1, “Why Online Sales Matter,” and Chapter 2, “What an Online Sales Engine Can Do,” before moving on to the chapters that are relevant to your particular business situation and goal.

For Seasoned Marketers

If there’s any one chapter that’s likely to be of interest to more seasoned Internet marketers or analysts, we suggest Chapter 3, “Building a Metrics-Driven Practice,” which should be followed by both Chapter 4, “Breaking Down Silos to Get the Metrics You Need,” and Chapter 9, “Running the Feedback Loop.”

In our experience, even some of the world's largest agencies aren't fully utilizing the awesome opportunities for measurement that the Internet creates. Chances are, no matter how long you've been marketing on the Internet or who is helping you with it, there are opportunities for improvement in measurement, ultimately leading to improvements in results!

Additional Resources

For additional information for those who want to dig deeper into certain subject areas after reading this book, here are some additional resources (mostly online). Feel free to pick and choose what works for you.

Books We Recommend

Most of these references are mentioned at different points in this book, and we found them all to be helpful:

- *Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions*, by Dan Ariely
- *Blogging to Drive Business: Create and Maintain Valuable Customer Connections*, by Eric Butow and Rebecca Bollwitt
- *The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity*, by Alan Cooper
- *Website Optimization: Speed, Search Engine & Conversion Rate Secrets*, by Andy King
- *Don't Make Me Think: A Common Sense Approach to Web Usability, Second Edition*, by Steve Krug
- *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites, Third Edition*, by Peter Morville and Louis Rosenfeld
- *The Non-Designers Design Book, Third Edition*, by Robin Williams

The Pure Visibility Blog

Of course, we are always adding to related topics on our corporate blog, which you can find at blog.purevisibility.com.

Three entries from the Pure Visibility blog are good starting points:

- blog.purevisibility.com/2010/04/seo-and-writing-for-the-web/

- blog.purevisibility.com/2009/10/has-your-google-ranking-suddenly-changed-dont-panic/
- blog.purevisibility.com/2008/08/why-is_flash-hard-on-seo/

Other Industry Blogs

One of the main blogs we use to follow the search engine industry is www.searchengineland.com.

A couple of useful search engine optimization blogs are

- www.seomoz.org/blog
- www.bruceclay.com/webrank.htm

An interesting analytics blog is www.kaushik.net/avinash.

Several blogs on social media, as well as paid search and SEO, are also relevant:

- googlewebmastercentral.blogspot.com/
- adwords.blogspot.com/
- www.searchenginejournal.com/

Some blogs out there cover the different aspects of social media:

- www.socialmediatoday.com
- www.socialmediaclub.org
- www.mashable.com (also covers paid search, SEO, and IT news)

Free Resources

In this book, we mention several free resources available, largely from Google, that will help you get the most from your website investment. Most require signing up with the service. Some, such as Google Analytics, require deployment of some code on your website to initiate data collection:

- **Google AdWords Keyword Tool:** Gives you keyword suggestions supported by data on the number of searches. Provides information related to keywords you specify, or it begins by reviewing your website and suggesting keywords based on your website content. Covered in “Speak Your Audience’s Language: the Real Search Engine Optimization” in Chapter 5.

  https://adwords.google.com/select/KeywordToolExternal

- **Google Analytics:** A free web analytics service that operates through a JavaScript snippet deployed on your website. It provides summary data on visits and visitor behavior on your website. Discussed in “Web Analytics: Types, Purpose, Popular Tools for Each” in Chapter 4.

  http://www.google.com/analytics/

- **Google Insights for Search:** A visualization of search popularity trends over time for a small number of keywords or keyphrases. You specify the keyphrases, a time period, and a geography, and then look at trends in popularity of these keyphrases graphed over time.

  www.google.com/insights/search

- **Google Places:** Google’s directory for brick-and-mortar businesses combines mapped results with business information such as hours of operation and payment types accepted. It includes photographs, videos, and customer reviews. Covered in the most detail in “Increase your Findability: Claim and Maintain Your Local Business Listings” in Chapter 8.

  www.google.com/places

- **Google Webmaster Tools:** Gives you data on how Google sees your website, lets you submit your sitemap.xml and your robots.txt files to Google, and lets you see your page load times compared to other websites. Covered in the most detail in “Crawler Control: Speak to Your Spiders” in Chapter 8.

  https://www.google.com/webmasters/tools/home?hl=en

- **Google Website Optimizer:** A free website optimization service that allows you to test large or small differences in website pages. By deploying its JavaScript and setting up alternative pages, it randomizes which version is shown to visitors and collects data on outcomes for each version. Discussed in “How to Measure” in Chapter 6.

  www.google.com/websiteoptimizer

- **Yahoo! Web Analytics:** A free website analytics tool that operates through JavaScript deployed on your website. It summarizes data on visits to your website and includes some demographic information about visitors. Discussed in “Web Analytics: Types, Purpose, Popular Tools for Each” in Chapter 4.

  http://web.analytics.yahoo.com/

1

Why Online Sales Matter

Why are we here? Why do online sales matter?

For both business-to-consumer (B2C) and business-to-business (B2B) companies, the Internet is an increasingly important marketing and sales tool. Purchasers love it because it's an information-rich medium where they can conduct research and easily make comparisons. Marketers love it because online efforts are trackable and measurable, in real time.

First Things First

The Internet is transforming nearly every kind of business, from the obvious B2C e-commerce examples to a niche B2B business. Yet today, a lot of untapped opportunity remains.

This book helps you identify where you are in your Internet marketing process maturity and improve your marketing models both to increase your return on investment (ROI) and to boost sales.

Our goal is to give you tools that let you identify, track, and measure what works and what doesn't—effectively tying your Internet marketing efforts directly to your sales results. *Measurable, repeatable sales* is the ultimate goal we hope to help you reach.

Internet Research Equals Internet Sales

As consumers, we all intuitively know that more and more research and shopping is done online today than ever before. But it's not just the B2C space that benefits from Internet research and a quicker sale.

According to sources such as AMR International, Enquiro, and Marketing Sherpa, Internet research is now part of nearly every major B2B transaction, and investment in online marketing continues to grow.

In 2009, Google commissioned a study by Slack Barshinger on how small to medium-size businesses use the Internet, and found that 77% of the business owners used online search to find new business suppliers, and 99% of them reported that search engines are the most effective tool for finding business suppliers.

Moreover, the larger the size of the purchase, the more likely the buyer is to make extended research efforts online. Without an integrated online strategy, your prospective customers won't be able to find your website (but they'll likely find your competitor's).

More business decision makers use the Internet to conduct research for their B2B purchases because it's

- An incredibly robust research medium, allowing multiple browsers, tabs, and windows to be open simultaneously for quick comparisons.
- A rich source of information. For more-complex purchasing processes or higher-ticket items, people need more time and more information to come to a final decision. An information-rich website can set a good foundation for the sales team. In addition, people rely on the many potentially persuasive "unbiased" third-party reviews.

- Conveniently open 24 hours a day. This means the buying process can progress over a weekend, instead of having to wait until Monday to ask a question on a toll-free number.
- A fast and economic way for one-to-one communication. Email, online chat, and web-based video conferencing reduce communication costs substantially.
- Dynamic. With ever-changing search engine algorithms and emerging tools such as Google Instant, an Internet search conducted today can reveal better results than the same one run last month.

Advantages of Internet Marketing

Just as Internet research becomes an increasingly important tool during the purchasing process, more marketers are seeing the advantages, too. It's a win-win situation.

Marketing departments are investing more in online marketing today because it's

- Attractive to a significant segment of the demographics for most customer profiles. It can effectively reach your target customer.
- Faster and less expensive to conduct direct marketing campaigns (for example, an email campaign or online newsletter compared with traditional printing and direct-mail costs).
- More economic to communicate via email, online chat, and video conferencing than long distance phone calls or toll-free numbers offered by your company.
- Measurable, which means that successes are identifiable and repeatable.
- Set up for real-time results monitoring, and it can handle real-time tweaks and on-the-fly changes.
- Open 24-hours a day, which means that even potential customers with insomnia can be reached at some point during the buying process.
- Targeted, allowing you to pinpoint using geography, contextual relevance, and other useful parameters to reach a very specifically defined audience. (Online reviews are used more by expert Internet users or in niche product markets.)
- Continuously available, letting you give away whitepapers or free webinars to gather good sources of leads over time. Products with high price points and long sales cycles require many "touches" and follow-up with a potential customer.

- Cost-effective, in the long run. By adjusting your paid search campaigns to find which ads work best for different keywords, you reduce your ad spend and online efforts over time while maintaining or increasing the number of leads or purchases gained.
- Going social, as more people share information among peers on websites like Facebook and LinkedIn, for business purposes. A recommendation from a friend or peer can go a long way toward closing a sale.

The Bird's Eye View

Most companies today have immature connections (at best) between their marketing and sales departments. With this book, you'll start to break down this silo mentality and get the different groups really talking and working together.

Which marketing efforts generated more leads? Which efforts generated better *quality* leads, thus enabling the sales team to close more sales? Which efforts cost more than others, particularly when compared to the actual sales they generated?

Metrics are at the heart of answering these questions, and metrics are what you use to assess your various marketing efforts, including search engine optimization, paid search campaigns, contact forms completed, and how many times the phone rings, too.

To get to the level where you have measurement tools in place—and can use them over time to measure results—requires a certain level of process maturity. Don't be annoyed if you're simply not there yet; that's what we'll do together using the tools in this book.

Standard Practice

It is not unusual for a company today to be fairly inexperienced when it comes to search engine optimization, paid search campaigns, or both.

Perhaps the company's been running campaigns for awhile but never ran the numbers to see which ads work better than others. Or maybe a business knows its products, and therefore what keywords should be woven into the website text, but never really approached it methodically. Perhaps they've never done a competitive analysis for multiple keywords and keyphrases in several keyword themes, which could identify new keyword opportunities.

We're not surprised. We see this all the time. But a desire to reach the next level of process maturity is the key—that's how we get new clients in the door, and that's why curious people like you have bought this book. You're hungry for more information and want to know how to squeeze more from every marketing dollar spent.

You're at the right place.

Your Online Sales Engine

Wrangling a website into something that generates measurable, repeatable results for your business requires blending together many different areas of expertise *and* building bridges to share information across departments. We call this process creating Your Online Sales Engine.

This book gives you a working knowledge of online sales components so that you can engage competently with your technical and marketing colleagues in a less-stressful environment while producing the most effective final product.

The online sales engine components are

- Speaking to your audience, analyzing keywords, and developing user personas
- Getting visible with organic and paid search
- Making websites that work, either from scratch or through improving what you have in place already
- Selling online, including landing page design and conversion rate improvement
- Reviewing metrics that matter, and revising the other online sales engine components based on sound business analysis

Chapter 2, "What an Online Sales Engine Can Do," covers what the online sales engine is composed of in more detail.

The Heart of It All: Metrics

To say that we are big believers in gathering and applying metrics is not really quite right... *evangelists* is a better term. You can't make sound business decisions without knowing what's really going on between your website and its visitors. And you can't know what's going on unless you have good data and even better analytic practices.

Paid Search and Organic Search

Digging into search engine optimization (SEO, or organic search) and paid search (pay-per-click [PPC]) work is just the beginning when you get an online sales engine up and running at your company.

WHAT WE MEAN

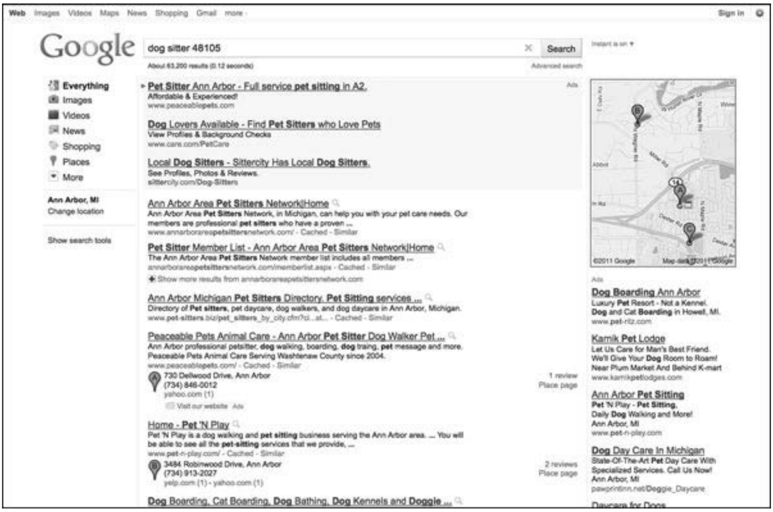
The term *paid search* refers to the paid ads on the search engine results pages. Some people prefer the term *pay per click* (PPC), which is the paid search term in this book.

Just an aside for advanced folks: There is some experimenting within the industry with a pay-per-acquisition model, which we say falls inside the paid search term definition, although it could not be described as PPC. As of this writing, none of the major search engines have identified a pay-per-acquisition that works well.

We also use the term *search engine optimization* (SEO) throughout this book, and some people prefer the term *organic search*, instead. Again, they are essentially synonymous terms.

Although we often refer to Google throughout this book (and show Google tools in most screen captures), other search engines (such as Yahoo!, MSN, and Bing) also deserve attention. Google, however, is the number one search engine in all but five countries worldwide. Google also has a good set of Internet marketing tools available for professionals, which also happen to be free.

For example, Figure 1.1 shows that the bulk of the websites listed on the page come from organic search listings. The three websites at the top, highlighted with a shaded background, and the ones along the sidebar on the right under the map, are the paid search advertisements on the page. The organic listings include Google Places links (the ones with the "map pins" next to them).



dog sitter 48105

About 63,200 results (0.12 seconds)

Pet Sitter Ann Arbor - Full service **pet sitting** in A2.
Affordable & Experienced!
www.peaceablepets.com

Dog Lovers Available - Find **Pet Sitters** who Love Pets
View Profiles & Background Checks
www.care.com/PetCare

Local **Dog Sitters** - Sittercity Has Local **Dog Sitters**.
See Profiles, Photos & Reviews.
sittercity.com/Dog-Sitters

Ann Arbor Area **Pet Sitters** Network|Home
Ann Arbor Area **Pet Sitters** Network, in Michigan, can help you with your pet care needs. Our members are professional **pet sitters** who have a proven ...
www.annarborareapetsittersnetwork.com/ - Cached - Similar

Pet Sitter Member List - Ann Arbor Area **Pet Sitters** Network|Home
The Ann Arbor Area **Pet Sitters** Network member list includes all members ...
annarborareapetsittersnetwork.com/memberlist.aspx - Cached - Similar
Show more results from annarborareapetsittersnetwork.com

Ann Arbor Michigan **Pet Sitters** Directory, **Pet Sitting** services ...
Directory of **Pet sitters**, pet daycare, dog walkers, and dog daycare in Ann Arbor, Michigan.
www.pet-sitters.biz/pet_sitters_by_city.cfm?ci...st... - Cached - Similar

Peaceable Pets Animal Care - Ann Arbor **Pet Sitter** Dog Walker Pet ...
Ann Arbor professional petsitter, **dog** walking, boarding, **dog** traing, **pet** message and more. Peaceable Pets Animal Care Serving Washtenaw County since 2004.
www.peaceablepets.com/ - Cached - Similar
730 Dellwood Drive, Ann Arbor
(734) 846-0012
yahoo.com (1)
Visit our website Ads
1 review
Place page

Home - **Pet** 'N Play
Pet 'N Play is a dog walking and **pet sitting** business serving the Ann Arbor area. ... You will be able to see all the **pet-sitting** services that we provide, ...
www.pet-n-play.com/ - Cached - Similar
3484 Robinwood Drive, Ann Arbor
(734) 913-2027
yelp.com (1) - yahoo.com (1)
2 reviews
Place page

Dog Boarding, Cat Boarding, **Dog** Bathing, **Dog** Kennels and **Doggie** ...

Dog Boarding Ann Arbor
Luxury **Pet** Resort - Not a Kennel.
Dog and Cat **Boarding** in Howell, MI.
www.pet-ritz.com

Kamik **Pet** Lodge
Let Us Care for Man's Best Friend.
We'll Give Your **Dog** Room to Roam!
Near Plum Market And Behind K-mart
www.kamikpetlodges.com

Ann Arbor **Pet Sitting**
Pet 'N Play - **Pet Sitting**,
Daily **Dog** Walking and More!
Ann Arbor, MI
www.pet-n-play.com

Dog Day Care In Michigan
State-Of-The-Art **Pet** Day Care With
Specialized Services. Call Us Now!
Ann Arbor, MI
pawprintinn.net/Doggie_Daycare

Daycare for Dogs

Figure 1.1 *The mixture of paid and organic search listings for "dog sitter 48105."*

Other Sales Engine Components

We also take a look at how your website's information architecture can better meet the needs of your website visitors (and better meet your business needs, as well). Other things that impact leads and sales include usability and user-experience design techniques, landing page design, and keyword analysis.

The entire Internet marketing package (everything mentioned so far) needs to be measured. You need to define which data you want to track and how, track it, and then analyze it to see what works (and what doesn't).

That is how to apply the online sales engine in your business to get tangible results.

Back to Basics: Business Strategy 101

Before we move forward and get your website and marketing and sales processes ahead of your competition, let's revisit a few basic business strategies to keep in mind.

The Customer Is King

In our view, the customer comes first. Period. Don't fall into the trap of designing your home page based on the most beautiful design from your favorite agency. Avoid prominently promoting a whitepaper on your website (written by a C*XX* at your company) if the download form is not converting enough leads.

How do you get out of these sticky political situations? With reliable user data. Do your user homework up front, track results, and you'll be able to talk your way out of any poor design decision. After all, the website is for customers and potential customers. If it's not reaching them or converting them or working for them, it needs to change. Fast.

We introduce you to some new tools and concepts that will get you there, such as user personas, usability techniques, and even how to redesign landing pages to benefit users and increase conversion rates. The user (that is, website visitor) is your primary focus.

Understanding the Buying Process

Website visitors interested in your products or services can be “mapped” to a place in the buying process. Provide different kinds of pages on your website to address different stages of the buying process, as shown in Figure 1.2.

By addressing the needs of your website visitors who are at different stages of the buying process, you can also support the sales process.

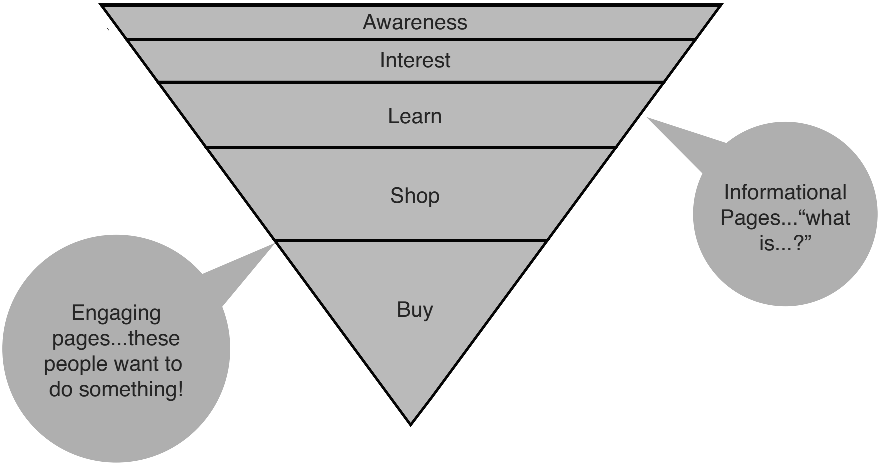

Awareness
Interest
Learn
Shop
Buy
Informational Pages..."what is...?"
Engaging pages...these people want to do something!

Figure 1.2 *Different buying process stages require different kinds of information from your website.*

Remove Organizational Silos

Getting your marketing, sales, and website teams to work with each other, share data, integrate their workflow, and coordinate efforts as a team could be your biggest challenge. With everyone sharing the goal to obtain the results we outline in this book, you'll be able to coordinate efforts across organizational silos with less resistance.

What results are we talking about? Essentially, being able to track closed sales back to specific marketing efforts, thereby identifying which marketing efforts bring in more and better-qualified leads than others. Well worth the effort, in our opinion.

Get the Most Bang for Your Buck

Should you code your own content management system (CMS) or customer relationship manager system (CRM)? We have seen this done, but we typically don't advise that you take this approach.

There's no need to reinvent the wheel or spend all your time under the hood of your website; it's best to use state-of-the-art components instead. Many good tools are available, such as software as a service (such as Salesforce.com) or free open source implementations (such as SugarCRM and CMS systems WordPress or Drupal).

You'll be able to spend your energy perfecting the parts of your website that your visitors will see and interact with. This will take all your creativity and cleverness, so save that for the good stuff, instead of reinventing the wheel.

Find Out What's Working

Discover what works, and abandon what doesn't. Be ruthless and cut a favorite (or fun) program if it's not giving you leads or sales. Save the funds (preferably as soon as possible!) and initiate new programs that you already know are doing better, thus improving the bottom line overall.

How do you find out what works? You guessed it: with metrics. Set them up, track them, and analyze them. Measuring which efforts drive more online sales or more conversions or more downloads (whatever your specific goal) lets you identify what's working and what isn't.

Lessons We've Learned

We delve into the nitty-gritty details of paid search, organic search, usability, conversion metrics, and more in subsequent chapters. This section, however, goes over some of the more common problems that stand out for many companies, as lessons already learned.

Keywords, Keywords, Keywords

The "keyword" issue is one that's nearly universal. Companies have one idea about what their keywords are, but after an initial conversation come away with a completely different concept of what their keywords *really* are, in the eyes of their potential customers.

Sometimes, the keywords that a company initially identifies are not bad, but simply need to be relegated to secondary status in favor of other more commonly used primary keywords. The point is that people use terms for your products and services that may be more everyday words than how you internally label and market your products or services.

Table 1.1 illustrates this concept better than a long-winded explanation. Some of these are real industry examples, some are imaginary (but realistic), but they all illustrate the point.

Table 1.1 List of Initially Proposed Keywords and Improved Keywords

Proposed Keywords	Improved Keywords
For a fast food company: creamy dreamy drink	Milkshake
For a real estate company: property	Home, house
For a rat-killing product: rodenticide	Rat killer, rat poison
For a security construction company: bullet-resistant divider	Bulletproof wall

Table 1.1 Continued

Proposed Keywords	Improved Keywords
For a clothing company: outerwear	Coat, jacket
For a leather goods company: handbag	Purse, pocketbook
For a clothing company: polar fleece pullover	Sweatshirt
For a dogcare company: doggie daycare	Dogsitter
For a daycare company: childcare, education	Daycare, preschool
For an automotive parts company: battery maintainer	Battery charger
For a software services company: user's guide	User manual

Sometimes, the business management isn't sophisticated enough to make these keyword mistakes. We often hear things like "my customers can find me if they search my brand name." But what about the potential customer who's never heard about you? Don't you want to capture them, too?

Or worse, what if you have a famous name within your business name, such as Blackbird Shoes or Cayenne Footwear. Perhaps there's a big pro sports team named the Blackbirds, or the hottest new Hollywood actor's last name is Cayenne. You're lost in the shuffle... and even customers who *do* know your business name can't find you online.

You need to put yourself in the shoes of someone who has never heard of your business, and then get visible on those search terms. The point is this: *Choose keywords that generate both interest and revenue.*

Paid Search Mismatches

It takes a couple of minutes to set up a new paid search advertising account, and a lot of effort after that to optimize it and your website so you're making money instead of spending it.

One of the major issues can be that keywords for ad campaigns are mismatched to actual search keywords.

For example, do a search on something like "pink snow boots" and click some of the paid advertisements. You'll go to websites of retailers, often major national ones, but won't necessarily find your pink snow boots. You might find snow boots (none of them pink) or pink leather boots.

Or maybe you're looking for a new suede coat, so you enter "women's suede coat" in your favorite search engine, only to find advertisers linking to women's down coats, or even men's coats, which is clearly off the mark.

With paid search, you can define rather narrowly exactly what the campaign will be, for which keywords your ad will appear, and which pages you'll link to on your website.

If you have this type of mismatch, you're

- Not getting a sale from the ad
- Paying for the keyword mismatch
- Potentially negatively impacting your brand due to the mismatch, because of frustrated website visitors

It's a lose-lose-lose situation, and one that can be fixed easily. Our general rule of thumb is to use broad matches for keywords and website pages on organic search, and narrow the focus for both landing pages and advertising keywords. Focused is better!

Get the Fundamentals Right First

We talk a lot about tactics throughout the book that could be thought of as "eating your vegetables," basic fundamentals that will get you very far.

Yes, we know that there are many exciting things out there today, like working with social media, but we don't focus on those areas too much, even though they're "hot." We know that where most businesses are today is still at the stage of getting qualified people to visit your website (and converting them to sales). (When these basics are taken care of, feel free to move on to other Internet marketing tactics, such as social media.)

The tools and techniques in this book help you to transform your business and grow your business online. We believe that combining these fundamentals in this way creates a unique competitive advantage. Simply apply these "eat your veggies" basics in the way we propose and you'll find that you are light years ahead and can really get some traction.

Then, at *that* point, you can play around with social media and do more "fun" things along those lines.

Bigger *Is* Better

It's true, when it comes to phone numbers, calls to action, and Buy Now buttons on either landing pages or regular website pages, bigger is better. In fact, you can very rarely make it too big.

You can find more information about good landing page design in Chapter 6, "Putting It All Together and Selling Online," in the section "Designing Landing Pages."

Content and Inlinks

Everything in the world of search engines, algorithms, and visibility changes constantly, with two exceptions. The more pages of content you have, the more opportunity you have to rank in Google or other search engines. Using a tool like WordPress or another content management system makes it easy to keep adding fresh content. Do it.

The second constant is inlinks (links from other websites to your website's content). How many other people are listing your website, and how reputable are they? The search engine algorithms factor this in when they judge your website and calculate its ranking.

It might be boring, but you really have to do it. It works... so work on your content and inlinks regularly. Yes, it takes time and patience, but these fundamentals can ensure that you make enough money in the long run to make it worthwhile. (When it comes to an ROI analysis for content and inlink effort, you need to be in it for the long haul.)

Websites Are for Spiders and People

Another thing that's often overlooked is that websites need to be designed and developed for two main audiences: people and the search engine spider programs that analyze your website. Design for spiders and people with every step you take.

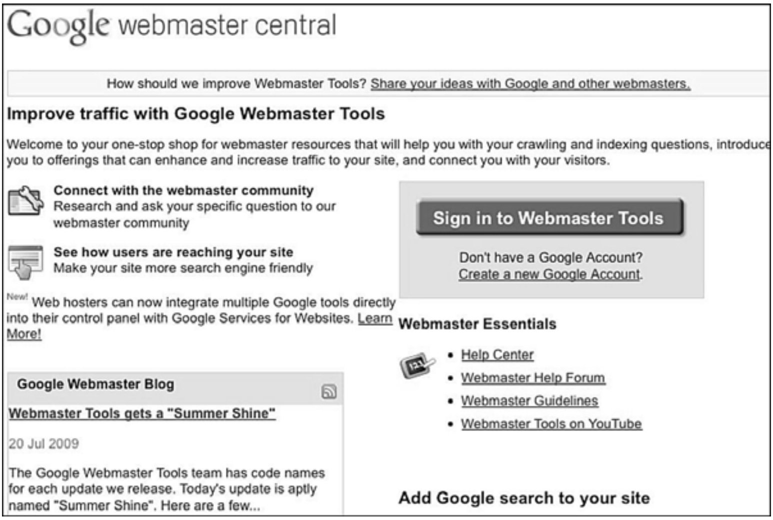
For example, create a Sitemap page for people to see how your website is organized at a glance, but create a separate sitemap.xml file on your server for the spiders to read and understand your internal website structure.

Figure 1.3 shows just one of many tools that Google makes available for webmasters to improve their website's ability to be read by the spiders.

Small Business Safety

A word to the wise, particularly if you are a small business and don't have an IT department continuously checking your back door for hackers: Use a tool such as WordPress to manage your website content or blog.

WordPress (www.wordpress.org) is free, but has a large community of both developers and users. You won't get in the situation where the person who's helping you with your website goes off and gets a full-time job, leaving you high and dry. Customizable themes and templates are easy to configure and can save you thousands of dollars over time.



Google webmaster central

How should we improve Webmaster Tools? Share your ideas with Google and other webmasters.

Improve traffic with Google Webmaster Tools

Welcome to your one-stop shop for webmaster resources that will help you with your crawling and indexing questions, introduc
you to offerings that can enhance and increase traffic to your site, and connect you with your visitors.

Connect with the webmaster community
Research and ask your specific question to our webmaster community

See how users are reaching your site
Make your site more search engine friendly

New! Web hosters can now integrate multiple Google tools directly into their control panel with Google Services for Websites. Learn More!

Google Webmaster Blog

Webmaster Tools gets a "Summer Shine"

20 Jul 2009

The Google Webmaster Tools team has code names for each update we release. Today's update is aptly named "Summer Shine". Here are a few...

Don't have a Google Account?
Create a new Google Account.

Webmaster Essentials

- Help Center
- Webmaster Help Forum
- Webmaster Guidelines
- Webmaster Tools on YouTube

Add Google search to your site

Figure 1.3 *Using Google Webmaster Tools is one way to learn more about improving your website for spiders.*

What's more, many CMSs are susceptible to hackers. WordPress is too, of course, especially if you don't keep up with the latest version that corrects a newly discovered security flaw. With a large development community, however, it's less susceptible.

It's not fun if you're working with a subcontractor to maintain your website and they get hacked. You're left hanging with a hacked website only to discover that the work required to repair it is considered out of scope.

Budget for Marketing the Website Itself

A common pitfall is that a "website budget" is earmarked solely for design and development, with little to no funding left for marketing the website itself. Leave enough money (for example, half or more of your budget) to actually promote the website.

Try to avoid overspending on the website itself. Many small businesses find that no one is coming to their new website and they have no budget to fix it. If you consider this issue up front and budget for it, you should be in good shape.

Learn by Example

Throughout this book, we use two fictitious companies to illustrate how to implement certain elements to improve your website and its marketing:

- **Happy Puppy**, a small service-based business that sells puppy- and dog-training classes
- **TropiCo**, a large conglomerate in the tropical fruit reselling business

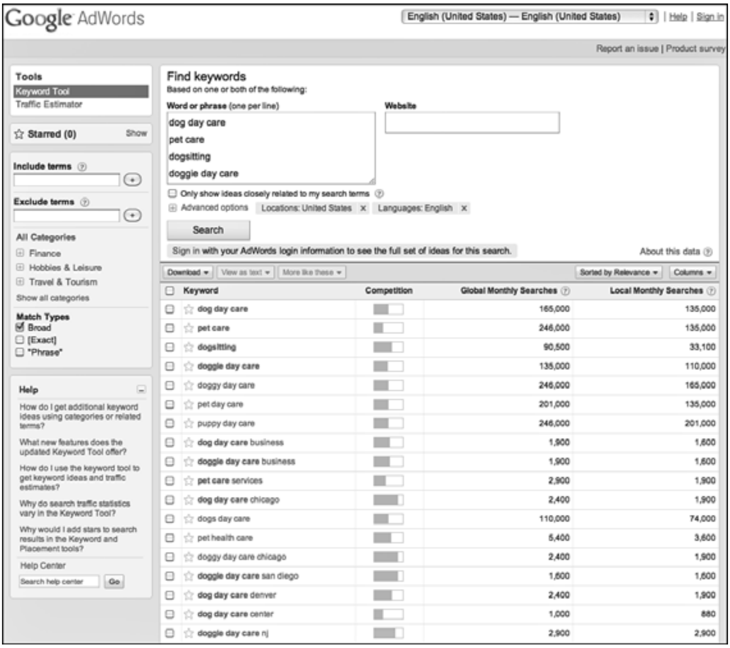
Let's meet them both with a couple of quick Internet marketing scenarios.

B2C Example: Happy Puppy

The two small business owners running Happy Puppy are struggling with starting a paid search campaign from scratch. They're savvy enough to have created a keyword-rich website, but have focused on their preferred cutesy terms (*doggie daycare* instead of *dogsitter*, for example).

They found out about Google's Keyword Tool, and after playing around with it identified several keywords that were more likely to get results from people looking for their training classes and services.

Some of the discoveries, as shown in Figure 1.4, included that people were likely to search for specific training problems, such as crate training, housebreaking, or handling problem behaviors like chewing or pulling on a leash.


Google AdWords
English (United States) — English (United States)
Help
Sign in
Report an issue | Product survey
Tools
Keyword Tool
Traffic Estimator
Starred (0)
Show
Include terms
Exclude terms
All Categories
Finance
Hobbies & Leisure
Travel & Tourism
Show all categories
Match Types
Help
How do I get additional keyword ideas using categories or related terms?
What new features does the updated Keyword Tool offer?
How do I use the keyword tool to get keyword ideas and traffic estimates?
Why do search traffic statistics vary in the Keyword Tool?
Why would I add stars to search results in the Keyword and Placement tools?
Help Center
Search help center
Go
Find keywords
Based on one or both of the following:
Website
Search
Sign in with your AdWords login information to see the full set of ideas for this search.
About this data
Download
View as text
More like these
Sorted by Relevance
Columns

Match Types
☑ Broad
☐ [Exact]
☐ "Phrase"

Word or phrase (one per line)
dog day care
pet care
dogsitting
doggie day care

☐ Only show ideas closely related to my search terms
Advanced options: Locations: United States; Languages: English

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
dog day care		165,000	135,000
pet care		246,000	135,000
dogsitting		90,500	33,100
doggie day care		135,000	110,000
doggy day care		246,000	165,000
pet day care		201,000	135,000
puppy day care		246,000	201,000
dog day care business		1,900	1,600
doggie day care business		1,900	1,600
pet care services		2,900	1,900
dog day care chicago		2,400	1,900
dogs day care		110,000	74,000
pet health care		5,400	3,600
doggy day care chicago		2,400	1,900
doggie day care san diego		1,600	1,600
dog day care denver		2,400	1,900
dog day care center		1,000	880
doggie day care nj		2,900	2,900

Figure 1.4 *Working through potential new keywords for the Happy Puppy website.*

This prompted them to turn back to their website and rework their existing content to use terms like *dogsitter* and include dog behavior problems for their daycare and training services pages.

They also decided to start a blog, where they could include posts targeting specific training for different behaviors, keeping the website relevant and fresh. They even decided to rename some of their training classes, before moving forward with their new paid search advertising campaign.

B2B Example: TropiCo

A recent review of their weblog data revealed that the new landing page graphic design launched last month actually slightly reduced their response rate. The question is, why?

After conducting an informal usability test with a handful of prospective website visitors, they quickly saw that people accessing their landing pages (after clicking their paid search ad) were carefully reviewing the content on the page. Yet, in doing so, they were scrolling down, and the call to action, which was located in the new page header, was scrolling away as well.

A-ha! People in the test were going directly into their main website to look for more information, instead of just picking up the phone or contacting the company online to place an order. No wonder the online lead conversions were dwindling instead of improving.

After a quick fix to the new landing page template, the prominent call to action within the page copy started to pay off, and they slowly saw an increase in their conversion rates.

Tip

Refer to the Appendix in this book for a detailed report for our fictional TropiCo company. This insightful "state of the web" report was prepared for their board of directors by the Internet marketing team at year end. It covers data and progress for the year in review, explains how it happened, and has a section looking forward to the following year.

Online Sales Engine Success Stories

We also quote several case studies throughout this book, which are from real life and relate directly to the subject of each chapter. Let's wrap up this chapter by looking at a few case studies of companies that have applied the online sales engine to improve their bottom lines.

Case Study: Moving into New Global Markets

One high-tech company, spun out of a major research university, develops high-performance cell-analysis systems at a fraction of the cost of competitors. This new start-up company needed to break into an existing and highly competitive market: life-science research equipment.

They needed to build a U.S. presence and break into the international community for their market. The strategy entailed SEO and ongoing paid search in the United States, South America, Europe, and the Asia-Pacific region.

Landing page testing and analysis was part of the package, ensuring that the target market for each country found just what they needed, when they needed it. Advanced strategies with Google Analytics were applied, to measure progress in new geographic markets. The company adapted this same data to inform offline marketing decisions and new target areas.

By applying the online sales engine metrics tools, they are able to follow their online traffic all the way into their CRM system. This way, they know which efforts have the biggest payoff in each country.

After working on these efforts for 2 years, they saw their cost per lead decrease by 64% and their conversion rate more than double. The results from their online lead tracking combined with in-depth website analysis is guiding their Internet marketing strategy for the coming year.

Case Study: Manufacturing Company Improves Sales

A manufacturer and installation service company for custom security systems needed to expand its reach and drive new sales. The new website just wasn’t pulling in the target number or quality of leads they were hoping to garner, despite aggressive marketing efforts.

The strategy to drive more traffic involved focusing on the Google AdWords account to help the company realize return for its advertising expenses. The advertising funds weren’t being spent as wisely as they could have been. The AdWords account was reorganized to focus on the keywords that would deliver the best leads back to the company. Expensive keywords that weren’t entirely relevant to the business were eliminated, making advertising an effective driver of sales leads.

The impact of online advertising was further increased by more effective landing pages. Many savvy marketers miss the importance of a landing page that delivers, in a compelling way, the exact information a person is seeking when clicking an ad.

The website copy was also improved, adding keyword-rich text throughout, to improve search engine visibility. The effort also included redesigning the company’s website and appropriately indexing the website with Google, to support organic search results.

The end effect was that the organic search rankings improved dramatically. More important, they began driving sales for the first time from their website, achieving just under $2 million in online sales by the end of their first full year with the new strategy.

This translated to nearly $20 in sales for every $1 spent on advertising. The following year, continuing optimizations allowed for an additional 40% increase in revenue with only a 30% increase in advertising spend.

Case Study: Large Childcare Provider Increases Web Conversions

A large provider of early education and care services to children between 6 weeks and 12 years of age wanted to leverage the web to deliver new business leads in a slow economy. With multiple brands, more than 1,100 schools (corporate and franchise) serving over 100,000 children in the United States and internationally, the company was using its brand websites as the primary point of contact to communicate both with prospects and existing customers.

Initial efforts after the initial website launch involved website analytics, paid search, and SEO, although the company was unsatisfied with the outcome of those efforts. They wanted to improve both their online presence and marketing efficiency.

Paid search improvements were tackled first; website-based lead generation was the primary measure of success for the project. A costly website redesign was avoided by identifying ways to rearrange and edit existing website content for increased effectiveness. Paid search was also integrated more fully into existing online marketing efforts, as part of a comprehensive online strategy.

Conversion rates were improved by applying usability improvements. These came from directly assessing website visitor behavior and interviewing both users and the sales team. Paid search campaigns were moved beyond just Google to Yahoo! and MSN, and the conversion rates improved by creating geotargeted landing pages.

The result from these usability, landing page, and paid search campaign changes was that the cost per conversion steadily declined in all three paid search programs and conversion rates increased overall by 35% over a 2-year period. In addition, advertising costs were reduced by 5% for a competitive keyword marketplace.

Case Study: Major Software Company Grows Sales

One of the world's leading organizations in optimizing application performance, this computer industry leader provides software, experts, and best practices to ensure applications work well and deliver business value. Supporting 46 of the top 50 Fortune 500 companies, and 12 of the top 20 most visited U.S. websites, the diversity of their products, services, and target audiences demands a measured, integrated visibility strategy.

Their initial goal was to appear on "page one" for search engine results listings and paid search results. They also were posing great questions among themselves, such as "How can we build upon and improve our existing online marketing efforts?"

Many strategic online elements were already in place: a successful website, analytics tools, a paid search program, and a talented team poised to implement a profitable visibility strategy. A plan focusing on earning the top spots in online search for multiple languages emerged. Additional objectives included elevating specific company solutions and reinforcing an international presence.

Three key components drove the success of their new online marketing initiative:

- **A review of the infrastructure for search engine optimization:** Search engine visibility improved significantly for nonbranded terms through implementation of a structured strategy for URL taxonomies, page redirection, page design, link building, and more.

  With numerous complex websites within the corporate global network, evaluating and leveraging existing content is key, as both the organization and its websites continue to grow.

- **Integrating online lead tracking into their CRM system:** Integrating search marketing activities with lead source tracking now links how customers are finding the company online and the effectiveness of their online marketing activities in converting online interest into sales.

- **Paid search arbitrage:** Building on existing successful paid search campaigns, the next level adds depth using a word market strategy and provides a strategy for the aggressive optimization of individual campaign elements, particularly landing page optimization.

  You learn more about the word market in the section "Speak Your Audience's Language: The Real Search Engine Optimization" in Chapter 5, "The Audience Is Listening (What Will You Say?)."

The company has deepened their level of expertise in the area of search marketing. In addition to investing in online marketing efforts, they are now getting a return on those efforts through metrics: tracking, analyzing, and measuring data. Their newly created online sales engine uses the web to drive and convert customers.

Summary

We see a lot of companies that have their Internet marketing initiatives (such as paid search and organic search) well underway, but still have room for improvement. But how and where to improve?

The heart of getting real traction out of your Internet marketing program is to tie marketing and sales data together, with metrics. Track what you're doing, track the impact, and track the resulting sales. You'll learn more about what works, or doesn't, for your company.

In addition, take these lessons learned to heart:

- The customer is king, and is your top priority when making website management decisions.
- Be aware of the buying process, and address the needs of your website visitors accordingly.
- Work to break down those organizational silos; get marketing, sales, and website teams talking with one another.
- Don't reinvent the wheel, use off-the-shelf software and spend your energy and money elsewhere on your website projects.
- Find out what's working and abandon what isn't.
- Reevaluate your keywords in the eyes of your potential customers, not your marketing copywriter or product development manager.
- Check for mismatches in paid search campaigns between ads and actual search keywords.
- Get the basic fundamentals right, before jumping into an exciting new area (like social media).
- To create a good call to action on a landing page or elsewhere in your website, bigger really is better.
- Work on adding and improving your website content and continuing to recruit new inlinks to your website as much as possible; they will both make a big impact in the long run.
- At every step, design your website for both search engine spiders (crawlers) and people.
- Small businesses should take a few extra precautions to discourage website hacking.
- Add money to the website budget to market the website itself, not just to design and build it.

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