

THIS IS NOT YOUR DADDY'S INTERNET

REAL RESULTS (\$\$\$) FROM DESIGN,
SEARCH, MOBILE & SOCIAL NETWORKS

TELL ME ABOUT YOU

- ❖ Does your business have a website or are you responsible for one?
- ❖ How many visitors did you have in December of 2011?
- ❖ How many of those visitors turned into leads or sales?
- ❖ Do you know how to find this information - can you get it instantly?
- ❖ Would it impact your business if you could?

WHY DOES IT MATTER?

- ❖ PEW Research: December, 2011
- ❖ 31% of adults over 18 rely on newspapers to find a business.
(Frankly, I doubt it's that high!)
- ❖ 8% rely on TV
- ❖ 5% rely on radio

WHY DOES IT MATTER

- ❖ **Because 47% of adults 18 and up RELY ON THE INTERNET TO FIND A BUSINESS.**

WHY DOES IT MATTER

- ❖ Of the 47% of adults who rely on the internet to find a business:
- ❖ **36% rely on search engines**
- ❖ 16% rely on specialty websites (Service Magic, Dexknows, Thomasnet and the leech sites like Yelp and Merchant Circle)
- ❖ Only 1% relies on social networks (more on this later!)

WHY DOES IT MATTER

- ❖ If that doesn't get ya... perhaps these stories will.
- ❖ "I can't find the part for my bicycle!"
- ❖ "Daddy it's broken!"
- ❖ Have I got your attention yet?

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- ❖ With a website and some great search engine work: \$2 million dollars per year (with only about 4 employees!)

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MISSED OPPORTUNITIES?

- ❖ Client 2: Dentist Offices - had a cookie cutter website, no search engine work
- ❖ With a modern site and search engine work, a 333% increase in appointments from the web in 90 days.
- ❖ So with all that in mind... what should you be doing NOW?

4 THINGS TO DO NOW

- ❖ Website design and usability
- ❖ Search engine optimization and marketing (SEO)
- ❖ Get “mobile ready”
- ❖ Social network marketing - (not so much)

WEBSITE DESIGN

- ❖ Commandment #1:
GIVE THEM WHAT THEY WANT, WHEN THEY WANT IT, AND GET OUT OF THE WAY
- ❖ Make your best guess at visitors via studying key phrases
- ❖ Make what THEY want the easiest things to find
- ❖ Don't bog it down with stuff to make YOU feel good

WEBSITE DESIGN

- ❖ Commandment #2:
THOU SHALL NOT MAKE THEM THINK
- ❖ Again, put the most common things up front, make them easy to find
- ❖ Clear visual hierarchy (not everything is the most important)
- ❖ Make things that look clickable clickable!
- ❖ Use conventions. The logo goes home, search boxes, etc.

WEBSITE DESIGN

- ❖ Commandment #3:
LET IT BREATHE
- ❖ Space is your friend
- ❖ Clear Visual Hierarchy
- ❖ Less is always more

WEBSITE DESIGN

❖ Commandment #4:
KEEP IT REAL

❖ Speak in conversational tone

❖ Avoid Happy talk

❖ NO corporate double speak

❖ While we are at it, here's some more no-nos..

WEB DESIGN NO-NO'S

- ❖ FLASH or other annoying animations.
- ❖ Auto play sounds our videos
- ❖ Making it all about you (it's about your customer!)
- ❖ 1998 called, they want their website back

BASIC MUST HAVES

- ❖ Phone # easily found, easy way to contact you, make sure your email address is the same domain
- ❖ Let them know they are in the right place: Who are you and what can you do for them?
- ❖ Know your BUYER not your VISITOR
- ❖ A call to action
- ❖ A way to track results: Stats, Analytics, Trackable phone numbers and website forms

BASIC MUST HAVES

- ❖ Don't ignore the browser wars!
- ❖ Internet Explorer is still dominant, but dropping like a rock... down almost 50% in usage over the last year.
- ❖ Site must be tested on IE 7 (for now) 8, 9 and soon 10.
- ❖ Also: Chrome, Safari and Firefox
- ❖ And it can look different on each browser on a Mac or PC, so make sure both are tested

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ALL ABOUT SEARCH

- ◆ GOOGLE HAS 91.34% OF ALL SEARCHES
- ◆ And all searches are based on a KEY PHRASE (forget key “words”)

KEY PHRASES

- ❖ Finding the right Key Phrases is the best way to separate buyers from visitors
- ❖ “Polar Bears” vs. “Polar Bear Tours”
- ❖ Think Key Phrases all the time when talking to customers: ask them how they would type to try and find you.

SEARCH RESULTS

- ❖ Organic Vs. Paid rankings
- ❖ Google Places
- ❖ Not on page one of Google?

SEARCH RESULTS

- ❖ Not on page one of Google?
- ❖ YOU DON'T EXIST (85% of searchers NEVER look past the first page of results!)

SEARCH RESULTS

- ❖ Getting on page one of a Google search for the RIGHT KEY PHRASE will make a difference in your business. Period.
- ❖ Getting above the “fold” will make a bigger difference
- ❖ Getting the #1 ranking for the right key phrase can dramatically induce massive growth (depending on all the other variables in your business)

GETTING TO #1

- ❖ Be THEE most relevant website to the particular phrase
- ❖ Limit the site to X amount of phrases (don't try and be everything to everybody!)
- ❖ Be the most popular site for that phrase
- ❖ Give the "bots" a bone
- ❖ Hosting & the speed of your website DOES matter

GETTING TO #1

- ❖ In 2010, we learned that links from social networks DO matter - more on this later
- ❖ Using other Google products can help: YouTube, Analytics, Google+, Google Places, Google maps are your best bets

STAYING AT #1

- ❖ Maintaing good search results cannot be taken for granted.
- ❖ Check early, check often, monitor movement
- ❖ Competitors are not sitting on their keesters
- ❖ Watch for Google changes

STAYING AT #1

- ❖ You may NEVER get there - don't despair.. getting close can be just as good.
- ❖ It's a never ending battle
- ❖ Let's move on to another way you can get rankings...

MOBILE READY?

- ❖ 79% of smart phone users use the phone to find a business
- ❖ Mobile searches on Google increased 200% from 2010
- ❖ Tablet (iPad) grew 440% in the last year

MOBILE READY?

- ❖ What is “Mobile Ready”?
 - ❖ At the very least, your current website can be viewed on an iPhone, Android and Windows mobile device.
 - ❖ Better yet: A simplified version of your site for mobile devices
 - ❖ It's not an APP. App's are specific to devices and at this point, very costly

MOBILE READY?

- ❖ The browser wars are back!
- ❖ Now your website has to at least work on iPhone, Android, and Windows mobile.
- ❖ Bad news: Different phones with the same browser may display the page different
- ❖ Good news: low market share on a lot of phones

MOBILE READY?

- ❖ A VERY basic mobile site should have:
 - ❖ Very little text (use icons instead)
 - ❖ Contact info, about you info (reduced) what services your offer, any special info you think is required

MOBILE READY?

- ❖ So if you've followed my advice so far, you would have:
 - ❖ A website that knows buyers from visitors
 - ❖ It could track what happens on the site & make better spending decisions
 - ❖ Make you some real money!
 - ❖ Works anywhere, anytime on almost any device
 - ❖ So let's talk about what your next step would be...

SOCIAL NETWORKS

- ❖ Facebook
- ❖ Twitter
- ❖ LinkedIn
- ❖ (There are way, way more of them)
- ❖ How many here have a Facebook page? Twitter account?
LinkedIn page?

SOCIAL NETWORKS

- ❖ Commandment #1 of Social Networks: Make sure you have a good website and SEO first
- ❖ You need to own your own space... social networks can do anything they want to you on their network
- ❖ They limit space... your website is a better place to provide details and a call to action

SOCIAL NETWORKS

- ❖ Commandment #1 of Social Networks: Make sure you have a good website and SEO first
- ❖ Commandment #2: If you're not ready for them, go grab some URI's while you can!
- ❖ Commandment #3: Most are SOCIAL networks, not marketing channels (yet)

SOCIAL NETWORKS

- ❖ There are advantages:
 - ❖ Having a large “following” on a social network really can do miraculous things in an instant
 - ❖ Can let potential customers get to know the real you
 - ❖ Are your customers also people you’d have a beer with?
 - ❖ Like Google Paid ads, Facebook can provide a VERY targeted market to show your ad to

SOCIAL NETWORKS

- ❖ To summarize social networks (for now)
- ❖ Don't get talked into a large social media budget (just yet) by the "We're so hip we could pee!" crowd.
- ❖ Grab URL's
- ❖ Experiment! You quickly learn to love Twitter... and Facebook is always good (until your relatives find you on there)

SO THERE YOU HAVE IT

- ❖ To bring it all together:
 - ❖ If you're not on the web, you don't exist to a very large portion of your customers, and that number goes up every day
 - ❖ If your not on page one of Google, your still not on the web
 - ❖ Web marketing can be precisely measured: Do that and you win.

SO THERE YOU HAVE IT

- ❖ To bring it all together:
 - ❖ Pay attention to who and what you are in the web in the same manner you pay attention to your office, your vehicles, what you wear, and how people are interacting with your business. You'll be amazed at the opportunities that are waiting out there for you!
 - ❖ It's NOT your daddy's internet - it's yours! Make the best of it!

THANKS!

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