

# Your Business on the World Wide Web

Or... Claim Staking, Territory Taking, and  
Reputation Making in the Wild Wild Web.

# Who is your Target Market?

- Who are your current customers, and how did you get them?
- What kind of customer do you want more of?
- How do you find out more about your target market?
  - Talk to them, observe them, read about them – all with an ear for their vocabulary
  - Find ways to define them – demographics, buying habits, lifestyle priorities, favorite TV shows, favorite web-browsing devices

# How does your target market use the Internet?

- How likely are they to go online to:
  - Research
  - Buy
  - Communicate
- What search terms are they most likely to use to:
  - Find you or your business
  - Find a business like yours
  - Find services or products like yours

# If you build it, will they come?

- Why will your target market be coming to your site?
- How will they find you?
- What basic SEO (Search Engine Optimization) can you do to help them find you faster?
  - Identify primary and secondary search terms
  - Put primary search terms in page titles
  - Put primary and secondary search terms in page descriptions, page text, and picture tags (title & description).

# The Dark Arts - SEO

Or... How to Make or Lose a Lot of Money

# Build Your Search Term lists

Remember all that work you did to identify your target market and evaluate why they will most likely come to your site and how they will find it? Here's the payoff.

- **Primary Search Phrase list** – the most important ones
  - The most likely search phrases that will be used by your target market(s)
  - The most valuable search phrases for sales to your target market
  - Keep it to 10 or less
- **Secondary search phrases**  
Likely search phrases that didn't quite make the cut for most important. Keep these ranked in order of importance.

# SEO – To hire or not to hire?

- **YOU must be the expert on your target market**
- **Most web designers can do basic SEO** (and you can, too, if you have access to your web pages & some time.)
- **Advanced SEO is best hired out** unless you have LOTS of time & interest. A few of things a hired gun might do:
  - Build a meaningful link network
  - Claim & optimize your business listing in dozens of online directories and map programs
  - Saturate your site's metatags and content with your primary and secondary search phrases
  - Run an online ad campaign for you

# More on “You are the Expert...”

Keep in a mindset of continually learning about and defining your target market. You must be the expert of your target market so that you can efficiently manage all the hired guns for your web presence.

How to lose a lot of money:

- Hire an SEO company to optimize for search terms your target market doesn't really use
- Hire an SEO company to run an ad campaign for you that uses search terms that are too general

# Advertising Online

Or... How to Make or Lose a Lot of Money, Part II

# Online Advertising Options

- Google Adwords  
<http://www.google.com/ads/displaynetwork/index.html>
- MSN (Bing & Yahoo)  
<http://advertising.microsoft.com/small-business/search-advertising/get-started-adcenter>
- Facebook <http://www.facebook.com/business>
- Niche market websites – blogs, infotainment sites, popular goof-off sites like I Can Has Cheezburger  
<https://www.isocket.com/group/cheezburger-network>

# Internet Ads – WWW Haiku

- Text Ads standard (Google, Bing, Yahoo)  
Headline, 2 lines of promo copy, link showing URL (or an alias for your URL)
- Small image ads (Facebook)  
Varies, but generally a title over a small square picture with up to 5 short lines of promo copy next to it, everything links to your URL, but URL doesn't show.

**WRITE TO YOUR TARGET MARKET**

# Pay Per Click Ads – the Basics

- Ads jostle for premium positions via a bidding system. You can set the maximum amounts for your bids.
- You can have multiple ads within an ad campaign, and you can have multiple ad campaigns
- You can set budgets by ad and/or by ad campaign.
- You can set when your ads display and where (specific geographic detail varies)
- You can set conversion targets
- You can set up multiple users for your ad accounts (insist on having all ad campaigns under your account)

# Not all feedback is created equal

Info to look for in your ad campaign control panel:

- Which ads are getting the most clicks? Where? When?
- Are you running through your budget too fast?
- Look for any info that will help you answer the Big Question: Is the cost of this ad worth it?

Open a free Google Analytics account, or purchase website traffic tracking software. These tools help you track what users do on your site after they clicked the ad.

# The Cloud – User Resources Hosted Elsewhere

Translation in Texan – You might use it on your computer, but it ain't really there. When the internet goes down, you're just a big hat with no cattle.

# “The Cloud” is stuff you get to online

- **Services online**

*Facebook, QuickBooks Online, MS Office 365, online backup services*

- **Infrastructure online**

*Basically this is rent-a-server; you rent the space for storage and also load your own programs, then it runs like your own private server but without the loud noise.*

- **Development Platform online**

*Similar to rent-a-server, but more complicated. A space to develop and run your own customized software; very useful if your software company offices in your garage.*

# Kinds of Clouds

- **Public Cloud** - Anyone can get to it, managed by others
  - Amazon
  - Facebook
  - LinkedIn
- **Hybrid Cloud** - Some parts public, some parts private
  - Customer accessed private sites for ordering, etc.
  - Business sites that have a distributor-only login section.
- **Private Cloud** - No parts are public, managed by those it serves
  - Your Company owns the hardware, maintains it, and controls access to it.
  - Not accessible by anyone outside the company.

# White Fluffy Cloud stuff

- **Less headaches and potential cost savings**

*Like an all-bills-paid apartment, you just pay your monthly fee and someone else worries about hardware, maintenance, and the electric bill.*

- **Generally, easy to setup and use**

*Easy if you don't mind starting from a blank slate, hard if you need to import lots of info. (QuickBooks ad – “You, too, can be up and running in 15 minutes!” We always get a good laugh out of that one!)*

- **Disaster recovery planning is easy**

*Well, it's easy IF the service makes lots of backups – ask!*

- **Try new services and software without the big upfront cost of setting up your own system.**

*Not necessarily a savings in the long-term, depending on what services and software you are doing.*

# Dark & Gloomy Cloud stuff

- Do you know where your data is? Really KNOW?  
Things we assume, but don't typically know:
  - The service provider has good onsite security
  - The service provider has good anti-malware security
  - The service provider has competent, honest employees
  - The service provider is doing the backups they promised
  - The service provider will make sure the service works fast
- Upgrades, software changes and service parameters are not typically under your control
- Beware free services! *Ain't nothing on the 'Net fer free!*
- READ THE SERVICE LEVEL AGREEMENTS!!!

# Q & A