

InSynch Training *InSynch*

Croeso / Welcome

InSynch Business Services Ltd

eMarketing Beginners

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Beginners eMarketing

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Purpose of the Day

- How to get a Web site
- Domain names and hosting
- Web site or DIY
- Demystify Web design
- Important Web site design factors
- Writing a Web design brief
- The basics of marketing
- What keywords people are searching for
- An overview of on-line marketing

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Ingredients for a Web site

- Domain Name
- Hosting
- Web site

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Domain Names

- specific address on the Internet
- also know as an IP address
- e.g. 124.125.153.113
- made up of two parts
 - the name
 - an extension, e.g. .co.uk, .com

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Choosing the Right Name

- Relevant to the business
- Not too long
- Easily remembered
- Unique

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Extensions

- .com = commercial
- .gov = government
- .org = organisation
- .org.uk = organisation
- .net = networks
- .ac = academic
- .biz = business

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Country Extensions

- .uk = UK
- .fr = France

Examples:
www.universityname.ac.uk
www.businessname.fr

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Which Extensions to Use

.co.uk = UK company
.com = commercial site, often based in the USA but with worldwide market

Always purchase .co.uk and .com versions of domain name

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Registering a Domain Name

- Gives registrant (you) exclusive license to use the domain name
- Registration period, often 2 years
- Renewal process
- Ensure domain name is registered in YOUR name and not third party, e.g. Web developer's name

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The Registration Process

- Check availability
- Enter required Information
- Read and accept conditions of registration
- Make Payment
- Certificate issued by Nominet UK
(the registry of .uk Internet Domain Names)

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Availability

- Check on any Registrar's site

Examples:
www.compila.com
www.123reg.co.uk
www.1and1.co.uk

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Required Information

- Desired domain name
- Period of time for registration (min. one year)
- Name and address of holder (legal owner)
- Contact details of administrative, technical and billing contacts (optional)

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Benefits of having a Domain Name

- Unique identity on the Internet
- Promotion of company name
- Use of eMail that matches your domain name reinforces company's image
- Protects your company name
- Protects your trademark
- Can link products to domain name, e.g www.holidaycottagemidwales.co.uk

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eMail

enquiries@mycompany.co.uk

gives better impression than

j.bloggs@anywhere.freemove.co.uk

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Point to remember:

As more and more businesses make use of the Internet and register domain names, so being able to register the name you would like to use becomes more difficult.

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EXERCISE 1

- Think up a new domain name for a new bed and breakfast business in mid Wales
- See if it is available in the .co.uk and .com versions
- Find out how much it would cost to register both for a 2 year period

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Hosting

- rental of Web space for your Web site to reside on on the Internet
- costs from £20 - £100 per year
- advisable to purchase from the same company as your domain names
- recommended that you speak to your Web developer who may wish to undertake this

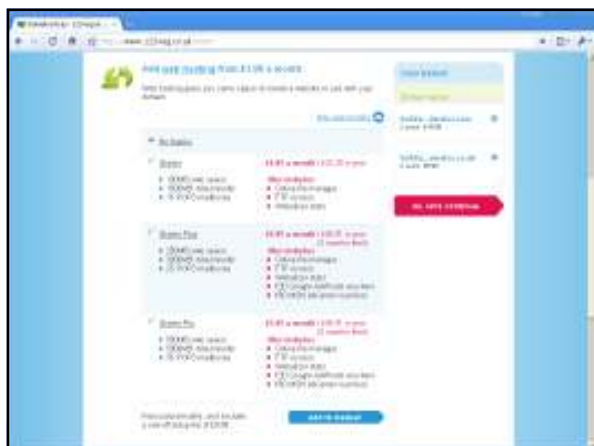
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Hosting

- POP3 eMails
- Amount of Web space – 50Mb +
- CGI
- PHP, ASP, MySQL, FrontPage Extensions
- Web site statistics
- Technical support from the host

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EXERCISE 2

- Decide what hosting facilities you need
- Find a hosting package that is suitable along with prices

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The Web site

Two options:

- DIY
- Web designer

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Considerations

- IT knowledge and skills
- Cost (time)
- Cost (software)
- Professional Business Image

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Selecting a Web Developer

- Look at other Web sites
- Prepare a Web Design Brief
- Send to Web Developers
- Analyse responses
- Check all of the costs
- Other deciding factors
- Commission the developer

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Look at other Web sites

- Competitor's Web sites
- What do you like
- What don't you like
- Colours, images, functionality
- Include these in your Web brief

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Prepare a Web Design Brief

- Introduction
- Background to the company
- Purpose of the Web site
- Corporate image
- Timescale

cont...

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Prepare a Web Design Brief

...cont

- Domain names & hosting
- Web site content
- Design
- Marketing
- How to respond to the brief
- Cost

Send to Web Developers

- Yellow Pages
- Recommendations
- Web developers of sites you like
- Internet search
- Opportunity Wales list
- Send by eMail or post

Analyse responses

- Score against your Web design brief
- Contact Web developers
- Look at reference sites
- Contact referees

Check all of the costs

- Initial design cost
- Domain name charge
- Hosting charges
- Maintenance costs
- Further development charges
- Software
 - eCatalogue
 - Web site statistics
 - Content management solution

Other deciding factors

- Working relationship
- The Web designer's own site
- Cost / quality
- Who will actually do the development
- Training
- Copyright

Commission the Developer

- Use your Web brief and the response to tender as a basis
- Agree payment terms
- Supply text and images promptly!
- Monitor progress

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Avoid

- Family relations & school children
- Over promising and under delivering
- Overly cheap pricing
- Cookie cutter solutions
- Inexperienced developers

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Doing it yourself!

- Plan in advance
- Write the site yourself in HTML
- Use a Web site development tool
 - Microsoft FrontPage
 - Dreamweaver
 - Microsoft Word (not recommended)

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DEMONSTRATION

FrontPage
Dreamweaver

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Create your Web brief

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Web Brief details

- Company Background
- Purpose of Web site
- Corporate Image
- Timescale
- Domain names and hosting

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EXERCISE 3

Use the Web brief template and start to write the 'Company Background' and 'Purpose of Web site' sections

10 minutes

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EXERCISE 4

*Find a 3 Web sites that you like
and write down 3 things
that you like about it*

Design, Navigation and Functionality
15 minutes

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What makes a good Web site

Standard pages

- Home page
- About Us page
- Comprehensive products/services section with 'calls to action'
- Form based contact page
- Contact details on every page
- Reciprocal links page
- Guestbooks
- Tell a friend

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What makes a good Web site

Images – Reduce download times

- On-line population are impatient!
- Use 'Image Editing' software to optimise images
- Save as JPEG or GIF
- Use thumbnails where possible (think small!!)
- Consider textual links instead of graphical links
- Avoid large graphic backgrounds

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What makes a good Web site

Navigation

- 3 Clicks Principle – www.amazon.co.uk
- Adhere to common standards
 - e.g. Navigation bar - left hand side/or across top of page
- Logical transitions and comprehensive linking

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What makes a good Web site

Consistency

- Layout
- Business logo – top left and link image to homepage
- Text (font, size, colour, spelling)
- Graphics and colour (contrast)
- Terminology
- Ensure all links work

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EXERCISE 5

Write the Web site content section of the Web brief

- List all the pages that you want
- Any functionality that you require
- List 3 Web sites you like and any you don't like

20 minutes

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EXERCISE 6

Write the Corporate Image, Timescale and Domain names and Hosting sections

10 minutes

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Sense of Place

- Visit Wales guidelines
- Embrace unique things about Wales
- Local people and community
- Welsh
- History
- Culture

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Sense of Place

- Include information on:
 - Attractions
 - Activities
 - Places of interest
 - Cultural events
 - Food
 - shopping

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Sense of Place

- Include links to:
 - Maps
 - Online local newspapers
 - Local history sites
- Use the Welsh language
- Promote the use of Welsh produce
- Link with other businesses to add to experience

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Marketing your Web site

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Marketing

Selling vs. Marketing
Push vs. Pull

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Know your Market

- Who are your customers?
- What is your target market?
 - People
 - Activities
 - Countries
- How will you reach them?
- How will you monitor your efforts?
- Do you have a strategy?

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USP

- Unique Selling Point
- Competitive Advantage
- SWOT analysis
- Differentiate

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EXERCISE 7

- Define your Market
 - who / where / age / activities
- Define your USP

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Marketing your Web site

“A Web site without visitors is not an Internet presence”

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Marketing and your Web site

- Your Web site is a passive form of marketing
- Not a substitute for traditional marketing techniques
- Must be integrated into your business's marketing strategy
- Requires on-line promotion
- AND traditional off-line promotion

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Methods of Marketing your Web site

- Begins with Design
- Off-line Promotion
 - Traditional printed material
 - Trade Shows
 - PR
- On-line Promotion
 - Search engines and directories
 - Links from other Web sites
 - eMail

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Marketing your Web site

- Many off-line promotions limited to "visit our Web site at.."
- Need to offer benefit of visiting Web site
- Need to know what to do with visitor once on Web site
- Trying to invoke specific action e.g. capture eMail address
- Needs to tie-in with off-line ad
- On-line experience often disconnected from off-line ad

Web site Design

- The look, feel and usability
- The user's experience
- Content
- Optimisation for the Search Engines begins with design

Off-line Promotion

- Letterheads
- Business Cards
- Leaflets/brochures
- Signage
- Vehicle signage
- Invoices and Receipts
- Advertisements
- Answer phone message
- Press Releases

EXERCISE 8

5 minutes to write down ways in which you can market your Web site off-line

On-line Promotion

- Search Engine optimisation
- Pay-per-click advertising
- Reciprocal Links
- Web site Portals
- eMail
- Tell-a-friend

eMail Signatures

- Name and Contact information
- Appended at end of an eMail
- Powerful and effective marketing tool
- Can be created, edited and deleted
- Automatic
- Many signature files can be created
- Strap lines

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EXERCISE 9

- Find an example of a Web site that has used traditional off-line marketing techniques to draw traffic to its Web site
- Find an example of on-line marketing of a Web site

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Choosing the right Keywords

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Choosing the right Keywords

<https://adwords.google.co.uk/select/KeywordToolExternal>
www.wordtracker.com

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EXERCISE 10

Enter the three keywords/phrases into Google Keyword Tool and find three keyphrases

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InSynch Tourism Keyword Research

One month's searches

bed and breakfast	1598	self catering holiday	287
holiday accommodation	1278	bed and breakfast wales	244
self catering cottage	1131	holiday cottages in wales	236
self catering	1009	wales holiday cottages	221
self catering holidays	939	holiday cottages mid wales	203
self catering accommodation	862	mid wales holiday cottages	197
guest house	484	bed & breakfast	177
b&b	472	holiday in wales	168
holiday cottages wales	467	self catering uk	156
bed and breakfast uk	392	self catering wales	111
wales holidays	288	guest house accommodation	93

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DEMONSTRATION

Wordtracker

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On-line Marketing Overview

- Search Engine optimisation
- Pay-per-click advertising
- Reciprocal Links
- Web site Portals
- eMail

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Submit to the top search engines and directories

- Where?
 - Main search engines/directories
 - Remember: regional, local and specialist search engines
 - Think about customer!
- How?
 - Each search engine different – read FAQs
 - Software to automate/check submission e.g. WebPosition
 - Online submission services e.g. Submitit.com
 - Submit manually (preferred)

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Pay-per-click

- Effective way of driving traffic to your Web site
- Can positively impact search engine rankings
- Excellent way to discover effective keywords and phrases
- Quality leads

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Links from other Web sites

- Second main way of finding Web sites
- Act like bridges into your site
- Used by most search engines
- Complementary products and services
- Quality not quantity (do NOT spam!)
- Web sites which attract visitors you want to target
- www.linkpopularity.com useful tool
- Think customer!

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Link Popularity

Inbound links

- Bring traffic to your Web site
- Help with Search Engine Ranking

Outbound links

- Help create a 'package' for tourists
- Needed for reciprocal linking

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Getting more links

- Reciprocal links
- Related Web sites
- Not competing Web sites
- Attractions
- Accommodation
- Local area information

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Portals

- Many Web sites competing for traffic
- Portals concentrate traffic
- Look at the costs against results
- Can you track your advert's success?
- Ask to see Web statistics for the portal – Remember, unique visitors not hits!
- Ask for a free trial
- Ask your customers where they found you

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Getting more links

Web site portals

- www.cyber-space.co.uk
- www.travelxl.com
- www.midwalestourism.co.uk
- www.hotelfinder.co.uk
- www.s-h-systems.co.uk
- www.petsarewelcome.co.uk
- www.visitwales.co.uk

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eMail Marketing

- Low cost means of staying in touch with customers
- Very flexible
- Fast response
- Personalised, highly targeted marketing

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Success Rates

- Very successful in comparison to traditional methods
- Response rate 5 – 15%
- Postal response rate 1 – 2%
- Tradeshow 1.4%

(Source: Jupiter Media Matrix)

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**Group discussion on
eMarketing successes and
failures**

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Questions / Evaluation

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