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InSynch Business Services Ltd

eMarketing Intermediate

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Intermediate eMarketing

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Purpose of the Day

- Summary of Beginners course
- Making changes to your Web site
- Improving your Web site
- The importance of Web site links
- Search engine marketing, 5 simple steps
- Web site critiques

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Summary of beginners course

- 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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Making changes to your Web site

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Maintaining a Web site

- Web developer updates
 - Content Management System
 - Macromedia Contribute
 - Bespoke from developer
- DIY
 - Software (Dreamweaver, FrontPage etc)
 - FTP address (i.e. ftp.businessname.co.uk)
 - Username
 - Password

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Demonstration

How to set up software to access your Web site

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Improving your Web site

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Improving your Web site

- Reduce download times
- Content
- Functionality
- Accessibility

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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
- Avoid the use of Flash

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Exercise 1

Check the speed that your Web site downloads

www.webpageanalyzer.com

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Content

- Keeping it fresh
- Sticky content
- Photographs
 - Seasonal updates
 - Compression
 - New products / services

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Content

- Text
 - Make it interesting
 - Up to date
 - Customer comments
 - Plenty of information
- Graphics
 - Colours
 - Logos
 - Compression
- Navigation

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Functionality

- Links page
- Contact form
- Tell-a-friend
- Guestbook

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Functionality

Links page

- Essential that you are able to add links
- Simple links page
- Automated links pages
 - <http://4allfree.com/shll.htm>
 - <http://www.linkautomate.com>
 - http://www.biz-directory.org/directory_script.php
- Beware of Link Farms

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Functionality

Contact form

- Better than an eMail link
- Easy in FrontPage (need FrontPage Extensions)
- CGI scripting needed
- Other options
 - <http://www.form-mail.com/>
 - http://www.tele-pro.co.uk/scripts/contact_form/
- Simple task for a Web Developer

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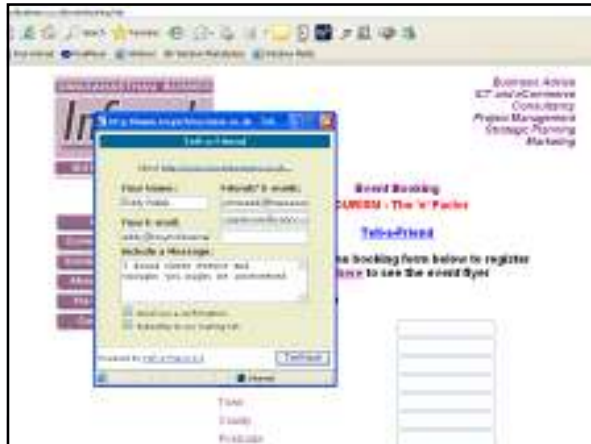
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Functionality

Tell-a-friend

- Simple word of mouth marketing
- Free scripts
 - www.javascriptkit.com
 - www.cgibiz.com
- Free third party
 - www.bravenet.com
 - www.bpath.com

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Functionality

Guestbook

- Simple quotes from visitors or customers
- Often provided as installed scripts by hosting company
- Free interactive guestbooks
 - www.bravenet.com
 - www.bpath.com
- Fully editable

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Exercise 2

Find a good example of a Web site that is using either a guestbook or a tell-a-friend feature

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Accessibility

System Accessibility

- Download times
 - Dial-up, Broadband
- Browser compatibility
 - Internet Explorer
 - Netscape
 - Mozilla Firefox
- Screen size
 - 640x480, **800x600, 1024x768**, 1280x1024

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Accessibility

Disability Access

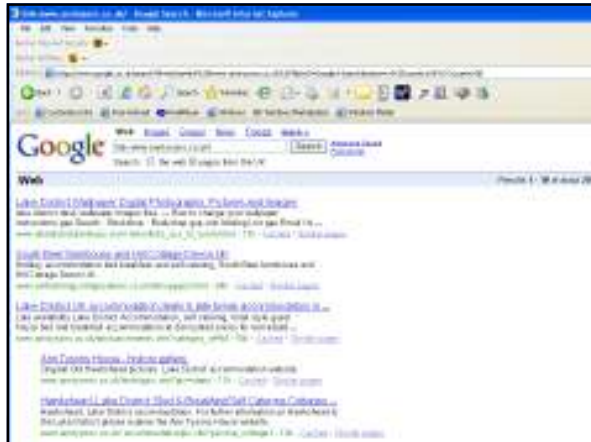
- Discrimination Act 1995,1999
 - Blind and partially sighted people
- Don't use images to hold textual content
- Use Alt tags for images
- Use good colour contrast
- Don't use moving (marquee) text
- Ensure keyboard can be used instead of the mouse
- Full Guidelines – www.w3.org/wai
- Recommendations – www.rnib.org.uk/seeitright/whyaccess.htm

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Links and Portals

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Getting more links

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

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EXERCISE 3

Add your Web site to the following Web sites

www.midwalesindex.co.uk

www.dmoz.org

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EXERCISE 4

- Run a report on www.linkpopularity.com for your Web site
- Run a report on a top ranking Web site
- Find 6 suitable Web sites for you to link with

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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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EXERCISE 5

*Find at least 3 suitable Portals
where you can promote
your Web site*

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Search Engine Optimisation

Five simple steps

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Choosing the right Keywords

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

www.wordtracker.com

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Where to put your keywords

Key places are:

- Keywords
- Page title
- Page description

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Meta tags

- Meta data - information about a document
- Located in HTML <Head> element
- Used by some search engines
- Most important tags are Title, keywords and page descriptions
- Useful for Splash and Framed sites
- Might boost ranking
- Don't worry too much about plurals, commas, spaces etc.
- Not a miracle cure for search engine marketing!

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Meta tag example

```
<head>
<title>Advice and Consultancy from InSynch Business
Services Limited</title>
<meta name="keywords" content="business advice,
consultancy, insynch, opportunity wales, powys,
ecommerce, marketing, ICT, project management,
strategic planning">
<meta name="description" content="InSynch is a Ltd
company providing Business Advice, Project
Management, ICT and eCommerce, Strategic
planning and training">
</head>
```

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Page title

- First thing user sees in search results
- Meaningful title of 5 to 8 words on every page
- Encourage user to visit your Website
- Relevant and descriptive
- Most important keywords

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Page description

- First opportunity to communicate with customer
- Should contain important keywords
- Specific to that particular page on your Website
- 25 words/200 characters
- **Meta tags and text on page**
- Should indicate
 - who the site is for
 - why they need it
 - what they will find there

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Example description

```
<title>BBC - Homepage</title>
```

```
<meta name="description" content="Breaking news, sport, TV, radio and a whole lot more. The BBC informs, educates and entertains - wherever you are, whatever your age." />
```

```
<meta name="keywords" content="BBC, bbc.co.uk, Search, British Broadcasting Corporation, BBC iPlayer, BBCi" />
```

NB Not all search engines look at descriptions. Google for example does not rank on keywords or description. It shows a sample of the text on your page surrounding the keywords searched for.

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EXERCISE 6

Look at the Web site code for a Web site

Look at the Title, keywords and description used

Go to 'View', 'Source' in Internet Explorer

5 Minutes

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Keywords on the page

Search engines look for:

- **Prominence** – start of page/sentence
- **Frequency** – number of times on page - repeat keywords 3 to 7 times per 100 words (at least 250 words content on page desirable)
- **Proximity** – how close to each other (covered in Advanced)

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Other tips

- Keywords in text-based navigation links
- Keywords in ALT tags
- Keywords in domain name
- More in Advanced

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Frames

- **Avoid using if possible!!**
- Cause problems for search engines
- Can jeopardize ranking with search engines
- Use the HTML NoFrames tag
- Use meta tags for keywords/page description
- Use Search engine spider simulator at <http://www.webconfs.com/>

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EXERCISE 7

Run a search engine spider simulator report on your Web site

www.webconfs.com

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Suggested keyword frequency and word counts

- A keyword frequency of 1 is suggested for the Title area
- A word count from 6 to 9 is suggested for the Title area.
- A word count from 6 to 13 is suggested for the Meta Keywords area.
- A keyword frequency of 1 is suggested for the Meta Keywords area.
- A keyword frequency from 3 to 10 is suggested for the Body Text area.
- A word count from 479 to 636 is suggested for the Body Text area.

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Suggested keyword frequency and word counts

- A keyword frequency from 1 to 11 is suggested for the Link Text area.
- A Keyword frequency from 1 to 13 is suggested for the Hyperlink Url area.
- A keyword frequency from 1 to 3 is suggested for the Alt area.
- A word count from 1 to 76 is suggested for the Alt area.
- A total frequency from 7 to 38 is suggested for the page as a whole.

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Five simple steps

- Choose the right keywords for your Web site
- Customise your Title, Meta keywords and description for every page
- Change the text links on each page to contain your keywords
- Increase the amount of keyphrase rich text on each page
- Find 10 Web sites that will link to you

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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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Monitor position in search engines

- Aim to come up in first 3 pages of search results
- Monitor position regularly
- “tweak” pages to maintain/improve position
- WebPosition report facility can help

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Search engine spam

Some examples of search engine spam:

- Meta refresh tags (redirects user to new page)
- Invisible text / tiny text
- Excessive repetition/off-topic keywords
- Overuse of mirror sites (replicas of existing site)
- Excessive use of doorway pages
- Submitting too many pages in one day
- Identical or nearly identical pages
- Link farming (beware link exchange programmes)

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Web Position Gold

- Free 30 day demo available from www.webpositiongold.com

Will give you

- Search Engine Ranking
- Slow submit to some major search engines
- Web Page Critic
- Demo in Advanced

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EXERCISE 8

Choose three phrases from your keyword research in the beginners course and find out what position you rank for on Google and MSN

Record the results

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EXERCISE 9

Rewrite the Title tag for your home page and another sub page.

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EXERCISE 10

Look at your Web site and note down what you could change in order to improve the way your Web site ranks in the search engines

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Web site Critique

Search engine optimisation focussed

Group input

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Questions / Evaluation

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