



1. **A Custom Designed, Purpose-Built Web Site**
2. **Keyword Research – Get It Right**
3. **Search Engine Optimization**
4. **Building Inbound Links**
5. **Track & Measure**
6. **Promote Your Web Site**
7. **Bonus Exposure - The Online Expo**
8. **Keep It Going - Monthly Updates**
9. **Competitive Analysis – Stay on Top**
10. **Integrated Social Marketing (ISM)**

Online Marketing for Small Business



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Custom Designed, Purpose Built

- What type of site?
- Branding & Consistency
- NO Template Sites!
- Content Really Is King



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Keyword Research

- Find the keywords and phrases that searchers REALLY use – don't just guess!
- Use variations of keywords for better coverage
- Select a total of 20 keywords (or less) to avoid "diluting" keyword value



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Search Engine Optimization

- Integrate keywords with page content
- Get the keyword densities right
- Unique meta data on each page
- XML sitemaps
- HTML sitemaps
- Robots.txt files



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Building Inbound Links

- Press Releases
- Directory Submission
- Article Submission
- Blog Posts
- Authority Sites
- Complimentary Sites
- Internal Linking



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Track and Measure Progress

- Monitor SEO positions weekly/monthly
- Monitor server stats weekly/monthly
- Use Google Alerts
- Use Google Analytics



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Promote Your Web Site

- E-Newsletters with inbound links
- E-Campaigns with landing pages
- PPC Campaigns
- Social Media
- Directory Submission
- Press Releases



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Bonus Exposure – The Online Expo

- 3-page optimized micro-site
- Generates inbound links
- Increase search engine exposure & rankings
- Upload marketing materials
- Target keywords in your Booth
- Unlimited online coupons



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Update Your Web Site

- Add fresh content weekly/monthly
- Add articles / newsletter content
- Use RSS feeds
- Add news & events
- Update Online Expo Booth



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Competitive Analysis

- Evaluate what works for competitors
- Make sure you have same coverage
- Identify what you're missing
- Analyze search engine rankings/landing pgs
- Inbound links – know where they come from



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Integrated Social Marketing (ISM)

NEW SOCIAL NETWORKING SERVICES FOR SMALL BUSINESSES

- Two levels of service available:
 - ISM Connect, ISM ConnectPLUS
- Social Networking Maintenance plans also available
- Meet customers where they are NOW, participate in the “conversation”, and build your company’s online reputation with Social Networking