

# **Beginners Guide to Maximizing Your Web Presence**

October 27, 2011

## Contents

What is My Web Presence? .....2

How do People Find Businesses Online? .....2

Search Engine Optimization (SEO) .....3

Google Places.....4

Other Local Business Directories .....5

Referral Marketing.....6

    Social Media.....6

Paid Web Advertising.....7

Glossary of Web Marketing & SEO Terms .....7

## What is My Web Presence?

Your web presence describes your overall capacity to be found by customers online.

### Goals

- Connection with customers
- Generate leads and prospects
- Stand out
- Other:

### Assets

- Websites
- Blogs
- Profiles on Social Networks
- Directory Listings
- Other:

## How do People Find Businesses Online?

- Search using a search engine such as Google (active)
- Search using social networks such as Twitter (active)
- Respond to a referral from you (passive)
- Respond to a referral from someone else (passive)
- They recall you from memory. TOMA. (passive)
- Other:

## Search Engine Optimization (SEO)

### What is SEO?

Search engine optimization (SEO) is the process of improving the visibility of a website or web page in "natural", "organic" or un-paid search results.

### What Influences Your Website SEO?

1. Links to your web site and web page: 42% correlation
2. Keyword use on your web site and web page: 26% correlation
3. Non keyword or link related factors: 12% correlation
4. Social media factors: 7% correlation

### Low Hanging SEO Fruit

- Use keywords conscientiously
  - Page titles (and description tags)
  - Page content
  - Use keywords in the text for links (anchor text)
  - Use keywords in your headings (particularly the H1 tag)
  - Image filename and alt text
  - URLs (example [www.yourdomain.com/keywords](http://www.yourdomain.com/keywords))
- Use links conscientiously
  - Link to other pages on your site
  - Share your web pages on Facebook
  - Share your web pages on Twitter
  - Enable and encourage others to share, like & comment using Facebook
- Include images on your web pages
- Regularly create fresh web pages or fresh content

### Resources for SEO

- Google Analytics ([www.google.com/analytics](http://www.google.com/analytics))
- Google Webmaster Tools ([www.google.com/webmasters](http://www.google.com/webmasters))
- Google Keyword Tool ([adwords.google.com/select/KeywordToolExternal](http://adwords.google.com/select/KeywordToolExternal))
- SEOBook ([tools.seobook.com](http://tools.seobook.com))
- SEOMoz Tools ([www.seomoz.org/tools](http://www.seomoz.org/tools))
- Google's SEO Starter Guide  
([www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf](http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf))
- Google Webmaster on YouTube ([www.youtube.com/user/GoogleWebmasterHelp](http://www.youtube.com/user/GoogleWebmasterHelp))
- SEOMoz report of SEO factors: [www.seomoz.org/article/search-ranking-factors](http://www.seomoz.org/article/search-ranking-factors)

## The Long Tail of Search

# The Search Demand Curve

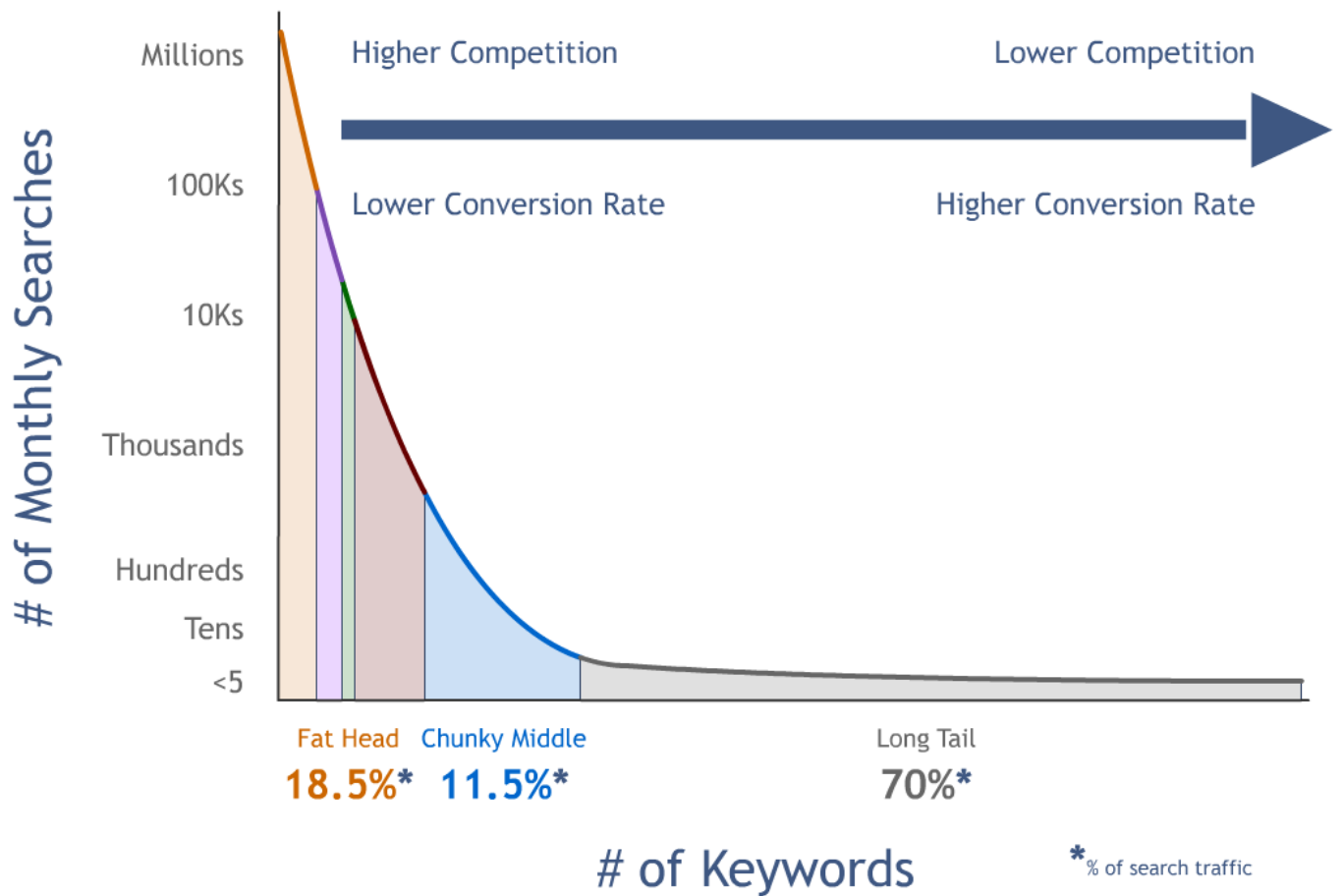


Chart credit: SEOMoz

## Google Places

### What is Google Places?

Millions of people search for businesses on Google. Google Place listings are available through Google Web Search, Google Maps, Mobile search, 1-800-GOOG-411 voice directory search, and Google Earth. Listings are searched based on business name, city, business category or other related terms.

### How to Optimize Your Google Place Listing

1. Find your listing (Search <http://maps.google.com/>)
2. Verify ownership of your Google Place page
3. Completeness
  - a. The physical address (listed on your Place page) is critical
  - b. Categories
  - c. Use all optional fields including images and video
4. Consistency

5. Keywords
6. Location (Service Area)
7. Reviews
  - a. Yelp (<http://www.yelp.com>)
  - b. Google places (<http://www.google.com/places/>)
  - c. Citysearch (<http://citysearch.com>)
  - d. Yahoo Local (<http://local.yahoo.com/>)
  - e. Niche industry sites
8. Citations or references on other sites
  - a. Yelp (<http://www.yelp.com>)
  - b. Superpages (<http://www.superpages.com/>)
  - c. Citysearch (<http://citysearch.com>)
  - d. Yellowpages (<http://www.yellowpages.com/>)
  - e. Infogroup (<http://www.infogroup.com>)
  - f. Yahoo Local (<http://local.yahoo.com/>)
9. The address and phone number on your website should match your Place page
10. Use a local area code (phone number)
11. Use a website landing page with the city and state in the title for your Place page

#### Resources for Google Places

- Help and users guide for Google Place: [www.google.com/support/places/](http://www.google.com/support/places/)
- Your own dashboard with analytics: [www.google.com/local/add/businessCenter](http://www.google.com/local/add/businessCenter)
- Create and manage coupons: [www.google.com/local/add/coupons](http://www.google.com/local/add/coupons)

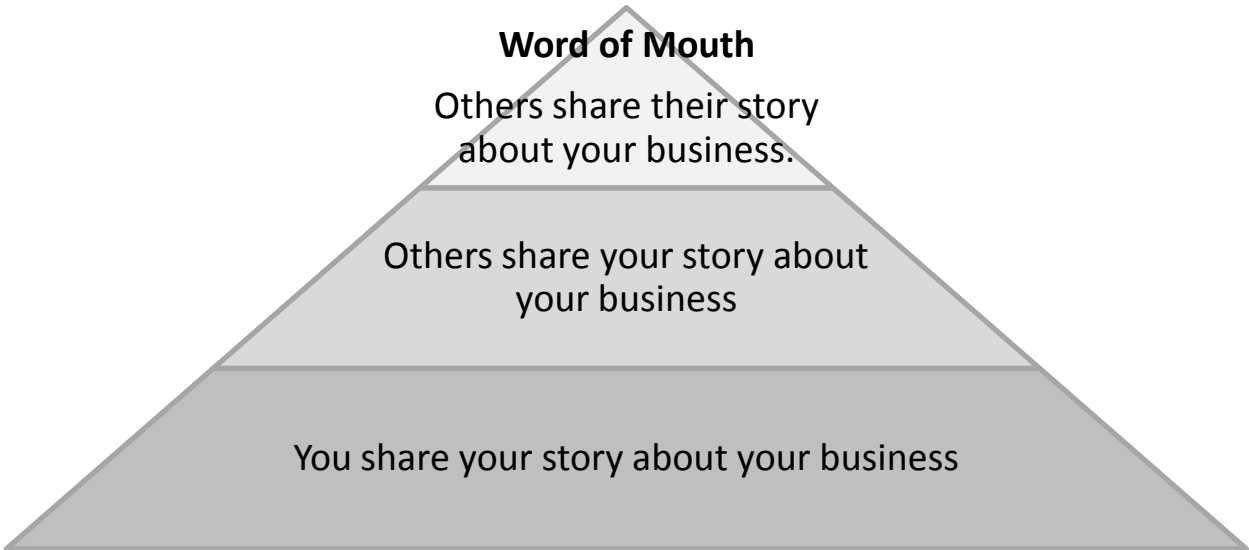
#### Other Local Business Directories

1. Bing (<http://www.bing.com/local/>)
2. Yahoo (<http://listings.local.yahoo.com/>)
3. Yelp (<http://www.yelp.com>)
4. Merchant Circle (<http://www.merchantcircle.com>)
5. Service to manage multiple directory listings
  - a. Yext (<http://www.yext.com/>)
  - b. Localeze (<http://localeze.com/>)

## Referral Marketing

### Social Media

Social networks enable you and your customers to share referrals. Links to your profile or website, shared by customers can create valuable referrals online.



	<b>Strengths</b>	<b>Weaknesses</b>
<b>Facebook</b>	Large number of users Authentic profiles	Closed network Difficult to monitor
<b>Twitter</b>	Retweeting culture Open network Easy to monitor	Number of low value profiles
<b>Blogs</b>	Niched Easy to monitor Long lasting	
<b>Forums/Groups</b>	Niched	Some are closed networks Difficult to monitor
<b>Other Networks:</b>		

## Paid Web Advertising

- Google Ads: <https://adwords.google.com>
- Facebook Ads: <http://www.facebook.com/advertising>

## Glossary of Web Marketing & SEO Terms

Complete Glossary: <http://www.seobook.com/glossary/>

Term	Definition
Affiliate Marketing	Partnering or paying third party independent agents on a cost per action basis.
Analytics	Data reports to track your page views, user paths, and conversion statistics.
Anchor Text	The text that a user would click on to follows a link.
Black Hat SEO	SEO marketing techniques deceptive in nature.
Blog	A periodically updated A periodically updated journal, archiving information.
Comments	Many blogs allow readers to leave user feedback as comments.
Conversion	A conversion is reached when a desired goal is completed.
CPM	Cost per thousand ad impressions.
Directory	A categorized catalog of websites.
External Link	Link which references another domain.
Headings	The heading element briefly describes the subject of the section it introduces.
Inbound Link	Link pointing to one website from another website.
Internal Link	Link from one page on a site to another page on the same site.
Keyword	A word or phrase that targeted prospects are likely to search for.
Keyword Stuffing	Writing copy that uses excessive amounts of the core keyword. (BAD)
Landing Page	The page on which a visitor arrives after clicking on a link or advertisement.
Long Tail	Phrase describing how there is more aggregate demand for the non-hits than hits.
Organic Search Results	The unpaid / algorithmic search result listings are called the organic search results.
Outbound Link	A link from one website pointing at another external website.
PPC	Pay Per Click ads only charge advertisers if a potential customer clicks on an ad.
Search Engine	A tool or device used to find relevant information.
SEO	Search engine optimization is the processes of helping search engines understand your information is relevant to relevant search queries.
SERP	Search Engine Results Page is the page which displays the results for a search query.
Social Media	Websites which allow users to create and share content.
Title	The title element is used to describe the contents of a document.
URL	Uniform Resource Locator is the unique address of any web document.
Viral Marketing	Self propagating marketing techniques using word of mouth marketing channels.

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.