

**Compliments of  
Duncan Wierman**

# **WEB MARKETING**

---

## **INTENSIVE TRAINING for Real Estate Investing Associations**

### **Attendee Workbook**

*How to Beat the Competition,  
Increase ROI, and Boost Sales*



# GLOSSARY OF TERMS

## **SEARCH ENGINE OPTIMIZATION (SEO) / SEARCH MARKETING**

Search Marketing is a process by which you market your website to the search engines to win top rankings for your targeted keywords.

## **LANDING PAGE**

A landing page is any internal page of your website that a visitor could land on FIRST. Since search engines can index any page of your site, that indexed page will be the first page your visitor sees when they click on your listing. You can also point promotions towards specific landing pages to target the first message they see to their particular needs and demographics.

## **SPONSORED LISTINGS / PAY-PER-CLICK (PPC)**

Allows you to instantly display in a particular search engine for your targeted keywords. You only pay when someone clicks on your listing. The amount you pay depends on the competitiveness of that keyword and other factors in your campaign. Google Adwords is the primary PPC engine.

## **CONVERSION ANALYSIS**

Conversion analysis or conversion testing is a process by which you test elements of your website and promotions to increase conversions to leads or sales.

## **MULTIVARIATE TESTING**

Where split testing allows you to test variations of one element at a time, multivariate testing allows you to test infinite combinations of variations of elements to identify the best performing combination quickly.

## **SOCIAL MEDIA**

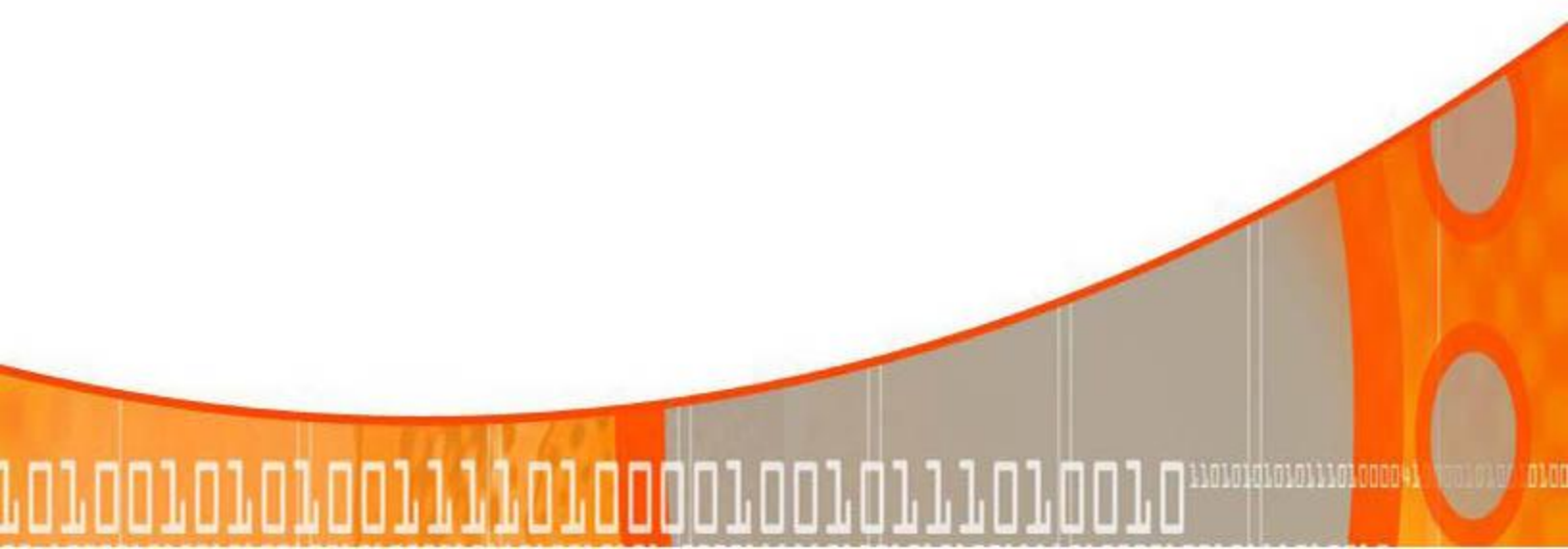
Social media is a collection of websites, tools, and content, including video, audio, blogs, social networks, social bookmarking, and more.



# SECTION ONE: WEBSITE ELEMENTS



- Home Page Layout
- Navigation
- Design
- Calls to Action on Every Page
- Landing Pages
- Tracking Statistics



# EXERCISE ONE:

## CUSTOMER AVATAR WORKSHEET

### Points to Remember

- ⊕ Your website is about your customer and his or her needs, challenges, fears, and hopes. It is NOT about your company.
- ⊕ What is an Avatar? “It is an embodiment or personification of a vague concept or entity, such as a principle or attitude.” In creating your website, you want to focus your communication to an individual avatar that encompasses the numerous characteristics, emotions, perspectives, and needs of your customer base.
- ⊕ Your customer seeks to feel UNDERSTOOD. How can you better understand your customer and communicate that within your website?
- ⊕ Every customer is an individual and wants to be treated like one. Yet, as a company, we want to attract as many people as we want, and we unconsciously talk to the entire crowd. When a customer reads your website, the conversation needs to be between just you and the individual.

On the following page, you're going to construct your customer avatar. This way, when you write your website's content and you design your navigation and the process you want your buyers to go through, you'll have a solid concept of the individual customer interacting with that content and process. This will help you better connect with and close each visitor to your website.

## IDENTIFYING YOUR COMMON CUSTOMER'S REALITY

Common Needs, Fears, Pain &

Desires, Hopes, Aspirations, & Dreams

Ideal Experience They Want to Have

Now that you've gotten into the head of your customer a little bit, the next step is to create an individual avatar that represents the common perspective, experience, emotional state, and needs of your customer base.

On the next page, we're going to name and describe your avatar and bring him or her to life!



## CREATING YOUR CUSTOMER AVATAR

### Example Avatar Creation, Step 1

Let's imagine that you sell weight loss coaching. Let's list some characteristics that apply to your common customer:

- ⊕ Overweight by at least 20 lbs
- ⊕ Dissatisfied with physical appearance
- ⊕ Dissatisfied with energy levels
- ⊕ Primarily female
- ⊕ Has failed at diets and exercise routines in the past
- ⊕ Willing to invest \$ and time into losing weight and increasing health

Now let's have you list characteristics of your common customer. Use the brainstorming you did on the previous page if applicable, but pay particular attention to "pressure points" you know trigger buyer response for your product or service.

List as many characteristics as you can. If you must, use additional paper.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



## Example Avatar Creation, Step 2

Next, let's consider how we would talk to someone with these characteristics. This is to demonstrate the importance of only talking to the common characteristics across your entire buying audience.

### **EXAMPLE A**

Losing weight had always been a challenge in my life. Twenty five years ago, I was 125 lbs over weight, avoided mirrors as though no one else would notice what I was trying not to see, and worst of all, I never had any energy. I couldn't exercise if I wanted to – and I didn't want to.

And don't even get me started on the dozens of diets I've tried. Nothing worked. Until I happened upon a simple system that worked *with* my body and not against it.

The above example could also be written at the customer, for instance, "Has losing weight always been a challenge for you? Do you find yourself avoiding mirrors and staying home more and more often?"

Notice that this example only discusses characteristics that are largely global across the weight loss audience. Now look at Example B...

### **EXAMPLE B**

Have you ever walked into a sushi bar and felt that everyone was watching you because you were the only one who wouldn't eat any rice or order dessert?



In this second example, we are definitely talking to an individual right? But we've gotten too specific. This isn't something that globally applies to our customer base. So there's an instant disconnect. Perhaps our visitor doesn't like sushi, or doesn't try to avoid carbs. Either way, we've lost them.

**This example is to demonstrate the importance of developing a customer avatar that is an individual with specific characteristics, feelings and experiences...**

**BUT ONLY those characteristics, feelings and experiences found globally across your entire customer or audience base.**

Obviously, you can't ensure that every single person in your audience possesses every characteristic, but use your best judgement and don't include characteristics that perhaps only 25% of your customers have (this is something you can do later when we create landing pages targeted to that specific 25%!)

## Create Your Avatar





## **EXERCISE TWO:**

# **MAP OUT NAVIGATION AND BUYER PROCESS**

### Points to Remember

- ⊕ You want to imagine that you are your customer avatar, and then figure out what key challenges, fears, or needs would inspire you to look for the solution your company provides.
- ⊕ Then you want to list the initial questions you would have, and then match those with your company's answers. Once an answer is given, what is your customer avatar's response? Is there an objection, a further question, or additional fear raised?
- ⊕ Continue through the process until the natural conclusion is to buy and there is absolutely no other reason not to.
- ⊕ As you map out this psychological process, you'll see how you will want to guide your visitor through your site to ignite their natural buyer process.
- ⊕ This doesn't mean that a customer that wants to buy sooner, or who doesn't have those objections or fears won't be able to jump into the purchase – this is just to ensure that your website is easy to navigate according to your average buyer's psychological process.

Take out a separate piece of paper or create a document on your computer and map out this process using the questions on the following page. When you're done, you'll have a map of necessary pages your website will need, as well as the linking structure. For instance, if after you talk about your offering's benefits, you anticipate three common objections, you can link to three different pages that handle each objection from the sidebar or bottom of your benefits page.

## MAPPING OUT YOUR CUSTOMER'S BUYING PROCESS

Consider the following questions as you create your map. We recommend using free idea mapping software so you can easily create multiple links between ideas.

[www.personalbrain.com](http://www.personalbrain.com) (free downloadable edition)

[www.bubbl.us](http://www.bubbl.us) (free web application)

1. List the common challenges, questions, or needs that inspire your audience to actively search for what you provide
2. Now take each item in your previous list, and map it to your response or answer that addresses that particular concern, question or need. If there's more than one key way to address an item, map that item to each answer.
3. Now look at each answer you have across all concerns, questions and needs. What is the response your customer avatar will have to that answer? Create a new tier of questions, fears, and objections and map them to each answer they would naturally develop from.
4. Now answer each of those questions, fears and objections.
5. Repeat steps 3 and 4 until you feel you've successfully exhausted all customer objections, fears, or reluctance and you're confident that they will have no other choice but to buy.

When you're done, you'll have a dizzying, perhaps very large map with several bubbles interlinking and cross-linking to other bubbles. That's good.

Now you know what pages your site needs and which pages should link to them. When we go over your landing page template (which should apply to every single internal page your site has since each one can potentially be a landing page), we'll show you how to organize your pages to easily interlink to related content without confusing your visitor. Rather it will help guide your visitor through this optimal buying process.



## **EXERCISE THREE:**

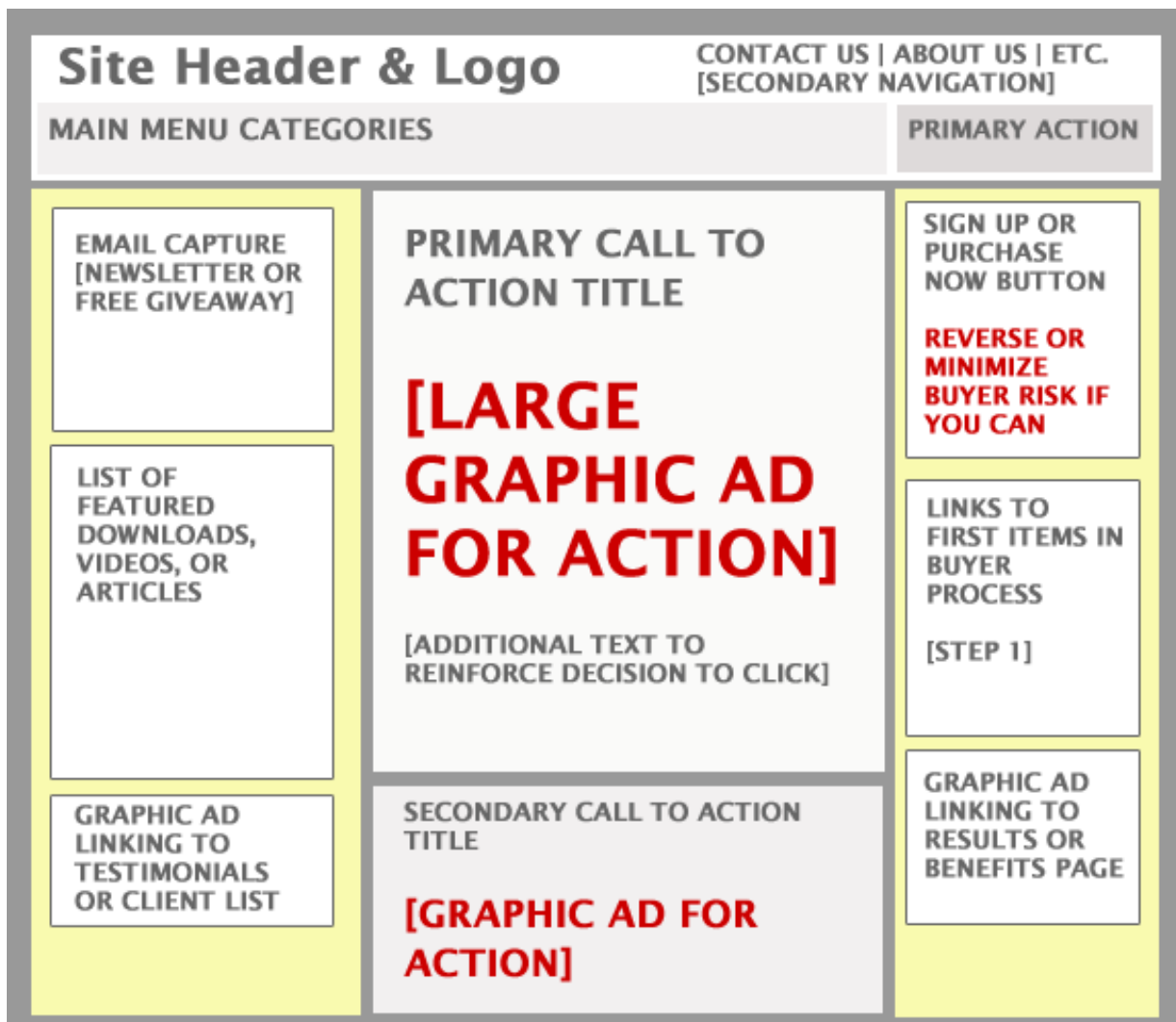
# **DESIGN OR RE-DESIGN YOUR HOME PAGE**

### Points to Remember

- ⊕ Your home page's sole purpose is to drive your visitor deeper into your site within the first five seconds.
- ⊕ Only have one primary action you want your visitor to make.
- ⊕ You can have up to three additional secondary actions you want your visitor to make if he or she is uninterested in your primary action.
- ⊕ Design your homepage layout to have a main central area for these calls to action. Then have a sidebar on the right or left side (or one on each!) to include other important elements.
- ⊕ You'll still have a main site menu that links to your main pages. Be sure to add your Primary Call to Action to that main menu.

On the next page, we will show a basic homepage layout that you can model your homepage after. You don't have to adhere exactly to this template, it's just to show you conceptually how to properly construct a homepage designed to drive visitors deeper into the site, increase conversions, and launch the buyer process.

## YOUR HOMEPAGE LAYOUT TEMPLATE



Again, this is not a hard-fast rule for how your homepage should be designed. But it's an excellent guideline for you and if followed exactly, it will definitely increase your homepage's effectiveness.

# EXERCISE FOUR:

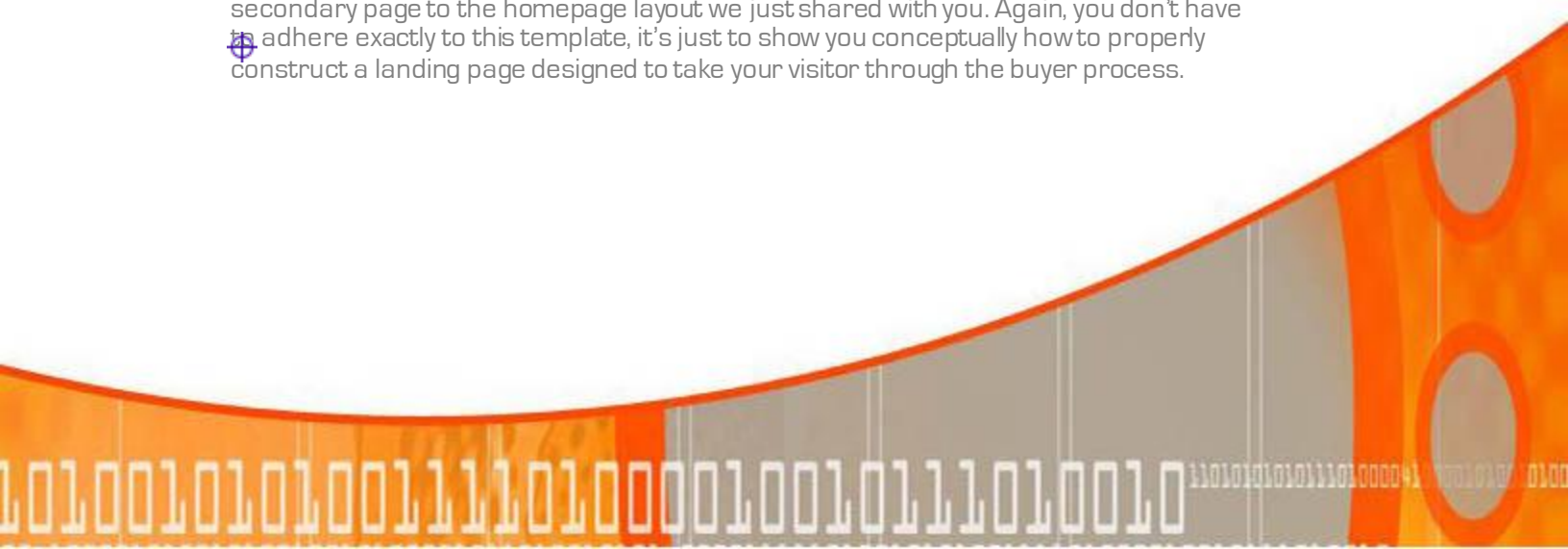
## CREATE YOUR INTERNAL AND LANDING PAGES

### Points to Remember

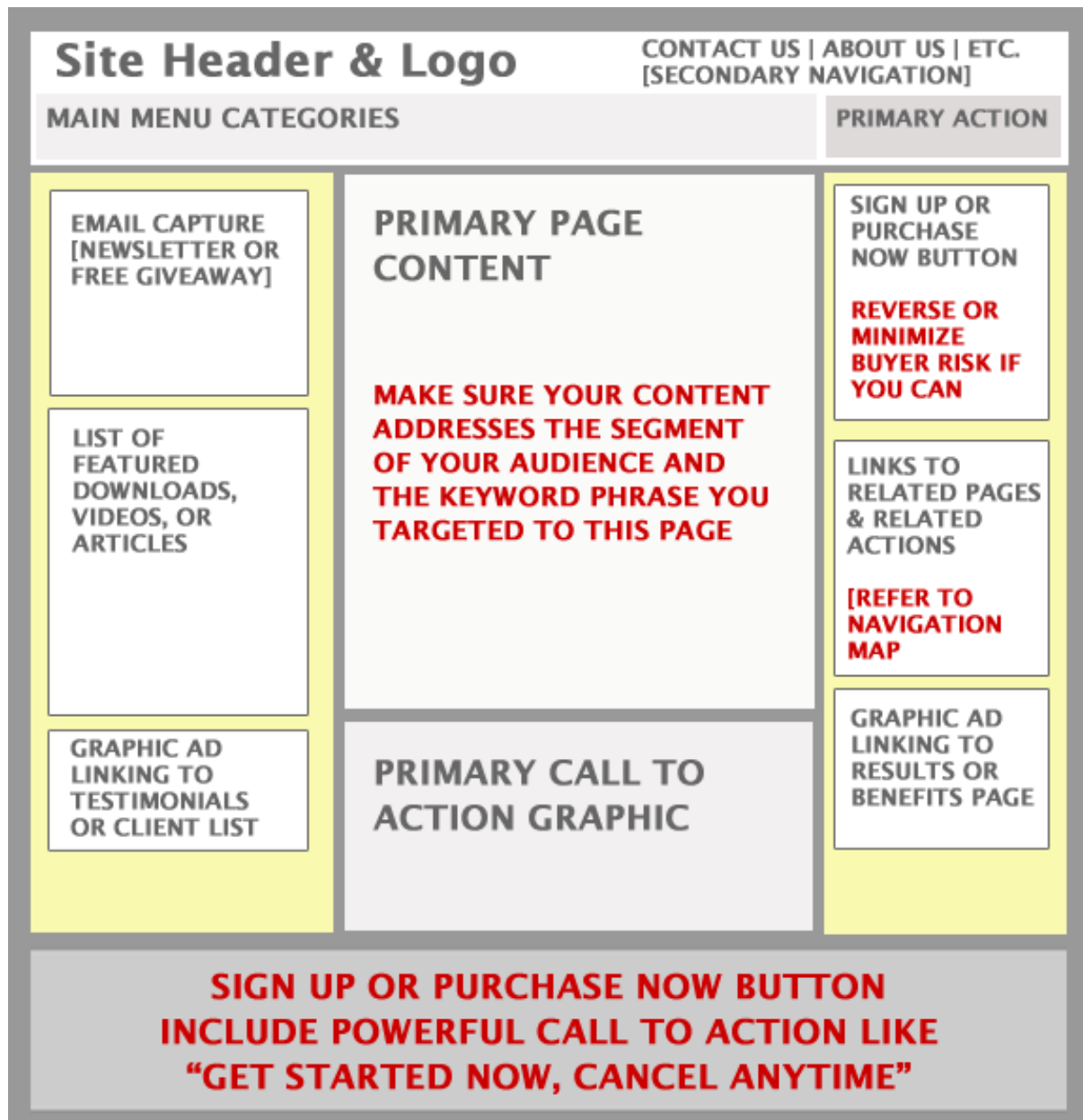
- ⊕ Every page on your website is a potential landing page. The only way to prevent a page from being a landing page is if you prevent search engines from indexing it. You can do this by creating a robots.txt file and uploading it to your server. We'll explain this later.
- ⊕ The purpose of your internal pages is to carry your visitor through your buying process and educate them in a way that subtly sells them while addressing their questions and needs and convincing them that your solution is the best.
- ⊕ You'll also want to create landing pages specifically for pay-per-click campaigns or for specific segments of your audience. In this case, the purpose of your landing page is to tackle the exact issue, challenge, benefit, etc. that your visitor searched to find that page (most likely the keyword you optimize the page for or the ad group you are driving to the page through Adwords).



On the next page, we will show a basic landing page layout that serves as an excellent secondary page to the homepage layout we just shared with you. Again, you don't have to adhere exactly to this template, it's just to show you conceptually how to properly construct a landing page designed to take your visitor through the buyer process.



## YOUR LANDING PAGE LAYOUT TEMPLATE



How to block a page from being indexed in the search engines but if you want to hide a certain page from the search engines

Create a text file and name it: robots.txt (do not use Word, use Notepad). Put the following text, filling in as many directories or pages as you want to block. Then save and upload.

```
User-agent: *  
Disallow: /directory_name/  
Disallow: /page_name.html
```

# CHECKLIST:

## CREATE OR UPDATE YOUR PRIMARY WEBSITE

Most of the tasks listed below are covered specifically in this workbook. However, there are additional implementation tasks that you need to take based on your work done here. So we list those additional tasks here, even if they aren't particularly covered in an exercise.

- œ IDENTIFY YOUR CUSTOMER'S REALITY (PAGE 3)
- œ LIST COMMON BUYER CHARACTERISTICS (PAGE 4)
- œ CREATE YOUR CUSTOMER AVATAR (PAGE 6)
- œ MAP OUT NATURAL BUYER PROCESS (PAGE 8)
- œ IDENTIFY YOUR CORE SITE CATEGORIES (YOUR SITE'S MAIN MENU) BASED ON YOUR MAP
- œ MAKE A LIST OF ALL PAGES YOUR SITE NEEDS TO HAVE BASED ON YOUR MAP (THEY DON'T ALL HAVE TO BE LINKED TO FROM MAIN NAVIGATION OR MAIN CATEGORIES - THESE ARE "RELATED PAGES" TO HANDLE BUYER QUESTIONS
- œ CREATE YOUR HOMEPAGE USING OUR TEMPLATE (PAGE 10)
- œ CREATE YOUR ADDITIONAL PAGES USING OUR LANDING PAGE TEMPLATE (PAGE 12)
- œ BLOCK ANY PAGES YOU DON'T WANT IN THE SEARCH ENGINES

**Note: For tracking statistics on your website...  
We provide you with links to conversion testing and  
website tracking software in your Post  
Training Materias.**



# SECTION TWO: MARKET RESEARCH



- Competitive Analysis
- Keyword Research
- Review Market Research Resources in Post Training Materials



# EXERCISE ONE:

## CONDUCT A COMPETITIVE ANALYSIS

### Points to Remember

- ⊕ You want to do this for your own website. Then you'll want to do this for your top competitor and any top industry leaders (at the LEAST).
- ⊕ Use the data from your competitive analyses to inform your decisions with your website and marketing. Alter your content according to your website's majority visitors' demographics and go after your competition's major link partners to get incoming links from them as well.
- ⊕ A competitive analysis is useless unless you put its data to work. Make sure you take action on what you learn here!

To complete your Competitive Analysis, use the instructions on the following page to fill in the **Competitive Analysis Template** included in your post training materials (sent digitally so you can fill it in). Be sure to "Save As" the Competitive Analysis Template under a new name, such as "Prospect Name. Competitive Analysis" so that you don't erase the original template.

## [YOUR COMPANY NAME] COMPETITIVE ANALYSIS

### STATISTICS

#### Approximate Monthly Traffic:

- < Go to [www.quantcast.com](http://www.quantcast.com)
- < Type in your website's URL
- < Replace [#] with the number in "Estimated Monthly Uniques" box on the left-side of the report.

#### Daily Traffic:

- < Divide Monthly Traffic by 30

#### From Sponsored Listings:

- < Go to [www.spyfu.com](http://www.spyfu.com)
- < Type in your website's URL
- < Replace [#] with the range (or the average within the range) for "Total Clicks Per Day"

#### From Organic Rankings (or other sources):

- < Subtract Contextual Traffic from Daily Traffic to come up with approximate traffic received from organic rankings or other sources
- < Since this won't be an exact number, you can put a range such as "500-1000"

### DEMOGRAPHICS

- < **GENDER:** At QuantCast.com, you'll see a bar graph titled "Gender." 100 is the Internet Average, so if Female is ranked at 125, that means that the website is 25% more likely to be visited by females than the average website.

You can take the number for females on the graph, subtract the number for males (or vice versa if

more males visit) and then replace [#] with the resultant number.

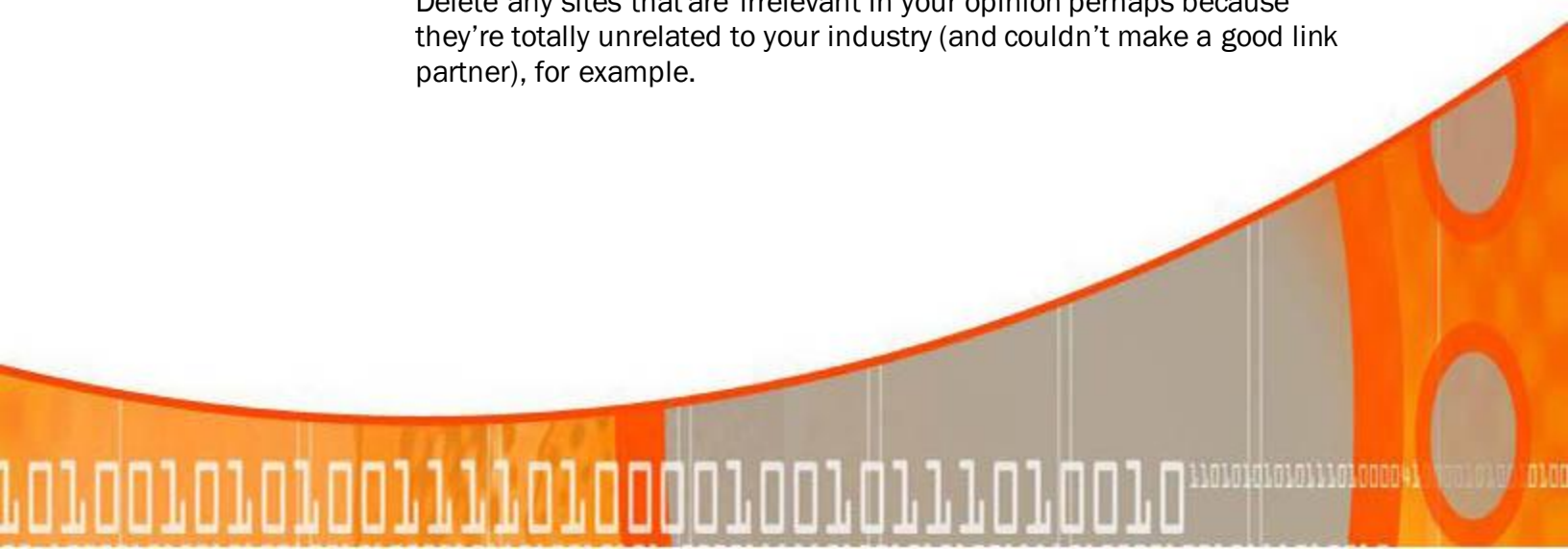
- < **AGE:** Use QuantCast.com.  
Replace [**DOMINANT RANGE**] with the age range with the longest bar.  
Replace [**SECOND MOST DOMINANT RANGE**] with the age range with the second longest bar.
  
- < **INCOME:** Use QuantCast.com.  
Replace [**DOMINANT INCOME RANGE**] with income range with the longest bar. If visitors' income levels fall evenly across more than one range, go ahead and note that.
  
- < **ETHNICITY:** Use QuantCast.com.  
Replace [**DOMINANT ETHNICITY**] with the ethnicity with the longest bar.  
Replace [#] with the number the bar reaches, minus 100.  
Take note of anything else that's interesting. Perhaps two ethnicities dominate almost equally, or all other ethnicities are evenly represented.
  
- < **REGULARS:** Use QuantCast.com.  
Replace [#] with the number of "Regulars" in "Share of Visits" pie graph on the left of the Household Income graph.

## SITES WITH SIMILAR AUDIENCE

- < Simply copy and paste the "Similar Audience" list from QuantCast.com into the document.

Affinity represents how much more likely your audience visits these sites than the average internet user. This helps you know what websites might be good potential partners or link partners for accessing your audience.

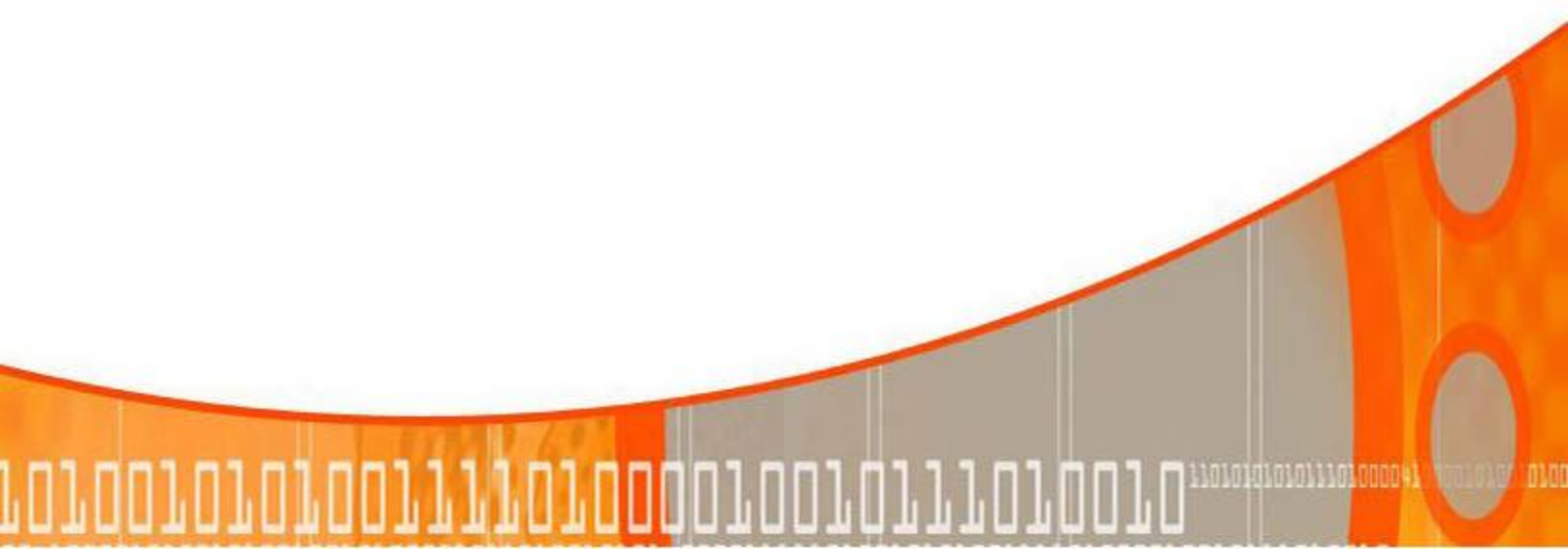
Delete any sites that are irrelevant in your opinion perhaps because they're totally unrelated to your industry (and couldn't make a good link partner), for example.



## KEYWORDS

- < Go to [www.spyfu.com](http://www.spyfu.com)
- < Type in your website's URL
- < Replace [#] with the number SpyFu puts after "Organic Results"
- < Copy and paste the "Keywords" list from SpyFu

**NOW REPEAT THE ABOVE PROCESS FOR YOUR COMPETITORS  
AND INDUSTRY LEADERS**



## **EXERCISE TWO:** **RESEARCH YOUR KEYWORDS**

### Points to Remember

- ⊕ Keyword research will help you with both your search engine optimization and any pay-per-click campaigns you do. However, the terms you target for each of these channels may be different.
- ⊕ For search marketing, you want to focus on keyword phrases that have a good ratio between # of daily or monthly searches and the # of competitors currently indexed for that keyword (or currently optimized to show up for that keyword – a better indicator)
- ⊕ A good ratio, as an example, would be 500 searches per month and 10,000 websites optimized to show up for the term. Or 10,000 searches a month and 500,000 websites optimized.
- ⊕ If you can only look at the number of total websites that show up in a search on google (total number of results), then you want to target terms with less than a million results (unless they have thousands to tens of thousands of monthly searches and you want to give it a shot)
- ⊕ You don't want to waste your time trying to rank for really competitive terms or "high-level" terms like "credit repair" or "life coach" or any other basic keyword for your industry. Instead, focus on "long-tail" phrases that are three words or more. They have fewer searches, but are easier to rank for.

## CONDUCT YOUR KEYWORD RESEARCH

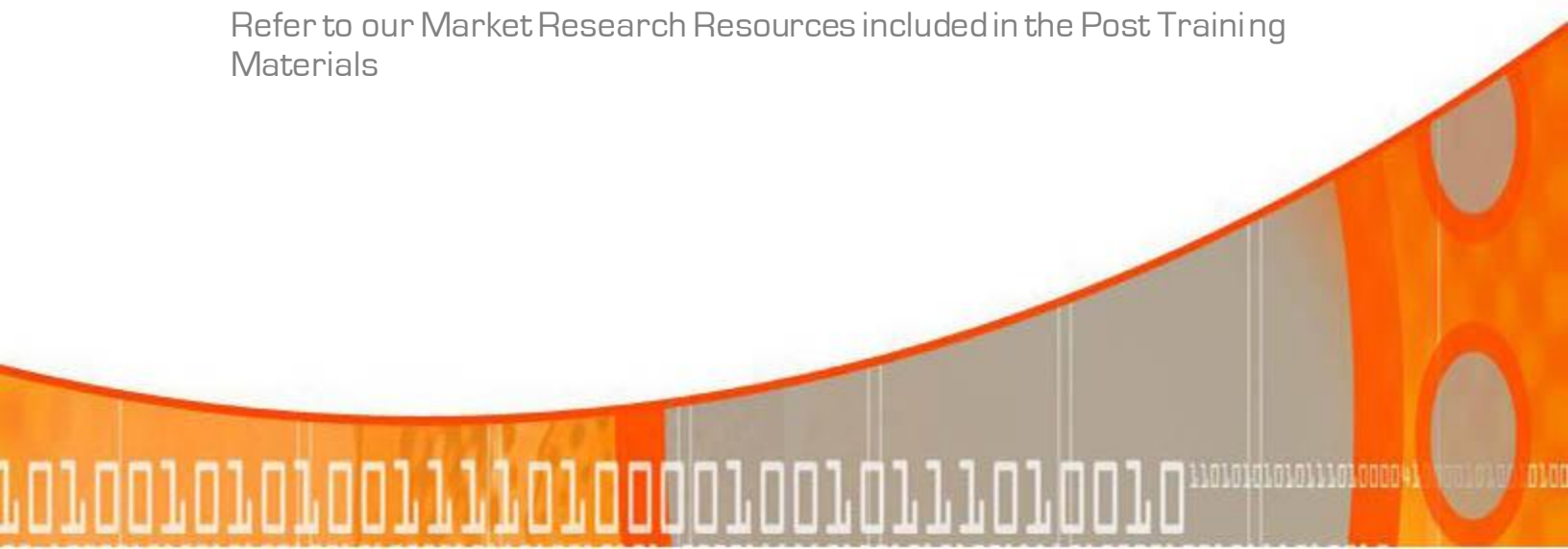
### **Niche Browser**

([www.nichebrowser.com](http://www.nichebrowser.com))

1. Go to the Niche Browser website
2. Provide your name and email to download the free tool  
Yes, we know, it's not always preferable to provide an email, but this is one of the best tools we've seen out there, better even than some paid tools.
3. Download the tool and install it on your computer.
4. Watch the training video provided after you download
5. Use Niche Browser the same way you would use a regular browser like FireFox or Internet Explorer
6. As you find keywords, potential link partners, or anything else during your research, be sure to record them in an Excel Spreadsheet or Word document for later follow up and use

Would you like to dig deeper with your keyword research? Want to learn more about the nuances of researching keywords for both search engine optimization and for pay-per-click?

Refer to our Market Research Resources included in the Post Training Materials



# CHECKLIST:

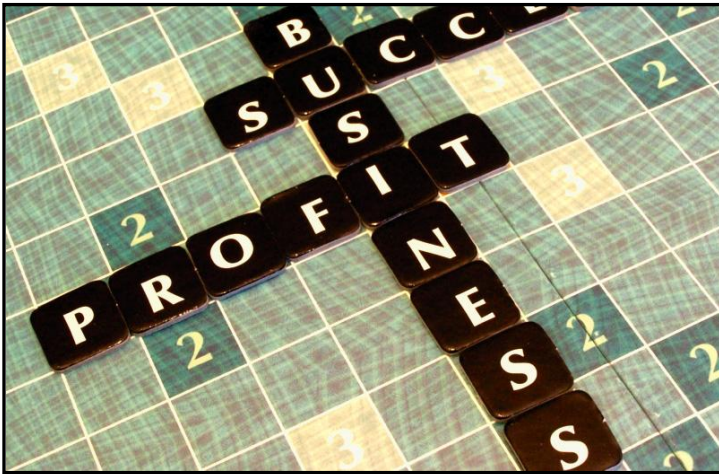
## CONDUCT YOUR MARKET RESEARCH

Most of the tasks listed below are covered specifically in this workbook. However, there are additional implementation tasks that you need to take based on your work done here. So we list those additional tasks here, even if they aren't particularly covered in an exercise.

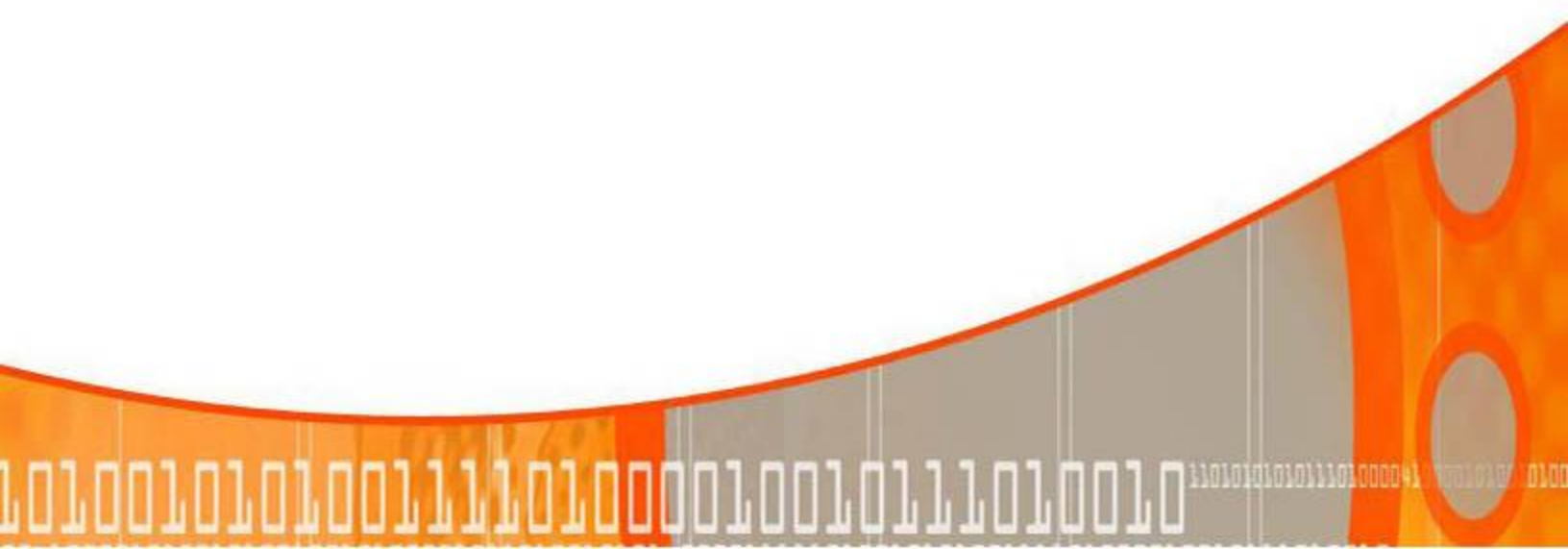
- œ CONDUCT A COMPETITIVE ANALYSIS OF YOUR WEBSITE (PAGE 16)
- œ CONDUCT A COMPETITIVE ANALYSIS OF YOUR TOP COMPETITORS AND INDUSTRY LEADERS (PAGE 16)
- œ DOWNLOAD NICHE BROWSER & WATCH VIDEO TRAINING (PAGE 20)
- œ RESEARCH KEYWORDS USING NICHE BROWSER (PAGE 20)
- œ OPTIONAL: USE NICHE BROWSER TO FIND CONTENT, LINK PARTNERS, AND MORE - SAVE EVERYTHING YOU FIND FOR LATER USE
- œ RECORD ALL KEYWORDS IN AN EXCEL SPREADSHEET. INCLUDE ALL INFORMATION YOU CAN FIND, SUCH AS # OF SEARCHES AND # OF COMPETING WEBSITES
- œ DIG DEEPER INTO MARKET & KEYWORD RESEARCH WITH OUR LIST OF RESOURCES INCLUDED IN YOUR POST TRAINING MATERIALS

# SECTION THREE:

## SEARCH MARKETING (SEO)



- On-Page Optimization
- Off-Page Optimization





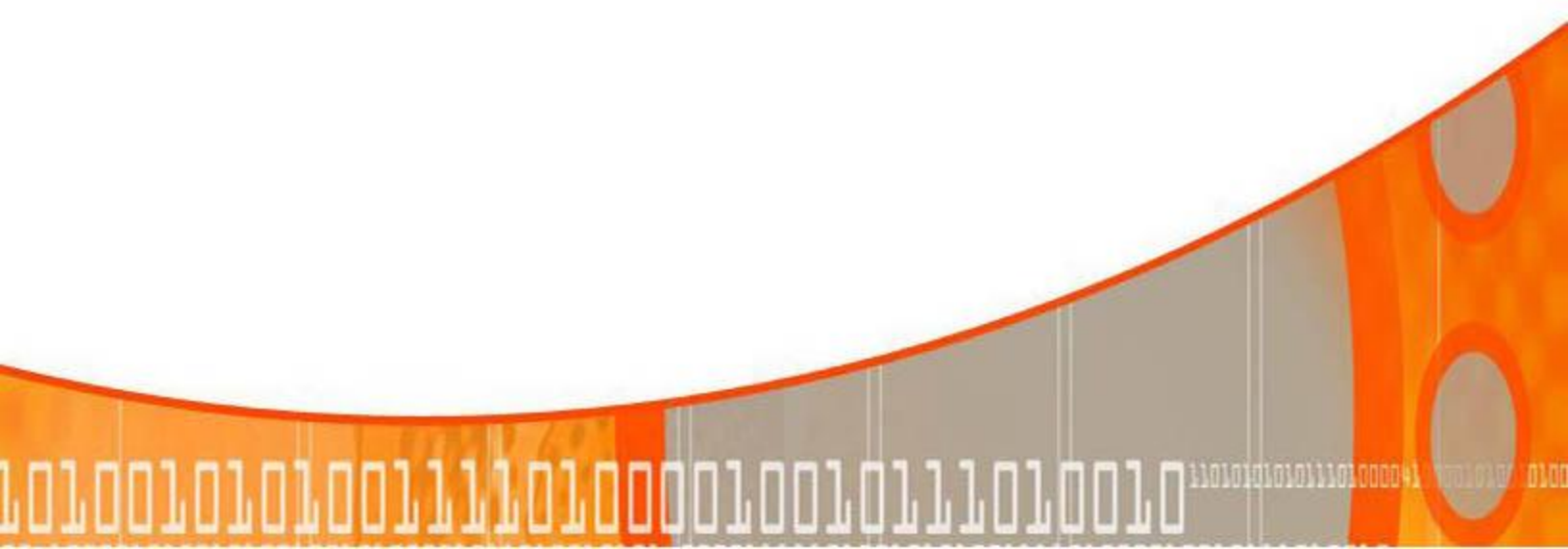
# **EXERCISE ONE:**

## **KNOW ILLEGAL SEO TECHNIQUES NOT TO USE**

### Points to Remember

- ⊕ Google has Terms of Service you can read online that tell you what you can and cannot do to show up in their search engine. If you break key rules, they will penalize you. Too many penalization points against you and it will be hard to rank.
- ⊕ If you are caught implementing specifically illegal techniques, your website will be blacklisted, meaning that it will never show up in any Google search, even if someone searches your exact domain name (it'll still show up if they put your domain into the browser's URL field – just won't show up in Google)

To review illegal SEO techniques to avoid, refer to our Post Training Materials. You will find a special report titled "Illegal SEO Techniques to Avoid."

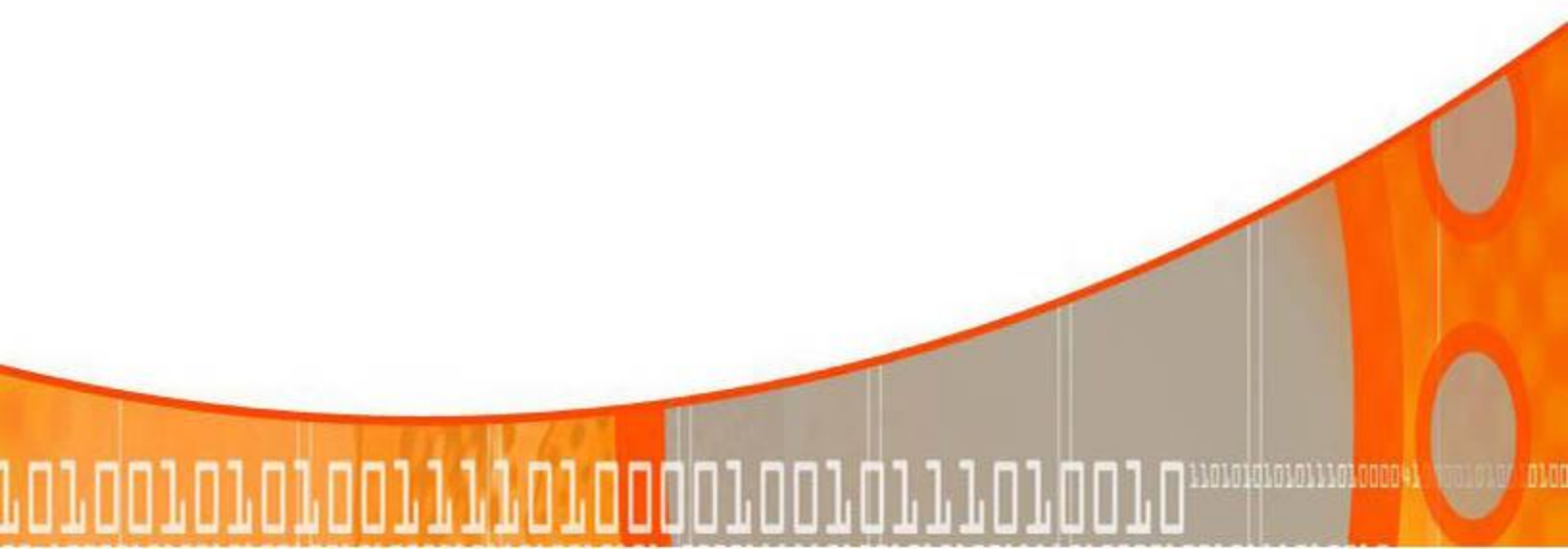


# EXERCISE TWO: CONDUCT AN SEO CAMPAIGN

## Points to Remember

- ⊕ SEO can be very complicated. Don't get lost in all the information out there.
- ⊕ Slow and steady wins the race. There is plenty you can do to win immediate rankings in a couple days or weeks, but the real key is to consistently optimize and promote your website each month.
- ⊕ We've made it dirt simple to conduct a successful basic SEO campaign as long as your industry isn't too competitive. If you feel that you need an experienced search marketing expert to assist you, feel free to contact us (our contact information is on the final page of this workbook)

To conduct your SEO campaign, you'll be largely using one of the two tools we recommend on the next page. Both have free options, great training, and tools.



## CONDUCT YOUR SEO CAMPAIGN

### **SoloSEO.com**

[[www.nichebrowser.com](http://www.nichebrowser.com)]

### **WebCEO.com**

[[www.webceo.com](http://www.webceo.com)]

1. Review each tool above to decide which one you want to work with. They are both excellent, and they both provide:
  - a. In depth training on how to conduct an SEO campaign
  - b. Training on how to use their tool
  - c. Keyword Research & Market Research Tools
  - d. Link Building Tools
  - e. Competitive Analysis & Intelligence Tools
  - f. Reporting & Tracking
  - g. On Page Optimization Help
2. Sign up for, or download, your chosen tool (you'll likely get confused if you try to use both, so just pick one)
3. Study their basic training material or take their product tour to get a basic overview of how everything works
4. Create your campaign and follow the tool's instructions
5. Make sure you work on your campaign consistently every month. Your rankings won't last if you don't maintain your SEO activities (missing a month here or there shouldn't harm you too bad, but try to remain consistent).

Your chosen tool should have all the training and information you need to conduct a successful SEO campaign, however in case you want to dig deeper into best free resources on Search Marketing, you can review our SEO resources in your Post Materials.



## A SAMPLE SEO CAMPAIGN PLAN (YOU CAN USE THIS AS A SORT OF CHECK LIST)

### € Marketing Assessment

- Set goals
- Set benchmarks
- Set metrics for measurement
- Understand how SEO will impact other current marketing campaigns
- Discuss which SEO strategies you'll likely pursue (may change after following assessments)

### , Website Assessment

- Know current statistics (traffic, conversions, visitor behavior)
- Know programming language(s) used and how they impact rankings
- Review other site elements with SEO professional to be sure they can rank your site (dynamic sites, retail shopping sites, etc.)
- Set overall objectives and purpose of your website. Determine whether you want it to be highly informational, interactive, retail, etc. as the SEO techniques used will depend on, and affect, these characteristics.

### f Team Building

- Have all applicable team members meet to go over objectives for your SEO campaign and make sure that everyone's needs and expectations are addressed.
- Designate a project leader and, if each team consists of three or more people, designate team leaders.
- Make sure everyone understands that in order for SEO to be effective, the SEO professional will need as much access as possible to your website. If he must go through a programmer or designer for every little tweak, this will severely cripple effectiveness.

### " Keyword Assessment

- Discuss which keywords you'd like to target
- Review and approve SEO professional's keyword list (developed

by researching ROI potential of your chosen keywords and thematically related terms)

### ... Website Review

- Review website content, on-site elements, existing links and linking structure
- Develop site optimization task list for optimizing all on-site elements for target keywords

### ‡ Settle on Additional SEO Strategies

- Review all strategies your SEO professional provides
- Discuss each strategy and how it will affect your ancillary goals, which may be branding, reputation, producing industry buzz or social word-of-mouth, etc.
- Make sure your SEO professional and the rest of the project team understands exactly what strategies will be used (review our illegal methods with your professional to make sure none of them are being used and that you have a solid understanding of what's being done)

### ^ Reporting Expectations

- Find out ahead of time what reports and detailed data your SEO professional plans to provide
- Discuss any additional data your company would like to receive
- Make sure your project team has discussed how to utilize this report data to produce actionable information

### % Begin On-Site Optimization and Additional SEO

- As you begin implementation, set review dates and project milestones for project team meetings to gauge progress and realign future tasks (if necessary)



## **EXERCISE THREE:**

# **WRITE & PROMOTE OPTIMIZED CONTENT**

### Points to Remember

- ⊕ Every page on your website should be optimized to show up in the search engines. Code optimization will largely be handled by your webmaster or SEO tool. However, you'll need to make sure your written content is well-optimized.
- ⊕ That said, don't worry too much about optimizing your home page. Again, the sole purpose of your homepage is to get visitors to dig deeper.
- ⊕ Your content still has to be well-written for your human visitors. Don't stuff it with your keyword when not appropriate and keep your tone conversational. Work with a good ghost writer if you need to.
- ⊕ You'll need to write optimized content for your website, but you'll also want to create standalone optimized articles and promote them to article databases and other websites to secure backlinks.

To write your content, refer to our several Article Writing and Article Promotion training tutorials provided in your Post Training Materials. They will lead you through each process, step-by-step.

# CHECKLIST:

## CONDUCT YOUR SEO CAMPAIGN

Most of the tasks listed below are covered specifically in this workbook. However, there are additional implementation tasks that you need to take based on your work done here. So we list those additional tasks here, even if they aren't particularly covered in an exercise.

- œ REVIEW YOUR KEYWORD RESEARCH AND CHOOSE THE BEST KEYWORDS TO TARGET. PICK SEVERAL TERMS THAT ARE EASY TO RANK FOR AND A COUPLE WELL-SEARCHED TERMS THAT WILL LIKELY RANK EVENTUALLY OVER TIME
- œ DOWNLOAD OR SIGN UP FOR YOUR CHOSEN SEO TOOL (PAGE 25)
- œ GO THROUGH YOUR CHOSEN TOOL'S TRAINING AND GET FAMILIAR WITH THE SOFTWARE (PAGE 25)
- œ CREATE A CAMPAIGN AND BEGIN WORKING THROUGH THE OPTIMIZATION STEPS AND TOOLS YOUR SEO SOFTWARE GIVES YOU (PAGE 25)
- œ USE YOUR CHOSEN TOOL'S SEO CAMPAIGN CHECKLISTS OR USE OUR INCLUDED CAMPAIGN CHECKLIST (PAGE 26)
- œ OPTIMIZE YOUR WRITTEN CONTENT - FOCUS EACH PAGE ON A SINGLE PRIMARY KEYWORD AND UP TO TWO SECONDARY KEYWORDS
- œ WRITE AND PROMOTE OPTIMIZED ARTICLES FOR BACKLINKS

# SECTION FOUR:

# PAY-PER-CLICK ADVERTISING

Google AdWords English (US)

AdWords makes online advertising easy  
No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

**Start now**

Sign in to Google AdWords with your **Google Account**

Email:

Password:

**Sign in**

[I cannot access my account](#)

**Learn about AdWords**

How it works

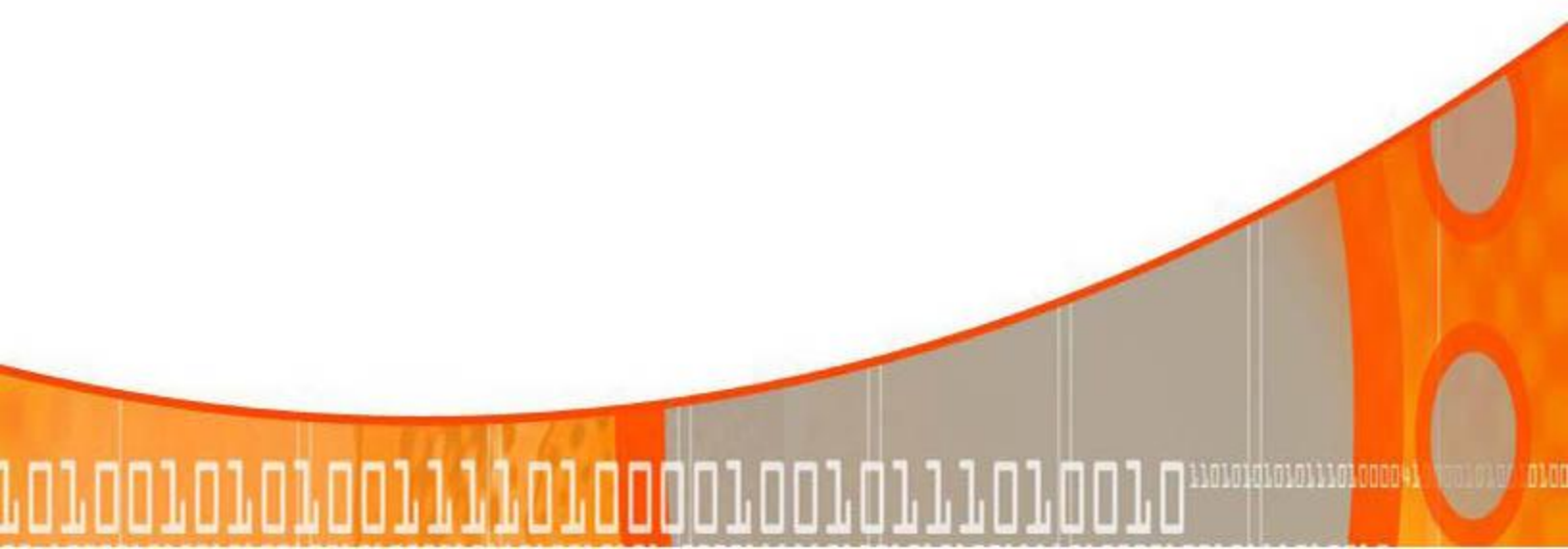
[Reach more customers](#)

[Costs and payment](#)

**You create your ads**  
You create ads and choose keywords, which are words or phrases related to your business.  
[Get keyword ideas](#)

**Your ads appear on Google**  
When people search on Google using one of your

- Create a Google Adwords Campaign
- Continually Analyze &



# EXERCISE:

## CREATE A PAY-PER-CLICK CAMPAIGN

### Points to Remember

- ⊕ Making money with Adwords or other PPC networks isn't as easy as some would have you believe. It's worth the time and cost investment, but you MUST do it properly.
- ⊕ The single factor that will make or break your campaign is whether you track results, monitor your campaign's activity and results daily, and optimize the campaign according to the data.
- ⊕ You'll typically spend more when you first launch your campaign. Within the first week, it's integral that you work with it daily to delete any high impression keywords that aren't getting clicked. This will improve your click through ratio (CTR) which Google uses to decide how much to charge you per click and where you show up in the listings.
- ⊕ Do NOT work with a Google Adwords representative and have them handle your campaign. Their interest is in you spending more money, not less. They will not optimize it, no matter what they say, and you will lose money. A consultant or firm certified by Adwords, but who doesn't work for Google may be an option.

To create your Adwords campaign, go to [www.google.com/adwords](http://www.google.com/adwords) and create a free account. Follow their instructions to create your campaign. For more information on creating profitable ads and working with PPC vendors, review the PPC section of our Presentation Slides, which are included in the Post Training Materials



# CHECKLIST:

## CONDUCT YOUR PPC CAMPAIGN

Most of the tasks listed below are covered specifically in this workbook. However, there are additional implementation tasks that you need to take based on your work done here. So we list those additional tasks here, even if they aren't particularly covered in an exercise.

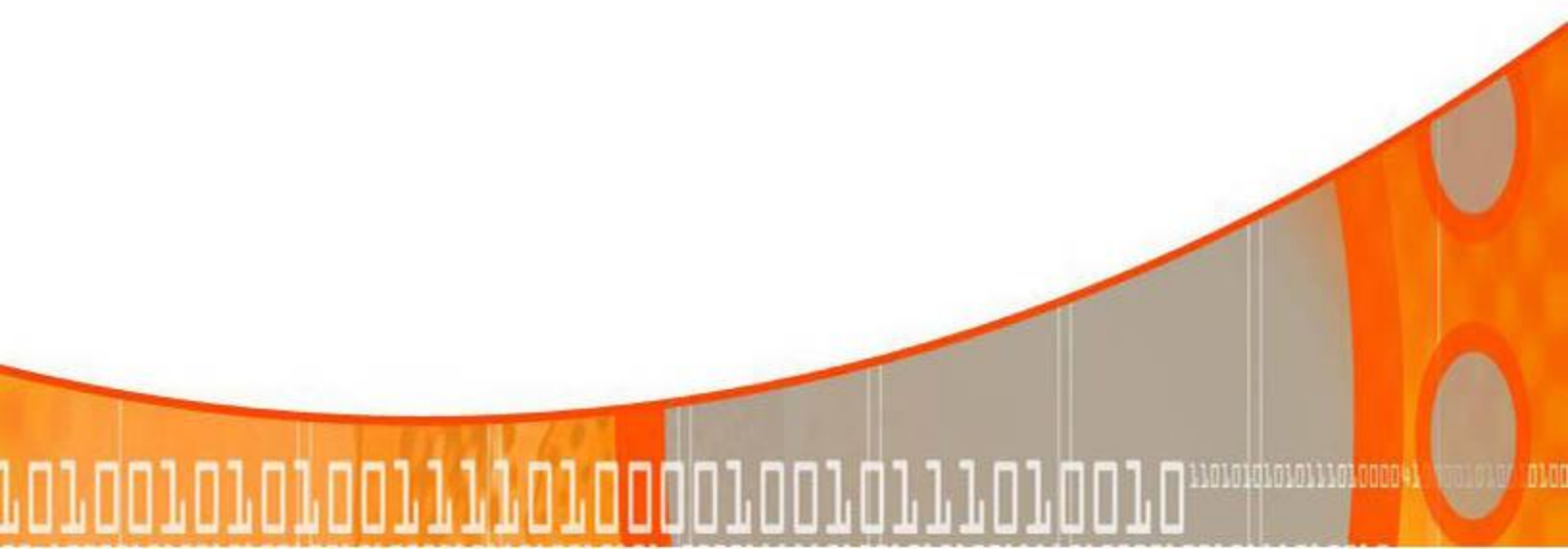
- œ USE GOOGLE'S KEYWORD RESEARCH TOOL TO IDENTIFY KEYWORDS YOU WANT TO ADD TO YOUR CAMPAIGN. ADD AS MANY AS YOU LIKE. IF THEY'RE TOO COMPETITIVE, YOU WON'T EVEN SHOW UP FOR THEM, SO YOU DON'T HAVE TO WORRY ABOUT TOO MANY IMPRESSIONS
- œ CREATE SEVERAL AD GROUPS AND ADD RELEVANT KEYWORDS TO THEM
- œ CREATE AT LEAST TWO OR THREE ADS FOR EACH AD GROUP AND SET THEM TO ROTATE EVENLY SO YOU CAN TEST WHICH PERFORMS BEST
- œ SET YOUR COST PER CLICK FOR THE CAMPAIGN (YOU CAN SELECT ADDITIONAL CPC PER AD GROUP OR PER KEYWORD IF YOU LIKE). SET DAILY BUDGET
- œ INSTALL GOOGLE ANALYTICS TO TRACK STATISTICS AND VISITOR BEHAVIOR. THIS WILL HELP YOU IDENTIFY WHICH KEYWORDS RESULT IN LEADS AND SALES
- œ ACTIVATE YOUR CAMPAIGN
- œ MONITOR IT DAILY. DELETE OR PAUSE ANY KEYWORDS WITH 100 OR MORE IMPRESSIONS AND VERY FEW CLICKS

œ AS YOUR CTR INCREASES IN AN AD GROUP OR FOR A KEYWORD, TRY TO LOWER THAT AD GROUP'S OR KEYWORD'S COST PER CLICK.

IF YOUR BID IS TOO LOW FOR THE WORD TO LIST, THEN CHANGE IT BACK. BUT THIS IS THE ONLY WAY TO LOWER YOUR COST. GOOGLE WON'T DO IT FOR YOU.

œ IDENTIFY WHICH KEYWORDS PRODUCE THE MOST LEADS AND SALES AND PLACE THE BULK OF YOUR BUDGET ON THOSE. TAKE YOUR BUDGET AWAY FROM KEYWORDS THAT GENERATE TONS OF CLICKS BUT FEW LEADS AND SALES (THEY'RE WASTING YOUR MONEY)

In case you're interested in learning more about pay-per-click, refer to our Post Training Materials for links to additional PPC training and resources.



# SECTION FIVE: SOCIAL MEDIA PROMOTION



- Create and Promote Videos
- Blogging & Tagging
- Create Your Secondary Sites

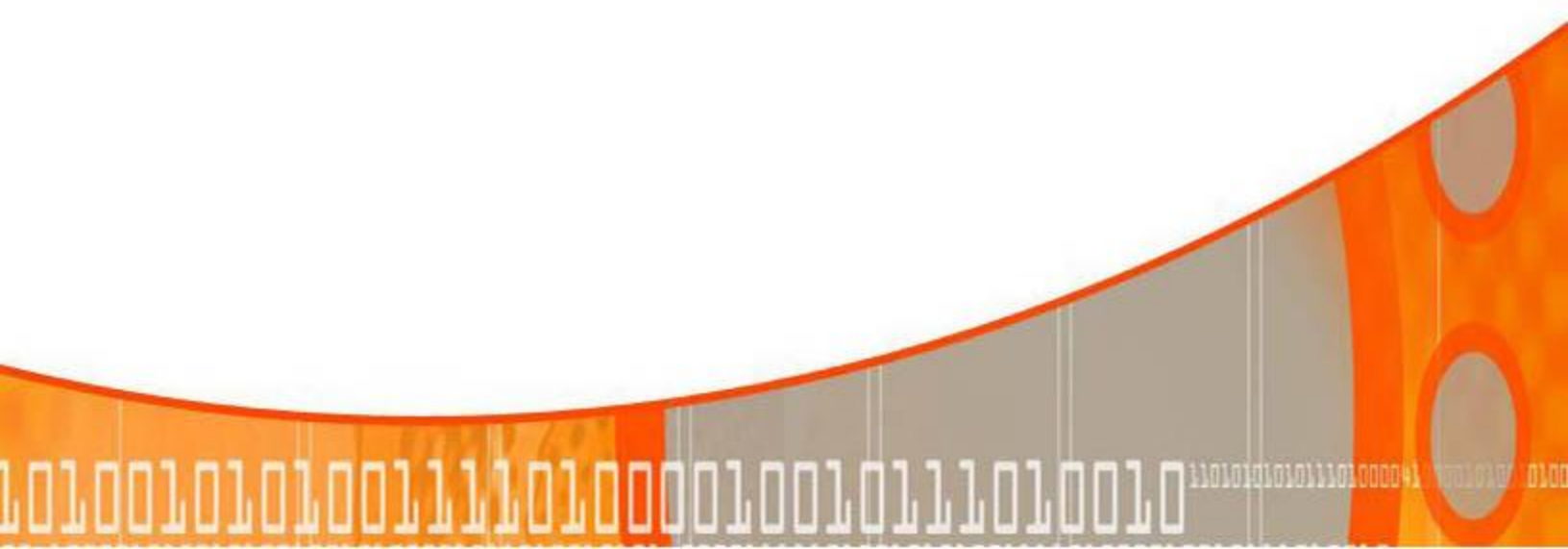
# **EXERCISE ONE:**

## **CREATE AND PROMOTE VIDEO CONTENT**

### Points to Remember

- ⊕ Video is the most consumed media online, 83% of internet users.
- ⊕ Video promotion is currently the quickest and easiest way to get top rankings in Google
- ⊕ You'll differentiate yourself from your competition by using video more in your website, promotions, blogging, and advertisements
- ⊕ Video affords you a quick and easy way to create contests for your industry colleagues or buying audience. You can get them to send you video endorsements, testimonials, case studies, stories, descriptions of their experience with your company or offerings, etc.

On the following page, we're going to go through the steps to create and promote your video.

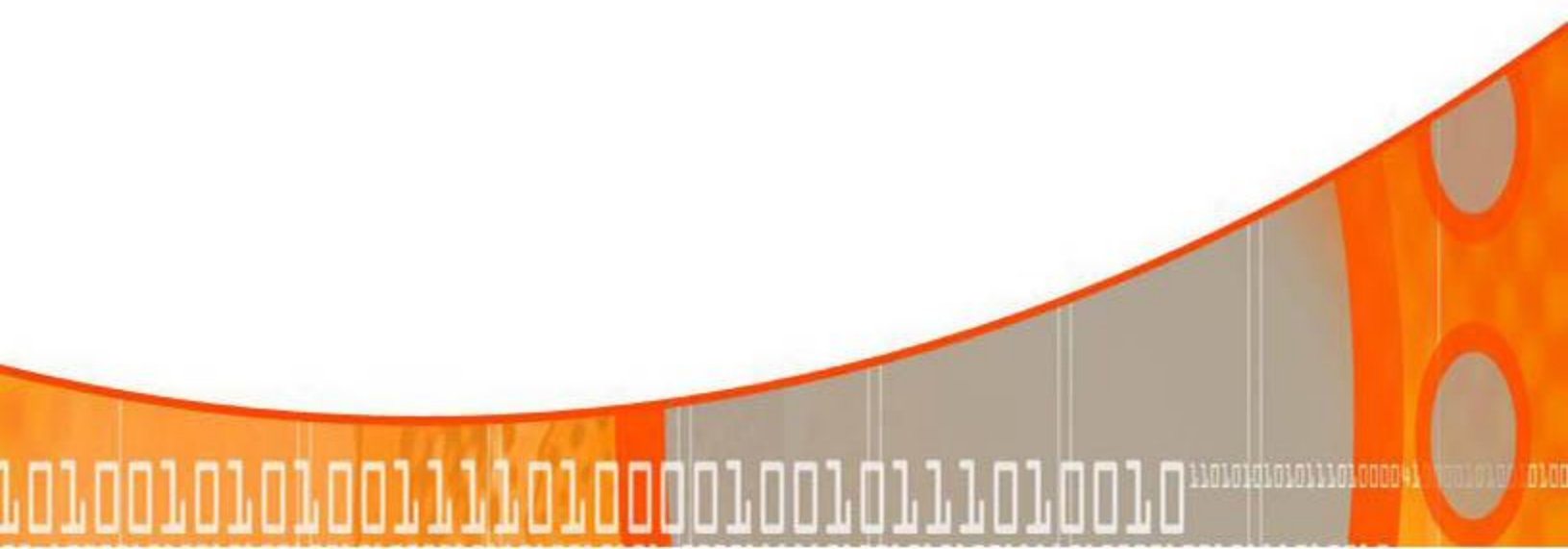


## CREATE & PROMOTE YOUR VIDEO

1. Read the “How to Create a Viral Video” article here:  
<http://www.warwagonblog.com/internet-marketing/how-to-create-a-viral-video/>

It will give you lots of ideas to get started, along with a step-by-step strategy for creating viral videos.

2. Create at least one video. Identify how you plan to use it. Will you put it on your main website, such as a case study or how-to video? Or on your blog, as a video blog post? In all cases, you’ll promote it to YouTube and other top video sites.
3. Refer to your keyword research and tag your video with keyword phrases you want to rank for. Don’t tag it with all of them, we recommend tagging each video with two to three keyword phrases. Make sure the video is relevant to those keywords.
4. Then the rest of your tags should be things referenced in the video, including any people mentioned, companies, your own company, etc.
5. Create a profile on YouTube & upload your video. Refer back to our presentation slides if you want help with this step.
6. Network and collaborate with popular YouTubers as outlined in our Presentation Slides
7. Promote your video elsewhere using TubeMogul and other resources included in our Social Media Resources in the Post Training Materials.



## **EXERCISE TWO:** **CREATE YOUR BLOG, TAG & BOOKMARK**

### Points to Remember

- ⊕ Your blog is the easiest way to consistently add content to your website, without the use of a webmaster or dealing with code.
- ⊕ There are tons of blog databases and widgets that make optimizing your blog easier and more automated than optimizing regular pages on your website.
- ⊕ You may choose to have your blog on your main site domain. Or you may choose to have it on a separate domain. You may even have two – the one on your site could include company updates, press releases, and links to any new pages added or collateral available for downloads.

Then use your off-site blog for useful articles, videos, and great content that would keep your colleagues and audience coming back for more.

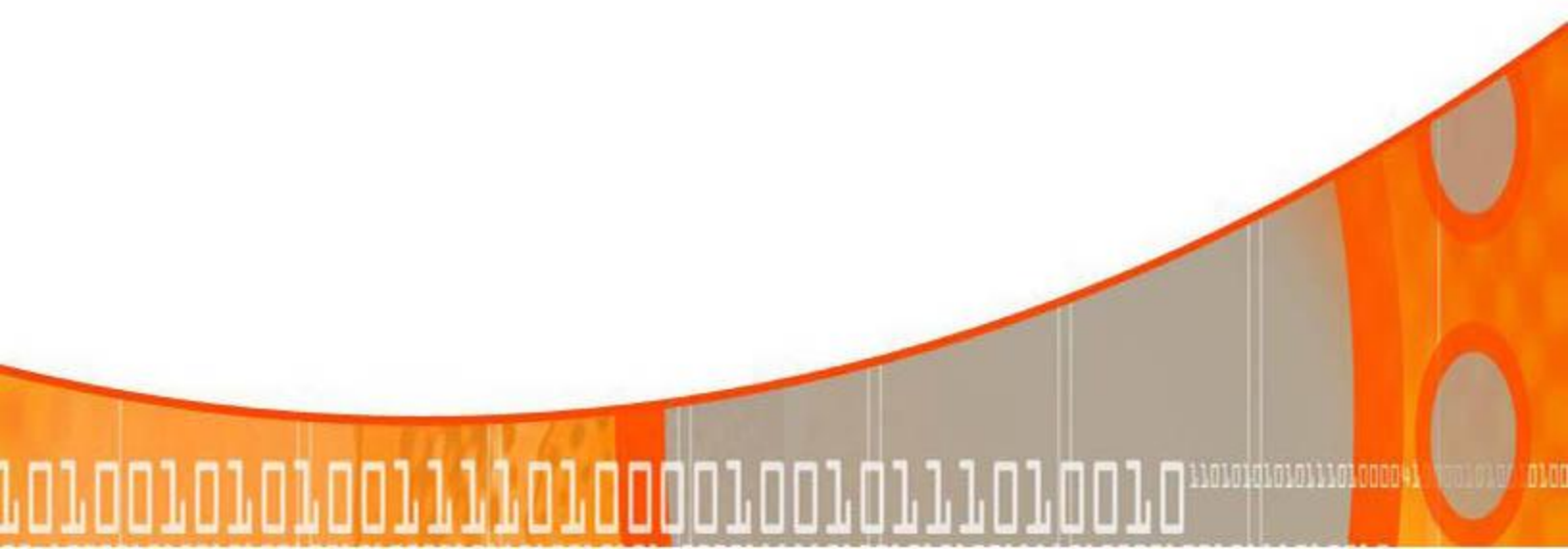
Follow the steps on the following page to create your blog, choose a template, add useful widgets, set up RSS feeds and subscription options, and promote it via social bookmarking and tagging.

## CREATE & PROMOTE YOUR BLOG

1. Review the following three blogging platforms to decide which one you want to use for your blog. We recommend Wordpress.org (which you install on your own server) because of the added functionality):
  - a. [www.wordpress.org](http://www.wordpress.org) (installed)
  - b. [www.wordpress.com](http://www.wordpress.com) (hosted)
  - c. [www.blogger.com](http://www.blogger.com) (hosted)
2. Download and install (or sign up for) your chosen blogging platform.
3. If you choose to go with a hosted solution, we recommend you create a domain for the blog and redirect it to your hosted blog. Your chosen platform should have training on how to do this.
4. If you install your chosen solution, decide whether it will be on your main site domain or a separate domain. If you choose to do both, you'll want to install Wordpress on both domains following their easy step-by-step installation guide.
5. If you want to use Wordpress as an installed solution, but you find it difficult to do yourself, there are very inexpensive wordpress experts that can do it for you, including Wordpress themselves.
6. Once you've installed or signed up for your blog, the next step is to choose a template. If you have a hosted solution, you'll have a limited choice. If you have Wordpress installed version, you can review our Blogging Resources in your Post Training Materials for links to free and low cost Wordpress templates.
7. Next, configure your blog. Create your initial topics or categories. These are the main subjects or categories your posts will be assigned to. You can change, add, and delete these later.
8. Follow your platform's training to configure the rest of your blog's settings.
9. Sign up for a free Feedburner account at [www.feedburner.com](http://www.feedburner.com) and create RSS feeds. Add their widgets to your blog's sidebar.

10. Decide what your publishing schedule will be – how often you’ll create new posts. Luckily, you can write several posts at once and post date them with different dates so they’ll “go live” later.
11. Try not to post twice in one day, unless it is necessary for your company’s news updates. Google and other search engines like to see content added steadily over time, so you might as well save the second post for another day.
12. Use our Social Media Resources to find a list of free widgets (called Plugins) you can install on your blog (for Wordpress Installed version). These will help you tag, bookmark, and promote your blog posts – and also encourage your visitors to promote your posts for you.
13. Add video and podcast content to your blog as much as possible. Outsource the writing and media creation if you like.
14. Any video or podcast you put on your blog should also be placed on YouTube and promoted with TubeMogul.
15. Make sure you tag each post you make. You can use your blog to write a post like an optimized SEO article and write it specifically for a keyword phrase. Be sure to tag it with that phrase.
16. Create a free Technorati account and add each post to Technorati.

You can get Technorati, Yahoo News, and several other websites to automatically index and rank every new blog post by using a “ping” service. We recommend the free OnlyWire.com at [www.onlywire.com](http://www.onlywire.com).





## **EXERCISE THREE:**

# **CREATE YOUR SOCIAL MEDIA PROFILES (SECONDARY SITES)**

### Points to Remember

- ⊕ Having additional websites at the top social networks will earn you powerful backlinks when you link back to your website (be sure to link to specific landing pages and use the keyword that page is optimized for in the anchor text of your link pointing to it).
- ⊕ Keep your branding and image consistent. Use the same graphics, colors, and calls to action on your social profiles.
- ⊕ Don't just create your profile and leave it. The real power in social networks is participating. Add people to your friends and colleagues lists and put your news and event updates in your bulletins (which are viewable on all your friends' pages).
- ⊕ Social networks allow you to quickly and easily create a list, much like an email list. You can communicate with your friends list and promote promotional offers, your blog, great new free content, and direct them back to your primary website.
- ⊕ But never push a hard pitch. Always try to give your audience what they want and they'll naturally come to you when they want to buy.

## CREATE & PROMOTE YOUR SOCIAL PROFILES

1. At the least, create a free account at the following social networks:
  - a. [www.myspace.com](http://www.myspace.com)
  - b. [www.facebook.com](http://www.facebook.com)
  - c. [www.linkedin.com](http://www.linkedin.com)
  - d. [www.squidoo.com](http://www.squidoo.com)
2. To participate in other social networks, you can review our list of them in the Social Media resources.
3. Create your profile, following each site's instructions.
4. Customize each profile so that its design (as much as is capable with the particular network's platform), colors, and overall branding match your website's branding.
5. If you can add additional elements to the page, add your graphical call to actions and links to useful content that your audience would want to consume. Again, don't hard sell. Push the free content. It will do the selling for you.
6. Maintain a professional image, but don't be afraid to get personal and interact with people as an individual. For instance, if someone on facebook wants to "throw a cow" at you using one of Facebook's applications, you may want to "send them a parrot" back and interact.
7. Use the update bulletins, content, and blogging options available at each network. For instance, everytime you update your company blog, make a quick post in each social profile and link to the main blog post. This is easily and cheaply outsource-able.
8. Create a sense of community on your page and with your friends lists. Interact as much as you can (put an employee or freelancer on the task if you don't have the time). You can use this valuable resource to survey your friends to find out their likes and dislikes, launch contests, and more.

# **CHECKLIST:**

## **CONDUCT YOUR SOCIAL MEDIA CAMPAIGNS**

Most of the tasks listed below are covered specifically in this workbook. However, there are additional implementation tasks that you need to take based on your work done here. So we list those additional tasks here, even if they aren't particularly covered in an exercise.

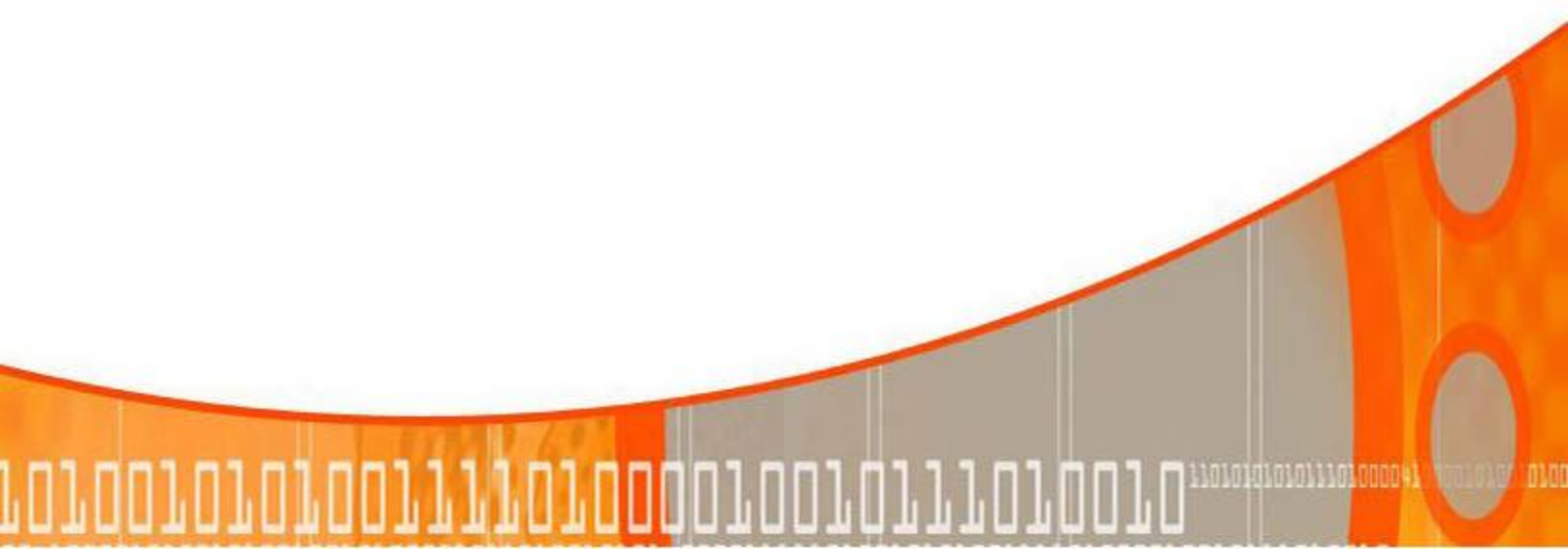
- œ CREATE AND PROMOTE YOUR VIDEOS (PAGE 36)
- œ PLACE VIDEOS AND OTHER MEDIA CONTENT ON YOUR PRIMARY SITE, SECONDARY SITES, AND BLOG WHEN APPLICABLE – AND ALWAYS PROMOTE THEM ON YOUTUBE AND WITH TUBEMOGUL (PAGE 36)
- œ CREATE, CONFIGURE, AND CUSTOMIZE YOUR BLOG. ADD WIDGETS AND RSS FEEDS (PAGE 38)
- œ DECIDE ON YOUR PUBLISHING SCHEDULE (PAGE 38)
- œ POST CONSISTENTLY AND FOR EACH POST, TAG IT, AND PROMOTE IT TO TECHNORATI AND SOCIAL BOOKMARKING SITES (PAGE 38)
- œ CREATE YOUR SECONDARY SITES (SOCIAL MEDIA PROFILES) (PAGE 41)
- œ BRAND THEM WITH YOUR COMPANY'S IMAGE, ADD GRAPHICS AND CALLS TO ACTION
- œ CONSISTENTLY PARTICIPATE AND UPDATE YOUR PROFILES. GROW YOUR FRIENDS LIST AND USE IT MUCH LIKE AN EMAIL LIST.

# SECTION SIX:

## CONVERSION ANALYSIS



- Install Tracking Software
- Track Website & All Promotion Stats
- Test Everything You Can, As Often As Possible
- Take Action Based on Data



# **EXERCISE:**

## **SET UP TRACKING & CONVERSION TESTING**

### Points to Remember

- ⊕ The single most vital factor in effective marketing is tracking results, testing for improvements, and acting based on hard evidence and data.
- ⊕ You can never assume what your market will respond to. Always test common sense and assumptions.
- ⊕ Testing is only effective when it is done often and across several elements. Because this can be time-consuming, we recommend investing in multivariate testing software and services. The percentage increase in profits, in a short amount of time, is priceless.

On the following page, we'll take you through the steps to set up your website and promotion tracking. You can then refer to our Conversion Resources in your Post Training Materials for tools and information on conducting tests and analyses.

## SET UP YOUR WEBSITE & PROMOTION TRACKING

1. Most website hosting providers have excellent website analytics already installed on your website. It's usually just a matter of "turning it on."

Check with your webmaster or hosting provider to check.

2. Other free website tracking services you can use:
  - a. [www.google.com/analytics](http://www.google.com/analytics)
  - b. [www.google.com/webmasters](http://www.google.com/webmasters) (another great analytics tool that provides different information than Google analytics)
  - c. [www.statcounter.com](http://www.statcounter.com)
3. Regardless what basic stat tracking you have installed on your website, we recommend also installing Google analytics (just follow their tutorial on their website for putting their code on your pages).

Also, don't think that Google Analytics is enough. Make sure you have basic tracking such as Stat Counter as well. Google analytics is good for tracking which keywords result in sales, but you'll get lots of great demographic and search engine information from your basic stats.

4. Don't forget about the information you can get about your website and its visitors from the Competitive Analysis.
5. Run reports on your website's statistics at least once a month and review for trends, growth, declines, or other interesting shifts. Try to identify which promotion activities are attributing to which changes.
6. Take action according to the data. For example, if you're getting a lot of site visitors from a particular search term on Yahoo!, and particularly if you can track whether they're converting to sales or leads (you just need special tracking software that installs some code on your confirmation pages – Google Analytics may work for this), then you want to work harder to increase your rankings for that term.

Review our Conversion Testing resources to get started testing your website and promotion's elements.  
Remember, testing is VITAL!

# **CHECKLIST:**

## **SET UP YOUR SITE TRACKING & CONVERSION TESTING**

Most of the tasks listed below are covered specifically in this workbook. However, there are additional implementation tasks that you need to take based on your work done here. So we list those additional tasks here, even if they aren't particularly covered in an exercise.

- œ INSTALL OR ACTIVATE AT LEAST ONE PRIMARY SITE TRACKING PROGRAM (PAGE 45)
- œ SIGN UP FOR GOOGLE ANALYTICS AND GOOGLE WEBMASTERS (PAGE 45)
- œ RUN REPORTS AT LEAST MONTHLY AND ANALYZE DATA (PAGE 45)
- œ LOOK FOR CHANGES, GROWTHS, AND DECLINES AND IDENTIFY WHAT IS CAUSING THEM (PAGE 45)
- œ TAKE ACTION BASED ON THE DATA (PAGE 45)
- œ BEGIN TESTING ELEMENTS OF YOUR SITE AND PROMOTIONS AND DO IT CONSISTENTLY (PAGE 45)
- œ TO GET THE BEST PERFORMANCE THE QUICKEST, INVEST IN MULTIVARIATE TESTING
- œ REVIEW OUR CONVERSION TESTING RESOURCES FOR MORE INFORMATION