

WEBSITE MARKETING BASICS

Get Your Website Found & Producing



Kurtis Kintzel

From the series Business Owner Basics (BOBs) Training Books

Website Marketing Basics

Get Your Website Found & Producing

Kurtis Kintzel

From the series Business Owner Basics (BOBs) Training

Copyright © 2022 Kurtis Kintzel

All rights reserved. No part of this book may be reproduced or used in any manner without the prior written permission of the copyright owner, except for the use of brief quotations in a book review. To request permissions, contact the publisher at support@localsearchforce.com.

Hardcover ISBN: 979-8-9855560-1-8

Ebook ISBN: 979-8-9855560-0-1

Edited by Joseph S. Kintzel

Printed by Local Search Force in the USA.

Publisher and distributed by:

Local Search Force
461 Plaza Drive, Suite C
Dunedin, Florida 34698

LocalSearchForce.com

INDEX

- **Introduction**
- **It all starts with a “sellable” product!**
- **What is a sale?**
- **Communication Channels**
- **Online Marketing Defined**
- **Starting Your Online Footprint**
- **Website Development**
 - **Website Creation Tips**
 - **Content Creation**
 - **Getting Found Online Organically**
 - **Webpage Optimization “To Do” List**
 - **Load Speed**
 - **Indexing**
- **Online Authority**
 - **Maps**
 - **Backlinking**
 - **Citations**
 - **Relevance**
- **Advertising Online**
- **Scoreboards**
- **Solutions**

INTRODUCTION

Consumers use the internet every day to make billions of searches. People are looking for reliable products and quality services. Not that long ago, every household had a telephone book with a yellow pages section. This book was used to locate local businesses to solve local problems.

Households today have replaced their phone books with computers and internet access. Business owners could easily advertise in phone books. Once per year, a salesperson would contact the business owner who would then work out a budget and place his or her ads for the upcoming year. Business owners knew they could rely on this resource to generate new clients. Now, the internet is a 24/7 lead machine.

From owning and managing with family and friends, including a telephone company, baseball tournament company, and several organizations in between, the firms I have owned and/or managed have generated about 10 million customers. This book is for the small businessperson by a small business owner who has walked through the business ownership fires and signed the back of paychecks.



In the 1990s, I was unable to find a company to develop a professional website for my long-distance telephone company. We were producing over 2,000 new customers per week using affiliate marketing and telemarketing but considered the internet an untapped marketing opportunity.

I reassigned our most technologically proficient staff member, George, into a newly created website company and asked him to design websites. At the time, he knew nothing about website creation and the first attempts were not so good. Eventually, one looked like a business card, so we promoted George to the Vice President of Marketing where we presented him with a small table to sit at, a phone, and phone book and asked him to start making calls. After reaching out to many businesses, one finally agreed to order a website design service and we did our happy dance as we were now officially in this new venture called internet marketing.

To date, our website design and marketing firms have helped about twenty thousand small business owners develop their website and in the management of their online marketing campaigns. We've helped small businesses working out of their homes, professionals with offices, retail and service businesses, and Fortune 50 companies like Hearst Corporation (Cosmopolitan Magazine, Men's Health, Town & Country, 33 television stations, etc.) and Bloomin' Brands (Bonefish Grill, Outback Steakhouse, Carrabba's, etc.).

This book's purpose is to quickly educate the small businessperson in the basics of developing and having a functional and productive website that is found online. We want businessowners educated so they can competently manage their online marketing campaigns and get those campaigns generating new prospective customers and revenue streams.

As the internet is ever changing, I'm writing this book to get business owners into the game and familiar with the most effective basic information currently available.

My hope is to offer the reader the most essential basic datums in a simple to understand format that will ideally lead to the business owner having a solid foundation of knowledge in websites and Search Engine Optimization. Business owners make better decisions, save money, and make more money when they understand the basics of internet marketing.

Business owners should manage their marketing departments and vendors the same as they manage the rest of their company, and this book will assist the business owner in the development and ongoing management of their website marketing team.

As you become more educated with regards to internet marketing, you will discover and try opportunities that fit your specific needs. When you realize and determine which methods work best for you, you will have control over your online prospecting and be able to affect your company's income at will.

Cheers,

Kurtis Kintzel

IT ALL STARTS WITH A “SELLABLE” PRODUCT

NOTICE If you cannot sell your product to people you know or meet, stop here and choose a different book. The internet is a vehicle to sell “sellable” products.

Here is a quick checklist to ensure your product or service qualifies for internet marketing:

1. Does your product or service solve problems, irritations, desires, or difficulties that



prospective customers genuinely want or need to resolve? For example, someone with bed bugs contacting a pest control company really wants and needs to solve the bed bug problem.

2. Is your product priced within the range consumers perceive the product to be worth?

3. Is your product or service constructive and helpful to the majority, as opposed to destructive to others? Is it legal to be sold? If you are selling

bomb making secrets, illicit drugs, or other potentially destructive solutions, you will be found and banned from major search engines.

4. Have you sold your product or service for a profit to twenty or more people that were happy and satisfied with the purchase of your product or service? The primary cause of internet marketing failure is the business and its product or services have inherent problems that won't be fixed by internet promotion. Internet marketing works best for products and services that people want to buy.

If you answered in the affirmative to the above four questions, congratulations! You have a sellable product or service and you will be able to successfully generate leads for your product or service using the internet. Keep reading to learn more about maximizing your business's potential.



WHAT IS A SALE?

Have you ever heard someone say, “I’m not good at sales,” “I don’t want to do sales” or “I don’t like sales or salesmen”?

Well, we are all salespeople. Selling is simply enlightening another on a subject or concept where the other agrees.

A person holding out their hand and another reaching back to shake hands is a sale. The child persistently asking their parent for a cookie makes the sale once the parent concedes. A person playing an instrument on a sidewalk makes a sale once the crowd applauds or better yet, drops a dollar into their case.

A sale is a clearly made offer from one party being accepted by another. This offer made and offer accepted happens through communication, which may be non-verbal or verbal.

People and businesses are willing to pay money for products or services that eliminate or are likely to eliminate the bad effect an issue is having on the business or person.

The communication which gets the prospect to fully consider the issues they are having, the effects of those issues and the solutions that exist is the art of salesmanship.

The best websites take the prospect through this sales process.



COMMUNICATION CHANNELS

The most rewarding action a business can take to increase sales is to increase the quantity and quality of their communication.

If you want to sell your sellable product or service in quantity, the most important next decision to make is how to reach the most prospective customers with your message. In other words, you have to decide which communication vehicle or vehicles you should use.

Once you and your team decide to sell a product or service, “how” to communicate is the next vital decision.

Selling products at wholesale to retail outlets is a viable model, but not the subject we are taking up. Today’s conversation is business to consumer (b2c) or business to business (b2b) sales.

In B2C or B2C sales, businesses choose one, some, or many channels to communicate with. A great location, perhaps near a busy intersection or retail store like a Walmart is considered a channel.

Promoting on the radio, on television, on billboards or road signs, sending direct mail, or passing out flyers are all communication channels available to businesses. Some businesses may prefer a personal approach using door-to-door sales, affiliate sale, multi-level marketing, referrals, or telemarketing techniques.



Lastly, others may choose to connect with prospective customers using the internet.

You can use all these channels to communicate effectively with your community and potential customers.

Whatever communication channels a business chooses, the objective is the same: Make a connection between the prospective customer and the business so the prospective customer knows the

business exists and is aware the business offers products and/or services that can solve the consumer’s problems, irritations, desires, or difficulties.

ONLINE MARKETING DEFINED

It is important the reader understands the terminology used in online marketing. Online marketing has its own language. You will make better and more cost-productive decisions if you, or the person in charge, really understand the **commonly used terms**.

Organic Marketing

Organic, meaning natural, marketing is getting a website to show up in a search without paying advertisement fees for the page to show up. How does a business causatively effect where they rank in a search? Search engine optimization.

Search Engine Optimization (SEO)

SEO is a combination of techniques used to get websites to show up organically in searches. These techniques help businesses modify a web page to increase how often it is shown in searches.

The more a business's webpage is displayed on the search engine results page, the more visitors are likely to click on the business's site. Generating more views means increasing the chances of leads, sales, and revenue.

Paid Advertising, also referred to as Pay-Per Click (PPC)

When a firm wants to target an extremely specific search term or needs immediate results, the fastest means to service the client is through a paid advertising campaign. The client bids, like an auction, on terms. Placement of their ad is free, but the client will pay a small fee each time someone clicks on their ad, taking visitors to their site.



Think of pay-per-click advertising like selling a billboard ad to a business, but only charging for the advertisement when someone shows interest in the product or service.

There are also billing models that allow for businesses to pay based on their exposure. They pay for **impressions**, meaning they pay for how often their ad shows up in search results regardless of whether the site is clicked on or not. The cost per impression is considerably less than PPC.

In **banner advertising**, a business pays (usually monthly) to have their banner show up every time someone visits a particular website. This is similar to how some companies pay to have their name on football stadiums or on the top of a building. Banners are usually very visible on the homepage of a website.

Search Engine Marketing (SEM)

Together, organic marketing and paid advertising make up the concept commonly referred to as search engine marketing, online marketing, and/or internet marketing. Simply stated, a business uses search engines to market their products and services.

Web Page: A web page is a branded document with content that can be viewed over the internet. It provides information about a company, service, or data.

Website: A website is a collection of web pages and related content organized under a common domain name. The purpose of a website to small business is to make the business known and to generate prospects and interest.

Web Hosting: A website is designed on a computer. Web hosting is having the developed website on a computer system that is connected to the internet so the website can be found by online searchers. Like a business renting office space, one rents space on the internet through a hosting company.

Domain Name: Your domain is a descriptive online address for your website. If you think of your home address, the address is not the brick and mortar of your home but information so one can find your home.

URL: URL is an acronym for Universal Resource Locator. A common URL is your domain name; however, each page in your website has its own unique URL.

In Joesauto.com/towing, joesauto.com is the domain and a URL, joesauto.com/towing is a URL that will lead to the page about towing services.

An analogy would be an apartment or office building. The street address is like a domain name and the complete address with apartment or suite number would be like a URL. For example, in the address 101 Main Street, Suite 400, 101 Main Street is like the domain and 101 Main Street, Suite 400 is like the URL.

It's like rectangles and squares. Every domain name is a URL, but not every URL is a domain name. However, every URL associated with the website will contain the domain name. URLs are usually a longer and more precise address to a page connected to the domain.

Keywords: Keywords are the words and phrases that people type into search engines to find what they are looking for. For example, if you were looking to buy a new jacket, you might type something like "men's leather jacket" into Google. Even though that phrase consists of more than one word, it is still a keyword.

Within the computer code of a web page, there are places to add keywords. This communicates to the search engine what that page is about.

Search engine: A search engine is a computer program that enables users to locate information throughout connected computers known as the internet. Popular search engines include Google, Yahoo, Bing and some of you may remember America Online (AOL).

Information is stored, known as **indexing**, on powerful computers known as servers. Once information is indexed, it becomes searchable by the public. Every search engine uses different complex mathematical formulas to generate search results. The Search Engine Results Page (SERP) then displays results for a specific query.

My Company, Local Search Force, has done extensive research and discovered components used in the mathematical formulas, the most basic of these components are discussed in this Directive. The components are subject to change from time to time as the internet is ever evolving.

Search engine companies sell advertising on their sites. This creates competition for people searching the internet (Google wants people to use Google, Yahoo wants people searching on Yahoo, etc.). The cost of advertising is directly correlated to the quantity of web searchers, thus the more people that use a search engine, the more money the search engines can charge.

Search engines want the best possible results so the public will use their search engines.

STARTING YOUR ONLINE FOOTPRINT

Domain Name

When a child is born, parents give them the name which becomes their identity. When entering the online jungle, a business also needs an identity which usually doubles as their online address so others can easily locate the business.

For example, searchers can find ESPN at espn.com and the IRS at irs.gov.

So, where does a business start? Purchase a domain name for your business and begin building your online identity.

To improve name and brand recognition, business owners will often use the business's name as their domain name. Sometimes, their company name is already in use by another or it was purchased by another firm. In this case, consider adding a location or perhaps changing from a .com to a .net. For example, XYZ.com might be taken while XYZ.net and XYZ.biz are available.



Using your company name is the usual solution. If the name of your company is not available or you do not want to use it, I suggest either including the product category or location within the name as this will help your customers and may help you with search engines. For example, “TampaLawnCare.com.”

ICANN, Internet Corporation for Assigned Names and Numbers, owns the database that stores all Internet domain names. Registrars are domain sellers. The largest domain registrar in the world is Go Daddy but there are several others. This registrar connects the buyer of the domain to ICANN.

To secure a domain name, go to any domain registrar, do a search for availability within their website, choose one and purchase it. You will pay annually but may secure the domain for multiple years.

The Website – Your Online Salesman

Potential customers are searching the internet for companies providing your type of products and services. The internet can **connect** the prospect to your website if you have one. If you don't have a website, the prospective customer will find your competitors.

The purpose of a website is to make the business and its services really known. When someone searching for your offered product or services lands at your website, the job of the website is to turn that visitor into a lead, a prospect.

Nearly all other marketing channels are constricted by time. For example, a Tweet from Twitter can only contain a small, fixed number of characters. A billboard has limited space and has seconds to communicate whilst someone is speeding by. Even most television commercials last only 30 or 60 seconds.

A website is different. A visitor can spend as much or as little time perusing the site's content and getting their questions answered. They can, without any outside pressures, decide to become a prospect for you and your services.

Other communication channels direct their prospective customer somewhere to get more information. In the "olden" days, the directive was to call or stop by, which some people did, and some didn't. Nowadays, other marketing channels direct prospects to a website to get questions answered, order online, set appointments, or get additional information.



After the Website is Developed

After your website is developed, there are a few vital actions to take. For example, you have a website, but no one can see it because it's only on your computer. You need to get it "hosted", which is renting space on a server connected to the internet. This is similar to someone renting an apartment, they are renting space. Hosting companies make websites available to search engines, which allows the website's content to be searchable.

Hosting companies have advanced, high powered computers. Hosting your website is simply renting you space on advanced computers that are connected to the internet.



Also, there are directories, similar to the old-time phone books, your business should be listed in. These will be covered in more detail later, but here are some of the most important locations for your business to be listed: Google, Yahoo, Facebook, Bing, Yelp, County Advisory Board, and Better Business Bureau.



WEBSITE CREATION TIPS

Design and Development

People have referred to sales as a “confidence” game. When someone is considering a product or service, it is important for the website to have a professional look and functionality and just as important, leave the user feeling comfortable with the company and products. The professionalism of your website will determine prospects’ confidence. This will either assist or impede your sales process.



Strategic Planning

You are taking a picture you have in your mind and intend to bring it into existence. This is similar to building a home or office building. Get with your web designer and strategically plan out the development. Align the goals for your website, the functionality, branding, etc. so all is communicated before your web developer begins.

Site Size Recommendation: Not including content produced to help generate online searches, a 6 to 10-page website is ideal. This size presents your business as professional and allows enough canvass space for you to communicate effectively.

Navigation Tabs:

10 Page Navigation...

- Home
- About
- Services
 - Service 1
 - Service 2
- Image Gallery
- Reviews
- Specials
- Frequently Asked Questions
- Contact Us

3 Page Navigation...

- Home (This would include About Us info, Reviews)
- Services (This will include any specials, FAQs, etc.)
- Contact Us

Website visitors are fast with a mouse and if they cannot find what they are looking for quickly, they may bounce out of your site. I recommend using standard navigation practices for visitors’ ease of use.

Website Pages

The **Home** page is the landing page and should communicate your brand, your primary service, your main message and provide an option for someone to contact you immediately.

The **About** page is your opportunity to sell yourself and your business. This page builds credibility and gives the consumer confidence. The About page should include positive reviews, any awards or associations, and a short history of your business.

Your **Services** page or pages help the website visitor to quickly identify your business as the one able to solve the problem that brought them to the internet in the first place.

A **Gallery** page gives the viewer an opportunity to see what the products or services look like. Demonstrate how you and your business resolve an issue with before and after photos. Great photos can assist the sales process. This can be a separate page or can be imbedded in your Services page.

A **Reviews** page gives you an opportunity to gather your positive online reviews and publish them in one location. Reviews function as a third-party endorsement. Advanced technologies offer opportunities for the business to stream in real time reviews from Google, Yelp and other review websites. Make sure you are always offering quality, sellable products and services so that your reviews stay positive!

A **Specials** page is the most frequented page on websites after the home page. People want to get a deal, so this is an opportunity for you to offer a special rate or package. By using an expiration date or time, you may be able to get the consumer into action.

The **Frequently Asked Questions** page can save you time. For example, do you often get phone calls with the same question, especially from existing customers or prospects that want to buy from you? Well, answer that question on this page and you will save yourself a few minutes here and there.

The **Contact Us** page is vital. Some people hate using the internet and just want to call or complete a form so they can continue with their day. By having a Contact Us page, your visitors will not waste their time searching your site trying to figure out how to get in touch with you. If you have a physical location, make sure you clearly list it on this page.

CONTENT DEVELOPMENT



BRANDING

Logos and fonts give a business an identifiable brand. The logo determines the color scheme foundation to use in marketing.

Your logo is a form of communication and should be clear and easily recognizable. Keep font styles consistent in your marketing.

Images: Use high-definition, professionally shot images whenever possible. Consider the brightness of the photo, the framing, what is in

the background, etc. Will the photo create a positive or negative feeling towards your site?

Written Words: When adding textual content, you have two audiences. The first is your consumer. You want to provide enough information to generate interest, but not too much that the prospect gets all their questions answered and does not contact you.

The website should have a central theme that promotes contacting your business by ordering online, by phone, or by completing an online form. Forms are necessary because people who search the web outside of business hours are less likely to call. Consumers use forms 24/7 as they are not concerned about waking anyone up with a phone call or being put on hold.

Your second audience is Google and the other search engines. We will cover this later.

What is a conversion?

Salesmanship on a website should follow the same rules as in-person selling. The website directs the prospect's attention to a problem or situation and offers a solution to resolve the issue.

In online marketing, buttons and messages, described below, magnify potential problems and solutions. Most sites have some type of About Us page, which builds credibility and ideally eschews any concerns about a business. Problems, issues, situations, etc. are presented graphically and in text, perhaps a picture of a person looking starved with the caption "Hungry?" and then the business's products are presented as a solution

So how do we close sales using your website? This is the role of conversion technologies. Different websites will have different intentions. Some are simply educational, some generate leads, and some sell merchandise. When the goal of the site is achieved, we call that a "conversion."

Websites utilize “Call To Action” commands, such as, “Buy Now” with forms, tabs to click on, email lists to sign up for, etc. These all lead to the visitor taking an action like providing their contact information or purchasing a product. Thus, a conversion has occurred.

Conversion Techniques

Ugly websites, confusing websites and non-functional websites do not produce the maximum number of leads. If you spend the time, money, and efforts to drive traffic to your website, ensure your website will turn the visitors into prospects.

- Aesthetic Designs
- Optimized for mobile viewing
- Marketing buttons and messages that communicate
- Conversion technologies



There are various forms of techniques **used to convert a website visitor into a lead or sale:**

1. Phone Calls from prospective customers is second only to having someone arrive at your business or make online purchases. The potential customer has gone to your site to get your phone number. It should be easy to find and obvious.

2. E-Commerce: Client makes an online purchase.

3. Live Chat: While the client is online, a pop-up notification asks the prospect to engage.

4. Forms: Some visitors will not call, perhaps they are shy, they prefer to write, or its late at night, so providing a form to fill out offers the prospect an opportunity to become a lead 24/7.

5. Join our Mailing List: This provides people with information in exchange for becoming a lead. Using a free give-a-way, drawing or some enticement is a nice reward in exchange for a prospect agreeing to become a lead for your business.

6. Phone app downloads: This creates a connection between the merchant and viewer.

7. Maps or Directions: If your business accepts customers at your business, include a map and directions.

There are variations of the above and many not listed, but this will give you an immediate understanding of what to looking for when helping your customers.

Positioning

Doing business is often about trust. In many online marketing cases, a prospect has never met anyone affiliated with the business. To enhance trust, we use positioning with businesses that are known. For example, Local Search Force has done work for Bone Fish Grill, a national company that most people recognize. This positions us next to Bone Fish and results in increased comfort and trust with our prospects.

Perhaps our customer has an A+ rated with the Better Business Bureau or a member of the local Chamber of Commerce. These are excellent associations that people know and can be used to position the company.

Of course, words also communicate. Perhaps a website describes themselves as honest, offers a money back guarantee or has testimonials; these are all positioning tools.



“Buttons”, “Messages”

What will cause a reaction, an immediate response in the viewer, what pulls in the audience to want more information? A button hits on an agreement or disagreement with their life, circumstances, desires, etc. That is your button.

What do you want to communicate to the audience? That is your main message. When the audience understands your main message, they should have an idea of what you do, sell or are about.

Often, businesses may have a button with no message, or a message with no button and in many cases, the business has neither buttons nor a clear main message.

To determine your best buttons and messages, ask those that purchase from you why they purchased, what issues they were resolving, and why did they choose your business.

The #1 button and main message should clearly stand out on your home page.



In this picture, “Get Found Online!” is the button and “We help businesses become known is the main message.”

Did you ever see a child ask for a cookie over and over with the parent saying no, no, no, and no? And of course the child eats the cookie. The child was pushing the parent’s buttons. In marketing, buttons are similar as we intend to agitate, impinge, or meet a reality point with the prospective customer. Then, the main message is to let the prospect know help is available.

Competitive Advantages

What are the benefits of shopping at your business compared to others in your areas? Why should I buy from you? Why are you the best option for your prospective customers?



Competitive advantages can't be reduced to your professionalism or good service. Most companies that remain in business have these traits. Competitive advantages are the qualities that differentiate you from your competitors in a positive light.

Your "Competitive Advantages" should be promoted loudly and proudly.

Some examples using our firm's competitive advantages:

1. Our website development firms have developed in-house about 20,000 websites. Most website designers cannot offer that as a competitive advantage because they usually have designed under 20 websites.
2. Our firms have been contracted by fortune 50 companies. Most other internet marketing companies cannot use this as a competitive advantage because they usually have never done marketing for any sizable firms.
3. All our firms combined have sold directly to nearly 20 million customers, thus those running our show must know something about sales and marketing. Most of our competitors have not sold to 1,000 customers.

A competitive advantage is what makes a business different to the advantage of their prospective customers.

Don't Make Me Think

Steve Krug authored a book called, *Don't Make Me Think*. It is an excellent read for anyone that designs websites. The simple concept applies to almost every facet of marketing, especially internet marketing where you are walking someone through a sales process when you are not with them.

A productive website will guide the visitors through the sales process. They will simply point and click to move through your site with no hesitations or wonderings.

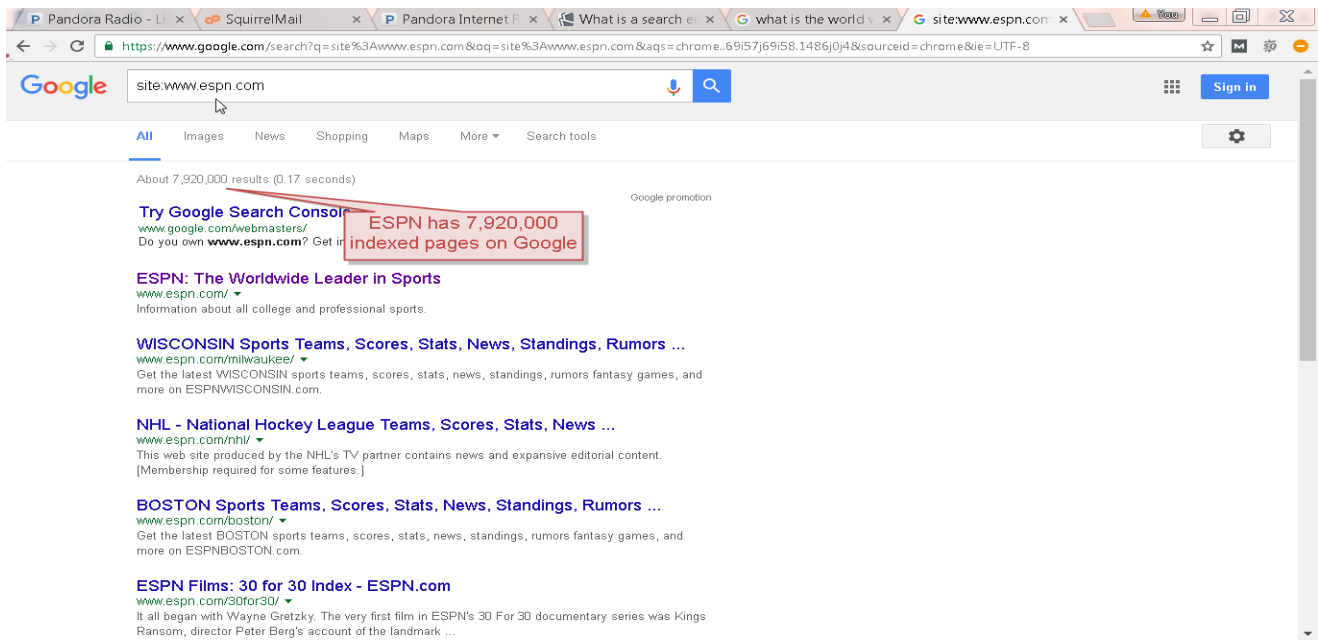
People should not be confused by your website. Have you ever gone to a website and said to yourself "I don't get it."? That is what you need to avoid. Simple fixes like having a streamlined layout and easy information to process can help the customer navigate your site easily. Other simple fixes include increasing the size of your phone number, ensuring all links work, and keeping paragraphs short.

GETTING FOUND ONLINE ORGANICALLY

Importance of Content

How does one show up in an online search? The simple answer is the words typed into a search bar match a website stored on a search engine (referred to as indexing). Search engines can find the keywords in your website's pages, computer code, and other places.

Research indicates that websites that have more indexed pages rank higher. If you do a search for anything sports related, ESPN.com is likely to be on the search engine results page. ESPN has nearly eight million pages created and stored on the internet.



Search engines are businesses and depend on revenue for survival. People looking to the web for news, products, etc. often want the most up-to-date information. Since large sites are usually active sites, Google and the other search engines search and index new pages of active sites more often than small and inactive sites.

Each page is an opportunity to target a search term. For example, if someone wanted to show up in a search for ping pong tournaments in Denver, ESPN can simply create a page dedicated to ping pong tournaments in Denver. Smaller businesses can use similar technologies. For example, a dentist in Clearwater can have a webpage focused on the term “dentists in Clearwater.”

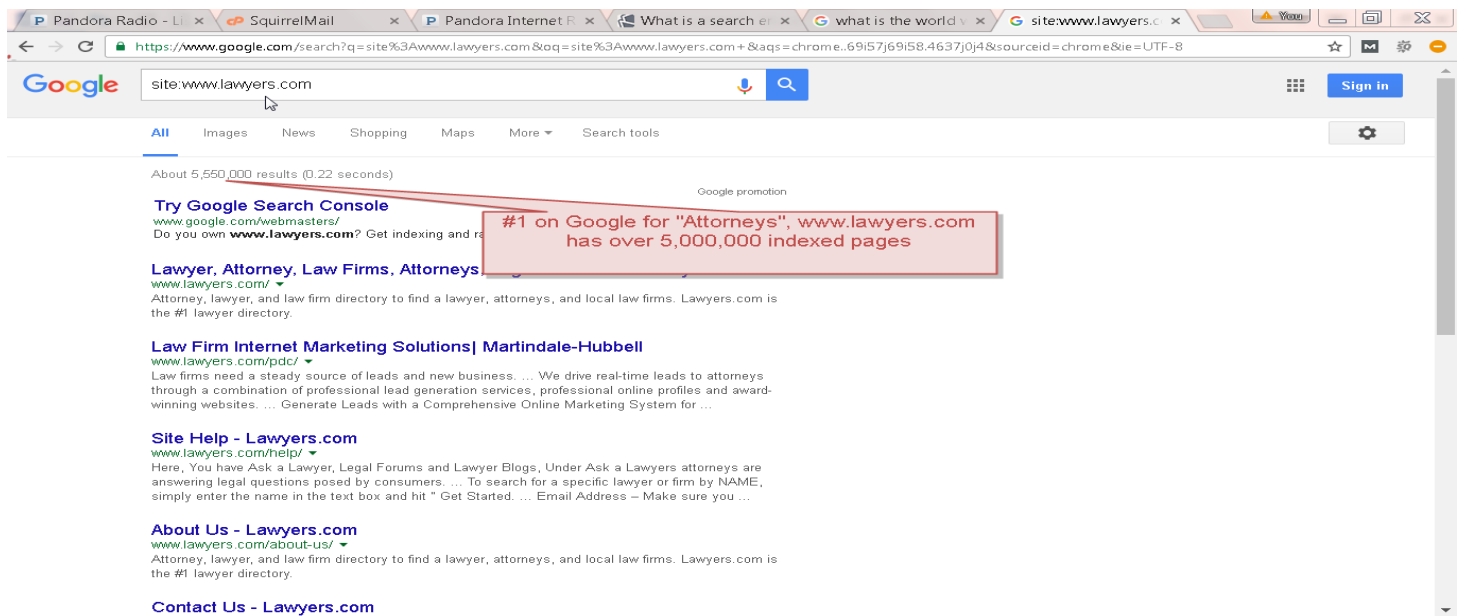
Quantity of webpages

A business that has many webpages has an opportunity to win (show up on one of the 1st three pages of the search engine results page) many search terms.

If you are looking for an attorney, “Lawyers.com” is likely to show up, because they have over five million pages.

To determine how many pages a website has indexed on the internet, use the browser Chrome and go to the website. In front of the domain name and in front of the https://, insert “site:” and hit enter. The number of pages found will be the approximate number of indexed pages. For example, site:https://YourCompany.com

If you do your own observation, you will find that more often than not, the sites with the most pages show up the most often in searches. Of course, the web pages must be well written, unique (can’t be copied from another page), and have the correct computer code inserted.



Foundational Roots – Story Boarding, framing, internal link structure

When building a house, you get a site map of the location, create an architectural plan, dig a hole, and pour concrete to create a foundation from which you can build. When planting a tree, you determine the best location, dig a hole, drop the seeds in and roots form its foundation positively giving it endurance.



In online marketing, this foundation is a **platform**. It starts with an idea, then a strategy, then a platform and pages (roots) are added, and then we add the window dressing to fully bring the vision to life. Our process involves laying out each future page of your web presence on a yellow pad before the first color or picture is added and determining what search term that page is supposed to “win.”

Building a successful web presence starts with the business owner’s vision. Utilize a storyboard to conceptualize and plan this vision into existence. Once a house is framed, creating rooms and hallways, builders run duct work and electrical lines throughout the home to ensure it will function properly. Successful web development includes internal and behind-the-scenes structure.

Your site’s internal structure enhances or detracts from your online success. A successful web-presence is similar in that its internal linking strategy connects the platform’s foundational roots using a strategic navigation system. This is significant to achieve excellent results because there are locations and opportunities to hard code keyword-rich phrases.

Webpages are Coded Like Newspapers



Below are sections of a webpage's computer code that are nearly identical to a newspaper.

- **Title:** The New York Times titles each of their sections, for example, Front Page, Sports Page, Entertainment, etc. Similarly, we develop each webpage in a website to have a title that includes the targeted geo-keyword.
- **Primary Heading:** "MEN WALK ON MOON" is the primary heading. Each webpage we develop has a primary heading, also called a Heading 1. It will contain the targeted geo-keyword.
- **Description:** "ASTRONAUTS LAND ON A PLAIN AFTER STEERING PAST CRATER" is a description of what the page is about. Each webpage we develop has a description of the what the web page is about, and it will contain the targeted geo-keyword.
- **Sub-Headings:** "Voice from Moon: Eagle has landed" and "A Powdery surface Found by Armstrong" are sub-headings. Every webpage that we do will have a sub-heading, also referred to as a Heading 2, and it will contain the targeted geo-keyword.
- **Text:** There is text below the sub-headings in the newspaper. Every webpage we develop has text below the sub-heading and will contain the targeted geo-keyword.
- **Images:** There are usually images/pictures in a news story. Every webpage we develop includes images labeled with the targeted geo-keyword.

Each Webpage Can be Searchable

The viewer of the website sees pictures, text, logos, etc. Search engines view, record, and categorize the information on each webpage as a unique searchable event.

If you want to see what search engines see, right click on any webpage, then click on “View Page Source.”

Each page in a website has a theme, subject, and concept. This should be easily understandable simply by looking at the metadata.

URLs

URL is an acronym for Universal Resource Locator. A common URL is your domain name; however, each page in your website has its own unique URL. Click on any page in your website and then look in the address bar and you’ll see the URL for that page. URLs usually are filled with symbols and letters; it can help to make these URLs search engine friendly by utilizing keywords. Your strategic search terms should be in the URLs.

Metadata

The word “meta” in internet marketing means “about.” The combination of page titles, descriptions, and keywords make up a page’s metadata. Each page in a website has its own unique metadata. Some web designers do copy and paste actions, duplicating the same information over and over, which is not helpful.

Titles

Each page on a website has a title. Like how a book has a title, but then is sub-divided into chapter names, each web page within a site has a title. You should use our strategic search terms in the title.

Meta Description

Each page on a website has a “description.” This is a quick summary of what the web page is about. When someone is searching the internet, the title is the top hyperlinked line, then the URL, then the description.

It’s for this reason that we utilize marketing technologies in the description. Yes, we want to give the viewer an opportunity to know what the page is about quickly, but our main goal is for the web searcher to click on the hyperlink and get to your site.

For this reason, we’ll use a “call to action” flow, such as, “Visit our site now,” or mysteries, such as, “you won’t believe the special pricing on our site.”

Keywords

People type a keyword into the search bar to locate the product, service, company, person, etc. that they are looking for. Within the computer code of a website, there is usually a line of code for the “keyword,” which quickly presents the focus of the web page.

Some search engines use this feature more than others. There should be one keyword per page. An example might be “Clearwater steak restaurants,” this would quickly communicate to all that are working on the page what its focus and target is. Remember, keywords can be phrases.

Headings

When building a website, the web designer will create a design style to use, then create different combinations of colors, sizes and fonts numbering these combinations 1-6. These are called Headings or for short H1, H2, etc.. In the design of a website, these headings emphasize a visual priority for a visitor’s eyes to see quickly.

These not only help human readers read the content, but they also help search engines better understand the content on a page and what is most important for searchers.

Search engines view the lower number headings as more important, for example an H1 is more important than an H2. Here is an example of a line of computer code containing an H3 heading:

```
<h3><strong>Our purpose is to help business leaders like you thrive.</strong></h3>
```

Images

Images are a great way to enhance a website from a user's perspective. However, it is important to note that search engine crawlers cannot really "see" images. The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This helps categorize the images for search engine crawlers or text-only web browsers.

Keyword Density (Percentages)

You should use words and phrases you want to win in the text of your website. A common successful practice is to use these “keywords” as 2%-4% of the total words on the page.

In the early years of web marketing, marketers could simply put the concepts of a page in the metadata. This led to people doing an online search, assuming a page was going to be about one thing and discovering it’s about something else.

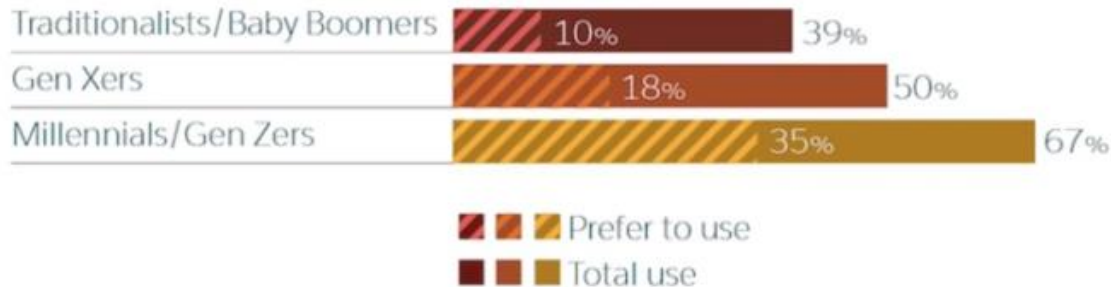
Search engines make billions of dollars per year by selling advertisements to businesses on the top and side panels of search results pages. Each search engine company (Google, Yahoo!, Bing, etc.) attempts to have the absolute best free searches so people using the web will use their search engine and they can then sell more advertising.

Search engines now can match the metadata, HTML, and content of a page so it will give the web searcher the best possible search results.

Voice Search

Younger people using the internet prefer to do voice searches over typing into a computer and the percentages are growing daily. Here are stats from mid-2021 about voice search use:

Percentage of Customers Who Use and Prefer Voice-Activated Personal Assistants (e.g., Siri, Alexa) When Communicating with Companies



- 55% of users do voice search to ask questions on a smartphone, according to *Perficient*.

When voice searchers ask a question, they typically begin it with “Who,” “What,” “Where,” “When,” “Why,” and “How.” They are looking for answers that fulfill an immediate need.

We suggest you include a Frequently Asked Questions page (“FAQs”) and begin questions with the above 6 interrogative words. When answering these questions, write the answers, conversationally targeting voice search questions.

This page exists as much for the search engines as it does for your prospective customers. You should develop the text throughout your site knowing you have two audiences.

WEBSITE OPTIMIZATION “TO DO” LIST

To get a webpage to show up in a search organically, do the following prior to sending the page to search engines for indexing:

Create great keyword phrases

The first thing you should do is find ONE great keyword phrase for your home page. You should not try to optimize your entire site on your home page - instead, focus on writing pages for specific keywords and phrases.

Use the keyword phrase in your page title

The title tag is one of the most important tags and placing your keyword phrase in the title tag, preferably at the beginning, is especially important to get that phrase into the search engines. Plus, that puts your keyword phrase as the link in the search engine index.

Use keyword phrases in your URLs

Additional pages should focus on other keyword phrases and can be put into your URLs, for example, “toys” can be put into the phrase “www.xyz.com/toys.” Search engines read the URLs and assign value to the text they find there.

Use your keyword phrases often, but not too much

Keyword density is the ratio of your keywords to the rest of the text on your page. It's important to use your keywords in your document, but not too much. Keyword density should be between 2% and 4% for your primary keyword phrase and 1-2% for any secondary keywords or keyword phrases.

ADD, ADD, ADD More Targeted Optimized Content... Content is King

Continue to blog through your site. Like in real estate, “location, location, location,” Internet Marketing uses the concept, “Content is King.” Providing the internet with an abundance of unique and interesting content is a vital component to long-term success on the internet.

Produce, Publish and Optimize YouTube Videos

Google owns YouTube. Getting YouTube videos published, then optimized and linked to your site is an external link that can help your site rank better on Google. This can be as simple as shooting your satisfied customers giving a testimonial using a smart phone and uploading it to your channel.

Write a Call-to-Action meta description for each page

When your site appears from a search, this description is comprised of the few sentences that convince searchers to click on your site. This is your “billboard sales pitch.” Search engines

usually use the description's metatag as the description in their index. So, it is important to describe your pages accurately. This helps customers find your pages and helps search engines index them.

Get more online reviews posted, optimized, and included into your website

Take your success stories that are okay to publish and get these “happy customer” reviews posted on your website. Ensure product categories like your service and locations, if possible, are included in the reviews so you get maximum exposure. This will help your rankings and increase your online reputation.

Use your keyword phrase in anchor text of links

Link text is another prime place to put your keyword phrase. Links stand out to search engines for most web pages, and are given higher priority than surrounding text.

Online Authority

Ensure all online listings include a link back to your website. This is called backlinking. This will create a relationship amongst the various directories and shows the search engine that you are real.

Prepare Excellent Sales Copy

The only contact you will have with your website visitors is through the text on your website, the so-called sales copy. There is no face-to-face, personal interaction on the Internet, so your sales copy needs to do the job of a salesperson in an offline, brick-and-mortar store, who helps customers in person, shows them your products and services, explains the benefits of your product, and “sells” them on your offer.

It's amazing how many people are still making this huge mistake: They develop an excellent business model and put together a great website with all the right elements – good graphics, a well-organized navigation menu, a clear and simple order process and then they neglect the sales copy! If you do not have experience in this area, you should hire a professional copywriter for this function— professional sales copy is extremely important.

WWW vs Non-WWW

Use a 301-http server redirect to inform search engines your domain with and without “www” is the same site. This will help with your page rank, especially since others are linking to your site and may not always use the correct destination.

Put your targeted keyword phrase in alternative text

Images are a great place to put your keyword phrase – in the alternative text. This is a way to add your keyword phrase into your document without being repetitive to your readers.

Create a Stream of Incoming Opt-In subscribers

If you really want to attract the highest number of opt-in (people who give you their name and

email address), it is important that you write a compelling subscription offer. Think about an offer that is simple to participate in and nearly everyone will put forth their email address. Each page should have a call-to-action opportunity for prospects to reach out to you.

Generate relevant and optimized content

Relevant content is king. The more content you have on your site, the more there is for indexing and the more often your site appears in search engines. You can do this with web pages, optimized videos hosted on your site, blog posts, etc.

The largest and most productive sites in the world are those that encourage viewer participation, such as, YouTube, Facebook, etc. You are not a social media site, but you can incorporate some of these principles. Consider letting people add reviews right into your site.

Put your keyword phrase in the first paragraph

When trying to win a keyword phrase, use it in the first one or two paragraphs of text. And if you can repeat it once in the first paragraph that will help.

Put your keyword phrase at the top of the HTML

More than just the first paragraph, you should move your content toward the top of the HTML computer code of your document and include your keyword phrase. This may be too advanced for some, but skilled web designers can do this.

Increase the font size of your keyword phrase

Search engines understand that larger fonts than the standard phrase indicate the text is more important.

Format your keyword phrases to stand out

In your document, and where appropriate, make your keyword phrases stand out. Consider making it bold or italicizing it.

Link all major images

Add images to every page with keyword phrases coded in. It is important to always link images because people click on images and search engines value content that has been linked. The key is to always include alternative text, so that the search engine has text to rank. Any image that your customer can see on the page should be linked.

Keep your pages updated

If the language on your site is about the fall, ensure it changes when winter comes around. Also, search engines give priority to pages that are regularly updated over pages that are older and ignored. But you should do more than simply fix typos or make small changes; regular, extensive updates are more effective than minor updates.

Use the meta keywords tag and include your keyword phrase

Include your keyword phrase and any secondary keywords in the meta keywords tag.

Keep your keywords together

Search engines rank keywords in pages regardless of where they are found. But if you are trying to rank well for a specific keyword phrase, keeping the keywords together will ensure that the search engines recognize that they are related.

Use your keyword phrase in your meta description

Most search engines use the meta description field as the description in their search results. So, it is important to have a good description. Including your keyword phrase in the meta description tag is one more place that the search engines can see your keywords. This is not a magic bullet, but it is a good practice.

Optimize for a few secondary keywords

Once you have a keyword phrase, you can choose one or two other keywords to optimize for as well. But be careful with these - make sure that the density of your secondary keywords is no more than 1-2%. Any higher and you risk confusing the search engine and diluting the power of your primary keyword phrase.

Use Positioning in Online Marketing Copy

Positioning means putting your product and service into a relative position with other products or competitors. Some people remember by *relating* one thing to another. A position is where you put your product in somebody's life or mind in relation to other products or competitors. For example, on the web if there are celebrities who have purchased your products, this should be included within your marketing to position your services with those you feel comfortable you could represent.

Use different forms of words for your keyword phrase

This is also called stemming. Most search engines recognize that one word stemmed from another is really the same word, for example, plural versions of nouns (dog and dogs), gerunds and active verbs (dig and digging), and so on. By using different forms of your keywords, you can make your page more interesting for your readers, while still optimizing for search engines.

Use synonyms for your keywords

Synonyms, like keyword stemming, is another way to mix up your text for your readers while still optimizing for search. Most modern search engines have a powerful synonym library and will recognize that words like "dog" and "canine" mean the same thing. Be careful using this technique on non-English pages, however. Most search engines were developed in English-speaking countries and have more extensive English vocabularies than other languages. Also, you should remember that tools like keyword density readers often do not recognize synonyms, so your page may be denser in keywords than they report if you use a lot of synonyms.

Use hyphens or underscores to separate words in URLs

You should separate words in your URLs with hyphens (-) or underscores (_). Hyphens are better, but outside of the domain, underscores can work. Hyphens work better because many search engine spiders recognize hyphens as the end of a word but see underscores as part of the word. Also, your customers can see underscores as a space.

LOAD SPEED

Anything that is good for the person viewing materials online is important to search engines. In general, people prefer to get their content faster, so this is a metric Google and others rely on within their ranking algorithms.

Lighthouse, Google's backbone for PageSpeed Insights, looks at multiple performance metrics to grade your site. **Speed Index (SI)** will display the time in seconds rather than milliseconds as with some other metrics. Google defines SI as "how quickly the contents of a page are visibly populated."

0 to 3.4 seconds is considered a fast load speed.

INDEXING

Once your web presence is fully developed, it is time to upload every page, image, link, etc. to the various search engines (Google, Yahoo, Bing, etc.). If your web pages are stored anywhere other than the cloud, the content contained within those pages is not searchable.

Building a monster web presence with no attention to indexing is not maximizing the efforts put in.



To improve indexing on Google, Google Search Console provides tools and insights that are beneficial and work.

ONLINE AUTHORITY

MAPS

Google Maps, Google My Business, and soon to be Google Business Profile are important directories for Google and its users.

It's important for the users as it quickly locates hometown businesses visually for location, data such as hours, and even tours and pictures of the inside of a business or its products.



This is important to Google as it's a Google-specific feature that keeps people using Google, thus directly affecting their income.

When people use Google, they view and click on advertisements. This is where Google generates its revenue.

In 2021, Google made an estimated \$150,000,000,000.00 in online advertising sales

and the numbers are increasing every year. Providing free services like their Maps product keeps the audience coming back and their coffers filled with cash.

StreetSide is Bing's (Microsoft) version of Google Maps. Other local directories have maps or similar tools to help pull in local searches, improving their value to the search market and providing advertising opportunities.

BACKLINKING

A backlink is where another website adds one of your site's URLs to their site and makes it a clickable link. When someone clicks on the link, they go to your site's webpage.

Google relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. Google interprets a link from page A to page B as a vote, by page A, for page B. But Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are important weigh more heavily – Google

Backlinks communicate to search engines that another resource finds your content valuable enough to link to it within their own content. The more authoritative websites that link back to a specific website helps determine whether or not the search engines consider your content valuable enough to display in their search results. They lend you their legitimacy. The more valuable the content to online searchers, the more likely your webpage is to show up in search results. This is referred to as "ranking."

CITATIONS

In local search engine optimization (SEO), citations are mentions of your business's **Name, Address, and Phone number** (commonly referred to as NAP) on a website that isn't your own.

When I hear the word “citation,” my mind immediately goes to a traffic ticket. Another word for citations is “promotion.” Citations are individual promotions of a business on an online source that is not your own.

NAP for your business needs to be correct and consistent when optimizing your website and online presence for local search, because search engines value accurate information for its users.

The difference between a citation and a backlink is **a citation is a direct online mention of your business's name, address and phone number** while a backlink is a direct link to your website from a page on another website.

Citations are a key ranking factor for local SEO. Citations appear in lots of different places: business directories, social networks, etc. They can appear anywhere someone might be looking for information about local businesses.

RELEVANCE

Search engines are in the business to generate revenue, and they do this by providing the best possible, most relevant search results. This became evident with one of the most dramatic market takeovers in the history of business when Google provided better search results than America Online (AOL). AOL had the movie “You’ve Got Mail” going for it and dominated the search market. AOL’s home page was full of content, news, etc. and a search bar.

Then, Google became the anti-AOL, with a plain white screen and only a search bar. People were able to enter a keyword phrase and results without the AOL distractions.

Google and the other search engines learned from this lesson and prioritized relevant content when determining what to present in search results. Relevance is the most important aspect in all search engine marketing as it directly affects the bottom line and survival potential of search engines.

When considering building an online presence, whether through websites, blogging, directories, etc., be mindful of whether or not the content is valuable to the end user. If it is, forge ahead and if not, don’t do it. When engaging in internet marketing, be mindful that search engines will protect their golden goose which is providing excellent search results to online users. Do not



use practices that attempt to outsmart search engines or worse, get them to produce results that are not relevant to the user's search. Google can and has penalized, including cancellation, those using "black hat" techniques in an attempt to game their search engine.

That said, just provide relevant information that is valuable to those searching the internet. Do this on your website, blogs, directories, maps, and any online opportunities and you will be golden.

ADVERTISING ONLINE

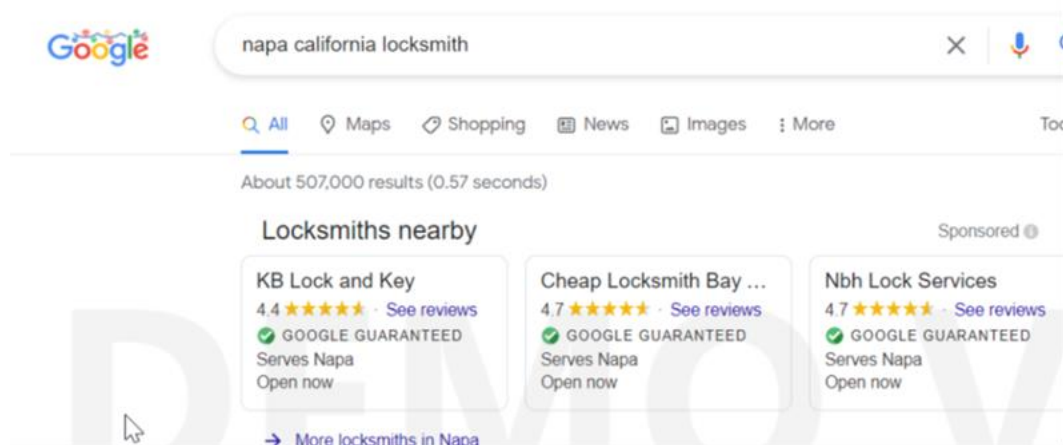
The internet has exploded since the 1990s, directly correlating to the opportunities to advertise and sell advertising online. Online advertising is an industry worth hundreds of billions of dollars annually.

Why? Because online ads work. A business can set up a marketing budget and generate visitors to their website, phone calls, or sales through their online shopping cart.

Google leads the way with online advertising opportunities, including its ownership of YouTube which now runs ads before most every video to those that are not paying a monthly subscription.

Facebook, Yelp, Angie's List (Home Advisor), Bing, local Chambers of Commerce, popular websites, and even email platforms like Yahoo! offer opportunities for businesses to advertise.

Online ads work: however, there are pitfalls that cause businesses to risk their investment. Businesses are prudent to start with a monthly budget that can be completely lost without affecting their operations. Once the ad campaigns are worked out and proven viable, then pedal to the metal.



SCOREBOARD

Rankings

Search for a service or product and look to see if your business shows up in searches on the first few pages. The search engine results page (SERP) will usually post paid ads, perhaps a map, and then ten or so websites.

If your marketing company has done its job, your business will show up one or more times within the first three SERPs when the most important keyword phrases to your business are searched.

There are ranking programs that provide 24/7 ranking data to many keyword phrases per domain name. These programs are available to the public and can be found by searching for them online.

Some websites will rank for certain terms and not others. A site may rank for “Chicago dentists,” but not “dentists Chicago.” Similarly, a website and business rank for “Auto Repair in Denver” but not “Car Repair in Denver.” You should know where you rank and do not rank.

Unless a business is doing paid ad campaigns, businesses that do not rank well online for their most important keyword phrases will have poor website traffic and not perform optimally as a business.

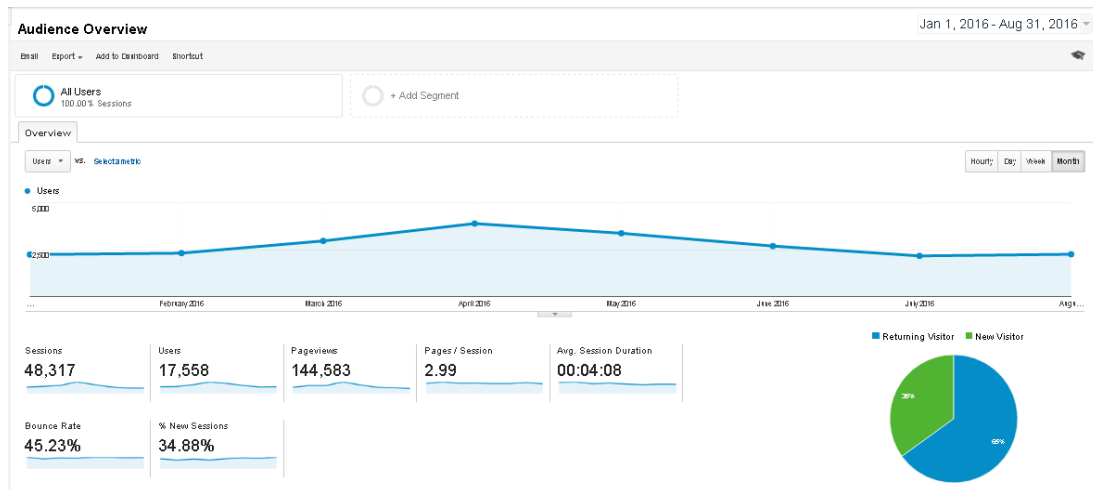
Ranking data permits a business owner to make the best possible internet marketing decisions for their business. The data can be used to show a business where they currently rank, what keyword phrases need attention, and before and after rankings can visually demonstrate the effectiveness, or ineffectiveness, of your marketing company or department.

Traffic Reports

Measuring the productivity of a website is more important than ever before. Usually, a line of computer code is entered into a website that permits compilations of data such as how many visitors came to the site, whether they were a unique visitor, how many pages were viewed, what country the visitor came from, etc. More advance data is also available, such as, what search engine sent the visitor, what hour of the day and day of the week is generating traffic, where the visitor was before they were linked into your site, etc.

For those serious about dominating the internet, there are user behavior tools that show what is clicked on in a webpage, how far the visitor scrolls before departing, what images are clicked on, what products are reviewed, and even what spaces on a website someone clicks on that are not clickable.

Screen shot from Google Analytics



Key Stats

- Sessions are the total amount of visitors to a website. Every time a person comes to a site, it is a new session.
- Visitors are the unique visitors to a website, also called Unique Visitor Traffic (UVTs).
- Page Views is the total number of pages viewed by visitors to a website.
- Bounce rate is the number of single page visits compared to total visitors. It measures whether people continue into a website or leaving after they hit the home page.

On-Site Behavior Patterns



See how people really use your site

Build a site that your users and customers love. Once you know what they use and what they don't, all of your changes will make a difference



Heatmap

A picture of where people clicked on your site. This lets you see what's hot and what's not, so you can make changes that increase conversions.



Confetti

With confetti, you will be able to distinguish all of the clicks you get on your site segmented by referral sources, search terms and more.



Scrollmap

The scrollmap shows how far down the page people are scrolling and helps determine where visitors abandon the page.



Overlay

When you look at the overlay report, you will be able to see the number of clicks on each element of your page.

Here is a succinct summary list of data that can be provided to clients on a monthly or quarterly basis:

- How do visitors find you (Google search, Facebook, etc.)?
- What day of the week, time of day, etc. are you receiving peak traffic?
- What buttons, tabs, etc. cause someone to click, go into action?
- Which pages do they visit?
- Where do they bounce off your home page?
- What cities and states do the visitors reside in?
- How many total visitors, unique visitors, and pages viewed?

Conversion Tracking

The most important scoreboard is the income you generate from your internet marketing. Its nice to have traffic to a website, but its more important for a visitor to make an online purchase, for the web presence to make the phone to ring with a qualified prospect, or to generate an interested prospect that emails or completes an online form.

The savviest business owners use call tracking numbers for each of their different marketing channels and/or marketing firms. This gives them real data about where their leads come from, what is cost effective marketing, and what is a waste of resources.

Professional internet marketing companies will set up your various marketing campaigns with call tracking, provide you with forms generated from your online marketing, and provide you with periodic (monthly or quarterly) marketing reports.

Business owners are usually smart people. Others may consider the business owner genius if they make marketing decisions based on their “scoreboards.”

Solutions

People easily understand the concepts of purchasing or selling a home. Real estate transactions still work better when realtors are retained to represent the buyers and sellers. The story is the same for nearly every industry, whether you need your oil changed, your office wired, or a shed built, using professionals that operate daily in specific industries produces a better result.

Similarly, internet marketing results are best generated by those that derive their livelihood from providing internet marketing services.

You need one or more people best described as your old high school fellow students:

- Remember the student really good at art? You need him/her for website design, branding.
- Remember the reader, the student really good in English class? You need them for content creation.
- Remember the kids really good at math and science, usually different than the artist and bookworm, you need this person for optimization, coding, and running your paid campaigns.
- Remember the class clown, perhaps even a troublemaker that was a bit too flirtatious? You need this player to add salesmanship.

If you choose a family member, a work-at-home website professional, or a do-it-yourself option to run your online marketing campaign, you probably won't get the best results unless aesthetics, writing, optimization and salesmanship are all covered within the development team.

The people selling online marketing might not be the technical expert that will be delivering your services. The salesperson usually knows the highlights and benefits, but they may not have a grasp on what the service is or what will be carried out.

So how do you know who to use? Ask the person selling you online marketing this question, "What are you going to be doing?" If the answer is SEO, follow-up with "what exactly does your firm do with regards to SEO?" If the answer is Google Ads, follow-up with, "What exactly are you going to do daily, weekly, and monthly when running my online ad campaign?"

Here is a simple solution. There are many full-service, professional internet marketing firms that know about and can manage everything written in this book.

My recommendation is to hire a professional, full-service firm to be your outsourced internet marketing department and communicate with and monitor their production the same as you do your general office personnel or technical staff.

Business owners are usually busy people. Outsourcing your internet marketing frees up your time so you can run your business while simultaneously helping your business boom.

It's estimated there are over six billion searches done every day. Yet the internet is still the wild, wild west. There are opportunities to get found online, make yourself known, and to generate new prospects using online marketing.

Do well!

Kurtis Kintzel