

# Web Marketing For Profit



A special report for Businesses on how to utilize their Website for increasing profits and generating leads.

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[www.webmarketingforprofit.com.au](http://www.webmarketingforprofit.com.au)

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### Overview

As the economy slows down, businesses are finding they have to trim their marketing budgets and are looking for more cost effective forms to get the message out about their products and services.

Add to this the traditional forms of marketing like TV, radio, print and cold calling are now getting diluted with new technology blocking many of these from ever reaching prospective customers.

People can record TV shows without the adds, they redirect phone calls to their voice mail to screen at a later time, get their news and other information from web services, screen their emails with spam filters and generally are able to screen out most **Interruptive Marketing** coming into their lives.

When people want information or wish to make a purchase they are more likely to go online and look for the information themselves or ask people in their social groups list or look for referrals from others.

Enter the new marketing paradigm called **Inbound Marketing**.

Rather than do **Outbound or Interruptive Marketing** to the masses of people who are trying to block you out, we advocate doing "**Inbound Marketing**" where you help yourself "get found" by people already looking for information and shopping in your industry.

In order to do this, you need to set your website up like a "hub" for your industry that attracts visitors naturally through the search engines, through the blogosphere, and through the social media sites.

We believe most marketers today spend 90% of their efforts on outbound marketing and 10% on inbound marketing and I advocate that those ratios flip.

The following pages are all about the Inbound Marketing process!

# What is Web Marketing For Profit?



A website is a mixture of Graphics, Text and Media. The way these elements are put together and then marketed online is very different to the traditional forms of advertising and marketing.

When you put an add in a magazine it is all about the visual component that catches the readers attention.

When you go online it is all about the content that catches the attention of the search engines and readers.

**Plus it is all trackable.**

There are a lot of business websites on the Internet that cost the owners a lot of money but do not provide the increase in sales or leads that the business owner intended it to do.

The main reason for this is that they are brochures which have been translated from the old traditional styles of advertising such as magazines, newspapers etc. They look great but are basically ineffective.

The reason for this ineffectiveness is they do not translate well to the Internet format which depends on keywords and content for good placement. A mixture of mainly content with limited graphical content works the best online.

## **They look great but do not perform**

Other business sites cram in unrelated information or poor Search Engine Optimization making them hard to find and even less inviting or engaging the visitor.

***Discover how to get a higher Return On Your Web Site Investment*** and some easy ways to improve your web sites performance.

## **How Should A Web Site Work For A Business?**

A business website should work like an extension of your business. It is like a sales agent that works 24 hours a day, 365 days a year and filters out those that are interested in your products or services from those that are not.

It does this by:

- 1. Making the sale**
- 2. Make it easy for potential customers to find you.**
- 2. Collect Names and Addresses**
- 3. Provide content and information**

This system is called **Inbound Marketing.**

This is a system that provides information in the form of content that is then distributed all over the Internet where your potential customers may visit and then draw them to your site via links and small snippets of information. You then get the opportunity to engage them using various techniques to lead them to the sale of your product OR the collection of a name and email address.

The collection of their name and address then allows you to provide on going information which then will hopefully result in a sale.

The other advantage is that it allows for the building of relationships and dialogue creating a synergy between the customer and the business.

A quick quizz to see if your website is working hard to help your bottom line.

- 1. Do you have the appropriate keywords** for your business so your potential customers can find you?
- 2. Do you have systems in place to capture names and addresses** and then automatically follow them up with relevant information about your business?
- 3. Are all your components optimized to provide additional opportunities** to capture your potential customer's interest? Graphics - media - text.
- 4. Does your website have a continual stream of content** making it attractive to the search engines?
- 5. Do you use offline techniques** to drive traffic and capture names and addresses?

If you can answer yes to these quick questions then you are probably already reaping the success from your website.

If not then please feel free to use our contact form and we can do a free website evaluation and target why your Business Web Site is not providing you the return on Investment that it should.

[\*\*Click here for your FREE Website evaluation.\*\*](#)

# Blogging For Business



In these tough economical times there are things that can be done to improve your bottom line.

If you already have a website one of the first things you can do is make sure you use some tools to let people know what you have to offer and also where you are.

After evaluating many business websites we have found that this basic information is missing from the majority of business websites.

One of the easiest and most cost efficient ways is to make sure you have a blog incorporated in your web site. Businesses that we have helped to set up a blog for their business have noticed a measurable increase in visitors and conversions.

## What are business blogs?

The word 'blog' comes from the combination of the two words, web and log.

Blogs are online posts or articles created by individuals or companies and stored on the Internet. Blogs generally consist of text and images appearing in chronological order with the most recent entry shown at the top of the page. You are reading our blog right now. It is really just another form of a web page.

According to [technorati.com](http://technorati.com), a search engine dedicated to blogs, there are some 71 million blogs worldwide including more than 250,000 in Australia.

## Why blog?

For business, blogs can help you build stronger relationships with important target groups such as clients, the media, the general public and/or shareholders. Plus they have the added advantage of being highly regarded by Search Engines.

If you have staff that are trustworthy and share your business aspirations, then you can also get them to write posts on other aspects of the business.

Here are some other ways blogs can be used:

- **Simple, low cost PR.** Blogs are a simple and fast way to put information online.
- **Establish expertise.** Position yourself and your company as the expert in your field and raise your visibility with your target market.
- **Extend communications and customer relationships.** Blogs enable companies to present a human face and voice to the public. Blogs allow you to join customer discussions, respond to concerns, provide tips and insights or receive feedback.
- **Build community.** Use blogs to grow group support around a cause, political issue, technology or hobby related to your product.
- **Test ideas or products.** Because blogs are informal and conversational in nature you can publish an idea and see if it generates any interest or buzz.
- **Higher search engine rankings.** Google and other search engines reward sites with a lot of content that is updated often and have many inbound links.

If you have an existing website and are prepared to add something at least every week or two, then adding a blog to your site is a good idea. A good blog can help you build traffic, communicate and importantly, build trust with your visitors.

Many businesses choose to host their blog separately from their main business website. This can be useful as it separates the formal from the conversational and prevents these two styles from conflicting. But don't be surprised if your blog starts getting more traffic than your main site!

To join the many businesses who are benefiting from blogging their Business

[Click here for your FREE Website evaluation](#)



To get more information and keep up to date with the latest developments be sure to apply for our email updates.

We continually are searching for the best online business practices and you can benefit from all our research. Just sign up for free at our website.

[www.webmarketingforprofit.com.au](http://www.webmarketingforprofit.com.au)

# Online Marketing vs Yellow Pages.



Last week I was looking for a special part for my computer and did a test and after scowering the yellow pages and speaking to a few technicians found that there was a store in another state that had the part but they didn't know the name of the store.

I jumped online and found the part in a few minutes and placed the order.

Now this may not be common for all businesses however if I want a service or product I normally search the Internet first.

This is becoming the norm in today's society. In fact recent statistics show that people are now using the Internet more than the yellow pages to search for products and services.

**Ease of Use** - People do what is easy.

Access to the Internet via work, home or any library have truly made getting online easy. According to Jupiter Media, over 64% of people who are looking for information online use search engines. If I can type my problem or what I want into a search engine and find what I need, I don't need to go through the 100 pages of ads in the yellow pages.

Search engines are getting more precise down to an industry specialty and geographic focus, while also continuing to be easier to use.

**Comparison of Yellow Pages vs. Search Engine** - In reviewing these two models we need to compare the traits and cost basis of each media.

	<b>Yellow Pages</b>	<b>Search Engines</b>
a. Printing Costs	Yes	No
b. Distribution Costs	Yes	No
c. Sales Reps	Yes	No
d. Pay Per Click	No	Yes
e. Commitment Level	1 Year	None
f. Flexibility	Once/year	Anytime

Clearly, the Yellow Pages model is more expensive while also being significantly less flexible and scalable than online search engines. Many industries do very well using the

yellow pages so this is not a bash yellow pages however by utilizing a little bit of both you will be ahead of the game.

**Differentiation vs. Directory** - As a business owner, the last thing I would do is give my prospects a detailed list of my competitors, including addresses and phone numbers. But that is exactly what the Yellow Pages do. Using search engines, you can differentiate yourself from everyone else. So when the ideal client is looking for what you do, they find you, not all your competitors.

**The Yellow Pages industry is over 100 years** old and according to the Direct Marketing Association is a 12 Billion plus market. It is not going away. Yellow Pages Online and many industry specific directories are now being aggressively marketed. In our studies, we have seen very little traffic or lead generation coming from these online directories. If you are approached to be in an online directory, ask if you can pay for it by the number of visitors and/or leads to your site. You won't get many takers on that offer.

**The Future Big Winner in Search ... Local Firms!** The traditional success model for winning online has been the ability to sell your product or service nationally or internationally. However, local or regional firms could not leverage the national and international traffic that search engines brought because they were only licensed or had services available in a specific city, state or region.

**Good news ... the search engines now have the ability to determine where the search is coming from.**

What that means to you is you can target all the way down to a city, zip or area code. If you have a firm that has a defined geographic area, you have an incredible opportunity to be the top firm that comes up when people use a search engine for services in your area.

**Wow! can this be true?**

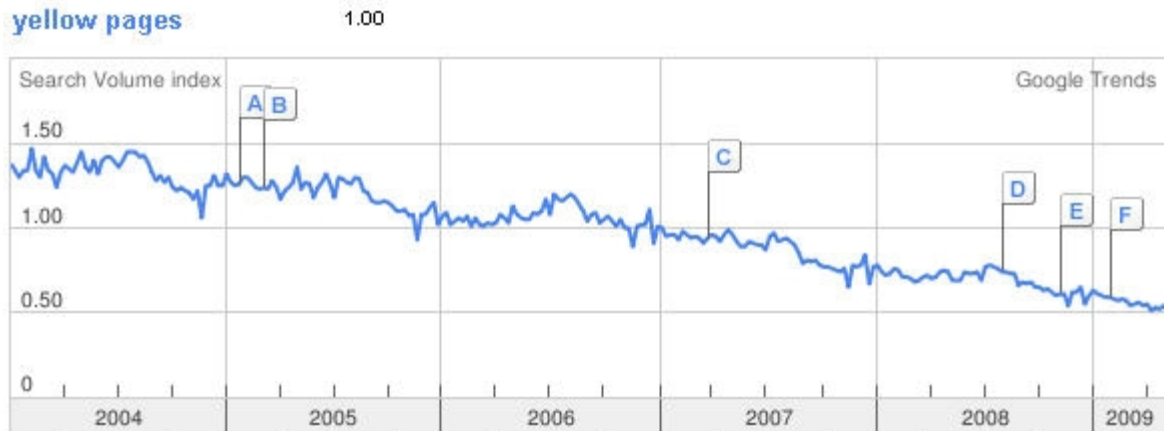
If so, where do I begin? Based on these trends there are five things you need to do today to differentiate you from your competition. We suggest that you change your strategy and reallocate your budget as follows:

### **1. Look at your Yellow Page investment.**

What did it cost you last year and what business came directly from it? If the numbers work, keep doing it. However if the answer to this question is "I don't know", we have a suggestion. Keep the yellow pages ad, just make it smaller.

Take the 50% you save on your budgeted yellow page fees and use it to directly drive online prospects to your firm. If you are satisfied with your results with yellow pages, take 20-30% of your current budget to be online. As phone books and directories continue to diminish in value, you will be ahead of the curve.

Even their online search volume is declining.



## 2. Have your own site

If you are in a directory and it has created a simple site for you, don't worry about tracking traffic, you probably aren't getting any. Make sure you have your site set up as your own, and that people can find you through normal search engines, not just through the directory. Also, remember that if clients find you through directories, you are introducing them to all your competitors. Be careful.

## 3. Measure - Look at your site.

You should know how many people come to your site. If you are signed up with an online or directory service, get your numbers from them. You will probably be surprised with the low amount of visitors and leads you get. If the directory provider can't (or doesn't want to) get you your performance numbers, fire them!

## 4. Add Relevant Location Text to your Site

People today are using search engines to find what you do in your city. Make sure that the search engines can easily know your address, city, state, zip and area code. If you have areas that you specialize in, make sure location info are on those pages too.

## 5. Start Using the Online Model Now

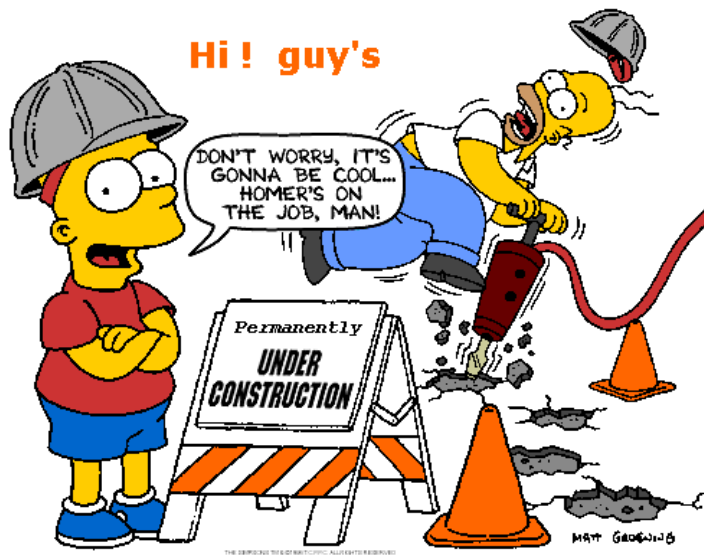
The beauty of the online model is that it can be altered almost immediately and your business should have full control of the online portion of your business. It is also virtually everlasting so the work you do on your web Marketing today will bring in work for years to come.

If you would like us to evaluate your current online marketing and website be sure to [Click here for your FREE Website evaluation.](#)

Good Selling.

# How Much Should a Website Cost?

To do justice to this last part of the report I contacted 10 website developers in our local area. I asked them all the same questions and listed the same criteria.



1. 10 pages all optimized for the search engines
2. Ability to edit all pages my self
3. Ability to add multimedia myself
4. Ability to add ecommerce later on
5. Social Bookmarking ability
6. Must have a blog component
7. Any training how to use the system

## The Quotes.

The quotes we got back varied from \$500.00 to \$7,000.00 so as you can see a lot of difference so it is best to shop around however lets narrow this down a bit more.

The three lower quotes did not allow me to do any changes myself or have a few of the other pre requisites. Basically they were going to build straight static pages so this was not acceptable.

Four of the most expensive quotes were going to add flash and lots of graphics (Brochure Style) and while I could work on the text myself the flash and graphics will not get me listed in search engines etc. Pretty but ineffective.

So that left me with 3 companies that knew what was actually involved in having a website and making it work and their prices varied from \$1500 to \$3000, however these also never offered any ongoing training or packages to help me with marketing my website except the normal "we will add it to the search engines for you and do some SEO work"

One of these did understand that a website is an ongoing marketing system and offered an additional package for marketing but was very expensive.

## A Few Tips:

If you can provide the textual content and have some idea what you want to achieve then your initial costs will diminish. Remember a website can really only do one thing effectively. It will either drive people to a sale or collect names and emails for later marketing. Your site can do both but it dilutes the overall marketing strategy.

Finally we investigated all the sites each business provided as samples of their work which looked nice but had glaring mistakes on them.

**a. They included the email address for the customer on the web site.**

This is an absolute no no as there are programs that go trolling the net to get these addresses and then sell them to spammers so the poor customer will end up getting spammed and make their email address unusable. You should always use a form.

**b. Many did not even have their details in the keywords.**

Many of the sites had their company name as their domain name which means that unless you do some good content management they will not get found. Much better to have a domain if you are an electrical contractor in the south of Sydney like [electricalcontractorsydney.com.au](http://electricalcontractorsydney.com.au) than [companyname.com.au](http://companyname.com.au) **Now this is not a biggie but can help you get found almost instantly.**

Also they did not have their service, location etc in their keywords. In fact nearly all had the same keywords and description on every page.

**c. Nearly all had not added any new content since made.**

Adding content on a regular basis even if it is just a summary on the different products and services you offer will not only get you ranked in the search engines a lot more but also be a site your customers and visitors will come back and visit.

**d. Alt Tags for their Graphics**

Everything on your website is a possible link for a visitor to find you and adding alt tag to every photo will increase your visibility. Obviously some of these may seem like technical jargon at the moment but once you find out how to do it the process is very simple.

**Summary:** With no disrespect, most web designers seem interested in building a website as a one time event. This is probably because they either do not understand the marketing process or they have come out of the traditional marketing industry, and while great designers, have no idea how the Internet works.

If you would like us to create a new website for you and get a better return on your Investment be sure to [contact us](#)  
Regards

**Quentin Brown**

**Also visit us for some free resources at**

**[www.webmarketingforprofit.com.au](http://www.webmarketingforprofit.com.au)**