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2nd Edition

Web Marketing

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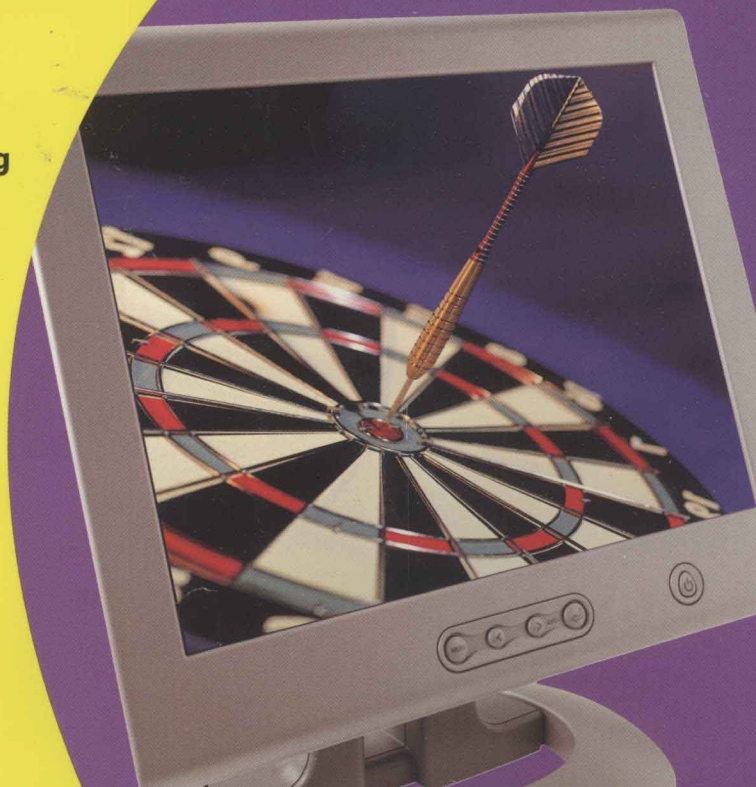
Learn to:

- Use online tools to spread your marketing message to businesses and consumers
- Establish a strong Web presence
- Promote with e-mail marketing, SEO, pay-per-click, and social networking tools

Expand your visibility and measure your marketing success

Inside — your Google AdWords™ gift card worth \$25

Jan Zimmerman



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FOR
DUMMIES®
2ND EDITION

by Jan Zimmerman



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Cheat
Sheet

Web Site Secrets for Marketing Success

Here are some quick tips to optimize your site for marketing effectiveness:

- ✓ Attract attention with your home page and headline.
- ✓ Maintain interest with text that's about "you," not about "me."
- ✓ Build desire with frequently updated content.
- ✓ Include many *calls to action*.
- ✓ Make your site easy to use and navigate.
- ✓ Post your phone number and street address on every page.
- ✓ Collect e-mail addresses to communicate with prospects and customers.
- ✓ Test your site before launching it.
- ✓ Use results of your traffic and sales statistics to improve your site.

What Every Successful Web Site Must Do

You should see increased sales once your site accomplishes these goals:

- ✓ Draw new visitors to your site.
- ✓ Keep them there for several pages.
- ✓ Bring them back for repeat visits.
- ✓ Answer "What's in it for me?"

The Search Engines That Matter

Submitting your site for free to these three search engines will cover well over 90 percent of the natural search market:

- ✓ **Google:** www.google.com/addurl/?continue=/addurl
- ✓ **Yahoo!:** <http://search.yahoo.com/info/submit.html>
- ✓ **MSN:** <http://search.msn.com/docs/submit.aspx?FORM=WSDD2>

Ways to Attract Repeat Visits

If you can entice visitors to return to your site, you're halfway to success. Consider one or more of these techniques:

- ✓ Blogs, wikis, chat rooms, and message boards
- ✓ Social networking or guest book pages
- ✓ Free postcards, screensavers, music downloads, or other offers
- ✓ Games and contests
- ✓ Coupons, discounts, or free shipping
- ✓ Online events

Web Marketing For Dummies,[®] 2nd Edition

Cheat
Sheet

Useful Market Research Sites

It's easy to research your target market online with these sites:

- ✓ **ClickZ:** www.clickz.com
- ✓ **Internet.com:** www.internet.com
- ✓ **MarketingProfs:** www.marketingprofs.com
- ✓ **MarketingSherpa:** www.marketingsherpa.com
- ✓ **Web Marketing Today:** www.wilsonweb.com

Web Marketing Glossary

It always helps to know the jargon when you journey to a new country:

- ✓ **above the fold:** Content and/or ads that appear on a page before a viewer needs to scroll.
- ✓ **AIDA (attention, interest, desire, action):** The direct marketing acronym for steps to purchase.
- ✓ **B2B (business to business):** Companies and sites that market to other businesses.
- ✓ **B2C (business to consumer):** Companies and sites that market to individual customers.
- ✓ **banner ad:** A graphic ad that links to the advertiser's site.
- ✓ **call to action:** A marketing technique that asks prospects to take a specific action to move toward a sale.
- ✓ **cookie:** Identifying code downloaded to a user's machine to recognize repeat visitors or track online activity.
- ✓ **conversion rate:** The percent of site visitors who take a particular action or make a purchase, often called *converting browsers to buyers*.
- ✓ **CPC (cost per click):** Amount actually paid for a click-through to a site from an ad.
- ✓ **CPM (cost per thousand):** The advertising cost to reach 1,000 viewers or listeners; allows comparison among various advertising methods.
- ✓ **CTR (click-through rate):** The percent of people viewing an ad who click on it.
- ✓ **PPC (pay per click):** Payment method for online ads in which advertisers pay for each click-through, rather than by number of impressions or flat rate (*see* CPM).
- ✓ **ROI (return on investment):** The amount of money earned (or lost) as a percent of the amount invested, usually stated for a period of a year; can compute for a Web site, an ad campaign, or an entire business.
- ✓ **SEO (search engine optimization):** The process of making a Web site search-engine-friendly to improve ranking in search results.
- ✓ **SEM (search engine marketing):** The combination of SEO with paid search marketing through PPC, paid inclusion, or paid appearance.
- ✓ **URL (uniform resource locator):** Address designating the location of information on the Web; includes a registered domain name.
- ✓ **widget:** Small application tool placed on a Web site to add value.

About the Author

Jan Zimmerman has found marketing to be the most creative challenge of owning a business for the nearly 30 years she has spent as an entrepreneur.

Since 1994, she has owned Sandia Consulting Group and Watermelon Mountain Web Marketing in Albuquerque, New Mexico. (*Sandia* is Spanish for *watermelon*.) Her previous companies provided a range of services including video production, grant writing, and linguistic engineering R&D.

Jan's Web marketing clients at Watermelon Mountain are a living laboratory for experimenting with the best techniques for Web success in site design, content development, word-of-Web marketing, search engine optimization, and offline integration.

Ranging from hospitality and tourism to retail stores, B2B suppliers, trade associations, and service companies, her clients have unique marketing needs but share similar business concerns and online challenges. Her consulting practice keeps Jan aware of the real-world issues facing small-business owners and provides the basis for her pragmatic marketing advice.

Throughout her business career, Jan has been a prolific writer. She has written four editions of another book about marketing on the Internet, as well as the books *Doing Business with Government Using EDI* and *Mainstreaming Sustainable Architecture*. Her concern about the impact of technological development on women's needs led to her book *Once Upon the Future* and an anthology, *The Technological Woman*.

The writer of numerous articles and a frequent speaker on Web marketing topics, Jan has long been fascinated by the intersection of business, technology, and human beings. In her spare time, she crews for a hot air balloon called *Levity* to get her feet off the ground and her head in the clouds.

Jan can be reached at books@watermelonweb.com or www.watermelonweb.com.

Dedication

In Loving Memory

Thea LaFleur

who always brought the sunshine

Author's Acknowledgments

The idea of a writer, locked in a cell alone with her computer and literary agony, is a myth — at least for nonfiction. This book could not have been written without a cast of dozens, especially with senior researcher Diane Duncan Martin, who did her usual fine job of organizing information and taking screenshots.

She and Darlene Fraher both provided background research, compiled sites for the many tables in this book, and rooted out arcane online facts. Working on my truly crazy schedule, they checked thousands of links and reviewed hundreds of sites for screen shots. Not many people are asked to search the Web for a good favicon. Diane and Darlene interviewed companies for the Real World stories with genuine interest and skill. Finding those companies — and clearing copyrights for them — required endless calls and e-mails.

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