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3rd Edition

Web Marketing

FOR

DUMMIES®

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- Maximize social media to build brand loyalty
- Select the best tools to market an e-commerce site
- Stay ahead with mobile marketing

Jan Zimmerman

*Coauthor of Social Media Marketing
All-in-One For Dummies*



Web Marketing

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DUMMIES®

3RD EDITION

by Jan Zimmerman

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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, social media, 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. Jan's consulting practice keeps her 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. In addition to writing two earlier editions of *Web Marketing For Dummies*, she co-authored *Social Media Marketing All-in-One For Dummies* (John Wiley & Sons), wrote four editions of another book about marketing on the Internet, wrote *Doing Business with Government Using EDI* (John Wiley & Sons), and co-authored *Mainstreaming Sustainable Architecture*. Her concern about the impact of technological development on women's needs led to her book *Once Upon the Future* and the 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 the hot air balloon named *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

For Barbara and Donald and Susan and Marylyn, whose voices no longer sound in my ears but will always resound in my heart

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Introduction

It looks so simple on TV: Launch website, count money. If only real life were that easy! Alas, with billions of web pages competing for attention, it's not simple at all.

On the other hand, marketing online isn't rocket science. This book charts a practical course of action to put your business website and social media to work, adding profits to your bottom line. Whether you're just beginning to develop an online presence or you've been online for years and are eager to build traffic, this book helps you drive prospects to various components of your web presence and convert them into customers.

Web Marketing For Dummies, 3rd Edition, leverages your offline knowledge of marketing into mastery of the web. Because I've written this book for owners of small businesses, where cash is king, I suggest dozens of free to low-cost guerrilla marketing ideas that you can try online.

No simple formula says that shoe companies should use this web marketing method and architects should use that one. I urge you to keep in mind a picture of your customers or clients as you read this book. If you always ask yourself whether a particular method would appeal to your target market, you'll make the right decisions. Answer your customers' question, "What's in it for me?" and your web marketing plan will work magic for you.

About This Book

This book is a reference guide to web marketing, a concise overview to help you make confident business decisions about your online presence. It's written like good web copy: short sentences, short paragraphs, short chapters, with lots of bullets and tables so that you can find information quickly.

Please look at the pretty pictures in this book. Not only can they save you 1,000 words of reading, but they're also good examples of what you're trying to accomplish.

Dip into a chapter when you confront a particular problem with web marketing to find the information you need right then and there. The rest will wait. Use the supplemental, linkable resources tables on the companion website (at www.dummies.com/go/webmarketingfd3e) to explore specific options.

This book is intended for businesspeople, not for techies. Wherever I present technical information, I suggest that you share the tip with your web developer. Let that person worry about Apache Mod Rewrites for search-engine-friendly URLs. You worry about your business.

Conventions Used in This Book

Doing something the same way over and over again can be boring, but consistency makes stuff easier to understand. In this book, these consistent elements are *conventions*, and I use only a few:

- ✓ When URLs (web addresses) appear within paragraphs, captions, or tables, they look like this: `www.dummies.com`.
- ✓ New terms appear in *italics* the first time they're used, courtesy of this book's copy editor.
- ✓ All trademarks and service marks, whether designated or not, are the property of their registered owners. Usually these marks are capitalized, but considering the way companies spell their names and products these days, there's no guarantee.
- ✓ Anything you have to type is in **bold**, but frankly, I don't think you have to type a single thing in this book. Mostly, you just have to think.

Fortunately, web marketing is independent of platform and operating system. It doesn't matter whether you're on a Mac or a PC, though I recommend a high-speed Internet connection. You can no longer realistically monitor your website, upload content, review statistics, or research your market at turtle speeds (dialup).

What You Don't Have to Read

You don't have to read anything that seems irrelevant to your business! You can scoot past the text in a paragraph labeled with a Technical Stuff icon, for example, because that information is intended for your developer. You can bypass the stories in sidebars, though you might enjoy reading about the experiences of actual business owners who tried the marketing techniques under discussion. Sometimes, a sidebar divulges a helpful insider secret or two.

Chapter 4, which discusses building and merchandising an online store, applies only if you plan to sell online. If that description doesn't apply to