

# How to Market Your Business Via the Internet

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Creative Web Services**

# Perfecting Your Site

## Evaluation



### Content Criteria

- A web site should have a clearly stated purpose.
- At least 75% of a web site should have substantial content.
- Links to other web sites should enhance the main web site's theme and contribute further information.
- A web site should make a positive contribution to the Internet.
- A web site should contain a copyright notification and policy.
- A web site should contain an on-line Privacy Policy.
- A web site should make available an on-line Ethics Policy.
- If information is collected, COPPA must be addressed.
- A web site should be updated regularly.
- A web site should be free from spelling/grammatical errors.

## Evaluation



### Design Criteria

- A web site should be optimized for screen resolution of 1024 x 768 and also work well for 800 x 600.
- A web site should not require the use of horizontal scroll bars.
- A web site should have cross browser compatibility.
- A web site should use graphics that enhances the content.
- The load time for each web page within a web site should be reasonable. Reasonable would be 45 seconds or less at a modem speed of 56k bps.
- A web site should use a colors that are pleasing to the eye.
- A web site should not contain "Under Construction" Signs. All web sites are "Under Construction" due to the nature of the medium.

## Evaluation



### Navigation Criteria

- The viewer should be able to discern through the navigation system the general content of a web site.
- A web site should contain a uniform navigation.
- A web site should not require the use of the Back button.
- A web site should contain a site map if all navigation links are not available on all pages.
- A web site should not contain interior broken links.
- A web site should not contain exterior broken links.
- Contact information should be easy to access at all times within a web site.

# Evaluation



## Technical Criteria

- A web site should have a well thought out Meta Description tag.
- A web site should have a well ordered Meta Keyword tag.
- A web site should never cause a user's computer to freeze or crash.
- All pages should be free of "error" messages after being loaded.
- A web site should not disable the right click on a mouse.
- A web site should not require a user to download plug-ins to view the web site properly.
- If a web site contains music, the user should be able to turn it off.
- All links to external sources should open in new browser windows.
- All images should contain -alt-, -width-, and -height- tags.
- All pages should be free from extraneous HTML code.
- All web site pages should be individually titled.

# Keywords



## Success Index

times searched

-VS-

listed pages

Searched/Listed X 1000

Searches done in February	Success Index
18550 senior living	.13
3139 sunrise senior living	
235 senior independent living	
184 broadside senior living	2.99
487 senior living community	
407 senior living california	
377 elite senior living	
276 senior living apartment	
274 senior living chicago	
248 apartment chicago living senior	
240 senior retirement living	
235 active chicago living senior	
231 independent senior living chicago	
230 affordable senior living	
214 care chicago living senior	
209 senior urban living	
182 capital senior living	
180 northville senior living	
155 senior living center	
153 senior living care	
142 elite senior living group	
141 senior living properties	
139 senior living facility	

<http://inventory.overture.com/d/searchinventory/suggestion/>

# Keywords

	# of times searched	# of Results	Success Index	
1	ABA Creative Web Services (www.eaba.biz)			
2				
3	649,740	9,860,000	0.59	Focus on for Promotion
4	258,440	5,870,000	4.40	
5	219,513	5,970,000	3.68	
6	154,553	6,040,000	2.56	
7	121,663	5,410,000	2.25	
8	172,185	9,140,000	1.88	
9	181,012	14,500,000	1.25	
10	19,212	2,140,000	0.90	Include in Meta & Focus is
11	8,404	1,450,000	0.58	
12	31,326	6,180,000	0.51	
13	51,887	13,500,000	0.38	
14	37,975	10,500,000	0.36	
15	7,068	2,050,000	0.34	
16	8,075	2,610,000	0.31	
17	14,169	4,630,000	0.31	
18	746,862	248,000,000	0.30	

# Word Tracker

WORDTRACKER KEYWORDS

The Leading Keyword Research Tool

Find the best keywords for your website.

Tell us more

Register Day Deal: Free keyword data study with contributions from new marketers and SEO experts. [Grab our Special Research Deal!](#)

WordTracker Tools, The WordTracker Academy, Download Top research, Keyword tool uses, WordTracker News

# Word Tracker

Every subscription allows you full access to WordTracker's powerful features - the only thing that changes is your subscription period and the price you pay. All subscriptions are subject to the [WordTracker License Agreement](#).

1. Select subscription option:

- 1 Year: \$149.00 / \$242.65
- 1 Month: \$29.00 / \$48.52
- 1 Week: \$24.00 / \$24.75
- 1 Day: \$4.99 / \$7.43

Our Guarantee: The database comes with 100,000,000 keyword back guarantees. Get 100% of the 100,000,000 keywords or we'll refund you the entire price back to you. No questions asked.

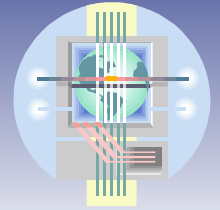
# Word Tracker

No.	Keyword	Word Count	Clicks (%)	Index (%)	Competing (%)
1	Senior living	1,700	2016	629	2370000
2	Senior care	9,149	2381	740	870000
3	Senior services	9,277	448	140	70000
4	Senior care services	2,200	12	4	710
5	Senior care services	1,193	431	133	80000
6	Senior care services	9,187	1113	349	800000
7	Senior care services	9,138	174	54	28000
8	Senior care services	9,176	134	35	130000
9	Senior care services	9,117	279	89	41000
10	Senior care services	9,116	962	576	270000
11	Senior care services	9,106	448	140	120000
12	Senior care services	9,090	62	16	3000
13	Senior care services	9,075	31	16	1000
14	Senior care services	9,069	121	38	20000
15	Senior care services	9,059	6	2	700
16	Senior care services	9,048	171	64	24000
17	Senior care services	9,038	4	1	410
18	Senior care services	9,036	374	90	270000
19	Senior care services	9,028	188	53	127000

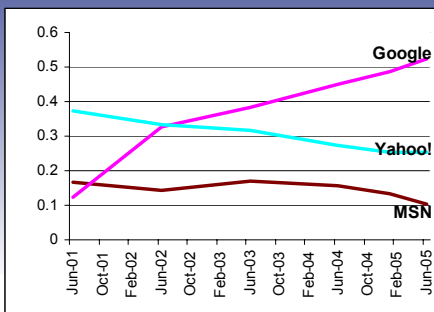
# Advertising Your Site

## Online Options

- Search Engines
- Directories
- Push - Pull
- Banners
- Pay per Click
- Pay for Placement
- Yahoo/Amazon/Malls
- Awards
- Links



## Search Engines



## Optimization

- Individual page content must be < 250 words
- Max focus is 4 keywords
- The main keyword must be repeated 4 times, 3 for the rest
- All aspects of the page must contain the keywords

## Free Submission

## Paid Submission

# SEO & S Programs

This screenshot shows a Microsoft Small Business Center page for a service called 'Submit It!'. The page is titled 'Submit It!' and features a 'Submit It!' button. The main content area includes a 'Basic Submit It! Service' section with a 'Features' list:
 

- Analyze your site to see search engine optimization status.
- Keyword your site with expert search engine optimization advice.
- Use our Submit It! service tool to find the best keyword phrases to include on your site.
- Track your progress to monitoring your search engine ratings.
- Check your site's statistics and be alerted if critical links.
- Get used to our new Microsoft Small Business Center.

 The page also includes a 'Recommended For:' section and a 'More Information' link. The browser's address bar shows 'http://www.microsoft.com/smallbusiness/submitit.aspx'.

# SEO & S Programs

This screenshot shows the homepage of WebPosition 4. The page features a large orange and white header with the 'WebPosition 4' logo and tagline 'The most powerful tool to help SEO success'. Below the header, there are several sections:
 

- WebPosition 4**: A section with a circular diagram and text describing the software's capabilities.
- Improve Your Rankings**: A section with a 'FREE' badge and text about improving search engine rankings.
- Why SEO Matters**: A section with a woman's photo and text explaining the importance of SEO.

 The browser's address bar shows 'http://www.webposition.com/'.

# Pay per Click

This screenshot shows a Google search results page for the query 'web site design Albuquerque'. The search results include several sponsored links:
 

- Web Design**: Sponsored Link for 'Web Design' with a description: 'Award-winning graphics, online marketing, strategic management'.
- Abbotweb Web Design**: Sponsored Link for 'Abbotweb Web Design' with a description: 'Full Custom Website Design for Your Business'.
- Abbotweb Affordable Website Design**: Sponsored Link for 'Abbotweb Affordable Website Design' with a description: 'Need a professional, unique website at affordable prices that will give your business? Click here'.
- Abbotweb Website Design**: Sponsored Link for 'Abbotweb Website Design' with a description: 'Custom Web Design for Albuquerque starting at \$1500'.
- Web Design, Development & Promotion by Professionals in Albuquerque, New Mexico**: Sponsored Link for 'Web Design, Development & Promotion by Professionals in Albuquerque, New Mexico'.

 The browser's address bar shows 'http://www.google.com/search?q=web+site+design+Albuquerque&btnG=Search'.

# Pay per Click

This screenshot shows an Altavista search results page for the query 'web site design Albuquerque'. The search results include several sponsored links:
 

- Web Design**: Sponsored Link for 'Web Design' with a description: 'Award-winning graphics, successful search engine strategies, easy content management solutions. Fast and affordable'.
- Abbotweb Affordable Website Design**: Sponsored Link for 'Abbotweb Affordable Website Design' with a description: 'Need a professional, unique website at affordable prices that will give your business? Click here'.
- Abbotweb Website Design**: Sponsored Link for 'Abbotweb Website Design' with a description: 'Custom Web Design for Albuquerque starting at \$1500'.
- Web Site Design, Development & Promotion by Professionals in Albuquerque, New Mexico**: Sponsored Link for 'Web Site Design, Development & Promotion by Professionals in Albuquerque, New Mexico'.

 The browser's address bar shows 'http://www.altavista.com/search?q=web+site+design+Albuquerque&btnG=Search'.

# Pay per Click

This screenshot shows a search results page with a list of sponsored links for web design services. The search results include:
 

- Xtremepay Web Design & Online Marketing**: Sponsored Link for 'Xtremepay Web Design & Online Marketing' with a description: 'Abbotweb's full service web development firm. Award-winning graphics, successful search engine strategies, easy content management'.
- Abbotweb Affordable Website Design**: Sponsored Link for 'Abbotweb Affordable Website Design' with a description: 'Need a professional, unique website at affordable prices that will give your business? Click here'.
- Abbotweb Website Design**: Sponsored Link for 'Abbotweb Website Design' with a description: 'Custom Web Design for Albuquerque starting at \$1500'.
- Web Design (Free to Albuquerque)**: Sponsored Link for 'Web Design (Free to Albuquerque)' with a description: 'Free service. Use our WFF (request for proposal) tool from our office in Albuquerque, New Mexico and get in touch with the best local, regional or national web designers available'.

 The browser's address bar shows 'http://www.google.com/search?q=web+site+design+Albuquerque&btnG=Search'.

# Google AdSense

This screenshot shows the Google AdSense 'What's AdSense?' page. The page features a large orange and white header with the 'Google AdSense' logo and tagline 'What's AdSense?'. Below the header, there are several sections:
 

- What's AdSense?**: A section with a 'What's AdSense?' button and text explaining the program.
- AdSense delivers relevant text and image ads that are precisely targeted to your site and your site content.**: A section with text explaining the targeting of ads.
- AdSense delivers relevant text and image ads that are precisely targeted to your site and your site content.**: A section with text explaining the targeting of ads.

 The browser's address bar shows 'http://www.google.com/adsense/what-is-adsense.html'.

# Email Marketing

Google search results for 'Email Marketing'. The page shows various search results including 'Email Marketing Solutions', 'Email Marketing Software', and 'Email Marketing Campaigns'. A 'Sponsored Links' section is visible on the right side of the page.

# Email Marketing

Microsoft Small Business Center page for Email Marketing. The page features a 'List Builder' section with a 'Get New Customers' button and a 'Sales Leads' section with a 'Find New Customers' button. The page also includes a 'More Business Tools' section with a 'US \$19.95/lead' button.

# Email Lists

Google search results for 'Email Lists'. The page shows various search results including 'Email Lists', 'Email Lists for Sale', and 'Email Lists for Rent'. A 'Sponsored Links' section is visible on the right side of the page.

# Non-Email Mailings

Microsoft Small Business Center page for Non-Email Mailings. The page features a 'Sales Leads' section with a 'Find New Customers' button and a 'More Business Tools' section with a 'US \$19.95/lead' button.

# Classifieds

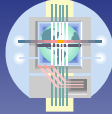
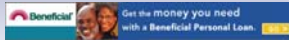
Google search results for 'Classifieds'. The page shows various search results including 'Classifieds', 'Classifieds for Sale', and 'Classifieds for Rent'. A 'Sponsored Links' section is visible on the right side of the page.

# Yellow Pages

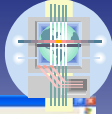
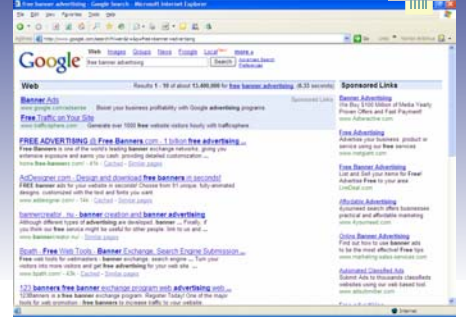
Google search results for 'Yellow Pages'. The page shows various search results including 'Yellow Pages', 'Yellow Pages for Sale', and 'Yellow Pages for Rent'. A 'Sponsored Links' section is visible on the right side of the page.

## Banners

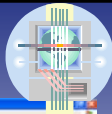
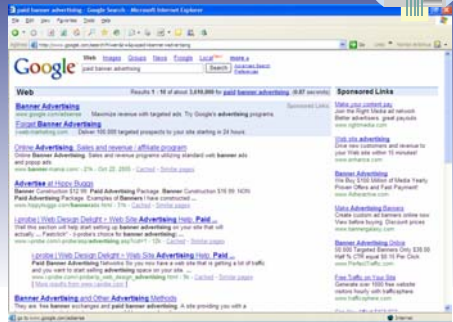
Banner creation with sales value is important for click thru rate.



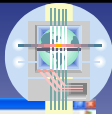
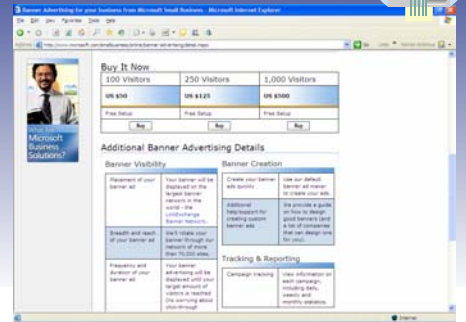
## Free Banners



## Paid Banners

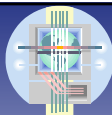


## Paid Banners



## Other

- Web Rings
- Newsgroups
- Message Boards
- Amazon, Yahoo and Online Malls
- Reciprocal Links
- Award Submission
- Paid Ads



# Marketing Your Site Beyond Advertising

# Web Site Marketing



## Marketing

This is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to satisfy customers. [cfidccariboo.com/glossary.htm](http://cfidccariboo.com/glossary.htm)

## Advertising

The business of drawing public attention to goods and services  
[wordnet.princeton.edu/perl/webwn](http://wordnet.princeton.edu/perl/webwn)

# Sweet Spot

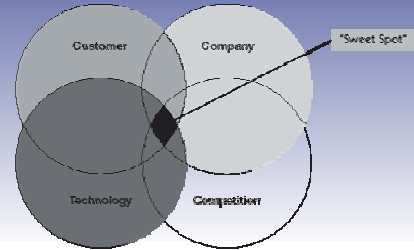


EXHIBIT 3.3 The Four Key Environments and the "Sweet Spot" for Market Opportunity

# 4 Ps of Marketing



- Product
- Price
- Place
- Promotion



# Marketing Communication



EXHIBIT 6.1 Evolution of Customer Buying Process

Source: Forrester Research, Market Analysis.

# Marketing Communication

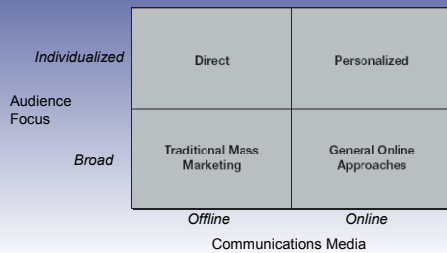


EXHIBIT 6.2 Framework for Marketing Communications

# Marketing Communication

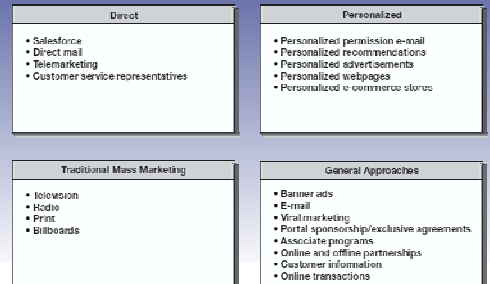
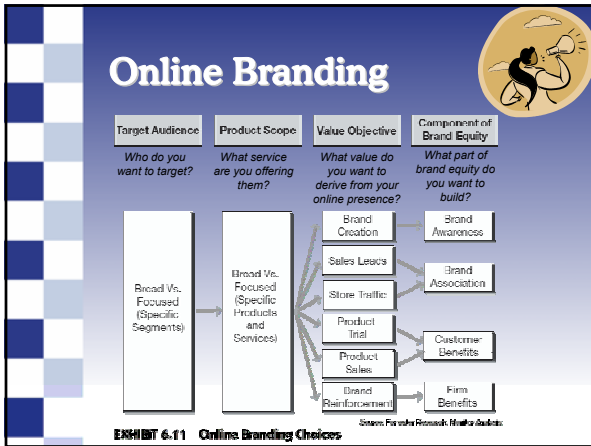


EXHIBIT 6.3 The Four Categories of Communications



- # "Waves of the Future"
- 
- PageRank by Google
  - Webinars
  - Blogs
  - Podcasts
  - Online Video Advertising
  - On-Demand Media