Your simple guide to building online.

How to attract new business:

A quality web site comes first.



Get your digital footprint started with Pay-Per-Click.



Widen an online presence with Search Engine Optimization.



client base with social media tools.

SITES & BUDGETS

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Go with an instant site: Yahoo Intuit UltraCart

Self-host Wordpress and use Volusion for ecommerce \$\$\$

Custom CMS Wordpress and use Magneto for ecommerce

Build

Install

Google

experiences start with a search engine

Analytics

Got a NO website?

users in the US at the end of 2011, 94% will use Search to buy something in 2012.



Analytics installed? **PAY** repackage? **PER CLICK**

> Consider lifetime value.

8

Can you

to lower costs of traffic.

Advertisers only consider 17% of PPC campaigns profitable.

YES

NO

Improve

and use

organic

Research PPC keywords and cost per click.

ROI?

Positive

YES Paid search

2K

Self or

2K Get Google pro Express. help.

Broaden your

POSSIBLE ISSUES

TRAFFIC Search & referral

link

traffic low? Try SEO, Social, and building.

Work to improve content. Focus pages to keywords

NO BUY Right folks coming to your site? Are there calls for action? Is

navigation

easy?

Is site NO effective?

NO



CREDIBLE?

Looks professional? Uses third-party citations? Shows off people? Super easy to contact? Ads hardly there? Not all promo?

☐ Doesn't make me think? ☐ Consistent UI design?

Content focused for SEO?

Uses Analytics to hone?

☐ Optimized for speed?

Is site credible?

YES

Need new biz NOW?

Study keywords.

Build a quality landing

page for each major

set of keywords.

Start with SEO.

presence on a firm

SEO foundation.

SEO

Build your Social Media

SEO leads are **8x** more potent than outbound ones from, 14.6% close rate, but outbound ones only have a 1.7%

Make sure Name. Address, Phone are consistent.

Where are

your cus-

tomers?

Spend

those

time on

platforms.

Register

DO NOT

go onto

social

just to

promote.

Lead with

passion.

Internet ads

will pass TV

advertising

in 2012.

Got employees?

Make a policy.

at \$40+ billion

self-

Build trust

and real

ity. Be

helpful.

authentic-

NO

NO

NO

Get as many

look/feel and

profiles set up as

you can in order to

reserve your name. Keep a consistent

brand messaging

as best you can.

On

Google Places?

Got a

social

policy?

Do you

have

profiles?

Listen so you can

engage with your

participating in a

personal way, but

don't just broad-

Conversations

you hear on

social media

will help you

your target

pinpoint where

audiences are.

You'll want to

show up there.

Are you

listening?

cast or self-

promote.

YES

audience. Start

SOCIAL

Diversify and widen your client base.

Engage your community.

benefits: you

fresh content

for your site,

which keeps the Search Engines coming back.

Participate with blogs! Two over time. can engage with your audience, plus create

SEO

More leads at lower cost

Keep benchmarking performance of Site, PPC, SEO, and Social against your overall business objectives.

Revise as needed



Who shouldn't be doing social? Don't worry about social media if there's too much risk, for example, you're in a highly regulated industry.

> Google Alerts is FREE!

What's being said of you, your biz, your industry?

Monitor closely.

In the social space, 80% of shoppers change purchase decisions based on negative reviews. What are they saying

STRATEGIZE

ONSITE of page H1, H2,

OFFSITE Making use Are you listed in elements? directories? Getting meta tags back links? Title, links Engaging etc.? bloggers?

Measure traffic that comes from social platforms like

LinkedIn or Twitter. If eyes of Search Engines.

Companies that

indexed pages.

more leads.

blog get 434% more

More pages means





TIP! A blog on your site ups your digital

footprint. **BLOG** Shareworthy blogs get linked to, and Search Engines

think that's cool.

backlinks?

people start talking about you, you might get a backlink. Backlinks are the best way to up your stake in the

Are you getting YES