



## 10 Steps to Market Your Business Online

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Willamette Valley Score

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HEROweb Marketing & Design



## Introduction

- Welcome
- Thank you to Willamette Valley SCORE
- A little about HEROweb Marketing & Design
- This presentation is meant as a primer



## Budget

# \$0

With about 5-8 hours of time you can  
be on your way to successfully  
marketing your business online.  
(o.k., there is one qualification which  
I will get to in a minute)



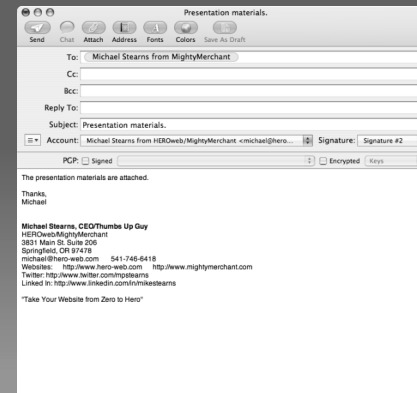
## Assumptions

- You have one day to devote to your online marketing
- You have an Internet connection and know how to search on Google
- And... you have some level of control over your own website
  - Are you able to make your own updates?
  - Are you using a Content Management System (CMS)?



## 1. Update Your Email Signature

- Link to your website
- Give complete contact information
- Brand yourself in your signature




## 2. Register a domain and create an email address

- Register a domain name
- Set up an email address associated with your domain
- A quick way to get going is to forward the new email address to your current email account



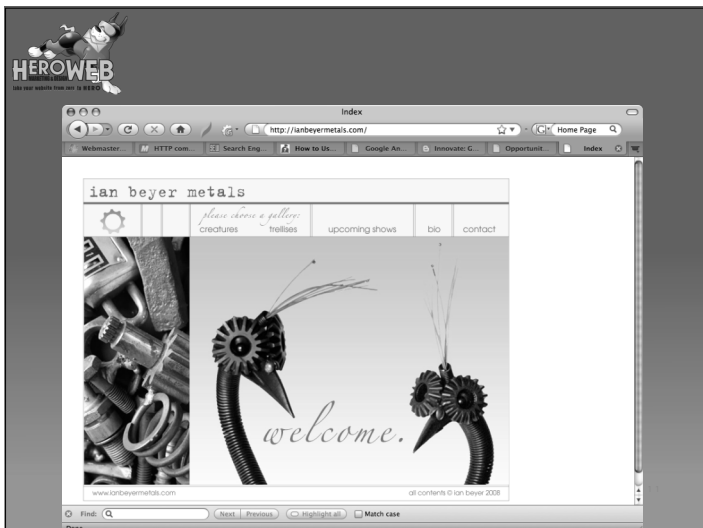

## 3. Assess and Shape Your Website Message

- What is your unique value proposition and is it reflected on your home page and throughout your site?
- Subtlety doesn't work too well
- Placement of your main message - Keep it high and keep it bold

## 4. Update Your Home Page Title

- Make sure your title reflects what you do
- Make sure the title targets your audience

Eugene Oregon Internet Marketing - Search Engine Optimization - Web Development - Springfield OR

http://www.hero-web.com/

HEROWEB MARKETING & DESIGN

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WEB DESIGN MARKETING PORTFOLIO ARTICLES

All the services you need under one roof.

Creative design, advanced programming, world-class hosting and much more

Start making your mark

Your website success begins with careful planning. Putting a team in place that understands all the facets of doing business online is an important first step. Let us work with you to help you build a successful web business. We are national experts in web development and internet marketing located in the Eugene Springfield area of Oregon.

Whether you run a small business or online eCommerce store, you can trust the staff at HEROWEB every step of the way. Let us design, develop, and market your website and help you to make your online business dreams a reality.

The Latest

- Webinars Score Presentation in Eugene today 5/29/09
- New Sites Go Live in April! 5/12/09
- Eugene Chamber of Commerce Web Marketing Presentation Today 4/23/2009
- Hot New Feature: Customized Product Feed 4/13/2009
- Show of New Sites Go Live in March! 4/2/2009
- Web Site / Internal Marketing Seminars for Spring 3/16/2009
- Congratulations to Opportunity Banks on their new website! 2/19/09
- Web Workshop Materials Now Posted 2/15/09
- Springfield Business Expo - A fun day at the mall! 2/7/09
- New Working with Your Payments Partner to offer Ecommerce Merchant Accounts



## 5. Do Basic Search Engine Optimization on Your Website

- Develop a top ten key-phrase list
- Work your phrases into the titles and text of your website pages
- Optimize your pages for local terms
- Remember: the web is all about links



The screenshot shows a web browser displaying the 'Cat Tags and Cat I.D. Name Tags from Love Your Pets' page. The URL is <http://www.loveyourpets.com/cat-id-tags/>. The page features a navigation menu on the left with links like 'Home', 'ORDER PET ID TAGS', 'About Our ID TAGS', 'ID Tags for Every Tag Need!', 'Materials & Sizes', 'Dog ID Tags', 'Shipping Information', 'Unconditional Guarantee', 'Your Privacy', 'About Us', 'Cat ID Tags', and 'Price & Volume Discounts'. The main content area is titled 'Cat ID Tags Protect Your Curious Pets!' and includes a sub-headline 'Protect Your Pet from Getting Lost or Injured!'. It features a large image of a cat and a dog, and a prominent offer: 'Purchase your pet id tag today and get a FREE 2nd Emergency Phone Number!'. A price tag of '\$3.95' is displayed. The page also includes a search bar, a 'View My Cart' button, and a 'Sign up for our email list' button. The footer shows a search bar with the text 'Waiting for word. addfrustrations.com'.



## 6. Do Local Search Submissions

- Add clear local messaging on your website
- Take advantage of Local Search opportunities at Google, Yahoo and MSN
- Gain exposure through other community portal and review sites

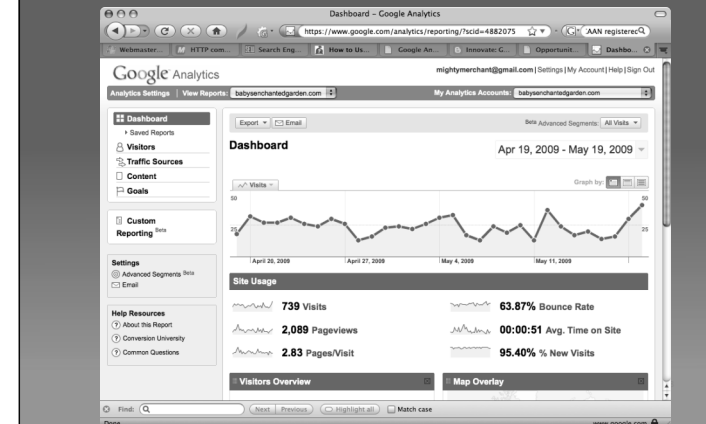


The screenshot shows a Google search results page for the query 'Eugene Oregon Rugs'. The search engine is Google, and the results are displayed in a standard layout. The top result is '30-80% Off Rugs' from JCPenney.com, with a sub-headline 'Buy Artisan Area Rugs & Runners Free Shipping Over \$99 Thru 5/26'. Other results include 'Children's Area Rugs' from Rosemaryfloors.com, 'Rugs on Sale Now' from Overstock.com, and 'Local business results for Rugs near Eugene, OR'. The local results list several businesses such as 'Gardner Floor Covering', 'Floors to Go West Eugene', 'Imperial Floors', 'Oriental & Co.', 'Northwest Persian Rugs', 'Direct Flooring Center', 'Floors Unlimited, Inc.', 'J. Jans's Home Improvement Center', 'Dalton Carpet', and 'Abbey Carpet & Floor'. The page also features a map of Eugene, Oregon, and a sidebar with sponsored links and additional offers like 'Carpets for Kids On Sale' and 'Decorative Area Rugs'.



## 7. Track Your Results

- Sign up for a Google Analytics account
- Monitor at least once a month
- Key numbers to track
  - Visitors
  - Bounce Rate
  - Average Time on the Site
  - Traffic Sources



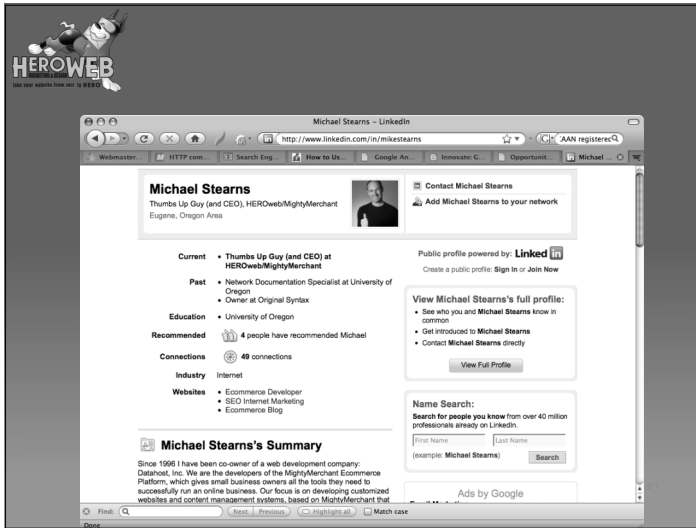
## 8. See Who Is Talking About You

- Do some basic searching or use Google Alerts
- Find opportunities to connect with people or sites already talking about you
- Address any “problem information”



## 9. Sign Up for a LinkedIn Account and Join a Local Group

- Go to <http://www.linkedin.com> and create a profile
- Search for people to connect with
- Join a local interest group that is applicable to your business
- Success on the web is all about finding and engaging with your customers in a way that provides value.



**HEROWEB** 10. Utilize Free Intelligence Tools

- Blogging: <http://www.wordpress.com>
- Social Media Posting: <http://www.ping.fm>
- Traffic Monitoring: <http://analytics.google.com>
- Social Research: <http://www.knowem.com>
- SEO Research: <http://www.seomoz.org/tools>, <http://www.wordstream.com>
- Reputation Monitoring: <http://notify.me>



**HEROWEB** What's Next

- Your website is the hub of a broad Internet marketing strategy
  - Create valuable, interesting, and engaging content
  - Develop Social Media exposure
  - Build your expertise and authority
- Start simple and build layers of functionality, information, and value
- Find the materials for this presentation at:
  - <http://www.hero-web.com/10-steps-web-marketing>