



Maximizing Your Web Marketing Efforts

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HEROweb Marketing & Design



Introduction

- Welcome
- Thank you to the Lane Business Development Center, Veneta Chamber, and Chris Nystrom
- A little about HEROweb
- Objective: To give a brief overview of the tools and techniques you can use to begin marketing your business online



Assessing and Shaping 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



Gaining Control of Your Content

- Start simple. Use a content management system (CMS).
- Fresh content is a good thing.
- Develop content that is interesting, entertaining or engaging.
- So why would someone link to your site anyway?
- Make it easy for your users to spread the word about you
- Keep your site up-to-date. Focus on these key areas:
 - Announcements
 - Bio information
 - Schedule
 - Product/Service information
- Usability is key.



Search Engine Optimization

- The bare-bones basics: titles, text, links
- Optimizing your pages for local terms
- Optimize each page on your site for specific phrases
- The web is all about links.



Connecting to Your Local Community

- Clear local messaging on your website
- Local Search opportunities
- Exposure through other community portal and review sites



Building Your Personal Brand

- If you can't compete on being big, then compete on being small
- Does your website reflect who you are?
- Building trust: Help others on your website and in other Internet "venues".
- Invite others to say good things about you
- What does the WEB have to say about you?



Standing Out

- **Competitive Analysis**
- **Your Unique Value Proposition - is it readily apparent**
- **Define yourself through your expertise.**
- **Develop "thought leadership" in your field or an interesting voice**



Social Media - Does it Make Sense for You

- Social Media venues
- Time commitment
- Applying the Social Media mindset to all of your online marketing. The goal is to build high-value conversations.



Building a Comprehensive Online Marketing Strategy

- Search Marketing
- Email Marketing
- Paid Advertising
- Social Media
- Video
- Your website or blog as a hub!



Tracking Your Results

- A look at Google Analytics
- Key numbers to track
- Digging deeper



Tools For Web Development

- **DIY or use a developer or both?**
- **Content Management Systems: Joomla/Drupal/MightyMerchant**
- **Blogging Systems: Wordpress**



Conclusion

- Your website is the hub of a broad Internet marketing strategy
- Start simple and build layers of functionality, information, and value
- Find the materials at:
 - <http://www.hero-web.com/maximizing-your-web-marketing>