

Internet Marketing

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Foreword

It took us years of research and practice to collect all the information you can acquire in a short time by reading this book. It's everything you wanted to know, but the top marketers and traffic generating sites won't tell you. It was meant to be sincere, concise and straight to the point.

We've been asked why we would risk our careers by releasing this highly revealing book. As Albert Einstein famously said "Information is not knowledge" and "The only source of knowledge is experience". Expect that type of brutal honesty in these pages. Here is the truth: there are no shortcuts. Internet marketing requires a genuine commitment and years of practice. If you're willing to put in the effort, this book is a great source of information that you can put to use.

You can also hire us as consultants and let us apply all the knowledge we have acquired to your website today.



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Introduction

Your website can bring more sales. But your success requires developing a good Internet marketing strategy that becomes an central part of your overall marketing plan. Adeo Internet marketing recommends these basic steps for most companies:

1. **Perform market research**
Search engine keyword research can be an quick, easy and inexpensive way to determine what web users need, and how you can help them.
2. **Set goals**
Before you start designing your site, determine what you want your site to achieve.
3. **Apply information design**
Create a user friendly site that is both effective from a sales perspective, and provides a good experience for visitors.
4. **Create excellent content**
Your site needs to add value to the Internet. This is done through quality content like text, images and videos.
5. **Network**
Build relationships on-line through a social media presence.
6. **Cross promote**
Tie everything together, even off-line.

This book will begin by discussing search engine marketing. Not only because search engines are the primary source of new traffic for most websites, but also because you must also understand how search engine tools can be used to perform market research as your the step. In the same section, we continue with a detailed technical explanation of how search engines generate results pages and attempt to order websites, starting with the highest quality and most relevant.

You will discover that search engines are in fact artificially intelligent machines that strive to emulate how humans navigate the Internet. Therefore, they reward sites that offer well organized information, a clear theme and quality original content.

Another essential component of search engine ranking is the number of recommendations a site has received. And a great way to entice people to recommend your site is by networking on-line through social media sites.

So as you can see, a site that appeals to search engines is an effective one, both directly and indirectly, from an Internet marketing perspective.

Let's get started.

Search engine marketing

This portion of the document relating to search engines is the most technical, so you may want to read it over quickly, move on to other sections and return here later. However, it is important that you ultimately understand how search engines operate and make them the central focus of your Internet marketing strategy.

The first thing you should know about search engines is that there are two ways to get traffic from search engines: you can pay-to-play with their approval, or try to game the system without breaking any rules.

The first method is called “search engine advertising”. The second is called “search engine optimization”, or SEO for short. Search engine advertising is sometimes called Pay-per-click (PPC for short) and places your site in the sponsored section of the search engine listings (sometimes called paid results). Alternately, SEO aims to get your site into the organic listings, also known as natural results.

Due to pressure from consumer advocacy groups and regulators, paid results are required to be clearly identified.

Search engine advertising

Google made 23 billion dollars in revenue in 2009¹. The vast majority of that revenue came from their “AdWords” system, the brand name for their self-serve search engine advertising service.

The concept behind sponsored results is simple: advertisers place bids in order to show up in the search engine results for certain key phrases (searches). The bid amount is paid out every single time someone clicks on a paid link, and the highest bidders get the top spots. Google², Yahoo³ and Bing⁴ sponsored listings all work similarly, and your link appears a few hours after placing a bid. They also provide many good analytic tools to track your campaign, and they make it easy to scale traffic up or down in order to stay within your budget and control expenses.

Because search engine advertising is the only sanctioned method of buying your way into the search result listings, you can find quite a bit of official information on how it works (consult the footnote links). Therefore, we won't delve too deeply into the mechanics of these ad systems because this document focuses on exclusive information. However, look for tips that show you how to compose your text ads in a way that maximizes click-through rates. This benefits both advertising partners, so you can trust the advice search engines give you.

1 <http://finance.yahoo.com/q/ks?s=Goog>

2 http://adwords.google.com/support/aw/bin/static.py?hl=en_uk&page=learningcenter.cs

3 <http://advertising.yahoo.com/smallbusiness/ysm>

4 <http://advertising.microsoft.com/canada/en/Advertise/learnmore>

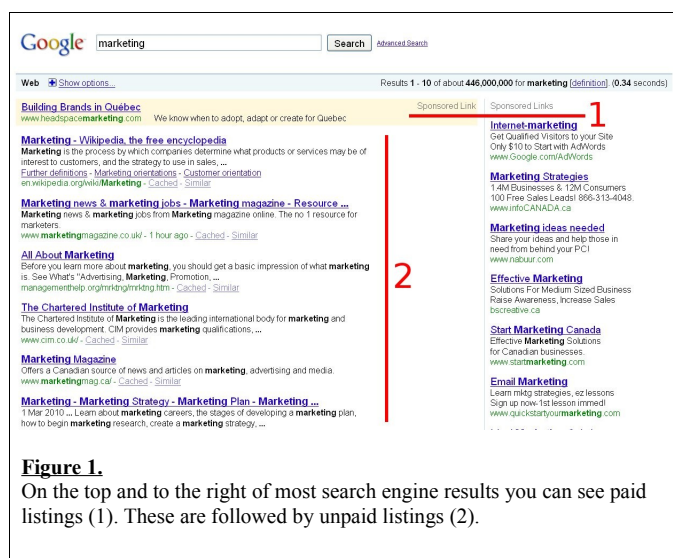



Figure 1.
On the top and to the right of most search engine results you can see paid listings (1). These are followed by unpaid listings (2).

What search engines won't tell you

- Since every click costs the advertiser money, an dishonest competitor might click your ads just to deplete your budget and regain a better position. Also, depending on how you configured your campaign, your ads might appear on sites that are part of their advertiser network, not just in the search results. In this case the website owner might be tempted to defraud you in order to increase their share of the revenue. Some of these websites are very low quality and have no real content (domain squatters for example)⁵. Fraud can be happen on a very large scale using bot-nets, which are synchronized groups of virus infected computers⁶. Confining your advertising to the search results only, and limiting your geographic reach can help reduce click fraud.
- The most expensive spot is not necessarily the best. The top spot tends to attract a lot of curious and misguided clicks, where as the 2-4 position tends to bring you visitors that are more serious about purchasing.
- The “recommended” bid amount tends to be a little inflated, so don't be afraid to bid considerably less. Trial and error, plus careful monitoring, is essential to finding the fair price.

The lowdown	Pros	Cons
	<ul style="list-style-type: none">• The single quickest way into the search result listings• Scalable and measurable	<ul style="list-style-type: none">• Click fraud continues to be a problem• Hard to get a good deal
Use this method when you need near-instant placement, or your product or service is sold locally (therefore has less competition) and at a higher price (because low cost items will have trouble finding a profit as the cost of PPC advertising can be high).		

Search engine optimization

SEO refers to the set of techniques used to improve a site's placement in the natural search engine rankings. Search engines do their best not to favor any particular site in the natural search results, and seek to place them in order of merit. Therefore, you can not pay a search engine company directly for improved placement; you must contract a third party firm such as Adeo Internet Marketing, or do-it-yourself. Although SEO is not officially sanctioned by search engines, it is tolerated, and company representatives speak directly to the Industry through blogs and forums. As long as your optimization efforts stay within their quality guidelines, it is a safe practice. This is commonly referred to as “white hat”, whereas blatant search engine spamming is called “black hat” (see *spamming* section below). Engaging in the latter can lead to your site being de-listed completely from search engines. Typically sites get flagged when someone (often a competitor) fills out a spam report form⁷. This “ban” can be very difficult to recover from, so we advise that you play by the rules.

Before you can understand SEO you must understand how search engines rank sites in order. Search engines have a long list of factors, sometimes called “signals”, that decide which site places above

5 <http://www.marketingvox.com/edelman-typosquatting-costs-google-advertisers-497m-per-year-046328/>

6 <http://blogs.zdnet.com/security/?p=1200>

7 <http://www.google.com/contact/spamreport.html>

others. It is important to note that *all* of these factors mimic the criteria real people use to judge the quality and relevancy of a site. There are over 200 signals applied by Google⁸ which are collectively called the “ranking algorithm”. This ranking algorithm is kept highly confidential because better algorithms provide better search results, which leads to more users and more advertising sales. Therefore, a large portion of this document will focus on SEO secrets.

Despite their best efforts to keep the algorithm under wrap, it has been largely reverse engineered^{9 10} through trial and error, patent applications as well as other technical information made public. Imagine these ranking factors to be like questions on an exam that make up your overall score. Some questions are worth more than others, but no one question alone will give you a passing grade. And you can never get more than the allotted points – so don't try to over-optimize as it will eventually begin to affect your score negatively (in fact some signals are strictly negative, and the goal is to score zero points). Your site should be naturally designed for usability by real people, not optimized mechanically to feed machines.

Keyword research

Before we can begin listing any specific factors, you must understand the importance of keywords (sometimes called key phrases). Every time you perform a search, the words you entered, and a lot of other stuff, is saved and compiled by search engines. This information is then made available to search engine marketers. Needless to say this information is invaluable to search engine optimizers as well. Due to the vast and diverse audience search engines enjoy, it can also be useful for performing basic market research.

Therefore, the very first step in any SEO project is to pick your keywords or key phrases. Keyword data can be obtained by using the same tools that search advertisers use¹¹. This step is critical because there are a great number of factors that relate directly to keyword choices. It is not only critical for SEO purposes, but information design for real people as well.

In essence, keyword research is simply choosing what search terms you want to rank on. When deciding what keywords you want to target, keep the following in mind:

- **Look for opportunities**
You have to surround your keyword target page with related pages that may not rank themselves, but contribute to your overall theme. Your target keyword page should be at the center of that topical cluster. Therefore you should also identify keywords that can be used to create additional content pages around it. These keywords should be non-commercial and informative in nature. Think of “guide”, “how to”, etc.
- **Be specific**
Vague or general keywords can be very difficult to rank on, and won't bring you the type of targeted traffic that turns into sales. Regional searches are a great source of this (ex: Web design New York)
- **Stay focused**

8 <http://www.google.com/corporate/tech.html>

9 <http://www.seomoz.org/article/search-ranking-factors>

10 <http://www.searchenginejournal.com/200-parameters-in-google-algorithm/15457/>

11 <https://adwords.google.com/select/KeywordToolExternal>

Make sure all your keywords revolve around the same topic. Search engines appreciate sites that present a clear theme.

- **Be realistic**

You might be tempted to target a word with several hundred thousand monthly searches, but you should not. Firstly, see “be specific” above. Then do a test search and take an honest look at the competition. If it's dominated by fortune 500 companies with over 10 years on the web, you can expect that it might take years before you find a place for yourself on the first page, if ever.

- **Don't take numbers literally**

Not all searches will translate into clicks since they will be distributed across all top results (albeit unevenly, with the first result getting the most). Simply use them as very general indication of how people search.

Since these are search engine advertising tools, there is wealth of official information on how to use them, so we won't examine the mechanics in detail. However, we you to take notice of three options in Google's version from an SEO perspective.

- **Local Search Volume**

Search engines have become very proficient at serving results geographically. In other words, users in the United-States get different results than those in Canada. It is possible to target another region, however only a privileged few industry leaders show up in multiple markets. Therefore, if you are just beginning an SEO campaign, don't count on the “global monthly volume”.

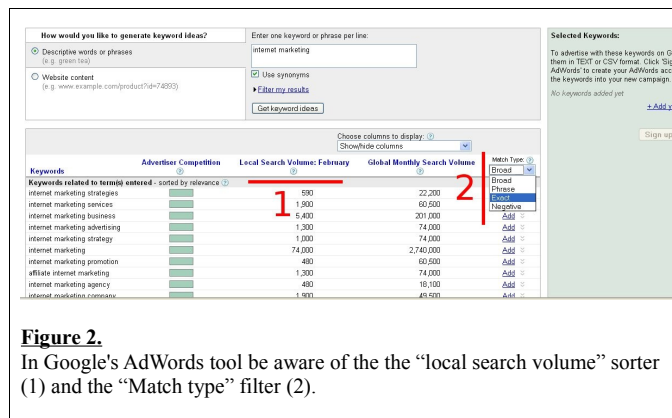


Figure 2.

In Google's AdWords tool be aware of the the “local search volume” sorter (1) and the “Match type” filter (2).

- **Match Type**

Search engine advertisers have the option of advertising on a specific keyword, but also showing up on a number of similar variations. Organic listings are not so forgiving however, and you will most likely only show up on that exact phrase. Therefore selecting “exact” will give you a more accurate picture of your future.

- **Related words**

The related keywords section is great for finding out what Google considers to be part of the overall theme surrounding your keyword. You will want to use much of that peripheral vocabulary in the content of your site.

We suggest that you create two documents from the data you have collected. The first should be a spreadsheet with the long list of all keywords. The second one should contain the list you settled on as a target based on the competitiveness of the word, and the related searches that you will use to support your overall theme.

On-site optimization

As mentioned previously, search engine representatives talk directly to web masters. But they rarely give you information on how to rank better; they mostly provide information about the negative signals. But from there we can deduce what should be avoided completely, and what should be used in moderation in order to trigger positive signals.

In an effort to stay one step ahead of spammers, Google regularly changes its signals and signal weight in a process called simply “updates”. Each new algorithm is given a cute name like “Vince”, “Florida”, “caffeine”, etc. The goal is almost always to disrupt the results as little as possible, yet filter out any sites behaving badly.

Although some SEO experts like to be more granular, essentially all ranking factors can be broken down into two broad categories: factors that occur internally within the website and factors that influence the website from the outside. As a general rule, external off-page factors can not affect you negatively as this would encourage sabotage from competitors. Search engines can't ignore this scenario and are a little more forgiving because of it, but there are still a few tactics you'll want to avoid. You are entirely responsible for the content of your own site however, so it's important to maintain a reasonable balance since over-optimization will be penalized.

We will now begin a technical breakdown of all the important ranking signals. You may wish skip this section and return to it later once you have a better grasp of usability and information design. You will better appreciate why search engines reward sites that follow these guidelines.

Understand that many of the on-site signals refer to the website's HTML source code. You can examine a website's source code by accessing the “source” menu item from any browser (under the “page” or “view” menu). Source code is quite simply a plain text file containing markup that defines the layout, content and other properties of the page. It is composed entirely of what are called tags, attributes and values that that tell the browser how to render a page. Tags use this format: <tag

attribute=“value”>content</tag>. Providing an HTML tutorial is beyond the scope of this book, however you should be aware that you can generate web pages without any knowing markup syntax by using a WYSIWYG editor¹². We also suggest installing a text editor that will replace windows notepad as the default program for displaying a website's source code by one that uses color syntax¹³. This will highlight the different portions of each tag, thus greatly increasing readability. This will helpful when you are studying a competing sites.

So here are, in the simplest language possible, the major on-page optimization techniques you can apply to your site in order to improve your ranking.

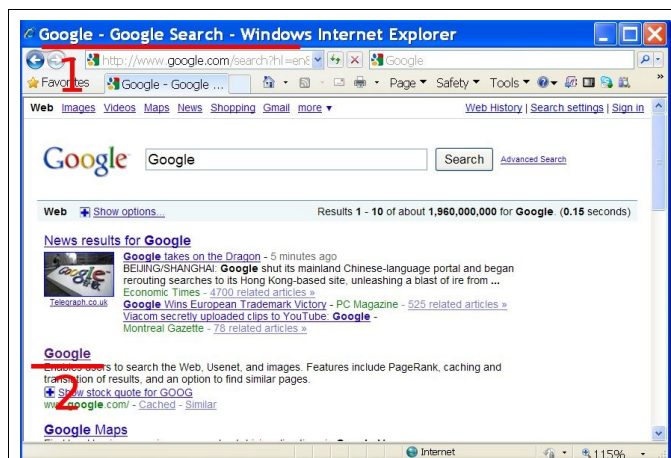


Figure 3.
How the <title> tag is seen by users. 1) On the title bar 2) In the SERP.

¹² <http://www.kompozer.net/>

¹³ <http://notepad-plus.sourceforge.net/>

- **Title Tag**

If you're only going to do one thing on this list, make it this one. The title tag is a simple way to greatly increase your relevance in search engine's eyes because it is, as the name implies, the very title of the document. The title tag shows up in two places. First, it will appear in the web browser's title bar. Then once your page is indexed, it will appear as the linked text in the search engine result pages. So make sure you include keywords at the beginning of the title tag text (this is the preferred location), and try to complete it with something that will make people want to click.

You can also control the snippet of text that appears below your title link in the search results. This is done using the “description” meta tag. Do not stuff this with keywords; it does not affect your ranking. Use this as an opportunity to write a compelling message that encourages people to click through to your site. Side note: if you are seeing a description that is not machine generated snippet, but was not what you entered into your source code, it is possible you are listed in the DMOZ¹⁴ open directory. This is a good thing, do not request your removal from the directory. Use the “noodp” meta tag instead¹⁵.

- **Header tags**

There are actually 6 of these tags that are numbered <h1> ,<h2> ... <h6>, but limit yourself to using just 1 and 2 for optimization purposes. They are used to indicate the headline of your page or article, much like a news paper would. This is why search engines view them as important: they concisely indicate what the page is discussing. Therefore you should include your keywords at the beginning of the header tag text, but make sure it doesn't match the title tag exactly.

- **Keyword density**

This the buzzword optimizers use to refer to the number of times your keyword is found in the text of a page. Historically some have recommended targeting a specific percentage such as 2-4%. but modern SEO is a little trickier because Search engines use a technology called “latent semantic indexing” which allows them to identify the theme of your site. So you need to use synonyms and related words rather than straight density through repetition. Therefore, just include your keyword in the first two paragraphs of your text and write the rest normally using words that relate to the theme of your website. Avoid what experts call keyword stuffing; it's ineffective, annoys readers and can eventually become a negative signal.

- **Content**

As stated above, it is essential that you write original content that contains a few keywords. But also, this must be done on a regular schedule. Always keep linking to new content on your site that is relevant to your overall topic. The more frequently you update the content on landing pages such as the homepage, the better.

This is how all the top sites behave, and your site should act the same. Use an XML sitemap¹⁶ to tell search engines where you publish your new content, and on what schedule. If your content management system does not generate a site map for you automatically, use a site map

14 <http://www.dmoz.org/>

15 <http://www.mattcutts.com/blog/google-supports-meta-noodp-tag/>

16 <http://www.sitemaps.org/protocol.php>

generation tool¹⁷, and be sure to refresh your site map if your site structure changes.

Whether you call it the news, articles or the blog section of your website, you should publish your fresh articles through an RSS feed. You should then submit to Google blog search for additional exposure¹⁸.

- **Images**

Embedding a relatively large image, say 300px square, in the body of text that uses keywords in the image filename can help make your page more relevant. In HTML, this is generated using an tag. Note that the image tag also has an “alt” attribute that can be used to set the “alternate text”. This text is used when the image is missing, or image loading has been turned off. Searches engines however use this as an indicator of the image's content, and by association the theme of your page and your site.

- **Structure**

Design your content to into sections and subsection that can be drilled down into. Google prefers intelligent hierarchies it can recognize¹⁹. It is very important that you program the site to display a linked breadcrumb trails to further clarify the intended organization.

- **Links**

Your site should have links within the content that point to other parts of the website. In other words, not just part of your header/footer navigation. Those links should include keyword rich anchor text (that is what web developers call the underlined/active text that you click).

You should also link to external sites with those keywords as well because searches really appreciate a good citation/reference. Make sure it is a well respected, quality site that is relevant to the topic. You must be very discriminating when deciding to give someone a link. A bad link can reflect on you highly negatively and hurt your ranking. Use the Google toolbar in the *tools* section to help evaluate the worthiness of the link, but use your judgment as well.

- **Domain name & URL**

If this is a new site, and you have the luxury of buying a new domain name or acquiring an existing one, opt for one that includes your keywords. Otherwise only use dot com or dot org; other extensions are not recommended unless it matches your geographic target (see *localization* below). The same goes for domain names with multiple dashes: avoid them. Older domains are better because have passed the test of time in search engines eyes. If this is a new domain without any history, register it for multiple years. And be sure to maintain stable “whois” information (the name, email and address you entered when you registered the site), but you should not hide behind an anonymity service. Also, if you have content in multiple languages, separate these by domain or subdomain. Having two languages on the same site is very confusing to search engines – split them apart.

If you are unable to use a domain name contain your keywords, try to fit them elsewhere in the URL. In this case you should use dashes to separate your keywords. Other options include

17 <http://www.xml-sitemaps.com/>

18 <http://blogsearch.google.com/ping?hl=en>

19 <http://googleblog.blogspot.com/2009/11/new-site-hierarchies-display-in-search.html>

within the subdomain, folder name or filename (http://subdomain.domain.com/folder/filename.html). For example:
http://keyword.mydomain.com, http://www.mydomain.com/keyword/ or
http://www.mydomain.com/keyword.html

Do not use URLs that require query string parameters. These type of web addresses look like the following with a question mark (?) or ampersand (&) in it:
http://www.mydomain.com/queryString.php?parameter1=value¶meter2=value. Instruct your web developer to create search engine friendly URLs.

When renaming your pages during the optimization process, be sure to tell search engines where the new pages can be found. Don't break old links, redirect them using a special HTTP status header numbered 301. There are a number of ways to do this; ask your web developer²⁰.

- **Hosting**

Make sure your website is hosted on a reliable server with little downtime and quick response times²¹. Although it may add extra costs, avoid shared hosting because there could be some sites behaving badly on your same IP address from quality guidelines perspective, or just slowing the server down.

- **Localization**

It is preferable to host your site on a server located in the same geographic area you are targeting²². Foreign sites are seen as irrelevant by search engines, and rightly so. If this is not possible, set your location in Google webmaster tools. Make it even more explicit by registering your site with Google local business center²³. Be sure you include your physical address on the website as well, and also ensure it matches the address used on the domain registration record.

Finally, choose a top level domain that matches your geographic target (ex: .ca for Canada). And make sure the language used on the domain matches the country's demographics.

Off-site optimization

As you can see, search engines are simply looking for the best match for a given search. And this is determined by the quality of the content and the relevancy of the page within the context of the site. On-page factors may have been sufficient for early search engines, but when Google burst onto the scene, they changed the game completely.

- **Back-links**

Ranking sites according to the number of “votes” they receive, in the form of links from other sites, is the core concept behind Google's very very first algorithm²⁴. It is in still in effect today. The company calls it PageRank, optimizers usually call it PR for short.

20 <http://www.webconfs.com/how-to-redirect-a-webpage.php>

21 <http://searchengineland.com/google-now-counts-site-speed-as-ranking-factor-39708>

22 <http://www.youtube.com/watch?v=hXt23AXIJJU>

23 <http://www.google.com/local/add/>

24 <http://www-db.stanford.edu/~backrub/google.html>

In general, the more links you can get, the better. The number of distinct domains (individual sites) that link to yours counts as well. Not all links are created equal however! Consult the *acquiring links* section for more details.

You should acquire links at a steady pace because a short burst of links will not be as effective. If you own a network of sites, you can link them together; but avoid looking like a link farm (see *spamming* section below). Try to make your websites look distinct by hosting them on different servers, and using different whois registration information on the domain. Do not link them in the footer of every page. Rather, pick a few pages with relevant text and link within the body of text.

- **Anchor text**
The text being used to hyperlink your site is important. It should contain your keywords and synonyms. Too many links with with exact keyword anchor text will neutralize each other and not provide any benefit. Natural variety is preferable.
- **Hubs**
Not only is the sheer number of links important, but the page, and preferably the whole site should be related to your topic. You should get links alongside your competitors - this is called a co-citation. Your goal is to place your site at the center of the topical hub.
- **Trustworthiness**
The linking site should be a reputable one. There is no official indicator provided by the search engines, but there are 3rd party tools²⁵ that run their own emulated analysis. A bad link can't really hurt you, but you will want seek out high trust sites and make a special effort to get a link from them. Note that restricted top level domain such as .edu, .mil or .gov are inherently trustworthy.
- **User behavior**
Search engines track how users behave when they are presented with a set of results, and adjust accordingly. In other words, if you appear in the results for a certain term and users aren't clicking on your link (or are doubling-back quickly after a click) this can be an indication that your site doesn't belong there, and will be interpreted as a negative signal. So focus on providing good titles, descriptions and quality content that is relevant to the target term or your efforts could be wasted. Also be sure to provide a good user experience once they land on your site.
- **Social media**
At present, there is little evidence that social media presence is one the signals that make up current search engine algorithms. However, the writing is on the wall. Social media's explosive popularity, influence and dedication from users has caught the search engines off guard and they are now scrambling to catch up. At present it appears as if they are not exactly sure how they should process the information, and they don't have access to much of it. But the time to start building up your social profile is now, not tomorrow when a new update kicks in.

²⁵ <http://www.seomoz.org/linkscape/help/metrics>

Acquiring links

Because you'll be spending a considerable amount of activity seeking out back-link opportunities, it's important to know what makes a good link (and a bad one). Although no back-link is harmful, many are a waste of time, so make sure your efforts are well placed.

There is really only one type of link that is actually harmful: a paid link. This is clearly against Google's terms of service and will get you in deep trouble. This is true for both the buyer and the seller²⁶. Consult the *spamming* section below for other ill-advised links and techniques. Link exchanges can also be more trouble than they are worth. They are not forbidden, but can be harmful due to their very nature: you have to link back. So only exchange with very high quality sites in your niche. Linking to what Google calls a “bad neighborhoods” will trigger negative signals.

Also be aware that there is a special attribute of the link tag that instructs search engines to ignore it completely called “nofollow”²⁷. The tools section provides a browser extension that identifies nofollow and dofollow links easily. Despite evidence to the contrary²⁸, links marked “no follow” are officially stated to have no value. However having absolutely no links of this type looks a bit unnatural; so be sure to mix things up. Similarly, if the page is not cached, links are generated by JavaScript, or if the PageRank is showing greybar, the link from that page is of no value. PageRank zero pages can also be an indicator of poor quality. For example, a deep linked page within a general directory site on PR0 page is of no value. However a link from a closely related blog post might help your relevancy despite the lack of PageRank. Also, since PR is displayed long after it is calculated and applied to the algorithm, new pages are very good despite having no PR. Finally, you can also make an exception to low PR pages if a well-ranking competitor is listed on the page: getting a co-citation can have its benefits.

So what makes up an ideal back-link? The best link you can get is a one way link from a site that matches your theme, is trustworthy and authoritative, and serves your target geographic area. Obviously the perfect link is hard to find, so a link that has any of those qualities is a good one to have. For example, an authoritative link is valuable regardless of theme, related websites can pay dividends despite the lack of great authority. Likewise, a link exchange with a quality site can still be worthwhile. Finally, if you are aiming for a specific locale, sites within that region will give your site's profile a boost. But the opposite is also true, foreign sites can cause confusion.

How are such links acquired? Through a technique called “link baiting” where the goal is to create compelling content that people will link to naturally. Most link building schemes are ill-advised! A much better way build your profile on-line and get maximum exposure from your network for new content when it is released.

Spamming

You may one day stumble upon a site offering techniques that were not detailed in the above sections. Don't be fooled into believing they have some elusive secret that offers a shortcut to success. These are most likely black hats, or simply snake oil salesman.

I loosely qualify anything as outright false or against the rules as spamming. Here are a few buzzwords

26 <https://www.google.com/webmasters/tools/paidlinks?hl=en>

27 <http://googleblog.blogspot.com/2005/01/preventing-comment-spam.html>

28 <http://blog.mediawhiz.com/2007/05/07/do-nofollow-links-count/>

you might see on second rate SEO sites that fit that description. Steer clear of these, or risk damaging your site or simply wasting time and money.

- **FFA links**
“Free for all” links are places that will accept your link without any editorial review whatsoever. You just have to fill out a form, and your site shows up instantly. The problem with these sites is that you'll find yourself in bad company, buried amongst hundreds of links. Google may, or may not penalize you for it, but why take that chance for zero gain?
- **Link farms**
These are basically link exchange arrangements where all sites conspire to trade links in order to raise their PageRank. Since your site is clearly implicated in the scheme (you have to link to other people), search engines will punish you for it. And don't think for an instant you won't get caught! Search engines are in the business of link analysis, they will easily detect the unnatural relationship.
- **Search engine submission**
There is absolutely no need whatsoever to submit your site to search engines. You do not receive any boost in ranking from submitting. In fact it's so useless it's amazing these forms are still available²⁹. The best way to get indexed is to get a link somewhere on the web from a site that has already been indexed and let the search engine crawler do its work.
- **Hidden content**
Because composing text that is both appealing to human readers, and good for SEO, is a delicate balance, you may be tempted to hide the SEO text in some way or another. There are many ways to achieve this, and all of them are clearly against every search engine's terms of service. Furthermore, they have all become very adept at identifying such mischief. The usual suspects include a technique called “cloaking”, doorway pages that redirect immediately, CSS tricks or simply writing text on a background of the same color.
- **Link exchange clubs**
The quality of the links requests you will receive is abysmal. When you join these services you are practically volunteering to receive spam.
- **Purchased links**
This is one of Google's top peeves. Do not buy links with the intent of influencing your position in the search results.
- **Directories**
Perhaps the only general directory still worth submitting to is Dmoz. Some regional and foreign language directories might help as well if that is your target.
- **Software**
Most software only annoys people (by sending emails) or search engines (by sending automated queries). See the *harmful tools* section for more details.
- **Meta tags**
In the early days of search engines where on-page was everything, the “keywords” meta tag was

²⁹ <http://www.google.com/addurl/>


used to identify keywords a site felt it deserved to rank on. This was obviously ripe for abuse, so search engines no longer consider it. Similarly, the “description” no longer plays a role in the search engine algorithm, although it does appear in the results page.

- **Redirecting**

Because search engines recommend using 301 redirect when moving a site to a new domain³⁰, some optimizers believe there is some benefit to registering recently expired domain names and redirecting them to their sites. Although this may pass some of the link value on to the new site, it might also be viewed as a negative signal, and is certainly not a legitimate way of building back-links.

What search engines won't tell you

- Organic results have higher click-through rates
- Studies have shown that users trust organic results more than paid listings
- There is nothing organic about these results: the vast majority of 1st page results have had some sort of SEO treatment applied.
- Most people don't click past the first page³¹
- Users see top ranking companies as leaders in their field³²

The lowdown	Pros	Cons
	<ul style="list-style-type: none"> • Long lasting placement • Lowest cost 	<ul style="list-style-type: none"> • No guarantees • Requires a lot of work upfront • Can be a long slow climb • Bad practices are harmful
<p>Placing in the organic search engine results always provides the best value in the long run. However, the time to rank can be quite long, especially for a new site. Also some practices can land you in hot water if they are considered abusive by search engines. So you should consult a professional, and always operate ethically.</p>		

Tools of the trade

Now that you've got plenty of theory, here are few tools to help you start putting what you know into practice. There is a growing amount of SEO software designed to help you process. The vast majority of it being of little use, or possibly harmful. Stick to these tools or use the rest with caution.

30 <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=93633>

31 <http://news.bbc.co.uk/2/hi/technology/4900742.stm>

32 http://www.iprospect.com/about/whitepaper_seuserbehavior_apr06.htm

Useful

- **DoNoFollow**³³
This is a Firefox-only extension that allows you to easily identify sites that pass value to your site.
- **Google toolbar**³⁴
Another browser extension that is surprisingly useful for SEO considering it comes from Google. It displays the PageRank score and can help you quickly see if a page is cached by Google or not. It also helps you highlight words on the page, which is useful for checking basic KW density. And it makes it easy to access some of the other utilities such as the cached version of the page. As a bonus, it now allows you to easily submit sites to your favorite social networking sites as well.

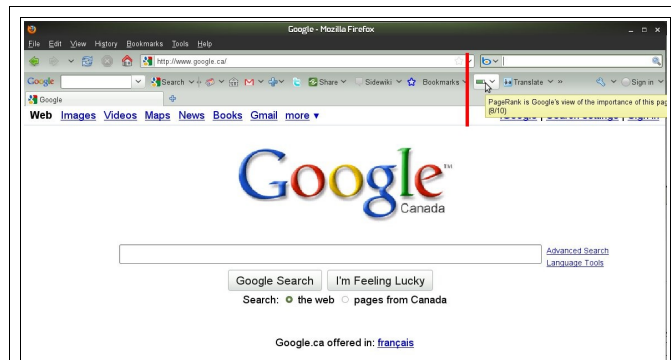


Figure 4.

When activated on the Google toolbar, the PageRank is displayed in a green bar. Mouse over to see the actual numeric value. Click on it to get the cached version of the page you are viewing.

- **Yahoo site explorer**³⁵
This tool allows you to examine the links that point to any given site. From this list, you should be able to find a few places where you can submit your site as well. The list is more complete than what is returned by Google's *link:* operator. Bing offers no such functionality, and will soon power Yahoo's search results, which is unfortunate. There are a few paid tools that are gearing up to take over the task, but we won't recommend any until absolutely necessary.
- **Webmaster tools**^{36 37}
Search engines provide webmaster tools that can help you identify problems with your website, but also allow you to directly input information such as your sitemap or geographic target. Registering your site is highly recommended; especially if you are in the learning stages of SEO.

Harmful

Some tools can get your computer or network banned temporarily (or eventually permanently) banned from Google.

- **Automation tools**
There are a number of tools that hammer search engines for various reasons (usually to check your ranking position). So they won't be listed here by name, but just remember anything

33 <https://addons.mozilla.org/en-US/firefox/addon/5687>

34 <http://toolbar.google.com/>

35 <http://siteexplorer.search.yahoo.com/>

36 <http://www.google.com/webmasters/tools/>

37 <http://www.bing.com/webmaster>

sending an automated query is banned by all search engines³⁸.

- **Submission tools**

As mentioned previously, search engine submission is unnecessary. Although directory submission could be theoretically beneficial, submitting en masse could be seen as unnatural and flagged as spam. What you want is steady growth over time, not be over in a flash. In any case, as we know, directory links are of very low value.

- **Google.com**

As you embark on your career as a search engine optimizer, you run a high risk of developing a mental illness we like to call “rankitus”. This debilitating disease causes sufferers to compulsively check their search engine rankings, sometimes multiple times a day. If you develop a bad case of rankitus, use all your will power to fight it.

Of course we're kidding! But in all seriousness, search engines are the masters of metrics and analytics. Constantly searching for the same terms and never clicking on results is not normal user behavior. When Google detects this type of behavior, it will ban you temporarily and present with their infamous and dreaded “we're sorry” page³⁹. Use it, don't abuse it.

38 <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=66357>

39 <http://www.google.com/support/websearch/bin/answer.py?hl=en&answer=86640>

Social media

Social media is an effective form of Internet marketing in and of itself, but it also positively influences other aspects of marketing. It affects SEO directly in some cases, and indirectly in others such as link baiting. It is also extremely important for customer relationships and branding. Social media is very new and still evolving daily, but it is the early adopters who will reap the most benefits and gain a head start advantage. The vast majority of users are under 30 years of age, but the user pool is growing at an astounding pace.

Facebook

The same kind of shocking upheaval brought about by Google and made them the king of the Internet is happening all over again. The success of Facebook has caught many companies off-guard with its positively astounding rise in traffic⁴⁰. Microsoft and Yahoo! both made moves to acquire the company for 1 billion dollars in the early stages⁴¹, and even that price now seems like a great deal when compared to current valuations⁴².

In other words, in case you didn't know: Facebook is huge. If you don't have a Facebook presence, you need to start working on one today.

Fan pages

Facebook is designed around profile pages of individuals, however it does offer two options for organizations: groups and fan pages⁴³. The latter is preferred for business as groups tend to be political in nature.

Much like corporations in the real world, fan pages act like people within the Facebook environment. Fan pages require an owner, and they can take the same actions that people can such as post to their wall and communicate with others.

There are a few things you should be aware of when you create your fan page⁴⁴:

- Choose the page name carefully, as this can never be changed.
- Be as cautious with the type of page as it is also permanent.
- Don't stuff your name with keywords because generic fan pages don't perform well.

Once your page has been created, there are some default settings you will certainly want to change, and basic information you will want to enter:

- Upload a photo and fill out all the information you can, especially your website URL.
- Customize your tabs. The first two are set in stone, but the next 4 are up to you.
- You can also select the default landing tab. This is important because you can customize the

40 <http://siteanalytics.compete.com/facebook.com+google.com/?metric=sess&months=12>

41 http://online.wsj.com/article/SB115880835590769754.html?mod=home_whats_news_us

42 <http://blogs.forbes.com/velocity/2010/03/25/why-facebook-is-worth-35-billion/>

43 <http://mashable.com/2009/05/27/facebook-page-vs-group/>

44 <http://www.facebook.com/pages/create.php>

landing page tab and emphasize the things you're trying to promote. The default wall tab is a bit too noisy and will not effectively entice people to become fans and get your message across.

- Pick your own vanity URL as soon as you can (ex: facebook.com/MyVanityUrl)
- Sidebar items, including links, are customizable.
- Change your wall to include posts made by fans.

Keeping your Facebook page active is critical. That should also include participating on other fan pages and groups and dropping a link to your fan page whenever you can. And don't forget to cross promote your FB page elsewhere on-line!

Software

Within Facebook's walled garden, the equivalent to software you would run on your computer is actually hosted on Facebook's site. Here are a few Facebook applications you will want to install on your fan page.

- **Static FBML**⁴⁵
This allows you to insert block sections into your page that are completely customizable. HTML or FBML knowledge is required. A useful FBML code snippet you can start by trying out is the “comments” tag⁴⁶ which basically allows you to create a wall on any part of the fan page.
- **Twitter**⁴⁷
This will merge your Twitter updates with your Facebook news feed, therefore automatically displaying your Tweets on your Fans' wall. This truly eliminates duplicating the submission process, and helps you maintain a presence on both social media networks painlessly.
- **Facebook Notes**⁴⁸
Exactly the same concept as the Twitter application, except for the RSS news feed from your website which will feed new blog posts to Facebook.

Advertising

Similarly to search engine advertising, Facebook advertising⁴⁹ can be a paid shortcut to success. You can purchase banner ads on the site and pay per impression (every time the ad is shown) or per click. The click rate is higher, but the per impression is most useful for branding purposes, not direct sales.

The mechanics of placing an ad on FB are beyond the scope of this document.

What Facebook won't tell you

45 <http://www.facebook.com/apps/application.php?id=4949752878&ref=ts#!/apps/application.php?v=info&ref=ts&id=4949752878>

46 <http://wiki.developers.facebook.com/index.php/Fb:comments>

47 <http://www.facebook.com/apps/application.php?v=info&id=2347471856#!/apps/application.php?v=wall&ref=ts&id=2231777543>

48 <http://www.facebook.com/apps/application.php?v=info&id=2347471856>

49 <http://www.facebook.com/advertising/>

- The response rate is abysmal⁵⁰. On the positive side, advertising on FB is cheap compared to other banner ads, however this may be a reflection of the low response.
- Users have acute ad blindness. You will have a tough time getting your ad noticed, and remembered, whether they click on it or not. Facebook is studying the situation⁵¹.
- The best use of ad-space is to promote activities within the Facebook environment, such as your fan page. Another good way to encourage spreading your message is through contests and giveaways.

In other words, you have to adapt your advertising to the Facebook environment if you are going to find success. You have to learn to sell and promote your services indirectly.

Twitter

Twitter is a relatively new service that has experienced explosive popularity since being launched in July 2006⁵². It was initially described as a micro-blogging service that allowed users to post messages of 140 characters or less. The restriction corresponds to the limits of the text messaging (SMS) protocol on wireless devices such as cellphones. It doesn't get nearly as much traffic as Facebook, but it made enough waves to catch their interest⁵³. And overall it's a little more business friendly, so you should definitely have a presence.

Twitter users sign-up for accounts where they can post short messages to their user timeline. You can follow other users as well, whose messages appear in your combined feed. The concept is very simple, which allows for a variety of uses. Therefore Twitter feeds vary greatly from completely automated bots, to lead-ins to professionally written articles, to inane chatter. Your style should reflect the corporate culture.

Increasing followers

The goal of every twitter user should be to increase the number of followers. Your followers are your audience.

- **Follow followers**
Some users are known to automatically follow back⁵⁴, so start by following all these people first. There is no direct benefit to following these people, since they simply aren't paying any attention to your tweets! However, it is beneficial to the extent that it raises your profile. In other words, having a large number of followers makes you look good, having very few reflects badly on you.

There is no need to follow hundreds of these. The idea is just to get rid of that embarrassing "0". Preferably you should focus on people you would actually like to follow in the long term. Once you build a more focused following, you should probably un-follow in order to focus on

50 http://www.businessweek.com/magazine/content/07_46/b4058053.htm

51 http://adage.com/digital/article?article_id=143381

52 <http://www.crunchbase.com/company/twitter>

53 http://www.businessweek.com/technology/content/mar2009/tc2009031_743025.htm

54 <http://socialnewswatch.com/top-twitter-users/>

genuine relationships within your base. You in turn will be dropped, but that's not a problem.

- **Follow peers**

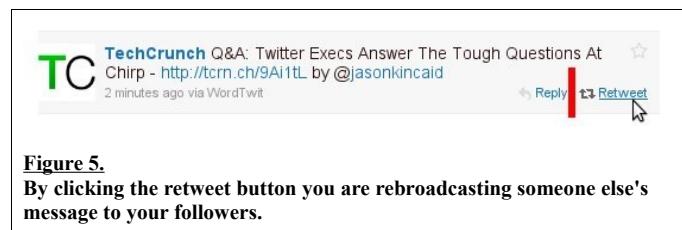
Follow great numbers of people, but don't go over the generous daily limit of 1000 people⁵⁵. If this method is abused it is considered "Follow spam". Following random people is a bit creepy and can get you reported as a spammer. However there is really no other way to start engaging the community other than to follow people. So get a few tweets out to set the tone of your feed, and start following people within your industry soon after.

- **Be visible**

Post your twitter link everywhere you can. Many websites allow you to comment using your twitter account; do it. Get listed in as many twitter directories⁵⁶ as you can. And yes of course that includes exposure on your own website!

- **Retweet**

Re-tweeting is simply reposting someone else's tweet. This is a great way to interact and compliment others who will want to reciprocate. Furthermore, it is an easy way to stay active and interesting without creating your own content.



Twitter is no place to be selfish and self-centered. Passing on cool links, even from competing sites, does not reflect badly on you at all in the "Twittosphere".

Maximizing benefit

- **Stay focused**

Focused doesn't mean self-absorbed! Don't be afraid to post external links, and don't talk about yourself all the time. It simply means stay on topic. Due to the short message limitation there is little room for context, so it should always be implied by the theme behind your profile. If you find your subjects being splintered, you might want to consider creating another account. All this increases your chance of getting listed, which gives you more exposure and credibility.

- **Interact**

Talk to your followers and always answer direct messages. This shows that you are actually reading other people's Tweets. This will also keep you centered and current.

You can also answer questions from outside your follow base by using twitter search; this is a great way to break the ice and get new followers.

- **Be consistent**

You should tweeting on a daily basis. Short bursts of tweets will get lost in the flood and can

55 <http://status.twitter.com/post/98402835/a-note-about-per-day-following-limits>

56 <http://www.twibs.com/>

even be bothersome; so space out your messages. Try to tweet during business hours because this is when most people are on-line.

Don't post a desperation Tweet because you feel you've been inactive for too long. It's better to retweet something than to make an original but meaningless tweet that adds no value to your feed.

- **Stay local**
Although Twitter has a global reach, it is possible to find and follow people nearby. See the software section for a good local search tool.
- **Unfollow**
You need to interact with your audience, not read celebrity posts and other noise. Only follow industry leaders and peers within your topic, and re-tweet the best posts. Drop everyone else. This is a personal decision, but that might also include people who don't follow you back.
- **Build lists**
Much like retweeting this is a great way to compliment others who might want to reciprocate. Also, interesting and well selected lists help build your authority.
- **Customize**
Customizing your profile settings is essential to looking professional. If you can build your own background using an image editor, at the very least you should select something other than the default background and change your picture.

Dirty tricks

Twitter is still quite young and growing fast, so you can still get away with a few of these tricks that have been recommended by others, but that doesn't mean you should. Besides the eventual crackdown, these tricks are extremely underhanded and spammy.


- **Continuously follow and un-follow top twitter figures**
When you follow someone it gives you a brief exposure at the top of the followers list. This can be seen by quite a few people on top twitter accounts.
- **Repeatedly posting the same message**
Some users repeatedly blast out the same advertising message to users (probably done automatically). This is officially considered spamming by Twitter⁵⁷.
- **Follow and dump**
Some people follow you and dump you immediately after the follow-back.

⁵⁷ <http://blog.twitter.com/2010/03/state-of-twitter-spam.html>

Software

Thanks to a very open platform offered by Twitter, there is a ton of software out there. Unfortunately most of it is of very low quality. Explore them all, but be weary of the fact that you are required to enter your username and password. Only do this for sites and software you trust.

- **Tweet deck**⁵⁸
You are not required to use the web interface for your daily twitter activities. There are a number of 3rd party Twitter clients available. Tweet deck is an extremely popular one with a killer feature: you can manage multiple Twitter accounts.
- **Twitter fall**⁵⁹
This web application that allows you to filter recent tweets by keyword and location. Fantastic tools for finding peers.
- **Twitter feed**⁶⁰
Provides statistics/analytics on your Twitter feed.
- **Twit bin**⁶¹
If Firefox is your primary working tool, this client might be useful to you.

The lowdown	Pros	Cons
	<ul style="list-style-type: none">• Real-time feedback• Dedicated audience• Improves customer relationships	<ul style="list-style-type: none">• Requires a lot of time and dedication• Benefits are often indirect• Young demographic may not fit your target
Social media can really improve your public image and help you network. However, halfhearted efforts will not bear fruit. A constant participation is essential for gaining and maintaining a following.		

58 <http://www.tweetdeck.com/desktop/>

59 <http://twitterfall.com/>

60 <http://twitterfeed.com/>

61 <http://twitbin.com/>

Designing for sales

Okay, so you've brought the horse to water through search engine marketing and social media. It's now time to make it drink. Lesser marketers might have enough technical tricks to bring traffic to your site, but excellent Internet marketing companies like Adeo take your site to the next level and optimize for sales.

In fact as we saw earlier, in the SEO section, bounce-rates are actually a ranking factor. So you want to make sure that when a person visits your site, they stick around for a while.

Usability

“A place for everything and everything in its place”

That old proverb sums up usability quite elegantly. The goal for your website should be to display all available options very clearly, and to keep things consistent. The single most important thing to make obvious is where to go next. Always lead the visitor into the "next step".

Usability is important to web marketing for two main reasons. For one, confused users get frustrated and move on to the next search engine result. Secondly, visitors who don't get lead through the sales process don't buy. It is not enough to lay out your wares haphazardly, then sit back and wait for people to buy; that's not selling. You have to engage the potential client and smooth out the buying process.

Review your website layout against the following points:

- **Prioritize goals**
Look at the design of your site and ask yourself: “what do I want my potential client to do?”. Other important questions are “Why are they here?”, or “What are they looking for?”. Once you've determined what your audience's principal motive, give those sections of the site all the prominence they deserve. Stack elements in order of importance. In other words, keep crucial interface actions near the top of the website.
- **Explain the big picture**
Take an honest look at the homepage of your site from the perspective of a complete stranger who has landed on your site for the first time and ask yourself “is it immediately clear what we offer and what we do?”.
- **Employ a hierarchy**
There is a reason why Google gives so much importance to site structure and hierarchy: it leads to better user experiences. Be certain that your top level sections group together related documents by theme, and top off every page with a breadcrumb trail.

It's also a good practice to highlight the section the holds the current document in the header/footer menu. The body of text should be topped by its title inside a header <H1> tag because a header tag is always rendered in a large bold font, which makes it clear to users and search engines what the document is about.

The goal is to clearly tell people, and bots, where they are on the site and where it fits in the big

picture.

- **Isolate elements**

You should always group related elements together, and create a visual separation between elements that are not. Items such as buttons and icons need to be inside the graphical block they best belong to. For example a submit button at the bottom of the form needs to be tight with the form, and separate from the next element. Your RSS icon should be within your news section block, etc. Keeping related together reduces clutter overall, but makes things easier to find as well.

However, you should never create unnecessary breaks between elements within a group. For example, lines between rows in a table. These tend to be very distracting. Use techniques that create less unneeded contrast, such as light background shading on alternating rows.

- **Thank captain obvious**

A frequent source of clutter is unnecessary titles and labels. For example, adding “news” above the news section is usually not required since users recognize the format of date + title + blurb. Another example would be adding the title “categories”. The wording is so vague that it adds no value. These can create design noise that makes things harder to locate.

Links that aren't underlined, buttons that aren't embossed, drop downs list that redirect you to another page. If your site feels like an easter egg hunt, you have usability issues. The more you follow conventions, and properly use interface widgets, the less you will need to employ captions.

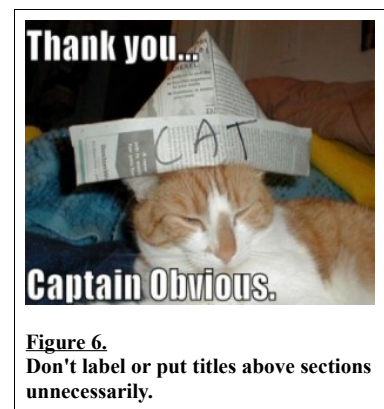


Figure 6.
Don't label or put titles above sections unnecessarily.

- **Be accessible**

Some text may be accessible to people with disabilities. Although they may comprise a large part of your audience, making your site accessible is still important – and not just because it's kind and considerate. The average user can still be affected by such things as small typeface, serif fonts and lack of contrast between text and background⁶² (simple white on black works best). The ideal font choice is 12 point sans-serif, but give the option of increasing it. All of these factors can improve readability for everyone.

So remember you should not be focusing solely on creating something that everyone likes or finds visually appealing – it needs to be effective as well. Design beauty fades and quickly becomes a nuisance. You need to focus on creating the best experience for the user every time so that they will recommend you and return.

Writing

The writing style that works on the web is far less formal than other mediums. But that's the only way it differs. Make sure your copy follows the properties below.

- **Concise**

⁶² <http://www.nngroup.com/reports/accessibility/>

Web surfers have very short attention spans, and they are in a hurry. Don't bother writing big blocks of text, they will not be read. At best, the average user is scanning for something, so make it easy for them. Section titles, bullet points and other methods of highlighting can really help to get your point across. Use numbered lists for instructions, and write short imperative sentences. Fragments are acceptable.

Three to four hundred words is the recommended length for any given page. Breaking up long articles on multiple pages can help counter the initial discouragement factor, but this approach is a crutch. It is much better to break up the information into topics, and lead the user into the next one bite at a time.

- **Molded**
Reuse the same page format across your website. This will help with consistency, scan-ability and a number of other usability factors. Using a lot of space above titles and anywhere that help read your document at a glance, so change the default margin in your stylesheet.
- **Inverted pyramid format**
Internet readership resembles that of newspapers more than it does books or magazines. So you should use a journalistic style and summarize the entire document in the very first paragraph. If you leave your most important message for the end you will be missing out on the largest percentage of your audience.
- **Informal**
Writing on the web is typically conversation style. How casual it is depends on the corporate image. But in general using “you”, “we” and “I” is perfectly acceptable. Compose phrases using an active voice, for example: “You can write dynamic text”, over “Dynamic text can be written by anyone”.
- **Use simple and meaningful language**
Don't use marketing speak or technical lingo, and don't think buzzwords “cool”. If words need defining to someone outside your organization, then you are using marketing speak. Your goal should be to inform, not to baffle. Possibly the most famous example of how plastic words⁶³ can be used to intentionally obfuscate the message is “fed speak”⁶⁴. You shouldn't be doing this accidentally. If the words add no meaning, delete them from the page.
- **Audience centered**
Remember, potential customers don't care about you, so stop talking about yourself! They have goals and needs, and that should be the focus of your text - not how great you are. You've identified their goals when you designed the site, now write around them. They probably have questions, and those questions contain keywords – use them generously. You can get a good measure of this by asking yourself “is this information useful”.
- **Persona driven**

63 <http://dictionary.reference.com/browse/plastic+words>

64 <http://www.youtube.com/watch?v=0liegrixknA>

It is actually helpful to define your audience as a real person. You can even use a name and picture! This allows you to really put yourself in the right shoes as you write. This does not however mean you should break up your content and navigation by user type as this can be very ineffective. Purpose, chronology and technical expertise/level are better ways of breaking up topics.

- **Tell a story**
Telling a story can really draw in the reader and keep them reading.

Psychology

If your website is trying to convince people to buy using facts and figures then you are missing out on important psychological factors that can really improve your site's performance. An effective website makes use of a number of subconscious influences and principles, such as the following:

- **Conformity and consensus**
Nobody wants to be the first person to buy from you. Therefore you should make it clear that other people were satisfied with the product and/or services they bought from you. Testimonials, reviews and other recommendations give people a confidence boost in you.
- **Rapport**
Try to provide as much information about these other people as you can. Make sure the potential buyer recognizes himself in those people. Use attractive people in your imagery to solidify the connection.
- **Basic senses**
Appeal to basic senses such as hunger, sex and danger. But it should not be so blatant to the point where it is distracting. Danger can be used to get your attention, and other factors can be used to accompany your product and create an association between the two. Attractive people simply make your products look better.
- **Social norm of reciprocal actions**
“We should treat others the way they treat us”. When someone does you a favor, it creates an obligation to accept any reasonable requests he or she might make in turn. Free gifts, like this eBook, are a great way to create a feeling of indebtedness. Information is seen as very valuable on the Internet.

Use this opportunity to request a referral. People are even more likely to pay it forward than they are to reciprocate directly. This is also a good opportunity to apply the “door-in-the-face” sales technique. Where a reasonable but higher cost request is made with the full knowledge that it might be too much to ask. You then counter with a lesser request, which is seen by the buyer as a concession which again triggers reciprocity. For example, if they don't want to buy from you after receiving a free gift, perhaps they will refer you to someone who would.

- **Authority**
Publishing enlightening information on your website not only triggers reciprocity, but also positions you as an expert. Since all of us have been conditioned to respect and obey

authoritative figures, so you can use this status to influence people's decision making process.

Making the information exclusive or somehow forbidden to outsiders increases its value and strengthens some of the previous points.

- **Decision making**

Ideally you should limit the number of choices within one category. Although consciously, people believe they want more choices. But in reality this creates a blockage in our unconscious mind. Moreover, decisions that are made at the unconscious tend to stand the test of time better than those obtained through a logical process where doubt can linger. Think “I just love it!”, over “this is great because of X, Y and Z”. Never sell features, sell benefits.

If you must offer a large array of options, use consensus and authority techniques to highlight specific choices. Placing the best choice first can also ease decision making.

- **Up-selling**

Add-ons, options, premium brands, bigger packages, higher quality alternatives are all up-sells. Extras are most effective when you frame the cost in relation to the total. For example an extended warranty on electronics seems relatively cheap when compared to total cost of replacement.

You can also trigger a sense of loss by having certain options included automatically, and forcing the user to remove them.

- **Scarcity**

You have probably heard this kind of language before in marketing “Just one more left” and “this weekend only” , etc. What marketers are trying to achieve is the illusion of scarcity. Try rotating special offers on your website, and revoke them after a fixed amount of time.

- **Delayed gratification**

Creating the kind of impulse buys that occur in the physical world is difficult on-line. But using the language of immediacy can trigger these feeling as well. Words like “now”, “instantly” “immediately” are very effective.

Shipping physical goods obviously require a delay. So consider including a free electronic bonus gift that will arrive with their order confirmation email.


It is possible to counter all these techniques, especially once you are aware of their existence. Use these points subtly, but never neglect back up your marketing with a good product that appeals to the logical part of our brains.

What marketers won't tell you:

- Like items on store shelves in national chain stores, nothing is placed where it is by accident on high quality sites.
- Visual imagery is being used to trigger your emotions and influence your decision making

process.

- Good writers are creating personas based on you, and putting themselves in your shoes during the creative process.

The lowdown	Pros	Cons
	<ul style="list-style-type: none">• Greatly improves turnover rates	<ul style="list-style-type: none">• Requires planning before launch
<p>Designing a website for sales is the most neglected part of Internet marketing despite its importance. The planning should be done before the first line of code is written on a website. Unfortunately this is often a missed opportunity by web designers and Internet marketers.</p>		

Off-line considerations

Internet marketing should tie into your overall business strategy.

Maximize exposure

Put your website domain, email and social media profiles on any promotional material you send out. That includes business cards, pamphlets and letter heads. Different contact points appeal to different demographics, so be sure to speak to all of them. Think above and beyond your physical address and toll free number.


Your website, Twitter account and even your email address offer a much easier way to make contact with customers. Dropping by or calling require a much bigger commitment than signing up to an RSS or Twitter feed.

Keep in touch

You should be using the Internet to keep in touch with your client base. Your goal needs to be to grow the business, and the best way to do that is with repeat sales. This is achieved by maintaining good customer relationships.

The idea keep your client up to date on what you're doing, how they're doing and how they view your company's products and services. The goal is not to solicit business in every communication. Constantly remind them what you have to offer and always invite feedback from them.

So be sure to ask everyone if you can add them to your mailing list. Invite them to subscribe to your RSS feed, Twitter feed or Facebook fan page as well. And don't just blast out special offers and other marketing material. Include survey requests, industry and company news as well.

The lowdown	Pros	Cons
	<ul style="list-style-type: none"><li data-bbox="410 1247 870 1278">• Makes you easy to connect with	<ul style="list-style-type: none"><li data-bbox="1015 1247 1455 1350">• Can be annoying if connection is informal and commercial in nature

We too often forget that our web presence depends on the real world. It is important to connect the two and reach out to customers on-line, and invite people we meet in the real world to visit us on-line.

Conclusion

We sincerely hopes you enjoyed this book. Feel free to contact us for assistance, and be sure to send “Internet Marketing Confidential” to friends and colleagues.

*Happy Marketing and best of success!
The Adeo Internet Marketing Team*

Glossary

There are a number of abbreviations that make up marketing lingo that are used in forums and messages boards.

Term	Definition
PPC	Pay-per-click
SEO	Search engine optimization
HTML	Hypertext markup language.
FBML	Facebook markup language
PR	Google PageRank
KW	Keyword
SERP	Search engine results page
WYSIWYG	What you see is what you get
URL	Universal resource locator (complete http:// web address)
RSS	Really simple syndication (news feed)
CSS	Cascading Stylesheet
HTTP	Hypertext transfer protocol
SMS	Short message service (AKA text messaging on cellphones)
FB	Facebook