EASY-TO-USE
INTERNET MARKETING
GUIDEBOOK

E-Business

Joanne McInnes
info@shecommerce.com.au

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

Table of Contents

Table of Contents

Table of Contents

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

Table of Contents

WEBSITE EFFECTIVENESS

WEBSITE EFFECTIVENESS

WHAT MAKES A WEBSITE EFFECTIVE?

1. Precise Information

- The objective of your site should be clearly obvious to the user

- Target market is well-catered

- Call-to-action is obvious and unmistaken as something else

- Build trust among users by putting your information on the site

- New content should be available on a regular basis

- Avoid including irrelevant content

2. Brand Consistency & Good Design

- Consistent layout, color scheme, and style of design for all the pages in the site

- The site layout should reflect the brand's theme to make users easily recognize the brand's feel and ambience

- Good design follows a clean and professional look with no typos or grammatical errors

3. Easy Navigation

- Easy navigation to each section of the site where vital information for the user can be reached within 3 clicks

- Forms should ask only the most relevant questions and should auto-populate for second or repeating visitors

- Make sure all links are working

4. Transaction Capabilities

- New customers can make successful purchases in the site

- An easy-to-use and trustable shopping cart

5. Search Engine Optimization

- The site should be submitted and indexed by search engine directories especially on Google
- Page titles, keywords, meta-tags, categories, anchor text, especially graphic-based designs, should be text-based and well encoded into the design
- Sitemap should link to all pages in the site for indexing
- Develop the incoming/outgoing links needed for search engine rankings

6. Website Analytics

- To help evaluate a site's effectiveness

HOW TO ASSESS WEBSITE EFFECTIVENESS

1. Assess Business Objectives

- What are your business and marketing objectives for the site?
- You can gauge on how well you've performed for each one of them by going through your metrics and log files such as:
  - ❯ Total site visitors
  - ❯ Visitors per day
  - ❯ Incomplete downloads and file requests
  - ❯ Repeat visits
  - ❯ Most popular pages
  - ❯ Site entry pages
  - ❯ Search engine phrases
  - ❯ Site errors
  - ❯ Number of site inquiries or leads
  - ❯ Conversion rates
  - ❯ Purchase amount per customer
  - ❯ Most/least popular purchase items
  - ❯ Number of calls to help desks/tech support/customer service

2. Analyze and Set Benchmarks

- Analyze recorded data of a time period
- Do calculations for benchmarking while documenting all necessary data

3. Application of Results

- Identify trends
- Test out analyzed data and calculations together with the identified trends
- How is the relationship between business and marketing objectives to the set benchmark and the final results?

Do they coincide or are there gaps?

- Identify steps that worked and that didn't, use them to your advantage

4. Remedy the Gaps

- What is the monetary impact of each gap?
- Perform cost/benefit analysis (Build vs. Buy, In-house vs. Outsource)
- What site changes and other strategies should be implemented to remedy the gaps?

5. Implement Plan

6. Measure Results

- Document the plan implementation
- Analyze and perform calculations again
- Compare results to previous ones and against benchmarks and objectives

WEBSITE METRICS

Target marketing, a good site design, the content of your site and ultimately what your site is really offering plus other advantages you can come up with over your competition are factors that increase or decrease the success of your site. Your metrics can help you identify which part of your sales strategy needs more work or is doing a great job.

1. Leads
2. Conversions
3. Subscribers
4. Returning Visitors
5. Page views per Visit
6. Time on Page and Time on Site
7. Bounce Rate

WEBSITE EFFECTIVENESS FOR SALE CONVERSION

1. Conversion Process

Make the conversion process as easy as possible for the user. Remove any unnecessary elements that would just make the process confusing.

2. Home Page

Home page content should pertain to key user goals such as shopping and self-service which should be something they can do immediately upon arriving at the site.

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

WEBSITE EFFECTIVENESS

WEBSITE EFFECTIVENESS

3. Key Buttons

Adjust location and appearance of key buttons to increase click-through rates including the best possible combinations of wording, placement, color and design.

TIP #1 – 3 Important Sales Attitude

1. **Believe in your value.** If you're confident about what you are offering, it will show in your site and the visitor will most likely recognize it and once convinced, will be choosing you over others as well.

2. **Business is also about service.** You are gaining profit because your client feels like they can benefit the most out of your product so always focus on your client's end, and not on what you want for them. Customers know best.

3. **Be confident but not arrogant.** Believe in your product but arrogance can also be easily picked up by people, which of course is not something most people appreciate.
   • Self-belief is having the confidence and belief that you are capable to successfully accomplish a task.
   • Arrogance is being confident but at the same time rubbing in on people's faces that you are better and has a tendency to be superior over them.

Tip #2 – 20-80

Be wise in all of your investments, and what that includes is the effort you put in on a daily basis. 20-80 is about focusing on the 20% that will bring you 80% of the results, this entails to everything about your business from getting your leads, to marketing and promotions, to your website. You'll not only have a simpler site that'll convert better, but you'll have less work in developing and managing it since there'll be fewer elements to think about.

Benefits of 20-80

• Your visitors deal with a very precise site that is less confusing and is essentially what they just need
• With less distraction they can understand the objective of your site faster and respond to your call-to-action
• Faster page loading
• What's left on the site will be of high quality and performance because there are lesser elements to work with and manage
• Higher conversion rate: more subscribers, opt-ins, members, customers
• You're only dealing with the 20% that actually matters

How to 20-80 Your Site

1. Figure out the 20% that really matters in your site which includes your business objectives.
2. Sum up the rest of what makes up the 80% that supports the main objectives of the site.
3. Based on the 80%, toss out what are clearly distracting and unnecessary elements of your site.
4. Test it out to see if any changes are effective.
5. Manage the remaining 20% and so to speak let each element shine.

What Could Be Part of the 20% on a Website:

• Simple value statement
• Clean call-to-action button
• Clear media credibility indicators

WHAT IS WEBSITE EVALUATION

How well is your site doing? Site evaluation is an ongoing process that involves the collection of performance data to see if the site objectives are still being met, then analyzing and evaluating those data.

WEBSITE PERFORMANCE EVALUATION

1. Site Load Speed

Is the loading time of your site something that adds to your site features or is it loading too slowly because of other factors that make it look nicer but affects its loading time?

2. Focal Points

Having the wrong element of your site as the focal point can distract people from the item you want them to take action on, so pay careful attention.

3. Visual Appeal

It is vital to keep your site simple and straightforward but having elements that would make it visually good, could also be a reason for them to trust and choose you over others.

4. Color Schemes

You could only get so far with your site, you can't personally talk to each one of your site visitors but a good color scheme can evoke certain feelings that would make them feel welcome or interested to your site.

5. Website Usability

You can discover visitor behavior on how they ingest knowledge and go through your site with the use of a Heat-map. Avoid jargons or complicated words that would make the site less friendly and usable.

6. Exclude Competition

One way to exclude competition is by narrowing down as much as you could the niche of your products so you can become the expert in that aspect of the product. Also, study your competition, by doing so you will be aware of your competition's weaknesses. When you compare it from your own how does it do?

Tip #3 – Use This Tool To Evaluate A Page

http://21cif.com/tools/evaluate/

TRAFFIC
GENERATION

WHAT IS TRAFFIC GENERATION

Traffic Generation is a combination of your online strategies that in making your online business a success. There should be a complementary relationship among these aspects to always get a good amount of traffic to your site.

TRAFFIC GENERATION GENERALLY CONSISTS OF:

1. Article Marketing
2. Lead Generation
3. Paid Advertisement
4. Blogging
5. Social Marketing
6. Forum Marketing

RIGHT WAY TO GET TRAFFIC

It should depend on the product or service you are offering. If you want to do a full scope of doing everything possible to generate traffic, it will take a lot of your time which could get very tedious and not to mention expensive. It would be better than to just do what you think you might enjoy but at the same time it should be effective cost-wise as well as the relevancy to your products.

Once you get an idea on which kind of task you would like to perform among the traffic generation strategies, it's a great way to just enjoy what you're doing and easy enough to let out a piece of your personality into the business. Then last of all, don't forget to connect one piece from the other to get more bang for your back, in this way, you will better establish your expertise and it would be easier for search engines to crawl and see you from the entire internet world.

FREE MEANS TO GET TRAFFIC

- Twitter, Facebook, and other Social Media sites
- YouTube or any of the other video websites
- UsFreeAds, CraigsList, online forums that are related to your products
- Free blogging platforms like Blogger or WordPress
- Make keyword-targeted Articles including Press Releases and submit them to free article directories or submission sites like EzineArticles

SEARCH ENGINE OPTIMIZATION (SEO)

This involves the HTML coding itself into making it more visible for search engines. It uses targeted keywords that end users will use to get the information they want. When the site shows up in the organic search result which is the natural way, the site has been indexed well into the search engine. There is also the paid way where websites' can get a better coverage for their site and can even target specific markets. It targets different kinds of searches including images, news, videos, and many others.

WAYS TO INCREASE YOUR SEO

On-Page SEO

1. Meta Tags

It should contain your targeted keywords which should be used all through-out the design of your site such as in the 'title' tag, meta description, etc. to improve the relevancy of a site's search listings.

2. Speed

Make the experience of your site visitors memorable by giving them an easy time when loading up pages.

3. Keywords

Vital aspect if you want to succeed with the organic search results. The more you use targeted keywords in your content and product descriptions the easier for potential clients to find your site in search engines.

4. Sitemap

Create a sitemap so all the pages and following new content can be indexed on search engines like Google for it to be found on search queries.

5. Web Analytics

A great tool for evaluating the performance of your site, it will monitor its progress by checking your site's log on what site visitors have been doing, how they got to your site, and many others.

Off-Page SEO

1. Article Marketing

Try to add new content on a regular basis so search engine crawlers will know that your site is very active and they can have good reason to rank it even higher. What could also help is writing content that has keywords or phrases frequently searched by end users themselves.

2. Back-linking

Cross link to other relevant sites in a form of comment or response could help you become more visible among search engines. Consequently cross linking among the pages in your site could improve the visibility of those important pages.

3. Social Media

Social media helps in the delegation of information. Some people discover a site through others within their social network.

HOW TO SEO YOUR SITE

1. Every page on your site must have a unique HTML title tag, meta keywords tag, and meta description tag. Follow W3C recommendations for HTML document structure.

2. Feature your keyword phrase prominently by including it in headers and making it bold or italics.

3. Use text navigation on your site, and use the keyword phrases you have selected as the links. If you cannot use text navigation, include footer on every page using text links.

4. Build a text site map, and link to it from every page of your site.

5. Organize your navigation according to the importance of your keyword phrases. If you break your site into many pages, link to the most important pages from every page of your site, and link to the other pages from section header pages and the site map.

6. Establish your site by submitting to the major directories. Then build your link popularity by submitting to web directories, search engines, and requesting links from related websites.

> **Tip #4 – How To Find Keywords: Google Adwords**
>
> 1. Type in the keyword for which you are targeting for on the input box.
> 2. A list comes up with all the related keywords.
> 3. Utilize the Advanced Search tool to optimize targeted keywords.

> **Tip #5 – Available Search Engines**
>
> | | | |
> |---|---|---|
> | 1. AllTheWeb.com | 10. Froogle | 18. MSN |
> | 2. AltaVista | 11. Gimpsy | 19. Netscape |
> | 3. AOL | 12. Google | 20. Open Directory (DMOZ) |
> | 4. Ask.com | 13. HotBot | 21. Overture |
> | 5. Ask Jeeves | 14. Inktomi | 22. Teoma |
> | 6. Direct Hit | 15. iWon | 23. WebCrawler |
> | 7. DogPile | 15. JoeAnt | 24. Yahoo! |
> | 8. Enhance | 16. LookSmart | 25. Zeal |
> | 9. Excite | 17. Lycos | |

ARTICLE MARKETING

This is one of the easiest and economical way to advertise and promote your site in order to get more traffic. What's more is that it gives people an idea of what you are offering based on what they've read so the traffic that comes in is already targeted?

Article marketing can range from 300 or 400 words to thousands in one article. These articles are made available for publication and free distribution all over the net. The better you can share your tips and ideas on your marketed niche the more you become an expert in your industry.

WHY DO ARTICLE MARKETING

1. Online Visibility

Getting your articles on the Article Directories and then on the various Social Marketing platforms, creates a massive web presence which would lead to other publishers and website owners adding your post to their blogs and sites that can generate even a lot more web site visitors for you.

How does this happen? Anyone who happens to read that article will always find a link back to your site to get more information.

2. Traffic Generation

Through your articles many people come across the links on them. An even compelling article would cause them to click those links and end up visiting your sites or blogs.

3. List Building

Your articles are a great way to do follow ups with potential clients to give them information they can use and at the same time a convincing element to try out your products or services.

4. Niche Writing

By sending out information on what you know such as tips and how-to's, you are becoming an expert and making out a reputation for yourself within that particular niche.

5. Product Creation

By talking about your field of expertise, you are in a way promoting products that you have tried and tested and that worked, at the same time it becomes a great tool to show the advantages and features of your own products, giving out information about them compared to others within its industry.

6. Other Forms of Written Media

It may come in as a PDF file that you can give away to your subscribers/visitors. That can bring about fresh traffic once they've decided to share it with others.

7. Search Engine Optimization

Major search engines place importance to the value of incoming links, so as more and more of your articles that back links to your site appear on other websites your incoming links increase and so does what these search engines think of you, thereby increasing your rank in search engine results.

PROBLEMS WITH ARTICLE MARKETING

1. The guidelines for article submission sites can be different from site to site. Failure to fit all requirements means they will not be able to publish your article.

2. It can get tedious and time consuming. There are many automated article submitters but there are also hundreds of article submission sites available.

3. Not all article submission sites are free; the best ones require a fee.

GENERAL ARTICLE SUBMISSION GUIDELINES

1. The topic of the article should be relevant to the site you are submitting with the right amount of keywords that it is targeting to.

2. One way to really get it published is that it should be interesting and has useful information, something that could answer a query or a problem. Merely promotional stuff might get declined.

3. Plagiarism is not tolerated, some even let it go through anti-plagiarism programs first like Copyscape to check.

4. Follow the article structure carefully; one misstep on it could easily be the reason for the decline. These are elements like the number of words, spelling, grammar, etc.

5. Duplicate content might be something an article submission site also won't be allowing such as multiple submissions of the same article or using different titles with just slight changes on the body of the article.

6. The credit will be given due to you, which is why you would be required to submit a short autobiography for your resource box along with the article.

ARTICLE DIRECTORIES

They are like database systems with different niches and categories that benefits both writers or websites and end users that are looking for specific information. The bigger the directory the more chances of getting more traffic although it is not a good idea to send too many articles in one directory within a short period of time because this can be considered as spamming.

You can focus on 2 types of article directories the first one being the top article directory sites and the other those that cater to your targeted niche. There are different kinds of directories, eBay is an example of a directory that is more of a medium for sellers and buyers.

PARTS OF ARTICLE DIRECTORY SUBMISSION FORMS

- ✓ The article's category
- ✓ The title text field
- ✓ The summary or abstract textbox
- ✓ The article textbox for the body of the article
- ✓ The keyword association textbox for your targeted keywords in that article
- ✓ The resource and signature field

MOST POPULAR DIRECTORIES

- www.ezinearticles.com
- www.goarticles.com
- www.articlebase.com
- www.articlecity.com
- www.articledashboard.com
- www.ideamarketers.com
- www.isnare.com
- www.searchwarp.com
- www.selfgrowth.com

OUTSOURCING FOR ARTICLE MARKETING AND ITS BENEFITS

- You can have people that can offer business perspectives that are outside the company's culture
- You can also have access to experts within the marketing fields while just on a contractual or on "as needed" basis.
- You can have great control over how much you intend to spend for article outsourcing.

WAYS TO DO ARTICLE OUTSOURCING

1. Determine exactly what kind of help you need and what you want to achieve through article marketing, weigh it down with how much you can afford.
2. List down the topics you want to write about include the number of words that you have in mind for each article.
3. Indicate the SEO techniques that you want to be used.
4. How much time you give for the project.

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

TRAFFIC GENERATION

TRAFFIC GENERATION

Tip #6 – Article Marketing Strategies

1. When you want to go down the path of article marketing, make sure it would really count by writing high quality articles so they can also be accepted to high ranking Article Directories.

2. The more articles you submit the more back links and exposure you will get.

Tip #7 – Guidelines for Search Engines On Article Marketing

1. Submitting the same content in search engines is a waste of time since they filter duplicate content from appearing multiple times in a search.

2. Limit your keyword density to up to 2-3% since this is generally what is acceptable, beyond it could already be grounds for penalty.

HOW PAID ONLINE ADVERTISING WORKS

You pay by the amount of times your ad has been clicked. Usually the amount that you pay is based on the popularity of that keyword as well as the location of where the ad appeared on the page. The exact amount of course depends on the ad publisher and perhaps also on the niche you are advertising about.

Its greatest advantage is the kinds of people and market you are able to reach. The entire marketable society is narrowed down to those people who are most interested with your niche and can be further narrowed down based on demographics, geographic location, and even time of appearance.

TYPES OF PAID ADVERTISING

- Pay-per-click
- Incentivized advertising
- Popup and pop under advertising
- Floating ads
- Banner ads
- Sponsored search listings
- Interstitial ads
- Unicast ads (commercial-style ads that appear within a browser)
- Contextual ads

- Text link ads
- Takeover ads (an ad that appears over the entire screen before the visitor has a chance to visit a website page)

SOCIAL MEDIA MARKETING

1. Do not only promote but solve your followers' problems, interact and establish a relationship with them. Ask them for suggestions and how else you could help them through your products or services.

2. Have a relationship with high-ranking sites to get back links from those authority sites which Google has high value for.

3. Friends and family usually give more credit to those people that they trust so once your followers recommend you to them, it has a bigger chance of being noticed.

4. By giving away useful free content or other promotions, people will search you out for other things you might be offering that they would need.

Tip #8 – Make Your Social Media Traffic Into Leads By Optimizing Your Blog

1. Have an Email Blog Subscription

This allows you to keep your subscribers up to date on the latest content while also sending emails that facilitate your lead generation process.

2. Put a "Welcome" Pop-up for New Visitors

It's just a simple note of introduction welcoming them to the site and what exciting things await for them, wherein you can also manage to include a subscription form that they can fill out if they're interested on getting regular news from the site.

3. Relevant Calls-to-action on Blog Posts

This part should always be kept on a lighter mood since a blog is just the teaser. You don't want to scare them off by indicating any amount to get a certain service or information, making them feel it was all just a scam to get their money.

4. Advertise on the Best Location

Use banner ads and other graphical representations and place them on the right spots, where a site visitor would always notice to help them out on clicking and getting down to convert a lead.

VIDEO MARKETING

It is a great tool for traffic generation since you are visually present and you can appeal to them in ways that written materials don't. They can hear your voice, observe you for a couple of seconds and decide right away whether they

can trust you as an expert at what you do or give you another chance.

Videos are indexed differently by search engines there won't be any issues about duplicate content. On top of that, video marketing is much more convenient since there are those dynamic elements that help it out such as animation, graphics, music, and many others.

HOW TO DO VIDEO MARKETING

1. Create videos about your main products and what your company offers.
2. Invest on a high quality camera, a good microphone, proper lighting, and great editing software.
3. Outline what you're going to say or script out your videos, this is highly advisable to make the video concise with information.
4. Include your company name and branding out there to make your videos and products recognizable.
5. Finish your video with a call-to-action, a simple flash of your URL or phone number on the video every 5-10 seconds would do.
6. Keep your videos straight to the point and short, we can only live up to some point of an attention span.
7. It is vital to put your keywords on the meta-data of the video itself so search engines can find it.
8. The other parts that should be carefully filled out are the title, description, and keyword tags – all discoverable by search engines. Include the word "video" in the keywords.
9. The website link should be given in the beginning of the description so that viewers can see the link even when the information shrinks down.
10. Link your videos to other social media, like Facebook, MySpace, Twitter. Utilize those share functions, they will draw additional traffic.

Tip #9 – Use Google Video Sitemap

This is a plug-in that you include in your site and activate. What it does, will help you a lot in terms of making your videos available to search engines, specifically Google. It finds all the videos on your site, makes a sitemap out of it and automatically submits it to Google.

HOW TO
GET LEADS

WHAT IS A SALES LEAD

A lead refers to a potential client who appears to be interested in a product or service a company is offering.

A customer can fall under 3 types of lead:

1. Hot Lead

Someone who is ready to buy NOW.

2. Warm Lead

Someone who is interested but is constrained by lack of time, information, or money.

3. Cold Lead

Someone who is never going to be interested and could be a complete waste of time to try to convince otherwise.

EFFECTIVE WAYS TO GET LEADS

1. Don't just sell to anyone, do it to targeted customers. It makes more sense to sell to people that really need and understand what your product is for. The question now is where you can find these targeted customers.

2. Do your research and uncover those challenges that targeted customers are facing to get a momentum going on offering solutions, building a relationship and recommending your products. Three birds in one stone, create a buzz over the free information you're sharing, while offering a solution to their problems, plus getting a lead from interested people.

3. Reach out to prospects by asking them questions and inviting them to join the conversation.

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

HOW TO GET LEADS

HOW TO GET LEADS

4. Be remembered as a nice person, the relationship you build at this stage will come a long way.

HOW TO MAKE YOUR SITE READY TO GET LEADS

1. Understand your Buyer's Buying Cycle

A good basis for any sales campaign is building your content and messages on each step of the buying cycle.

2. What Do You Hope to Achieve?

Do you want to have an increase in the conversion rate of your sales, or do you want to build a more firm relationship with your customers?

3. Have Enough Quality Content for each Stage of the Buying Cycle

This is the right time to heavily consider what challenges or thoughts there are in potential customers while deciding to purchase and use them for interesting contents.

4. Mix and Match Mechanisms to Get Leads

There are a couple of devices and mechanisms you can use to get your messages across, like through podcasts, social media marketing, webinars, case studies, and many others. The vital thing to do at this stage is to make your journey within the business cycle with current and potential clients as fun, motivating, exciting, and informative as possible. Take them by the hand mix and match those mechanisms at each step of the cycle.

5. Measure Results

Evaluate steps taken, were they effective? What more could you do to improve your performance?

Tip #10 – Ways To Convert Warm To Hot Leads

1. Persistence plays a part. Deliver informative content with a signal for call-to-action on prospects in a regular and scheduled basis.
2. Do follow-ups through efficient communication.
3. Log all communications in an organized manner.
4. Have a sales pipeline to follow and track the progress for each lead.

DIFFERENT KINDS OF OFFLINE LEADS

1. Business Directories

- List yourself in business directories or the Yellow Pages
- Find leads from reference sections
- Find leads in Business Directories of U.S. Private and Public Companies

2. Mail

- Send promotions for services with your invoices
- Send a clever holiday greeting to clients showing your work
- Mail fun promotional items to potential clients (calendars, toys, posters etc)

3. Newsletter

- Include information about new products or services, discounts, promotions, etc
- Include your business contact information so people will always have a way to contact you
- Include a poster for your client to hang up on their wall

4. Places/Community

- Identify places where you can find customers
- Do some pro-bono work for a charitable organization with industry links
- Join an industry organization and get listed
- Offer to speak at industry and networking events
- Enter your work into a gallery or run an exhibition

5. Posters

- Put them in high traffic areas like atm machines, gas pumps, etc.
- Position your brochures, flyers or business cards on bulletin boards and community spaces across your region

6. Promotions

- Make a contest
- Make a raffle draw and utilize the information they've given out for any potential lead in the future
- Give out calendars featuring your work for clients to use which can serve as a constant reminder

7. Publications

- Advertise in a niche magazine or trade publication
- Put an ad in a local newspaper
- Make use of radio or television marketing

8. Referrals

- From past clients
- From friends and family

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

HOW TO GET LEADS

HOW TO GET LEADS

DIFFERENT KINDS OF ONLINE LEADS

1. Article Marketing

- In your articles include your author bio and a link to your site for them to get to your offers
- Write eBooks or Reports for your target markets
- Guide them to tools that may be able to help them which at the same time helps you earn affiliate commissions

2. Blog

- Make it open for the public

3. Complementary Sites

- Research sites your clients are visiting, buy advertising there then try to advertise in their newsletters too
- Advertise in online directories
- Submit tutorials or how-to's to websites

4. Email

- Take advantage of every outgoing email by using your email signature as a marketing tool

5. Forums

- Only one place where you could advertise your business—the signature section, not on the comment box
- Place your links on the "profile" section
- Join on threads with many views and replies

6. Groups

- Join groups your customers may be a part of, listen carefully to what they are looking for, participate in the discussion where appropriate, then establish yourself as an expert and promote your business

7. Lead Companies

- Hire a lead company who will get the leads for you

8. Networking

- Ask your satisfied clients for referrals
- Include a referral page every time they decide to buy a product

9. PPC Advertising (pay per click)

- The publisher of the ad gets paid whenever there is a click on the advertisement posted. As it is based on pay-for-performance model, if the affiliate does not generate a lead, there is no cost to the merchant.

10. SEO (search engine optimization)

- To come out among the first in the organic searches of major search engines like Google, Yahoo, etc.

11. Social Media

- To use programs like Facebook, Twitter, and the likes

12. Subscriptions

- Place a subscription form to get a free newsletter on all your website pages
- Let people subscribe to your RSS feed
- Let them subscribe to get free eBooks, Webinars, blogs and other freebies

13. Video Clips

- The description and keyword phrases play a vital role so your video will show up when people type in keywords related to your topic
- Make sure to have your URL appear in the video so people can find you after watching the video

Tip #11 – How To Get More Leads

1. Invest on people that are actively looking for, showing interest in, or are already spending money on what you're offering.
2. Divide the content of your articles into 2 pieces, the first one to be given out for free and the other for lead information and referrals to be included.
3. Use your site visitors to generate qualified leads.
4. When filling out forms in your site, reduce the number of fields that people have to fill out to the absolute minimum.
5. Vary your offers of the same product.
6. Make sure to manage your relationship well with each and every customer by using a Contact Management system.

WHY USE SOCIAL MEDIA TO GENERATE LEADS

Aside from the fact that it has been successfully integrated to most people's lives, utilizing social media to get more leads can be effective due to the networking effect it does help you reach many people in one status update. With the advent of the sharing functions, it has multiplied that advantage. What makes it more effective is that it's low-cost.

5 C's TO SOCIAL MEDIA EXCELLENCE

1. Comprehension of social media
2. Coordination of social media activities
3. Commitment to engaging with your environment in pursuing social interactions
4. Confidence in your social media activities
5. Cultivation of worthwhile and amicable relationships

7 METHODS TO INCREASE LEADS THROUGH SOCIAL MEDIA

1. Have an online presence
2. Monitor your brand, products and primarily-used keywords
3. Listen to your client's needs
4. Engage and build trust with your clients
5. Provide value in your products and content
6. Run promotions
7. Frequently post updates

Tip #12 – 3 Ways To Make Social Contact

1. Click the Share Button

Sometimes you are the writer, sometimes you are the reader. Share those useful, inspiring or entertaining content you come across.

2. Share your Thoughts

Share what you've got to say, may it be your point of view, tips, or how-to's.

3. Offer Advice

Show you care and offer much-needed advice.

HOW FORMS AFFECT LEADS

The way a form looks like such as how many empty boxes there are or how long the questions look like could potentially undermine a form's success. Forms may not be difficult questions but they can be equated to a survey or a waste of time among site visitors.

However what forms mean for site owners are potential customers. So make sure they don't look and feel like a burden but just a minor pinch in their road to getting what they want.

HOW TO USE TWITTER TO GENERATE LEADS

1. Microblogging

Twitter is in a way considered as a micro-blog since you can share useful information, present yourself as an expert on your niche and promote your products all at once.

2. Twitter Search

Find users that have your keywords in their tweets and begin following them.

3. Advanced Search

Gain access to people around your area who might need your expertise.

WHAT TO TWEET

- What you are working on at the moment.
- Share the tools you're using to finish projects.
- Share company news releases, research and more.
- Be the first to share interesting industry news.
- Share useful trivia you've found on the net.
- Respond to other's tweets, do it consistently for them to get to know you.
- Help others get what they want and practice good networking skills.
- Re-tweet valuable information to help a follower achieve their goals.
- Re-tweet other people's tweets that were insightful to your industry or were just plain entertaining or interesting.
- Share current events in your life, people want to see how your successes match up with your lifestyle.
- If you're an up and coming expert, go to events and tell people about the seminars you are attending and the experts you've met on those occasions.

HOW TO USE FACEBOOK TO GENERATE LEADS

1. Make a business page to feature your products.
2. Share links and interact with your audience to generate discussions.
3. Learn about your audience.
4. Promote your Facebook page to your other social media like Twitter, LinkedIn, etc.

CONTACT MANAGEMENT
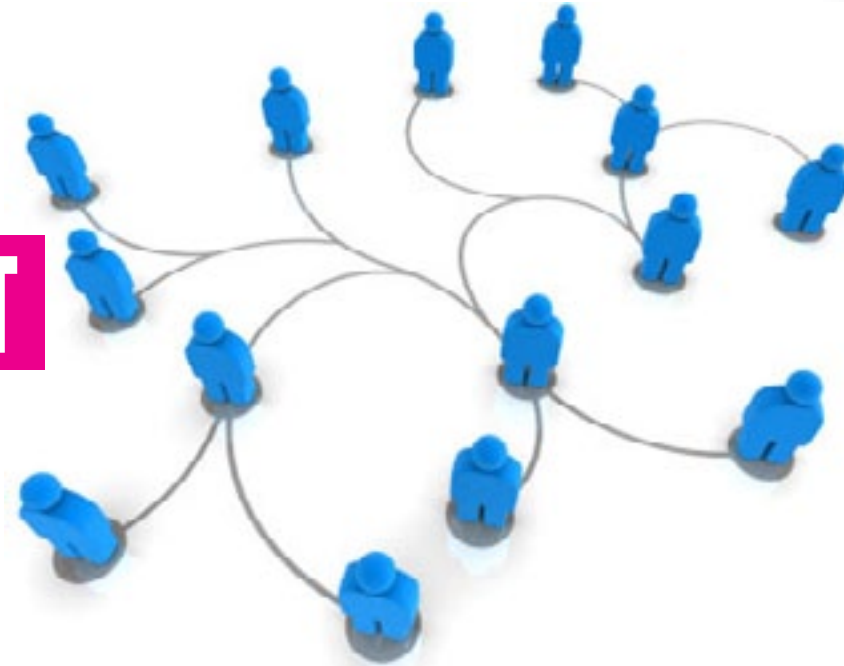
CONTACT MANAGEMENT SYSTEM

It's like a planner for each customer and lead you've got. Most Contact Management System lets you store and find current or potential customer's contact information like telephone number, email address, the communication that has been going through with you where some even have the ability to put further reminders and next plans with them.

It is a great tool to really be able to prepare well how you want to come across with your clients and be able to have trusting and deep relationships.

BENEFITS OF CONTACT MANAGEMENT

- Centralized database of contact information
- Ready to use database where you can store more contacts
- Sales tracking tool
- Schedule-planner of follow-up tasks, appointments and meetings
- Document management
- Notes and communication management
- Import/export utility

TYPES OF INFORMATION TO COLLECT

- Name, title, address (work or home, whichever is more pertinent)
- Telephone numbers (work and home) and fax number
- Secretary's name (if applicable)
- Status (prospect, influencer, client)
- Last activity or next activity
- Income range

- Occupation
- Marital status
- Spouse's name; children and/or parents' names/ages
- Date of birth
- Hobbies or passions

TOP CONTACT MANAGEMENT SYSTEMS

1. BatchBook

Pros:

- Sales contact manager from Batchblue Software
- Lets you record all communication attached to a contact's phone call or chat
- You can filter contacts to create an email mailing list

Cons:

- Unable to attach your to-do's list with contacts
- Takes too much time when adding up communication notes for a contact

2. Relenta Email-Centered Contact Management Software

Pros:

- No need to use any other email clients like Outlook
- Ties up its contacts with its email writing features which includes the incoming and outgoing emails
- Share information inside a team such as notes about contacts and emails from them

Cons:

- Takes a bit of time to fully understand the navigation and how the system works

3. Highrise Online Contact Manager

Pros:

- Lets you control which tools you normally use and incorporate that on the interface
- Lets you share contacts and their information across a team
- Lets you tag contacts with keywords
- Lets you add tasks tied to individual contacts or companies as well as upload files for each one
- Groups related notes together for short or long-term "cases"

Cost:

- Basic plan starts at $24 a month which is good for 6 team members and 5,000 contacts

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

CONTACT MANAGEMENT

CONTACT MANAGEMENT

4. Oprius Contact Manager

Pros:

- Complete contact management that lets you easily customize contact information and categorize each one according to leads
- Task list can be coincided with calendar
- Links follow-up tasks or appointments to each contact
- Sends single and mass, customized emails to your database if your contacts give you permission to do so
- Existing contacts can be imported easily
- All contacts and related data can be exported at any time
- Has "Call Manager" module which features read-made phone scripts

Cons:

- Doesn't let you sync with mobile devices
- Doesn't let you share access to your database

Cost:

- Basic plan starts at $14.99 a month

5. BigContacts Web Based Contact Manager

Pros:

- Customizable contact details plus the ability to group contacts and add notes for each one
- Lets you track sales opportunities with contacts in a customizable sales process
- Task can be managed with the calendar
- Lets you view your activity history
- Lets you upload files and photos
- Delegate to other BigContacts users

Cost:

- From free to a starter plan of $29.95 a month which allows up to 2,000 users and include up to 1,000 contacts per user

6. Funclient

Pros:

- Add notes, communications and reminders tied to contacts
- Tag contacts and upload files related to them

Cons:

- Doesn't let you share your contacts with other Funclient users
- Doesn't let you import or export

Cost:

- Free

7. Pipelinedeals.com

Pros:

- Good for individual sales professionals and teams as it lets you add contacts and make use of a customizable sales process to convert leads into sales
- Lets you track your progress on those leads
- Easy to access reports
- Managers can assign leads, re-assign them, add lead sources, and so on

Cost:

- $15 a month per user

8. LeadsOnRails

Pros:

- Manageable lead tracking system across a team
- Lets you enter new leads and assign it to one of any number of customizable "tracks" you established
- Steps you take are also customizable and can be assigned to your sales, marketing, or support teams that use the system
- You can also include task managing for the steps like when they should be completed and who should be responsible for completing them

9. Etelos CRM

Pros:

- Good tool to be integrated with your customized Google home page and Google calendar
- Auto-saves when updating information about contacts
- Lets you create automated follow-up messages to prospects via email
- Offers a pipeline management with revenue projections

10. Plaxo (Web-based)

Pros:

- A contact management system that uses a bit of social networking

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

CONTACT MANAGEMENT

CONTACT MANAGEMENT

- Supports syncing to tons of popular contact management apps like Microsoft Outlook and Apple's Address Book

11. Microsoft Outlook (Windows)

Pros:

- De facto contact manager of almost everyone who works in an office
- Offers a lot of excellent third-party add-ons to enhance its contact management
- Doesn't have a bad performance for organizing contacts and getting things done

12. Palm PDA (Mobile + Windows/Mac)

Pros:

- Supports syncing contacts between the mobile Palm OS and desktop contact management systems

LIFE CYCLE MARKETING

This is a strategy that utilizes perfect timing to be able to reach clients at the right time. Use relevant topics and messages to reach clients at a critical time based on their activities and relationship with your brand.

LIFE CYCLE MARKETING STEPS

1. Identify Readily Available Data Sources.

This pertains to the amount of data you can readily access in terms of understanding your target market and leveraging that information to create your marketing campaigns. It includes creating a step by step process of getting the client to successfully convert a sale.

2. Audit Data to Ensure that it's Accurate and Up-to-date.

If you're missing key data points, come up with ways to get fresh market information by conducting activities like doing more research or a survey to gather more information.

3. Centralize your Efforts.

Make it a merging of ideas and optimization of potentials by involving multiple departments that excel in their fields. However there should be a central force to drive and organize everything.

4. Create and test your message.

Think of your messages as your only way to get to know your clients, it would become the main tool for them to decide whether they would like to do business with you or not. So create and test messages with control groups to know the impact of how well you can approach clients.

Tip #13 – Holiday Marketing Strategy

1. Welcome series

Back-to-school and holiday shopping brings opportunity to get increased traffic and potential subscribers to your site. Use a series of welcome emails that would inform them of what your company offers especially the benefits and features.

2. How to Avoid Shopping Cart-abandonment

Remedy these cases by product reminders, social proof, and discounts.

3. Restock Notifications

Give clients an easy way to sign up on the product to receive an email when the item is back in stock.

4. Repurchase Campaigns

Make automated repurchase campaigns for consumable items. Base it on customer purchase history or its shelf life. This way you are making a convenient way for them to restock on items they like.

E-MAIL MARKETING

E-MAIL MARKETING

It uses electronic mail as a means of communication, distribution of information and marketing materials. It can be used as a means to enhance relationships with current as well as prospective customers. You can use it to send newsletters, advertisements, promotions and other materials regarding your products and services. On the message itself its great advantage over mail by post is that it can already have an interactive interface that includes links directly to your site or other products.

ADVANTAGES OF EMAIL MARKETING

- An effective tool that helps delegate information about your company such as announcements, new products or services, survey to get feedback, and many others
- It has the capability of providing templates which can be customized to include your company information
- It offers email creation wizards aimed at simplifying the bulk email marketing process from beginning to end
- It may have a tracking feature that will let you know the current status of how well your email marketing strategy is going such as the number of subscribers, conversion of sales, and many others
- Sums up a report that monitors your email marketing campaigns which may include but not limited to information about opened, forwarded, or bounced emails and clicked links which is a good indication for tracking return of investments
- Tested to be one of the most effective online marketing tactic especially that over half of internet users check or send emails on a regular basis
- You can build your relationship with customers and develop your company's image at a lesser cost with no more worries about printing, postage, etc.
- Reduces the amount of time needed to invest on having a good relationship with clients while getting instant feedback

DISADVANTAGES OF EMAIL MARKETING

- Some 20% of messages get rejected, and 8% are filtered
- It may give off a bad impression towards others because of its "spamming" capabilities which will work negatively on a company's image
- You need to make sure your email marketing strategy does not violate any spam laws or else there will be penalties

CRITERIA FOR A GOOD EMAIL MARKETING SERVICE

1. Ease of Use

The services you choose should provide the tools and explanations necessary to help you easily create an effective campaign.

2. Feature Set

It should have the advantages being mentioned above like easy email creation, tracking feature, analytics reports. Other services would even be able to combine social networking features to maximize the purpose of the email marketing system.

3. Email Creation

It should be user-friendly to business people who have no idea how to design a page by utilizing WYSIWYG (what you see is what you get) editors. There should also be customizable professional-looking templates readily available for use.

4. Marketing Analytics

Reports made by the system should be comprehensive. Some even work with Google Analytics to provide a more in-depth analysis of the system. It should also include statistics and graphical representations to trace progress in the email marketing campaign.

5. Help & Support

To avoid frustrations there should be enough help options to get you started, which may include a user manual, a walk-through wizard, FAQs, a knowledgebase, tutorials and articles that explain how to create effective campaigns. Aside from that the company should provide email, phone or live chat support for further assistance.

TOP 10 BEST EMAIL MARKETING SERVICES

1. iContact
2. Benchmark Email
3. Mailigen
4. Pinpointe

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

E-MAIL MARKETING

E-MAIL MARKETING

5. Constant Contact

6. Campaigner

7. GraphicMail

8. Mad Mimi

9. Vertical Response

10. MailChimp

Tip # 14 – 3 Keys To Effective Email Marketing

1. Make a List

This touches up again on target marketing to make an effective list. The key here in order to come up with your lead is to have an enticing "capture page" that would really cause visitors to give their contact information in exchange for what you are offering.

2. The Offer

What's vital in this area is getting them to click your email, which means you should have a compelling subject line. One way to do that is think like your prospects, what is something that would really grab their attention. Once they open the message don't disappoint them, give them informative knowledge as well as a lot of your products' benefits.

3. The Follow-up

Persistence can play as a good advantage on your part, especially when you offer something that they would appreciate. Prospects need to get constant little reminders in the form of regular emails. Let them see and know more about a particular feature to reinforce the numerous benefits that they're missing and is just within their reach. Tell them again and again about those benefits as their attention span is short and competition is high.

Tip #15 – Tips On Email Marketing

1. Don't Hesitate to Test.

Crafting a good message and even a subject line for the email takes some practice and art. Testing is a good way to find out which one works and which don't.

2. Timing is Everything.

Adhering to a regular schedule enforces your products on a regular basis. It might be better to send your email at a client's spare time so give him choices in terms of when to receive the scheduled email.

3. Maintain Visual Consistency.

Your email looks interesting but it shouldn't be an element that would distract or give your clients a hard time to figure out. Maintain your company color schemes to give clients that familiar feel, as well as the over-all structure. So they would always know where to find the links or the focal points of your message.

SPAM LAWS

1. Directive on Policy and Electronic Communication

The law prohibits the use of email addresses for marketing purposes.

2. CAN-SPAM Act of 2003

This prohibits generating leads from people who did not give their permission. What this act requires is for users to authenticate their address first before becoming a valid lead or else penalty could reach an amount of $16,000. Furthermore, users should not pay any fee to unsubscribe.

GLOSSARY OF TERMS IN ALPHABETICAL ORDER:

A

ALGORITHM

This refers to the mathematical model a Search Engine uses to sort and rank the web pages in a defined order of relevance to a particular search term, including keyword density, inbound links, etc.

ALT TEXT/ALT TAG

The text displayed either before an image gets loaded on a web page or when the image can't be loaded. Images are usually displayed in search results based on their alt text.

ANALYTICS

These are statistical facts about a website or webpage like the number of inbound and outbound links, keyword densities, search impressions etc.

ANALYTICS PROGRAM

A tool that provides statistical information about activities happening in a site. It can be provided for free by your hosting company or by another online service such as Google.

ANCHOR TEXT/LINK TEXT

The text that is linked to another web address or URL.

ARTICLE SPINNING

To create a number of variations on the same article

ARTICLE SUBMISSION

The process of publishing an article through submission to different article submission sites.

AUTHORITY SITE

Sites that have good web page rank and receives high amount of visitors.

B

BACKLINK/INBOUND LINK

It includes a link to one's own webpage which is the primary factor in determining the search ranking of a page.

BLACK HAT SEO

It is search engine poisoning, or spamdexing, uses methods such as link farms, keyword stuffing and article spinning that degrade both the relevance of search results and the quality of user-experience with search engines.

BOUNCE RATE

This happens when a visitor views your site and leaves immediately if they don't believe it as interesting.

BRAND BLURINESS

This refers to visitors who have searched for a similar product but landed on your page because your product or company names look similar.

BROKEN LINK

They are dead links which lead to a non-existent page.

BUM MARKETING

It's a bit of a numbers game where you put up mass quantities of articles. Quantity doesn't only matter but the quality of the article as well.

C

CLICK-THROUGH RATE (CTR)

This refers to the effectiveness of advertisements on web pages.

CLOAKING

This is the technique that uses the same color for excessive keywords as the background so that only the search engine robots can detect the additional content.

COMPETITIVE ANALYSIS REPORT

This report compares your keyword position against one or more competing websites.

CONVERSION

The process of turning a search engine user into a visitor to the webpage or landing page and then into a buyer or a subscriber.

CONVERSION RATE

The percentage of visitors reaching the landing page who complete the process of buying and/or subscribing, thus reaching the intended goal of the website owner.

CRAWLER

A crawler, spider, robot or simply bot is the script used to collect data from web pages across the World Wide Web or WWW for creating an index which is used to list results for relevant search queries.

D

DESCRIPTION TAG

Search engines often use these meta-description tags to give the user a glimpse of the web pages in the results; but Google and other search engines have started neglecting these tags in favor of the actual content of the pages.

DIRECTORY

Indices of websites and blogs offering general information or sometimes a specific category that is manually compiled and edited from time to time.

DUPLICATE CONTENT

Not a penalty but it's a filter from the search engines to provide the most relevant results, to show only one version of the article. Search engines can determine which one is the original copy, and rank that one higher.

E

EXIT PAGE

The page visitors were looking at right before they left your site.

G

GEOGRAPHICAL TARGETING

This refers to the process of focusing your efforts on getting visitors from a specific continent, country, state or even city.

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

GLOSSARY OF TERMS IN ALPHABETICAL ORDER

GLOSSARY OF TERMS IN ALPHABETICAL ORDER

GEOGRAPHIC SEGMENTATION

This refers to analytics specific to geo-targeting, and segments the visitor traffic based on the physical location of the visitor, typically using the IP address of the computer.

H

HITS

Not just a visitor count but the number of files downloaded from a server when a page is called for, so if you have an HTML page that has 10 photos on it, when somebody types in that page URL, there will be 11 hits to the server.

HYPERLINK

The link between two web pages connected by the address of the destination file specified in the IP address.

HYPER TEXT MARKUP LANGUAGE (HTML)

The most common programming language used for creating web pages.

I

INDEX

It is the database of a Search Engine which contains links to all the crawled web pages and information about what those pages are about. It uses an algorithm to fetch pages relevant to the search term or query in a ranked list format.

K

KEYWORD

A group of one or more words which are considered to be relevant to the given topic.

KEYWORD DENSITY

A percentage of words on a given web page which are identical to the keyword.

L

LANDING PAGE

The first page that visitors arrive at when they come to your site.

LINK BAITING

The creation of highly useful and popular content which others will want to link to with their blogs and websites.

LINK FARM

A black hat SEO technique which links several web pages to each other with the sole purpose of creating a closed network of links to gain high search ranking. It does not necessarily contain any unique or useful content.

LISTINGS

The ranked lists of indexed web pages, sorted according to the Search Engine's algorithm which are displayed on SERPs or Search Engine Result Page.

M

MACRO-CONVERSIONS

The ratio of total website visitors to total desired and

unique actions.

META KEYWORDS TAG

The HTML code which supplies information about web page in short phrases and help search engine crawlers to categorize the web based on keywords.

META ROBOTS TAG

It helps search engine crawlers how to crawl a particular web page such as whether or not to index the page, whether or not to use the links on the page, etc.

META TAGS

They are HTML codes which contain information about the web page, but are not visible to the viewer or visitor.

MINI-CONVERSIONS

It constantly measures, isolates, and improves website problem areas to maximize overall effectiveness.

N

NEW VISITORS

The number of new IP addresses that view a page.

O

OPT-IN EMAIL ADVERTISING

A method of advertising via email whereby the recipient of the advertisement has consented to receive it.

ORGANIC SEARCH

A term used to describe a search that is based only

on keywords and have not been influenced by paid advertising or other factors.

OUTBOUND LINKS

Links from your site to other pages on the internet.

P

PAGE RANK

It determines the value of a given webpage on the internet. It is determined by finding out the probability of a web surfer landing on the given page by following links from other pages.

PAGE VIEWS

The number of pages viewed on the site.

PAGE VIEWS PER VISIT

The average number of pages that a visitor views before leaving a website.

PAID LISTINGS

Search results that are included in the search index upon payment of a certain fee like inclusion in the index, or even paid positioning.

PAID PLACEMENT

This is about getting the kind of exposure and targeted market you want for your ads which is based on bidding.

PAY-PER-CLICK (PPC)

A type of advertisement that refers to the service offered by search engines where the advertiser pays a

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

SheCommerce

SheCommerce

EASY-TO-USE INTERNET MARKETING GUIDEBOOK

GLOSSARY OF TERMS IN ALPHABETICAL ORDER

GLOSSARY OF TERMS IN ALPHABETICAL ORDER

pre-determined fee when a search engine user clicks on the ad.

R

RECIPROCAL LINK EXCHANGE

The practice of creating mutual hyperlinks between web pages belonging to different sites so as to gain more authority with the search engines.

REFERRING SITE

A site that provides the link to your website.

RESOURCE BOX

This is the part of the article where you can include information about the author or business and contact information.

ROBOTS.TXT

The universally accepted filename which contains the information a particular website/blog's owner wants to provide the search engines with.

S

SCORECARDING

A record that shows how a site has been doing from month to month or week to week. A way of charting all of the metrics you've gathered, and make it the most presentable tool for reporting.

SEARCH ENGINE

The array of datacenters (servers), program, algorithm or script which crawls the World Wide Web (WWW), looking for information to create an index.

SEARCH ENGINE RESULTS PAGE (SERPs)

These are dynamic web pages which display search results for a particular query.

SEARCH ENGINE SUBMISSION/WEBSITE SUBMISSION

A feature offered by most search engines which allows blog and website owners to submit their URLs in order to get considered for indexing of pages.

SEO SABOTAGE/NEGATIVE SEO

To use unethical tactics to frame competitors such as black hat SEO practices to make them look guilty.

SITEMAP

Webpage which contains links to some or all of the pages on the website or blog so that those pages can be easily found by both search engines and visitors.

SITE STICKINESS

It measures if people are finding what they expect to find as soon as they arrive on the site.

T

THREE-WAY LINK EXCHANGE

A system of creating links among three web pages or websites such that there is no reciprocal linking.

TIME ON THE SITE

The amount of time spent by a visitor on your site.

TITLE TAGS

The phrase used to supply the search engines as well

as normal visitors with a basic idea of what topic the page is about.

TOP CONTENT

The most popular pages on a site.

TRAFFIC SOURCE

It indicates whether the person came from a link on another site, from a search engine, social media site, etc.

U

UNIQUE PAGEVIEWS

The request of a 'new' webpage to be loaded, which hasn't been accessed in a specified time period. The popularity of a website or blog is measured in terms of the daily and monthly unique pageviews.

UNIQUE VISITORS

If a person visits your site on different days, this is counted twice in the visitor count.

V

VISITOR COUNT

The number of distinct visitors who have visited at least one page on your site, measured by the IP address assigned to one computer.

W

WHITE HAT SEO

It is about creating content for users, not for search engines, and then making that content easily accessible to the spiders, rather than attempting to game the algorithm. It conforms to the search engines' guidelines and involves no deception.

X

XML FEED

The document which contains the latest additions to one or more web pages it is used as a sitemap on most blogs and websites, to inform search engines about the latest additions.

WWW.SHECOMMERCE.COM.AU

SheCommerce

EASY-TO-USE
INTERNET MARKETING
GUIDEBOOK

Joanne McInnes

03 5773 4236
0419 333 659

info@shecommerce.com.au