active internet marketing®

DIGITAL MARKETING OVERVIEW

A digital presence is more important than ever to your business, but just having a web site isn't enough to guarantee success in the current competitive market.

You need an optimized site.

A professionally optimized site brings in qualified visitors by pushing your site higher in organic search results, bringing in visitors via a link building campaign, and helping spread your high quality content throughout the web – building brand awareness and loyalty.

Active Internet Marketing utilizes a digital marketing strategy that includes tactics for increasing your web presence in all available channels.

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IDENTIFY AUDIENCE

We begin the process by identifying your main audiences and their personas. We do this through analyzing your current web traffic, your customer leads, and several analytics tools that segment web traffic by demographics.

TARGETED CONTENT DEVELOPMENT

Once we've established the target audience, we develop a plan to reach these market segments. High quality content is our main tool.

CONVERSION OPTIMIZATION

Active Internet Marketing will analyze your site and its traffic, and use this information. Once a visitor reaches your site, we want to ensure they take the desired action (like calling on the phone). Using our professional experience and technical analysis, we make design, content, and site structure changes to increase the number of visitors who contact your business and become a qualified lead.

SOCIAL MEDIA

Finally, we create and optimize a social media presence for your brands. Social media helps your search engine optimization efforts, and it also puts your brands in front of highly qualified potential customers who are talking about the services you offer. An optimized social media presence can bring these customers to your site and turn them into leads for your business.

ADVERTISING

With valuable analytics data collected, we can create paid ads that result in a higher rate of clicks that turn into qualified leads for your company.

OUR COMPREHENSIVE DIGITAL STRATEGY IS DESIGNED TO BRING YOU TO THE FOREFRONT OF THE WEB IN YOUR FIELD.

PERSONAS

Personas are created by gathering demographic data from various website demographic analysis sites. This data includes:

AGE	GENDER
EDUCATION	CHILDREN
INCOME	LOCATION

We research multiple competing websites, as well as your domain at several sources. AIMcrm data is also used whenever possible to create a more complete picture. We then aggregate the data and create a subjective description of a typical visitor persona that matches the most common visitor to your site. This is not meant to describe every visitor that lands on your website, but is instead meant to represent your typical, customer.

We will use these personas as a part of some of the decisions and recommendations we will make when analyzing the rest of your site as it fits in with your business.

AN EXAMPLE OF A PERSONA

Female / College / Children / Age 40-60 / $60K - $100K / Florida

Katherine is a 56-year-old married mother of 2. She lives in Florida, and makes $70,000/year working as a Radiation Therapist at her local hospital. She received her bachelor's degree from Florida State College of Jacksonville.

Her oldest child has been getting into trouble with the law, and has developed a habit of doing drugs. Katherine has been doing research online to find a way to help get her child back on the right track.

She considers herself an intermediate computer user, and is connected to the Internet with a broadband connection from home.

CONTENT OPTIMIZATION

Content is the main tool we use to promote and optimize your digital presence. From infographics to new blog posts and the content that lives on your website, content is what drives conversions and leads. Strong content brings links, it brings visits, and it pushes those potential customers into your sales flow. As part of our strategy, we thoroughly audit and optimize your existing web content. We also create new web content that targets the keywords we define for your business.

CONTENT IS WHAT DRIVES

CONVERSIONS AND LEADS
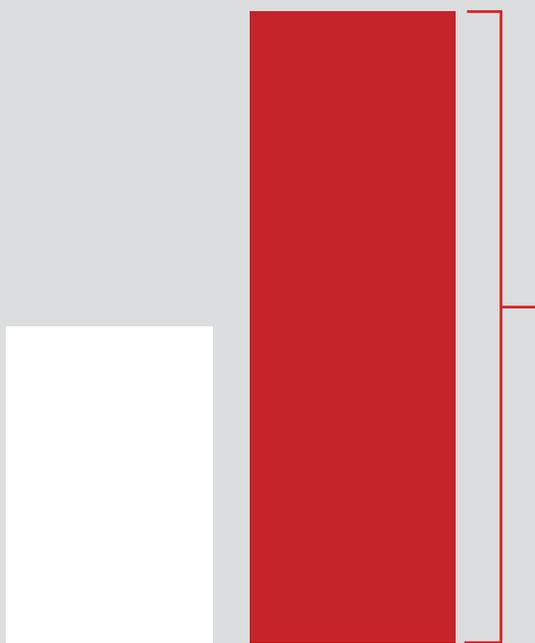
BLOGGING

Companies that blog have

97% MORE

inbound links

Source: Hubspot, State of Inbout Marketing lead Generation Report, 2010

KEYWORD OPPORTUNITIES

Some keywords are extremely relevant to your audience and are likely to speak effectively to them if they find your site displayed in the SERPs when searched for. We will categorize these keywords and rank them based on the number of clicks that are being missed, and make recommendations.
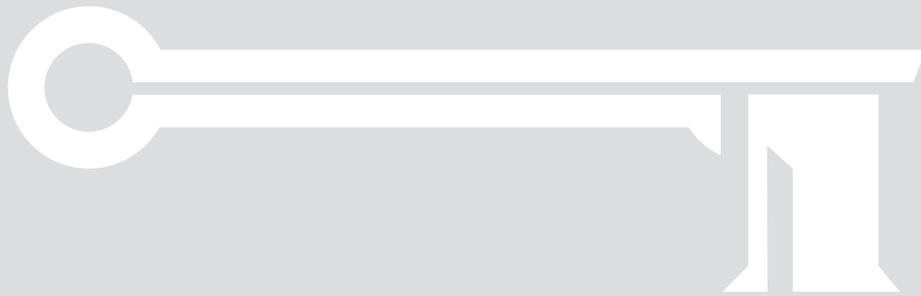
## INTERNAL LINKING AND WEBSITE STRUCTURE

It is recommended to keep your site well organized, and set up in a way which is easy for the visitor to be able to find the information they need in a timely manner. Keeping the navigation menu and your websites internal pages properly linked will provide clear destinations to find information making it easier for them to convert. We may recommend that you make changes like adding links to important pages in the main navigation, or that you setup an organized internal linking and website structure with parent and children pages in a proper silo.
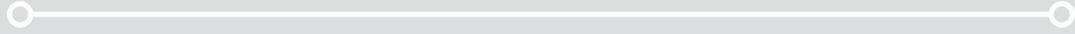
SEARCH ENGINE RESULT PLACEMENT
CLICK-THRU-RATE OPTIMIZATION

After reviewing your website traffic and your search engine result placements (SERPs), it may become apparent that we need to work on improving the click-thru-rate (CTR) for some of the keywords which currently rank well. We will use this data to make recommendations like rewriting title tags or rewriting description tags to entice clicks when displayed in the SERPs.
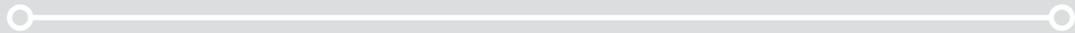
OVER *100 BILLION* SEARCHES EACH MONTH
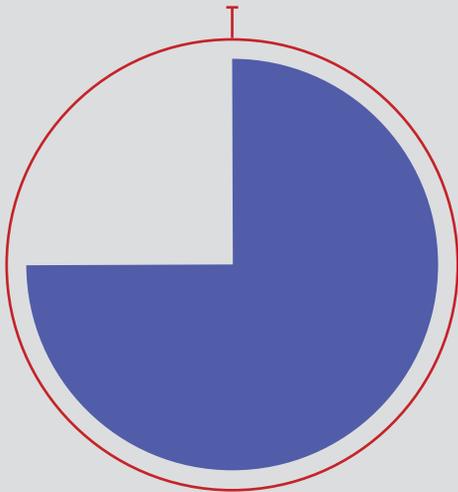
75%

OF USERS NEVER SCROLL PAST THE FIRST PAGE OF SEARCH RESULTS

Source: marketshare.hitslink.com, October 2010

INBOUND LINK OPPORTUNITIES

Your competitors have done some hard work to build their inbound links, just like you have. They have discovered effective domains from which they link to their site and increase their PageRank. You have an opportunity to build links from some of these domains also. We thoroughly assess the list of these link-providing domains for quality and take reasonable steps to procure inbound links from them.

LINK BUILDING

Search engines like Google and Bing use hundreds of factors when determining the authority of your site and where it should rank for search queries. Inbound links are the single most important factor. Search algorithms look at links pointing to your site, the authority of the site linking to you, the text used for the link and other factors to help formulate how much relevance your site has for any given search query.

A main goal of our link building campaign will be to build links from high authority sites. We define a high authority site as one possessing a SEOMoz Domain Authority over 35 and Google PageRank of 3 or higher. SEOMoz Domain Authority is measured on a 1-100 logarithmic scale, and anything over 35 is generally considered to be of high quality. Google PageRank is also measured on a logarithmic scale, and generally corresponds to SEOMoz Domain Authority.

DIRECTORIES

ONLINE ARTICLES

RELATED SITES

YOUR WEBSITE

PRESS RELEASES

SOCIAL NETWORK PROFILES

BLOG POSTS

SOCIAL BOOKMARKING LINKS

WEBSITE AND CONVERSION RATE OPTIMIZATION

In addition to bringing your site more visitors through organic search, we want to increase the number of qualified leads that your business generates. To accomplish this, we will focus on optimizing the design and structure of your pages. We examine the design, speed, and the conversion paths on your site to find areas of improvement.

Using our professional expertise and analysis, we will make changes as necessary to your pages to encourage conversions. We will make sure that new visitors are easily able to find the information that they are seeking, and we will use effective strategies to craft calls-to-action that drive them into your sales process.

FEATURES AND TOOLS

When your audience comes to your site, whether it is from an organic SERP or a sponsored listing, you need to make sure that they find what they are looking for. It is important to effectively communicate to them the information that they expect. Since our goals and efforts are focused primarily on direct response advertising, and less on branding, we need to make sure that the call-to-action is well received. You also want to build return traffic in addition to new visitors to your site.

Return visits are increased by offering an excellent user experience to your visitors, and by making sure this experience is better than that which your competition offers. We took a look at what your competitors are offering on their websites, and were able to notice some trends among them.

DO SOMETHING!

A clear call to action turns clicks into leads

CRAWL ERRORS

Part of ranking well in the search engines is how healthy and error-free your website is. We always need to make sure that Google and Bing find no broken links and have no 404 errors. All broken links and 404 errors need to be resolved. We will continue to monitor all available tools to ensure no errors are harming your site.

PAGE SPEED

The amount of time a page takes to complete the loading process definitely affects the user experience more than SERPs, although it does make a very slight difference in rankings. We make many optimizations to your site's design and structure to make sure it is running at the premium speed.
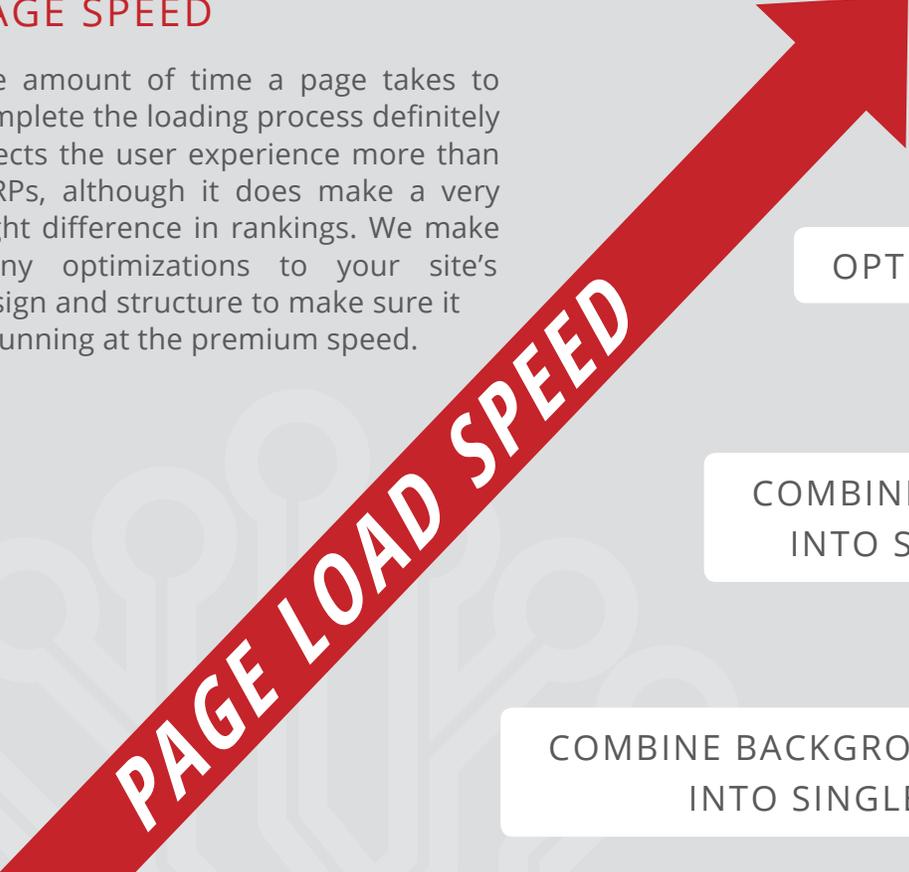
PAGE LOAD SPEED

OPTIMIZE IMAGES

COMBINE JAVASCRIPT INTO SINGLE FILE

COMBINE BACKGROUND IMAGES INTO SINGLE FILE

GOOGLE SITELINKS

Google sitelinks are the links that appear under your primary search result listing when Google thinks that these extra links will help the visitor. In their own words:

"Sitelinks are meant to help users navigate your site. Our systems analyze the link structure of your site to find shortcuts that will save users time and allow them to quickly find the information they're looking for." – Google.com

Site owners do not have the ability to specify which links we want to have displayed as Google sitelinks, but we do have the ability to 'demote' links from being available as a sitelink. We actively monitor this feature to ensure that if, and when, sitelinks appear that they are the ones you want users to see.
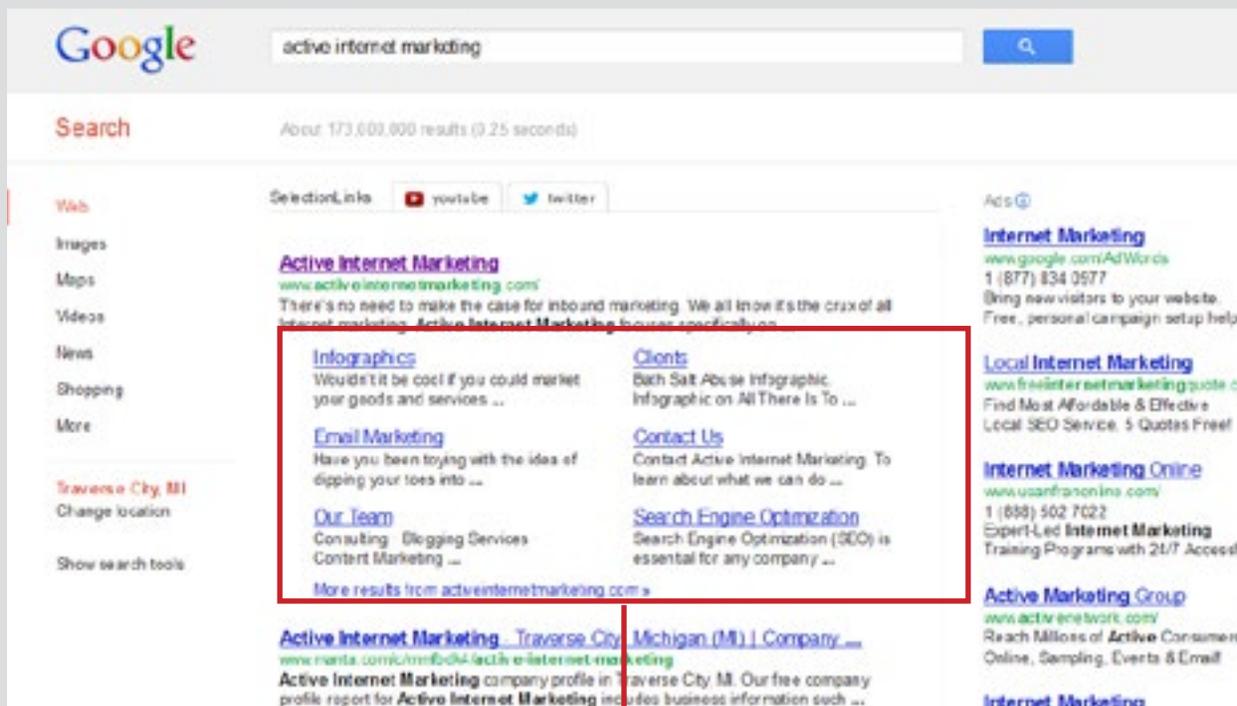

GOOGLE SITELINKS INCREASE CONVERSION RATE

CONVERSION RATE OPTIMIZATION OPPORTUNITIES

Some of the pages on your website that receive the most traffic are not turning that traffic into leads. We want to make sure that we are optimizing these pages so that they are not just great entry pages and traffic generation tools, but that they also speak directly to your audience.

One of the methods we can use to judge how well a page communicates to your audience by looking at bounce rate. Users who bounce often leave because they are not finding the information that they searched for.

We want to improve the content and layout of these pages to improve visitor retention and make a point to speak directly to your audience; this is what generates leads.
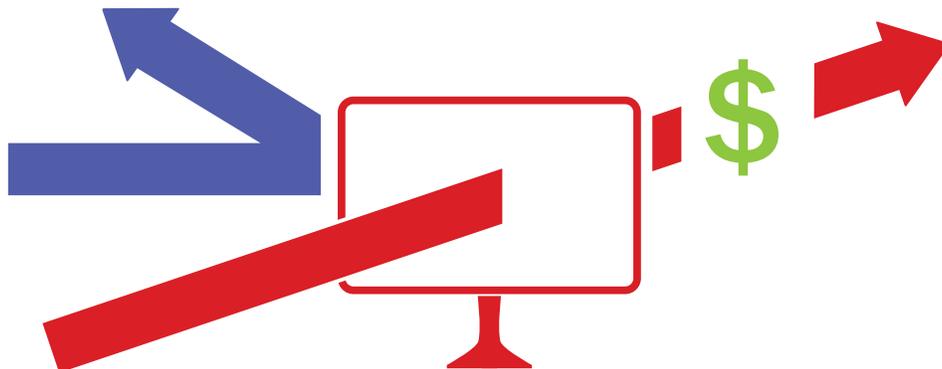
AN EFFECTIVE OPTIMIZATION STRATEGY DECREASES BOUNCE RATE AND INCREASES CONVERSION RATE

SOCIAL MEDIA MARKETING

Social media is critical to a successful digital strategy. Every day, the number of active users on social networks is growing. Social is becoming more integrated into the standard organic search results. Engines, to varying degrees, are using social media activity as a relevance signal in their algorithms. The influence of social is growing – and there's no indication it will diminish in the future.

Engaging with your audience and potential leads through social media is another opportunity to put your brand at the front of their mind and drive them towards your business. Success in social media requires an active, informed presence, a dedication to providing relevant information, and constant monitoring to ensure that you are using all available channels. Today's Facebook can be tomorrow's MySpace – and new networks, like Pinterest, emerge regularly. We help you move through the changing social landscape and get the most out of your efforts.

There is no social media outlet that provides as much information about your audience as Twitter. It is an easily quantifiable source of metrics that are both meaningful and plentiful. We use Twitter as our 'compass' when analyzing social media and developing our strategies for it. But we do not focus exclusively on the Twitter community – we develop strategy and tactics for all three of the major social networks. We also examine the rest of the social networks to find any other networks that may be relevant to your business.

Each social media outlet is unique, and needs to be treated as such. We primarily focus on three major social media outlets—Facebook, Google+ and Twitter

GOOGLE+

Google+ is newer, but is already one of the most important social media sites for your marketing strategy. Its influence is greater than other sites because of one reason: it is a Google property. It is directly tied into search results of the most popular search engine, and has great influence over the Google Search user experience. For instance, if you do a search for 'NASA', Google will show you this:
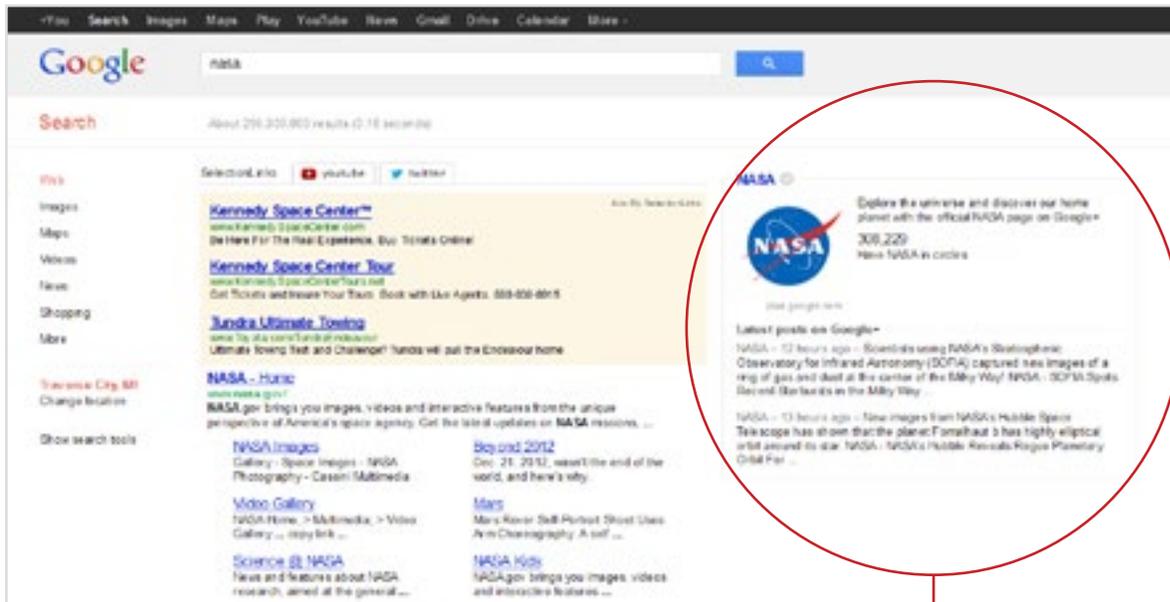
Notice the Google+ results on the right side of the page.

We can take advantage of this by creating a Google+ page for your business, and optimizing the content on your Google+ profile so that you will rank for relevant terms.

Google+ can also be used with "Authorship Markup" to help increase your search presence. By creating a Google+ profile for a staff member, and attributing website content and blog posts to this profile, you can create enhanced listings in the search results. Google will attribute authority to this author and display their picture and profile along with content they have written. These enhanced search results have been proven to lead to better click through rates in the results.

This is done by using the 'author' tag. To implement this all we need is some technical tools to add the tag, and you need to have at least one person to whom we can attribute the content (as the author of the content). This will give precedence to the article or blog post in the SERPs, and also greatly increase CTR.
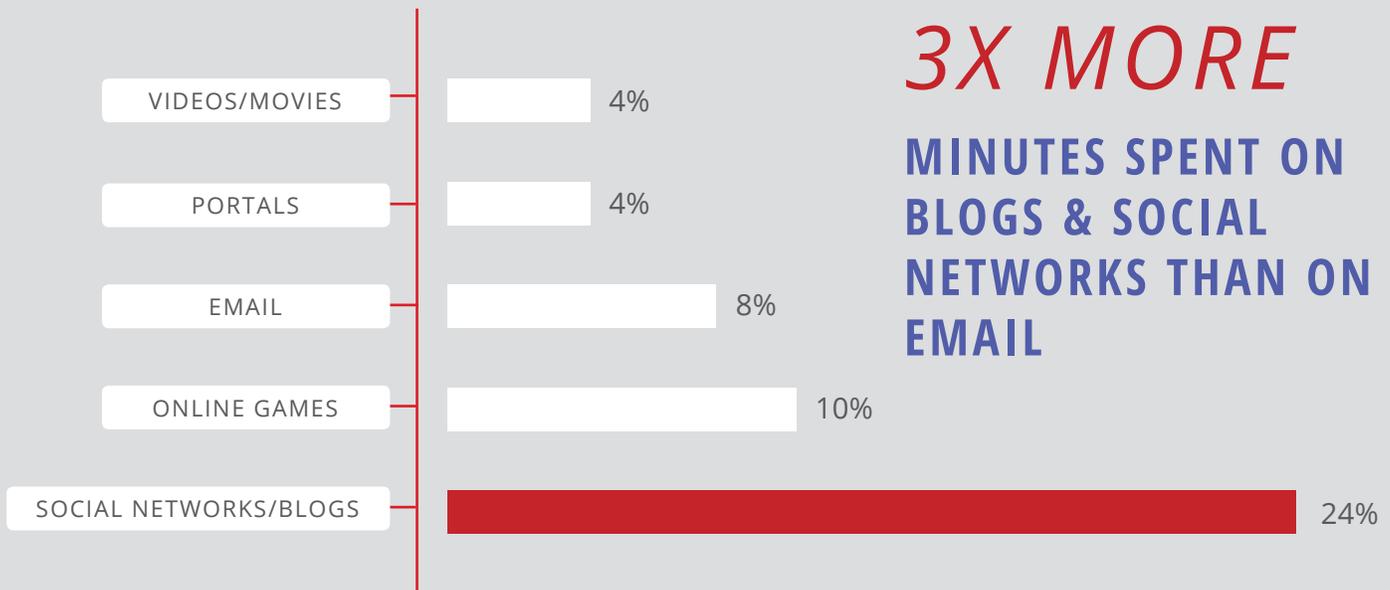
Lastly we can use your company's Google+ page very much like a blog. We can write posts that appeal to your audience, and use it similarly to create inbound links to your website.

FACEBOOK

The first thing we need to make sure of is that we create and optimize a beautiful Facebook 'Page', not a Facebook 'Profile'. Profiles are for people, Pages are for businesses. The goal of a Facebook page in your is mostly to create brand awareness. To a lesser extent we would also like to create an active community where you can provide support, answers and conversation for your fans.

US INTERNET USERS

VIDEOS/MOVIES	4%
PORTALS	4%
EMAIL	8%
ONLINE GAMES	10%
SOCIAL NETWORKS/BLOGS	24%

3X MORE

MINUTES SPENT ON BLOGS & SOCIAL NETWORKS THAN ON EMAIL

TWITTER

Twitter has multiple uses in the business world. Businesses have been successful using Twitter for:

CUSTOMER SERVICE	LEAD GENERATION
BRANDING	TRAFFIC GENERATION

COMPETETIVE RESEARCH

We believe Twitter should be used to monitor your brand, monitor your industry, and generate leads by sending visitors to your web content. To monitor your brand we simply need to have a human being monitor a feed that includes the results of a search for variations of your brand names. This will also give us a chance to respond should the occasion arise. To monitor your industry we can use the same concept, except that we will be searching for industry terms rather than your brand.

Generating traffic to your website, and thereby generating leads, is a more complicated task than the simple (but time-consuming) task of monitoring Twitter as a form of market research. We will need to tweet links to your content, and those tweets need to be enticing enough that visitors will click-thru to your site.

Not every tweet can be about your brand and your company. Only those people who are already fans of your business will be interested in those tweets. Interesting, non-brand related tweets will need to be composed and scheduled to be published at regular intervals.

Having more followers is important in maximizing the exposure of these tweets, so we will need to take steps to grow your follower count. The easiest way to do this is to befriend other Twitter users. Many users follow back those who follow them, almost instinctively.

PAY-PER-CLICK ADVERTISING

GOOGLE ADWORDS

SEARCH AND SEARCH NETWORK

Fundamentally, PPC has many of the same characteristics and requirements as organic SEO:

RELEVANT KEYWORDS

CTR OPTIMIZATION

CONVERSION OPTIMIZATION
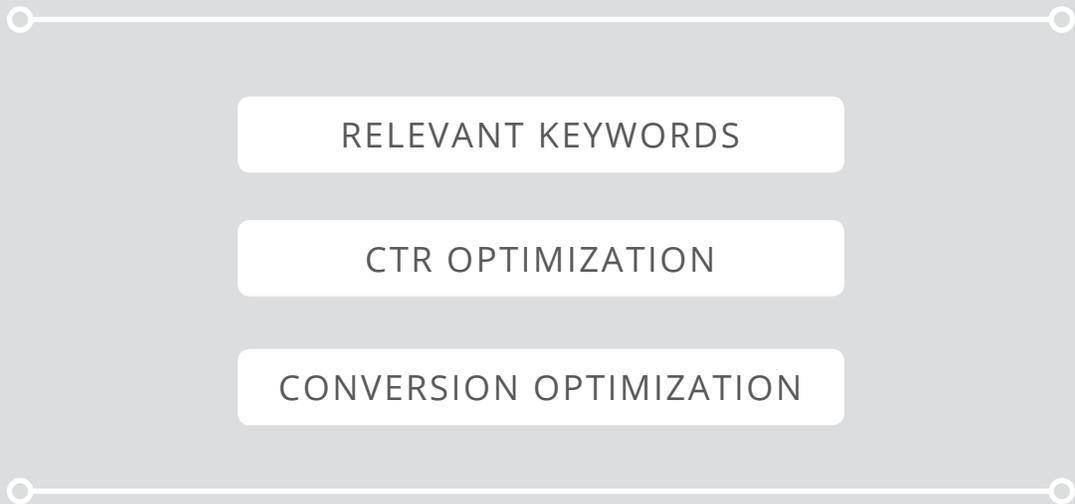
The key differentiator is, of course, the cost involved. While this makes us take a conservative track, with proper tracking and attention it also provides us with valuable and actionable intelligence. This information, presented in the form of analytics, will be used to make real business decisions immediately, and will be the centerpiece of the PPC strategy.

ADD KEYWORDS

When a visitor searches Google for a keyword that isn't an 'exact match' to one of the keywords that you are bidding on, but appears due to a 'broad match' or 'phrase match', we do not have the ability to control bidding on that exact phrase. We only have the ability to control bidding on the broad or phrase match keyword that allowed your ad to be shown. To acquire the ability to track and bid on these keywords explicitly we need to add these keywords within the Google Adwords interface.

EXCLUDE KEYWORDS

We want to use the same interface that we use to add keywords to exclude keywords. We simply need to browse through our list of search terms that generated impressions and clicks and exclude those that are not relevant to our audience and their needs. By excluding irrelevant keywords we are able to reduce cost-per-conversion by simply reducing the costs incurred when sending traffic that is not your audience to your website.

AUTOMATE

By automating the tasks that can be objectively defined we can reduce the 'human' factor of our approach and allow the system to make better choices than we could otherwise make. Also, because of the flexibility built into the 'Automate' functionality in the Google Adwords web interface we can instruct the system to make 'micro-changes' en masse, which would otherwise be time prohibitive.

CONVERSION OPTIMIZER

Conversion Optimizer is a system in Google AdWords that automatically makes micro-changes in bids for each individual keyword in order to get the most conversions possible. In order to use Conversion Optimizer, at least 15 conversions must be recorded within a 30-day period. When Conversion Optimizer is turned on, bids are set at a cost-per-conversion, rather than a cost-per-click.
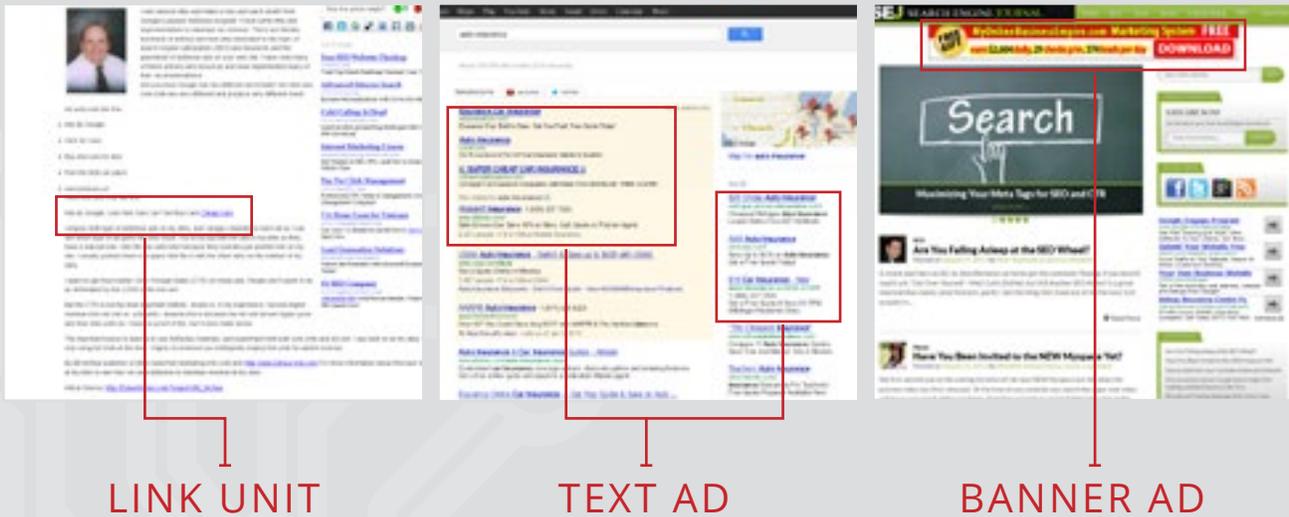
GOOGLE DISPLAY NETWORK

"The Google Network is a large group of websites and other products, such as email programs and blogs, who have partnered with Google to display Adwords ads. Advertisers have the option of running their ads on Google as well as the Google Network for no extra cost." – google.com

You have the option as an advertiser to bid both on search phrases, or directly on a per-site basis. Google refers to websites as 'Networks', and while there are some technical differences there is little difference of consequence in the context of this strategy.

AD UNIT TYPES

Text ads are designed the same way that ads are designed for Search. We just need to remember that the network publisher has the option of the size and quantity of ads that they will publish on their site.

They can use 'Link Units' which are just simple text links that show only the title of your ad. They can show 'Text Ads' which allow them to show the ads very similarly to the way that they are displayed in their Search results. Then there are display ads, which are banner advertisements. If your goal is branding, then banners are the preferred choice. There are even times when banners convert well as a direct response tool. Here are examples of all three types.

LINK UNIT   TEXT AD   BANNER AD

KEYWORDS

We can, and should, manage keywords for these ad units the same way that we do for the Search advertisements explained in the previous section. Search terms for the Display Network are managed with the same interface and have the same properties and effects as the search terms in the Search Network.

NETWORKS

Networks in Google function much the same as keywords, except that instead of bidding to show up for relevant keywords you manage bids on which websites you would like to appear. These are called 'placements' and they allow you to explicitly determine exactly where your ad will appear. Networks are categorized into 'Topics' of interest. These are easily selected in lieue of keywords to display your ads on any networks that are relevant to a topic.

ADS

We have two types of ads that we are concerned with: display (image) ads, and textual ads. We need to make sure that we are always using ads that are relevant. We want to achieve a high CTR, and of course reach your goals.

PHONE NUMBERS

Adding phone numbers directly into the ad can increase action, without adding any increase to cost.

LANDING PAGES

It is important that when your audience clicks your ad that they land on a page that is speaking directly to the pain point they are trying to learn about. To achieve this we create, or choose existing website content to be a landing page. We don't need a landing page for every keyword in your campaign, but we do want to have enough landing pages built that they are extremely relevant. This will have the effect of improving CRO, and increasing your quality score.

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This document outlines the steps we will take to push your web presence to the next level. Through search optimization, paid search, social media, and on-site optimization we can increase your leads and help you create more revenue.

Overall, we need to focus on creating a strong foundation for your site. Our first steps will be to fix existing content and elements of your sites. Once we have created the foundation, we will move on to creating new, engaging content and social media initiatives.

Throughout the project we will continually monitor, test, and refine our approach to paid search to ensure that you are maximizing your investment in that channel.

Through the duration of your search project, our expert team monitors multiple analytics tools and reports from engines. We are vigilant to ensure that your site is performing as well as possible at any given time. We also strive to stay on the very leading edge of the search industry – protecting your site from sudden shifts in algorithms or standards.

Our overall mission is to establish your brand as an authority in your industry on the Internet. In this industry, innovation happens fast. We're constantly working to find new and more effective techniques for your marketing. If, and when, we find a new method for success we'll share that with you and your team and explain how it fits into our plans.

CONTACT US

Call today for a free consultation: 1 (877) 293-4093

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