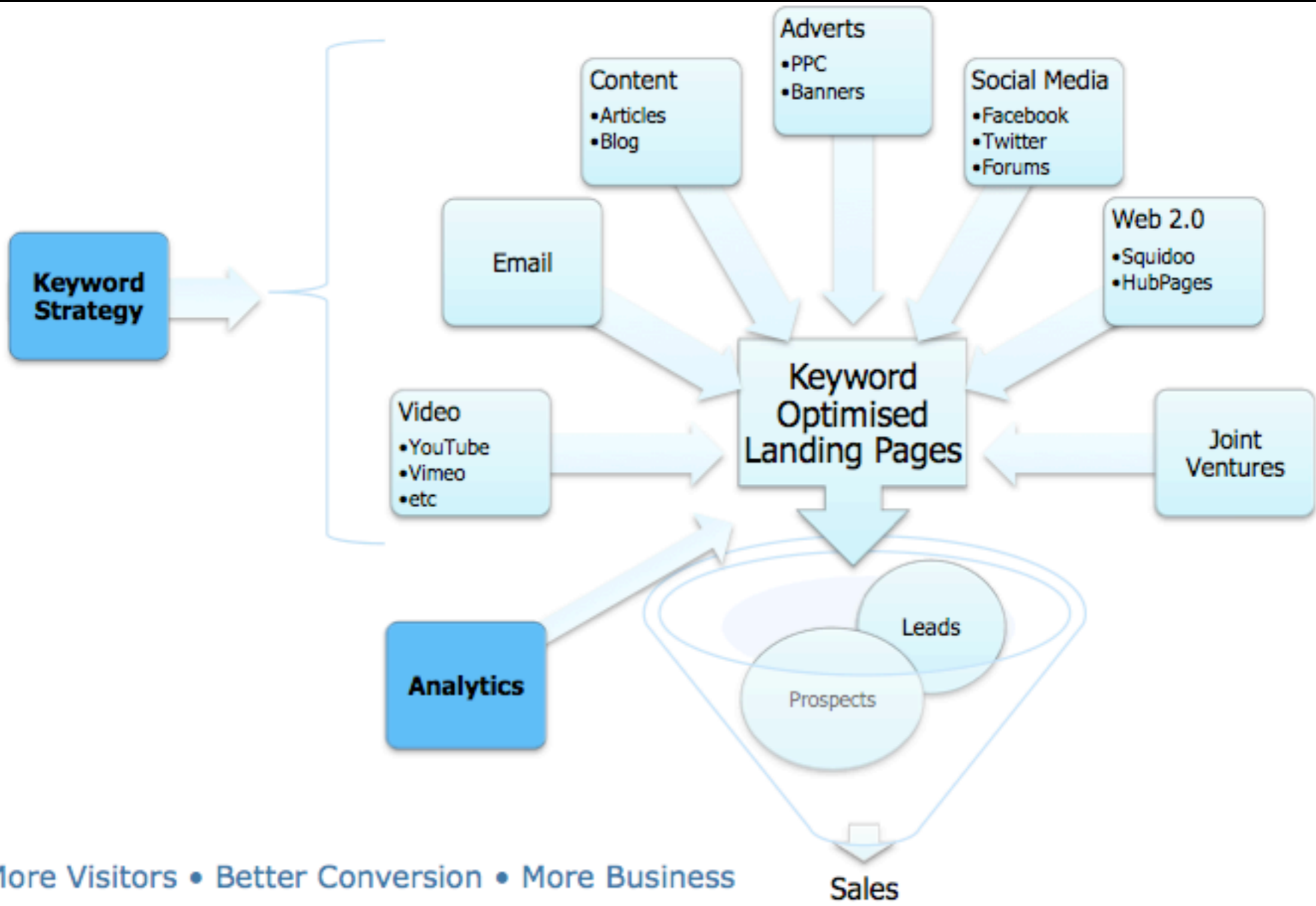


SEO and Social Media

Turning your website into a lead generation engine
using Search and Social Media



What is ODM?

- Internet Marketing training and coaching company
- Help businesses take their use of web and on-line marketing to the next level

Simon Wallace-Jones



- Marketing and database marketing work during the 80's culminated by implementing the first networked marketing system for DEC.
- 1996 prototyped a completely web-based marketing system which became RelayWare.
- Co-founded FNL in 1997 and pioneered and innovated the use of B2B email and web-marketing with customers including 3Com, Sony, Lexmark and others worldwide.
- 2008 co-founded ODM

Tonight's Agenda

- Where do web site visitors come from?
- Search
- Conversion
- Social Media

Where do web site visitors come from?



All traffic sources sent 1,434 visits via 24 sources and mediums

Show: Source Medium

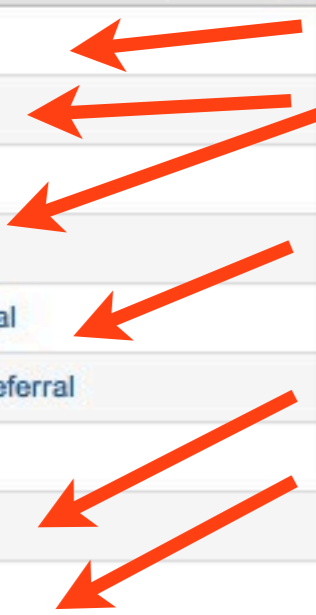
Site Usage Goal Set 1 Views: [Grid] [Pie] [List] [Zoom]

Visits 1,434 % of Site Total: 100.00%	Pages/Visit 3.08 Site Avg: 3.08 (0.00%)	% New Visits 80.54% Site Avg: 80.47% (0.09%)	Bounce Rate 59.55% Site Avg: 59.55% (0.00%)
----------------------------------------------------	------------------------------------------------------	-----------------------------------------------------------	----------------------------------------------------------

Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google / cpc	100	1.97	00:01:09	90.98%	75.89%
2. google / organic	100	4.47	00:03:49	64.22%	39.30%
3. (direct) / (none)	100	3.84	00:03:28	73.11%	44.12%
4. linkedin.com / referral	100	3.34	00:02:40	91.67%	66.67%
5. blog.relayware.com / referral	34	2.26	00:00:55	58.82%	64.71%
6. foundation-network.com / referral	21	3.57	00:05:22	80.95%	19.05%
7. qq829.com / referral	16	1.00	00:00:00	100.00%	100.00%
8. yahoo / organic	14	4.86	00:02:00	71.43%	50.00%
9. bing / organic	10	7.10	00:08:45	60.00%	20.00%
10. en.wikipedia.org / referral	10	6.30	00:11:15	80.00%	40.00%

7-20% of traffic from Social Media

50% of traffic from Searches



Traffic Source

Social Media

- Traffic directly from your SM work
- Gets interested in your message and visits
- Highly motivated traffic

Search Engines

- Improved SEO rankings from SM
- Thousands of high quality incoming links
- Fast listings

Your Social Media Content

Direct to Your Site

Social Media About You

To Social Media Page

- People talking about you in Social Media
- People telling their friends
- Fans get more fans

- SM pages get ranked then push traffic
- SM pages get huge rankings
- Drive indirect clicks to your site

SEO



accounting software reviews

Search

About 5,230,000 results (0.37 seconds)

Advanced search

Everything More

The web Pages from the UK

Standard view Related searches Wonder wheel

More search tools

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Accounting Software Software Comparisons Made Easy.

Paid Search Results

Paid Search Results

Organic Search Results

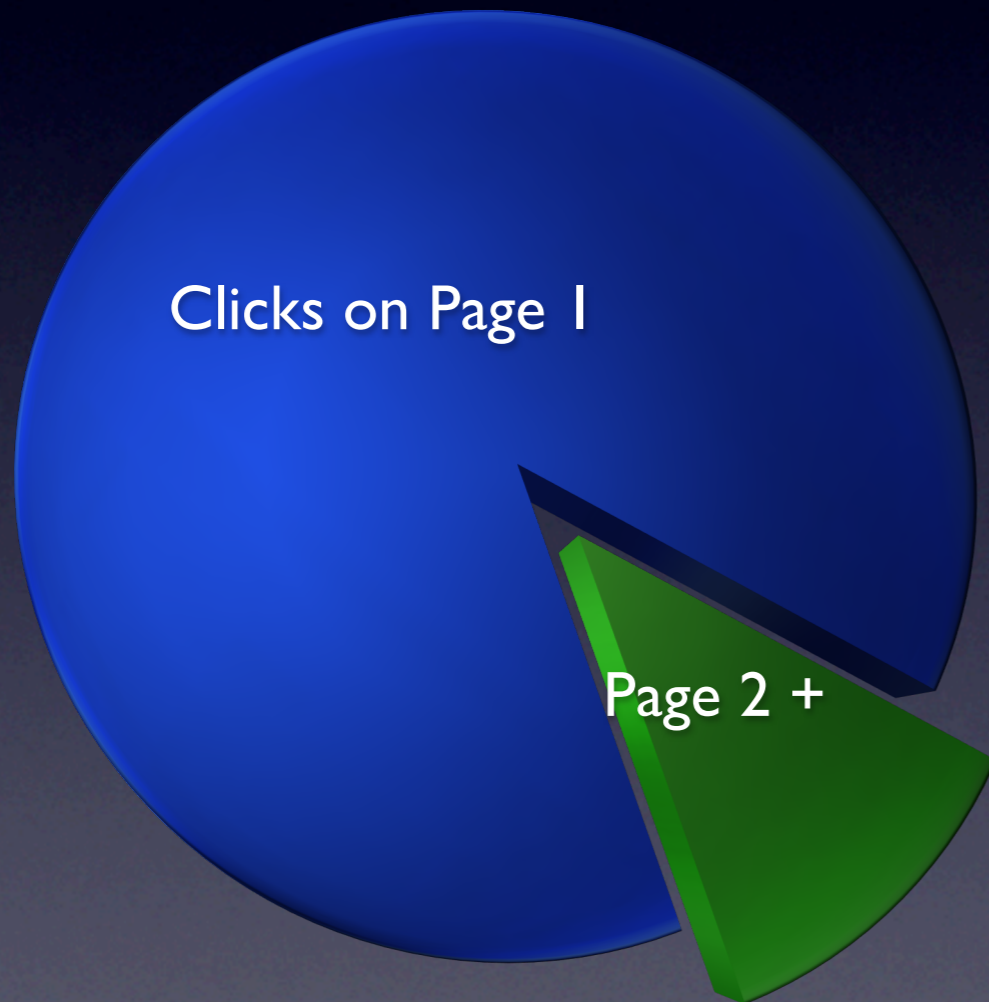
Organic Search Results

7 x more people click here

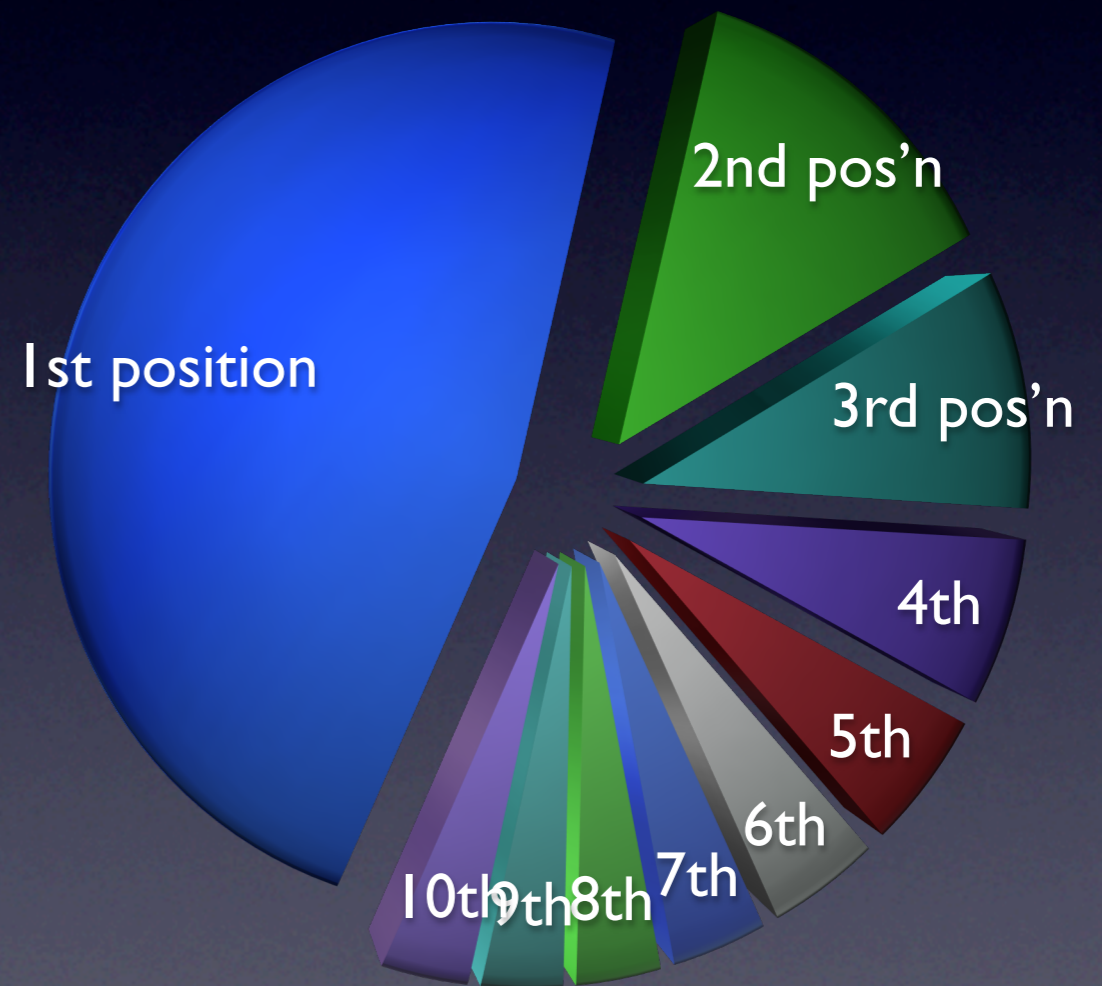


Why target page 1?

Page 1 gets approx 88% of clicks

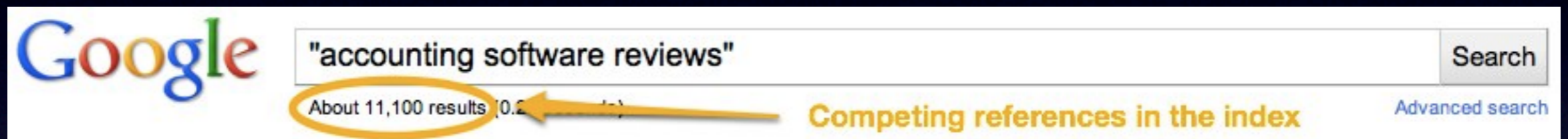


Top 3 links get approx 70% of clicks



Competition, Traffic, Relevance and Commercial Intent

How to measure competition



- Competing references in Google's index
 - ➔ Low: less than 30k low
 - ➔ Medium: 30k-100k
 - ➔ High: more than 100k

Keyword	Traffic Estimate	Competing Pages	Competition
accounting software	16,846	5,160,000	Very High
accounting software review	91	36,500	Medium
best accounting software	249	27,000	Low
accounting software reviews	91	24,400	Low

* Competition: less than 30k low, 30k-100k medium, 100k+ high

Search Engine Optimisation (SEO)

Getting your page to rank well in Google's Search
Results (in 2 easy steps)

Step 1: Tell Google what each page is about

Focus on **pages** (Google does not rank web sites)

Choose 1 Keyword per page and put it in the:

1. URL (<http://yourdomain.com/keyword>)
2. Body Text (2 - 3 times)
3. Title tag
4. Meta Description



accounting software reviews

Search

About 5,230,000 results (0.37 seconds)

Advanced search

Everything

More

The web

Pages from the UK

Standard view

Related searches

Wonder wheel

More search tools

URL

Title

Meta Description

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17 May 2010 ... AccountingWEB.co.uk offers best practice tips, tools and guidance to finance professionals wanting to stay ahead of their game.

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Net Accounting Software

.Net accounting software with extensive user configurability

www.accountingoffice.co.uk

Accounting Software Reviews

Reduce Time & Costs with NetSuite's Accounting Software. Free Trial.

NetSuite.co.uk/Accounting-Software

Accounting Software

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www.kashflow.co.uk

Accounting Software

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www.FinancialForce.com

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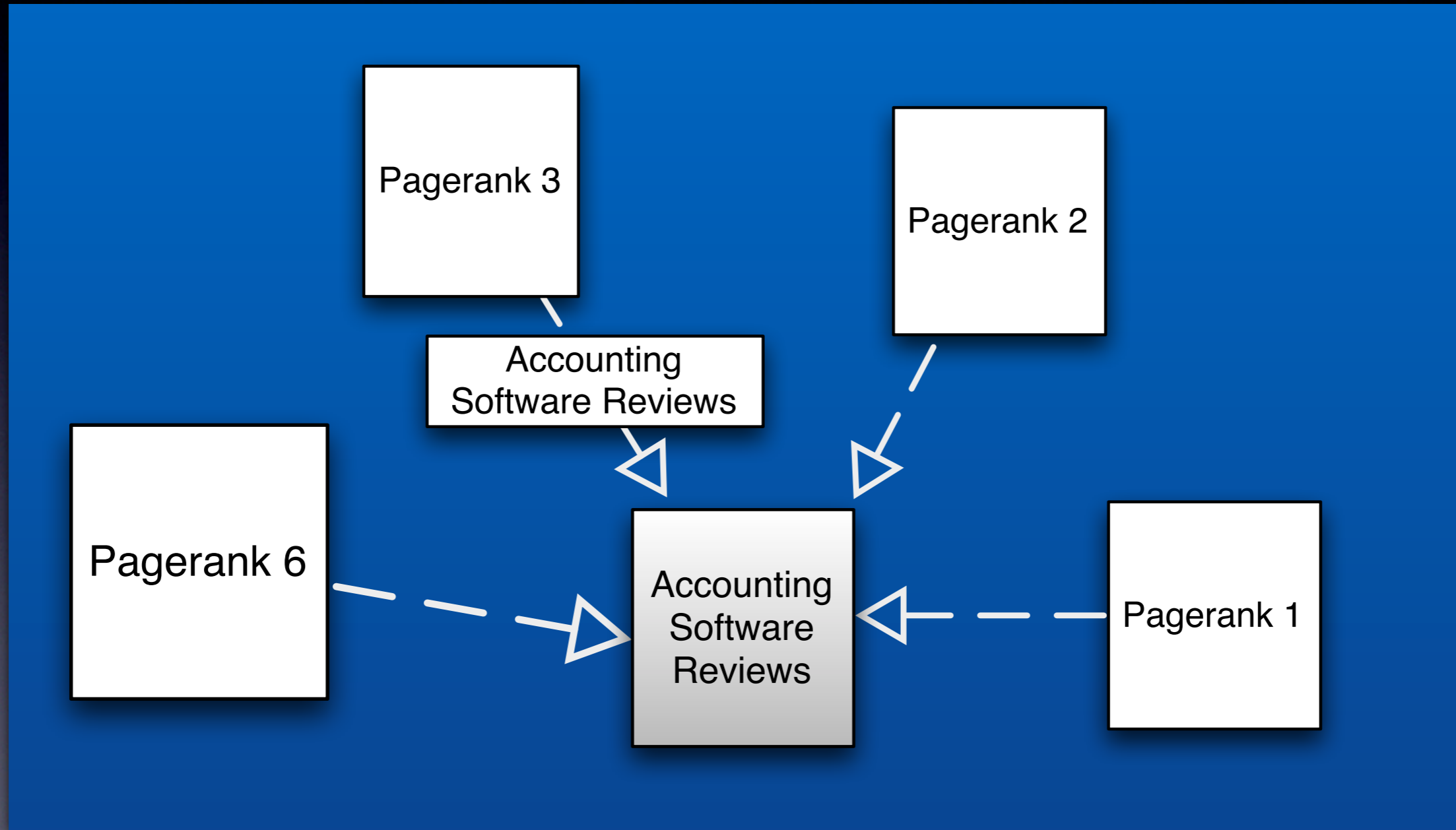
www.instantAdmin.co.uk

Accounting Software

Software Comparisons Made Easy.



Step 2: Build Links to a Page to Help it Rank Better



Places to build links from

- Articles (top ranking examples include eZineArticles, articledashboard, buzzle, articlesbase)
- Forum posts
- Press Releases
- Blogs

Conversion

Moving visitors through to customers

- On average it takes 6-9 interactions for someone to buy from you online
- On average a person visits your site once
- How can you keep them coming back?
- Build a list:)

Ladder of loyalty



Advocate / referrer / reference

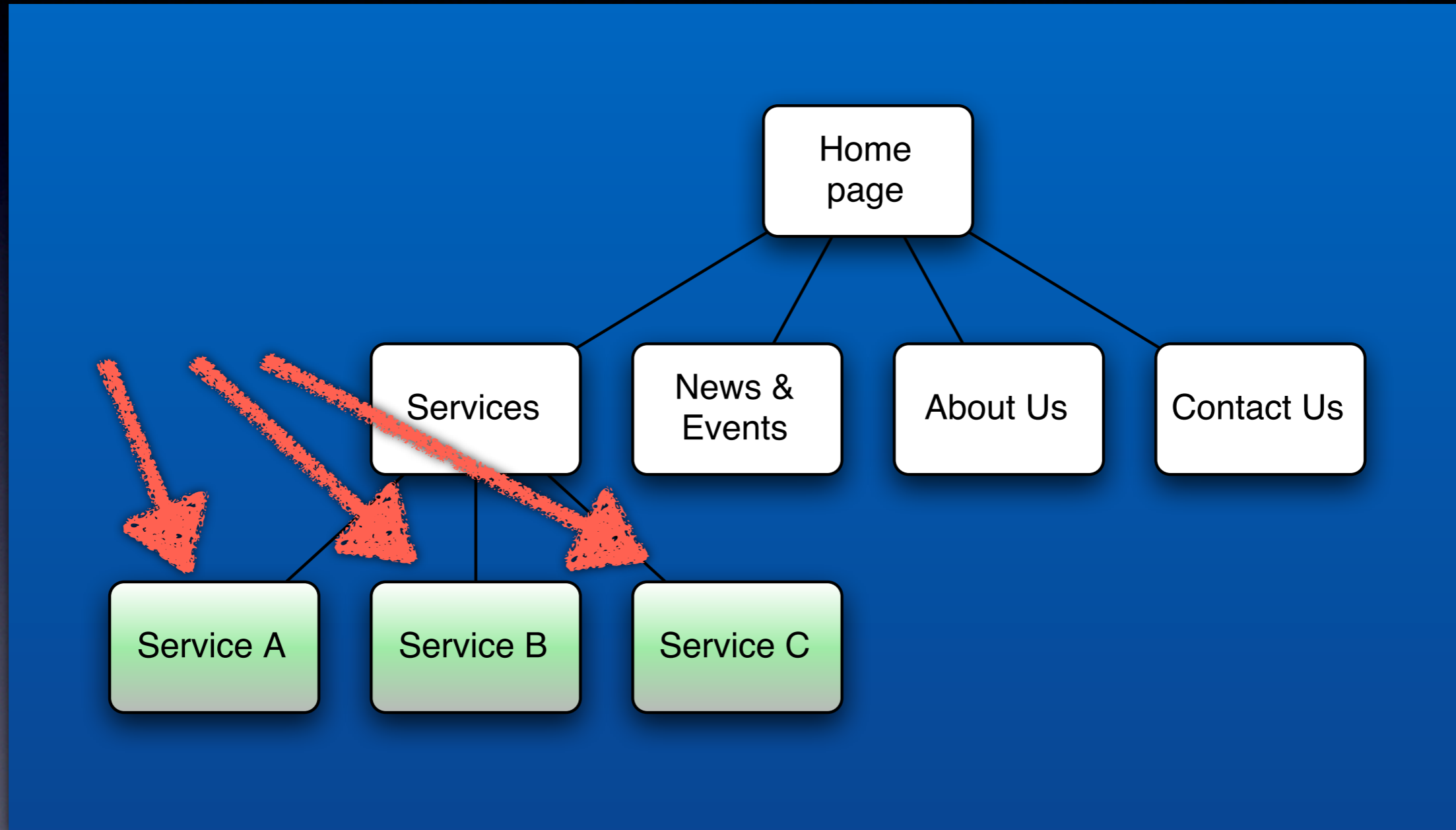
Repeat customer

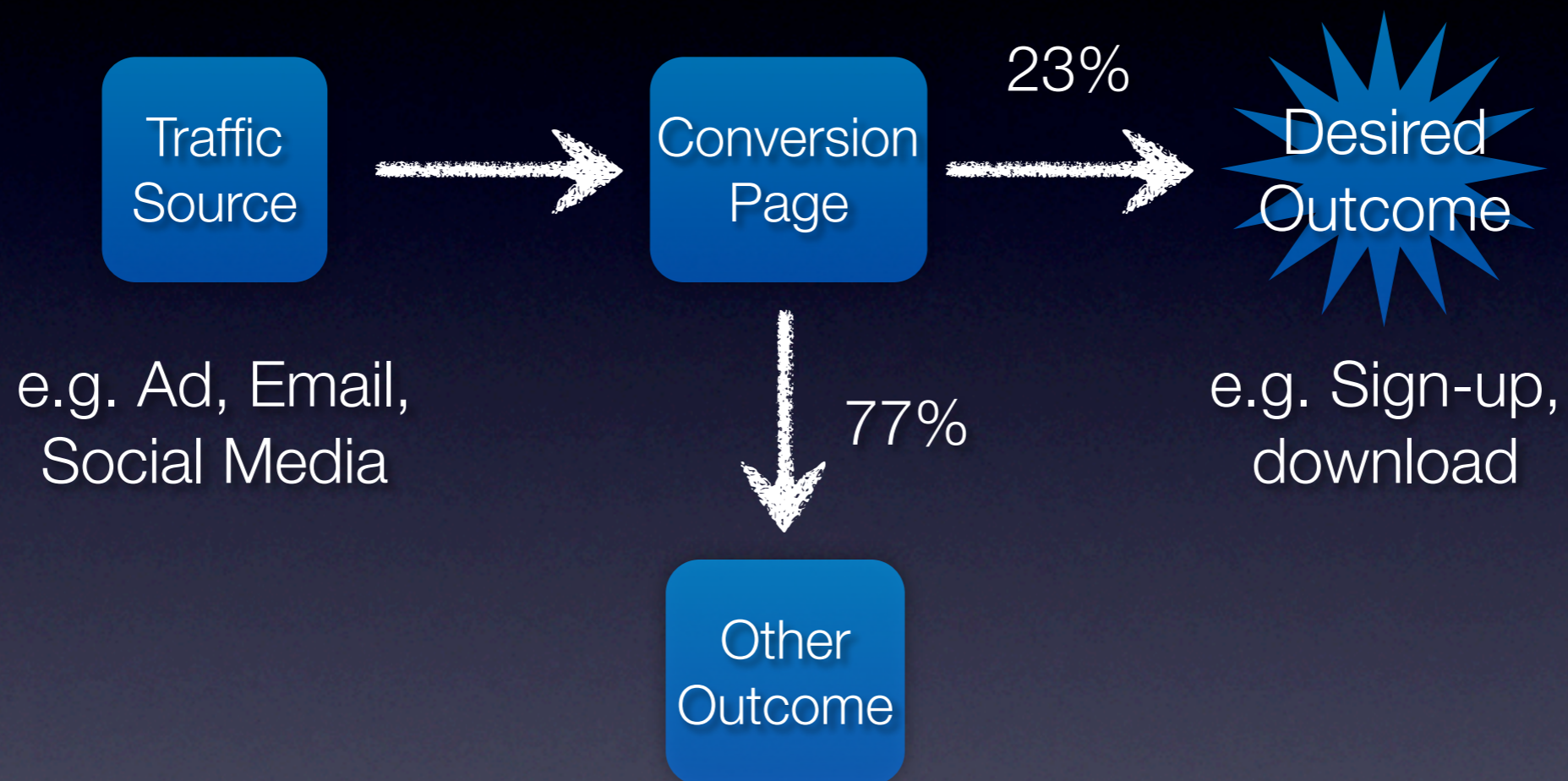
Customer

Prospect

Lead

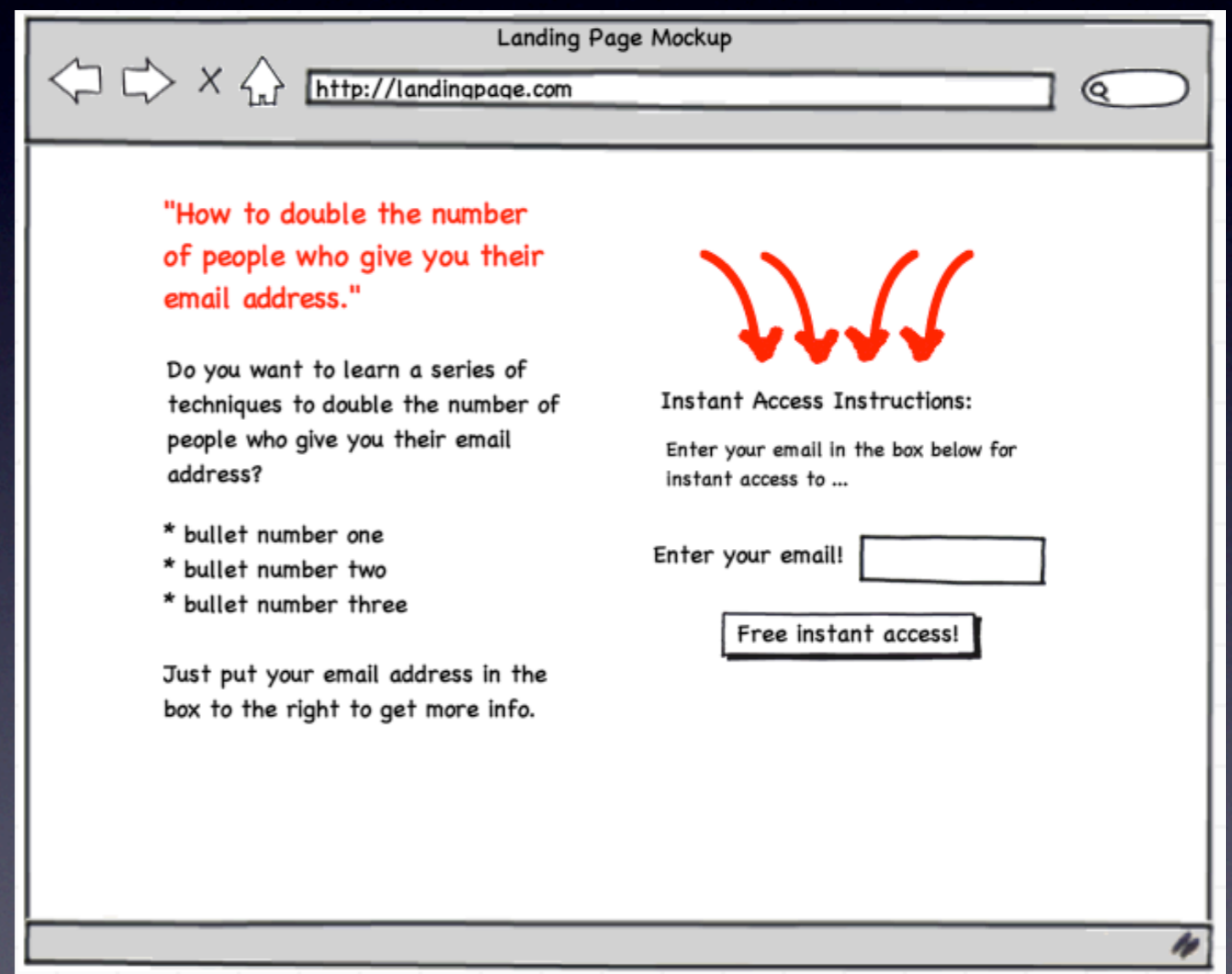
Conversion Pages





Key features of a landing page

- Above the fold
- Attention grabbing headline
- Ultra specific benefit bullets
- Definite, clear Call to Action
- One singular purpose



Social Media

Conversation

Entertainment

Relationship Building



SOCIAL MEDIA (for business)

Sharing



Content Dissemination/ Distribution



Publishing

Participation



Rating/ Tagging

Choose the Right Social Media Sites & Tools

Primary

- Facebook
- LinkedIn
- Twitter
- Forums
- Blogs
- Video

Rate & Tag

- Delicious
- Digg
- StumbleUpon

Connectors

- Ping.fm
- Posterous
- FriendFeed

Key Mindsets

No Pitching

Participate

Add Value

Be
Transparent

Blogs

- Rich source of content
- Opportunity for interaction with prospects
- Great for indexing
- On-site vs. off-site

Forums

- Find the most active forums where your customers congregate (Alexa, Compete.com)
- Use your profile to it's full effect
- Post regularly
- Build a reputation as a contributor before selling
- 60% social gives you permission to promote
- Refer them to an article you wrote / blog post that will do the real promoting
- Use it to get people into your funnel (Twitter, list, friend)

Video

- Shy? Create slides with voice overs (post slides also to Scribd & Slideshare)
- Flip camera or Kodak Zi8
- Host important videos with good bandwidth (Amazon S3)
- Manually post to YouTube and keyword theme your post
- Auto-Distribute to multiple locations (use Traffic Geyser, Tube Mogul, Heyspread etc.)



- ✓ Make sure your profile is up to date
- ✓ Build connections
- ✓ Use Status updates
- ✓ Republish blog posts via RSS feed
- ✓ Join groups and engage
- ✓ Promote events

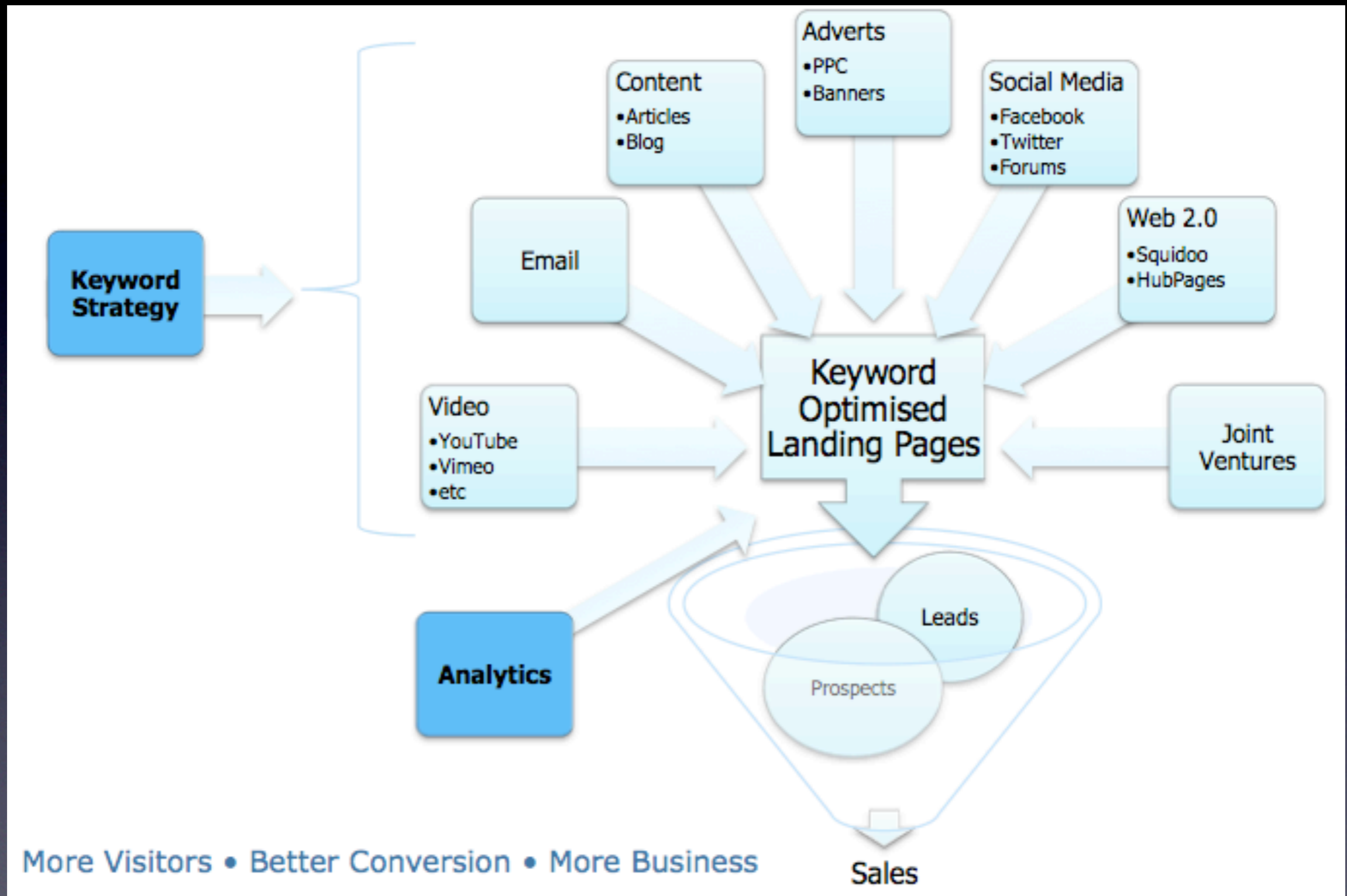


- ✓ Build relevant following
- ✓ Re-tweet
- ✓ Point out useful information
- ✓ Promote others
- ✓ Follow people you find interesting and well-connected
- ✓ 20-40% self promotion

facebook

- ~~Facebook personal for business~~
- ✓ Build Facebook Pages (for business)
- ✓ Encourage people to like your company page
- ✓ Add Facebook Social Plugin tools to your Web site
- ✓ Send announcements out to your Facebook contacts

Example Traffic Strategy



Want more FREE stuff



- Give me your card/email
- Opt-In