

# Internet Marketing 101

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Once you have determined your positioning strategy, created a logo, and determine your target market, one of the most critical steps will be setting objectives for your website.

Below, you will find a list of possible objectives for your website:

- determine **online marketing channels** that drive traffic to your website
- increase the amount of **targeted traffic** to your website
- **capture leads** from your website
- **sell products** or services online
- inspire visitors to join a **newsletter** or mailing list for regular updates
- build relationships with your subscribers using **social media**
- A/B split test\* or split run\* specific web pages to find out which version is more effective
- **Improve conversion ratio**\* with user-friendly design and marketing tactics
- leverage **offline initiatives** and convert them to online marketing effectiveness

Good design is not nearly as powerful as effective **internet marketing**. It is important to be able to maximize your website's marketing effectiveness by driving targeted visitors to your website, and getting them to perform a desired action or series of actions, which begins with a call to action\*. Whether you want visitors to make a phone call, fill out a contact form, subscribe to a mailing list, create an account, view a catalogue, place an order, or simply gather information, your website must be designed accordingly.

\*A/B Split test: A split test, is typically used online, when two different visuals, layouts or graphics are used on a web page, to compare the page's effectiveness in converting traffic.

\*Split run: Technique used to test the effectiveness of advertising copy. Two different versions of the same advertisement are printed in the same press run of an issue of a particular publication, so that some of the copies contain one version of the ad and the others contain the other version.

\*Conversion ratio: or "conversion rate" refers to the quantity of visitors on a website that either purchase a product or service, or complete a designated action or series of actions.

\*Call to action: Desired action or series of actions sought out by marketers, for website visitors on a web page.

## The 2 biggest challenges of internet marketing are:

- Getting **more** of the right **people** to visit your website
- Ensuring that visitors perform a specific series of **actions**

The best way to ensure that you have crafted your site to meet your target visitors' needs is as follows:

### 1.1 – Keyword Analysis

There is no point investing your life savings in getting traffic from keywords, unless you know how to turn your visitors into sales, and that there is adequate search volume\* for target keywords. Determine your target market and get to know your keywords.

\*Search volume is the number of times a word is searched per month, in search engines like Google.

### 1.2 – Pay Per Click Advertising

One of the first things you want to do with your website is generate targeted traffic. A good way to test the waters and gauge your website's marketing effectiveness, is by running a **Google Adwords** campaign. Google Adwords has become a top source of advertising for people around the world due to Google's ability to present accurate and relevant ads to prospective customers. However, with time, the price per click has risen, and campaigns can become costly as they require a consistent investment. Adwords remains a fantastic testing ground for keywords, prior to launching large marketing campaigns that target specific keywords. There are numerous alternatives to Google Adwords such as Facebook [pay-per-click](#) ads.

### 1.3 – Search Engine Optimization

In terms of getting targeted traffic from search engines, the only thing that beats paying for a sponsored link on Google, is having your website rank in search results naturally, without having to consistently pay every time an internet user click's through to your website. Your CTR (click-through-rate) can be determined. Traffic acquired from search engines is the best converting traffic available on the internet. This means that of all the different ways of getting visitors to your website, people who find a website through a search are most likely to become customers. Consult a qualified [search engine optimization company](#) for more information.

### 1.4 – Social Media Marketing

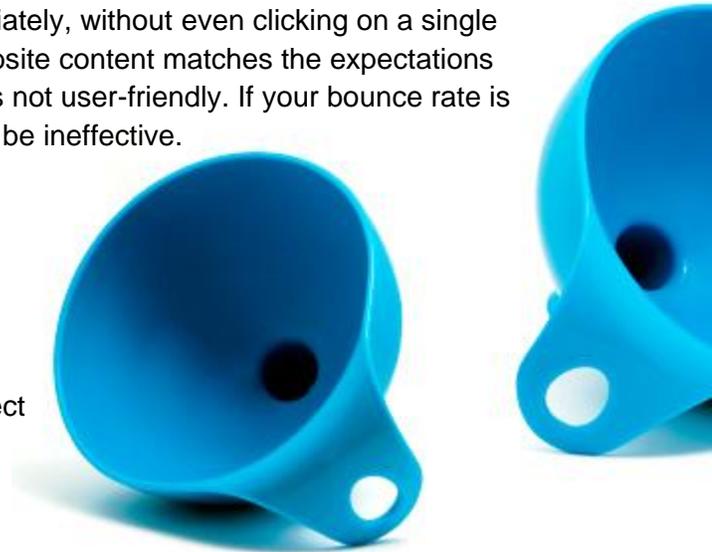
Advertisers started taking Facebook more seriously, ever since Facebook began to consume more of people's time. Depending on your niche, advertising on Facebook could be a great option. Facebook's advertising platform allows you to pay per click, for each click through to your website, or whenever someone joins your fan page. There is also much opportunity to generate leads on Twitter, YouTube, and LinkedIn, which are currently among the most popular social media websites. Get a [social media marketing company](#) to assist you in training a subject matter expert on how to use various types of social media, so your fan page is updated regularly, allowing you to focus on what matters most - developing your business.

## 2.1 – Map out an ideal scenario for your internet marketing strategy.

Create a best case scenario, describing the series of actions a visitor on your website should make. The worst case scenario is always a bounce, which means that your visitor arrived, was confused, misled or bored, and decided to leave immediately, without even clicking on a single item. A high bounce rate can indicate how well your website content matches the expectations of visitors. It can also indicate that your website layout is not user-friendly. If your bounce rate is high, your call to action or your keyword selections may be ineffective.

Whether you choose to use Google Adwords or search engine optimization, the best way to avoid improper keyword selection, is to evaluate keywords and keyphrases you wish to target using **Google Keyword Tool**. You then must decide how you will be completing the work necessary to achieve results, whether you select a [web marketing company](#) or attempt to do it yourself.

Now, we have been throwing around a few terms that might have you scratching your head. So, let's just unravel a few mysteries before the next section about converting more traffic to sales. Converting website traffic is one of the most important aspects of making money online. For our purposes, the word **convert** simply means "to get people to do what you want them to do". For example, notice the difference in layouts used by retail clothing stores, and grocery stores. Companies have invested millions of dollars to find out what works best. They have tweaked store layouts for the ultimate formula to maximize exposure of select products, and to determine the ideal customer trajectory throughout their storefront. A website is an online store. No less thought should be applied to your **user experience** (experience of those using your website), visitor trajectory and performance. It all starts with a clear and concise **CALL TO ACTION**.



Here are a few questions to ask yourself BEFORE designing your website:

- What are people supposed to do when they arrive?
- What is the first step? What are the following steps?
- What is their final destination/action?

Here are a few questions to ask yourself AFTER designing your website:

- Is your initial call to action obvious and appealing to visitors?
- Is each step effective in achieving set objective?
- Are visitors frequently completing the entire trajectory and desired action?  
(measure your conversion ratio – percentage of visitors that complete desired action)

## 2.2 – Think of your **website** and your **internet marketing** as a funnel.

The majority of visitors arrive on your homepage, or designated landing page. Some visitors choose to stay while you lose others, who may leave your site and never return. The visitors that stay longer then move deeper inside the funnel. This depends a lot on your website's effectiveness with acquiring and converting targeted traffic. From there, they may choose to continue even deeper into the funnel.

\*Once visitors have reached the stage which you would ideally like all of your visitors to attain, and they have performed desired action(s). Then they have passed through the entire funnel – mission accomplished.

When deciding how to get visitors to perform a designated series of actions, it is best to create a series of designated steps that visitors will be prompted to complete on your website. Contemplate how you can ensure that visitors will move through each individual stage successfully.

What will appeal to visitors? How can you assist visitors in passing through each stage with ease?

Clean, user-friendly design? Short, concise text? Stimulating and relevant imagery?

Here is a key principle every website owner should take into account: Don't make me think. People don't like to think. They want to click, and get exactly what they want – NOW.

You may have heard of the KISS rule – KEEP IT SIMPLE STUPID.

There are ways to set goals using Google Analytics, which will help you improve user experience. However, you can simply apply changes to your site and monitor the results, including your visitor trajectory, bounce rate, and other variables. If you haven't gotten enough of this stuff, you can also do A/B split testing using **Google Website Optimizer**.

The average conversion rate is 1%. That means only one out of every 100 visitors completes desired action. However, conversion ratios of up to 40% have been achieved. Depending on your average ticket price (price per sale) and quantity of traffic, this could result in either billions or only pennies at the end of the day.



### 3.1 – Assess & Monitor Website Performance

There are many tools to assess specific components of a website, such as **Alexa**, which has its own mechanism for measuring the amount of traffic it on a website. However, there are a few tools that take a much more in-depth look at your website's architecture, and provide stats that indicate your website's ability to rank in search engines, and acquire traffic. Such tools will allow you to effectively improve, optimize and better convert website traffic, even allowing you to monitor your progress as you continue working on your website. One of the most inclusive yet user-friendly tools for quickly evaluating the effectiveness of your website, is **Website Grader** by Hubspot. However, for an in-depth analysis of your website's performance, install **Google Analytics**.

### 3.2 – Getting it done: DIY vs Hiring an internet marketing company

We applaud all the do-it-yourselfers out there. However, it doesn't always make sense to do your own taxes, mow your own lawn and cut your own hair. **Quality internet marketing** is an extensive process that needs to get done right. With the exception of very few micro-niches, you will most likely benefit from the expertise of a highly skilled internet marketing company. Some online marketing companies also offer affiliate marketing. There are many qualified **Montreal internet marketing companies** for you to choose from.

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