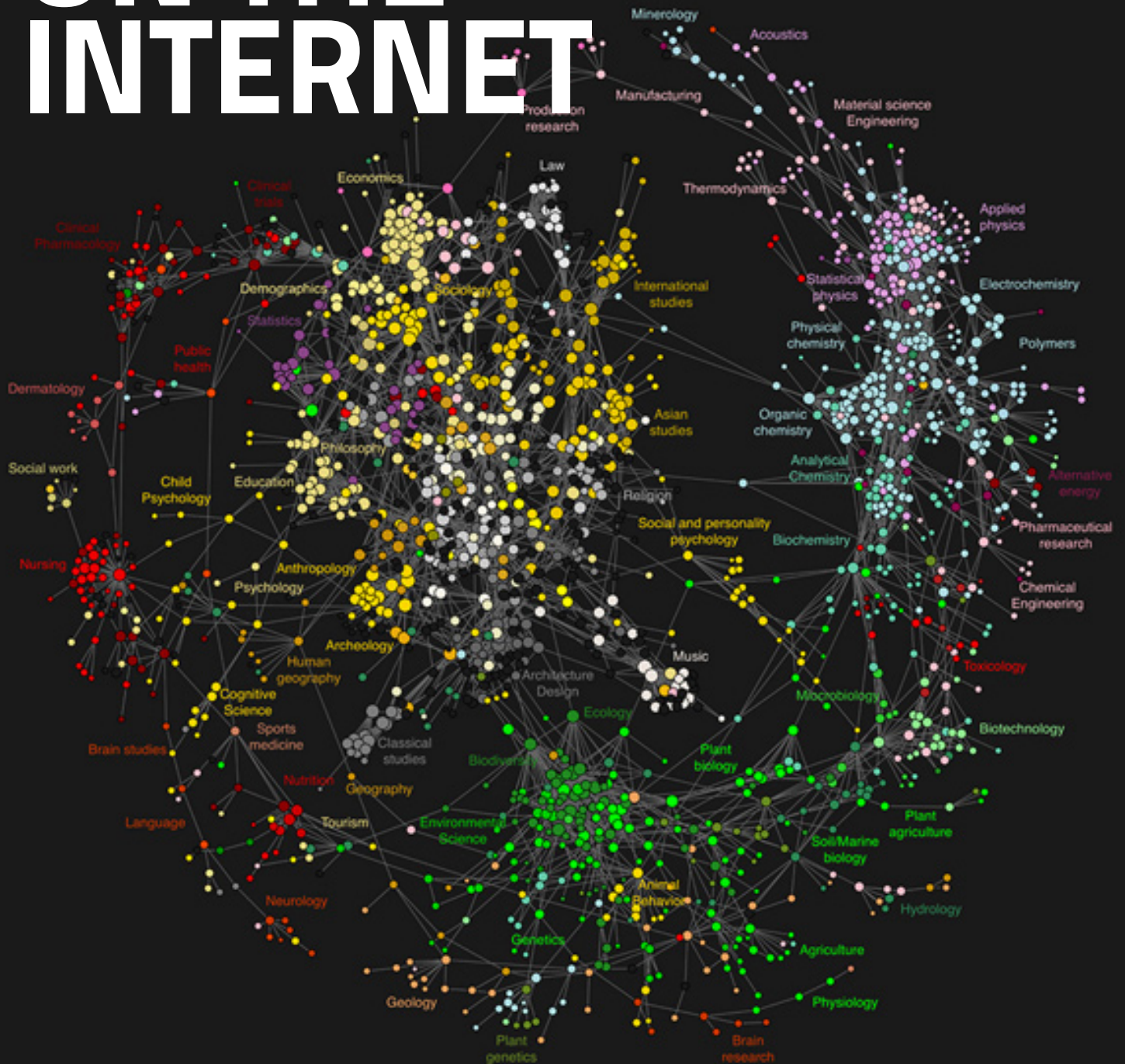


HOW TO GET DISCOVERED ON THE INTERNET



THE GAME HAS CHANGED

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The power of the internet means it's now possible to build a broader and more profitable online audience by carefully applying some specific approaches and techniques. All it takes is confidence and an internet connection.

According to new research, 78% of internet users conduct product research online (Source: Hubspot). This has changed the game for the marketing companies relying on outbound marketing approaches, such as email newsletter campaigns, TV advertising and telemarketing. But these (often costly) approaches are becoming less effective day by day.

This is because:

- › More people are online than ever before
- › More people regularly use the internet to shop and investigate products and services before they decide to buy

- › Most of us have adapted quickly to being online so that internet use has become more sophisticated
- › People are more likely to avoid unwanted online ads by using using techniques and technology such as popup blockers, email spam filters, and call rejection

Question: So how do you avoid interrupting instead of engaging your potential customers - and maximise your online opportunities?

Answer: By making sure that you and your business are fully online.

WHAT'S THE BIG ADVANTAGE OF INBOUND MARKETING?

FIRST, LET'S START WITH WHAT INBOUND MARKETING IS

Inbound marketing is a way of gaining online presence and profile through a passive or 'pull' approach. It builds on and exceeds the benefits of the traditional outbound 'push' approach.

So, instead of actively seeking out leads, paying for ads or other activities, and waiting until the marketing budget is covered before making any returns, you follow a consistent, repeatable strategy.

NEXT, LET'S LOOK AT WHAT INBOUND MARKETING CAN DO

“ On average, inbound marketing costs 62% less per lead than outbound marketing. ”

What inbound marketing does is enable you to generate leads by reaching an audience that already exists for your product or service - instead of working hard to create fresh demand from scratch.

In other words, instead of putting all your effort and money into selling and 'pushing' your product, you put it into making your product as great as it can be. You then use your skill and knowledge in your industry to build up as wide an audience as possible. When people want what you sell, they'll know you as a friendly, knowledgeable business and will come to you first.

“ Powerful online presence isn't about 'show and tell' for your product or service any more. It's about showcasing your attitude, expertise and knowledge and your willingness to share it with your audience. Once you achieve this, you'll see great results from inbound marketing. ”

FINALLY, LET'S SEE WHAT YOU CAN ACHIEVE WITH INBOUND MARKETING

Question: What's the key to achieving great things with inbound marketing?

Answer: Respect your audience.

HOW TO GET FOUND FOR FREE – INSTEAD OF FORGOTTEN – ON THE INTERNET

Question: But how do you ensure that you get found for free on the internet - instead of being forgotten at a potentially high cost to your business or brand?

Answer: Through the internet search engines.

Search engines are one of the core concepts of digital marketing. With just a little knowledge, it's possible to adapt your business strategy to take full advantage. See the dynamic from your customer's point of view. If you were looking for a specific product or service, where would you begin your search? Like many people you would start on your computer or mobile phone, using a search engine like Google.

“Your potential clients are out there right now looking for what you've got to offer.”

IT'S NOT JUST ABOUT GOOGLE

Whilst Google is unarguably the most dominant search engine right now, there are other important ones out there, like Yahoo and Bing. Think plurally when it comes to your search engine strategy. Your business needs to be listed on as many search engines as possible.

HOW TO AVOID WEBSITE ARACHNOPHOBIA

Most search engines use automated software or 'spiders', to search the web. These literally 'spider through' or inspect every link on every site. Their job is to find out where the links go, how many there are, and how many are leading to the site.

To summarise: if your site is well connected, it will be well ranked and if it is well ranked, it will be well visited. And the more visits you get, the more business you get too.

USING SEARCH ENGINES TO YOUR ADVANTAGE

GETTING LISTED IS ONLY THE BEGINNING

Search engines can be a useful start in gaining rankings to bring in more business. But you can power up your rankings even more. This will enable you to optimise the results shown for your website on the various search engines. It's what Search Engine Optimisation (SEO) is all about.

“You can sum up SEO as the strategy of optimising your content so that it is picked up quickly by the search engines, and ranked well in the list of results that your potential customers find when they do a search.”

The growth of digital marketing means that gaining the top spots on the search engines is getting a little more challenging. But the secret to success is to apply a little careful thought.

WHAT DOESN'T PAY IN SEO...

Here's a quick practical exercise. Try a Google search now - on any subject you like. In the results page you'll see something similar to the image on the right, with

two separate parts. Yes, they're both results. But there is a good reason for the subtle separation between the two. The results in the centre are organic results - meaning they are what have been found from the search terms, based on content alone. Meanwhile the results on the right and top have been paid for.

If you pay for an advert (pay per click advertising, or PPC for short) your result will show up at the top and right. But this isn't necessarily good news because most people don't naturally move towards the paid adverts. So you're paying for an advert that is very likely to deter - instead of attract - potential clients. PPC is good for quick, short term returns, but you can expect much higher click through rates if your website shows up in the organic search engine results, meaning that SEO is the best choice for long term benefits.

AND WHAT DOES.

Instead you need to keep your focus on keeping your 'unpaid for' results as highly ranked as possible. You can achieve this by keeping your website regularly and profitably indexed and ranked by the search engine spiders.

HOW TO GET DISCOVERED

01: MAKE THE LINK

“Better links equal better business. Links play a big part in achieving a great search engine ranking.”

You need to use two types of links:

ON PAGE

Content on your site that links to other 'relevant' areas of the site.

OFF PAGE

Content on other sites that links to your website.

Both type of links are useful in enhancing your online presence. Ideally you should use as many as possible. While it is relatively easy to place links, you need to avoid over-using links that aren't working very effectively. Use services like [Link Diagnosis](#) to monitor your 'off page' links and [SEO Rank Checker](#) to check your website rankings to see how well each link is working for you and adapt your link strategy accordingly.

THINK OF EACH LINK AS A REFERENCE FOR YOUR WEBSITE

Each link is like a reference for your website because people relate to a link according to whether it leads to a site they know and trust. This means that the links you use show how valid your site is - so the better the reference, the more trusted it will be.

The key is to make sure that your links are from relevant websites. One very useful thing to keep in mind is Wikipedia and the way it allows you to begin on one topic and click through to move from one related topic to the next, taking you somewhere very different.

Keep this approach in mind and apply it to as many relevant websites as possible.

“One of the Internet's strengths is its ability to help consumers find the right needle in a digital haystack of data.”

Jared Sandberg

HOW TO GET DISCOVERED

02: SPREAD THE WORD

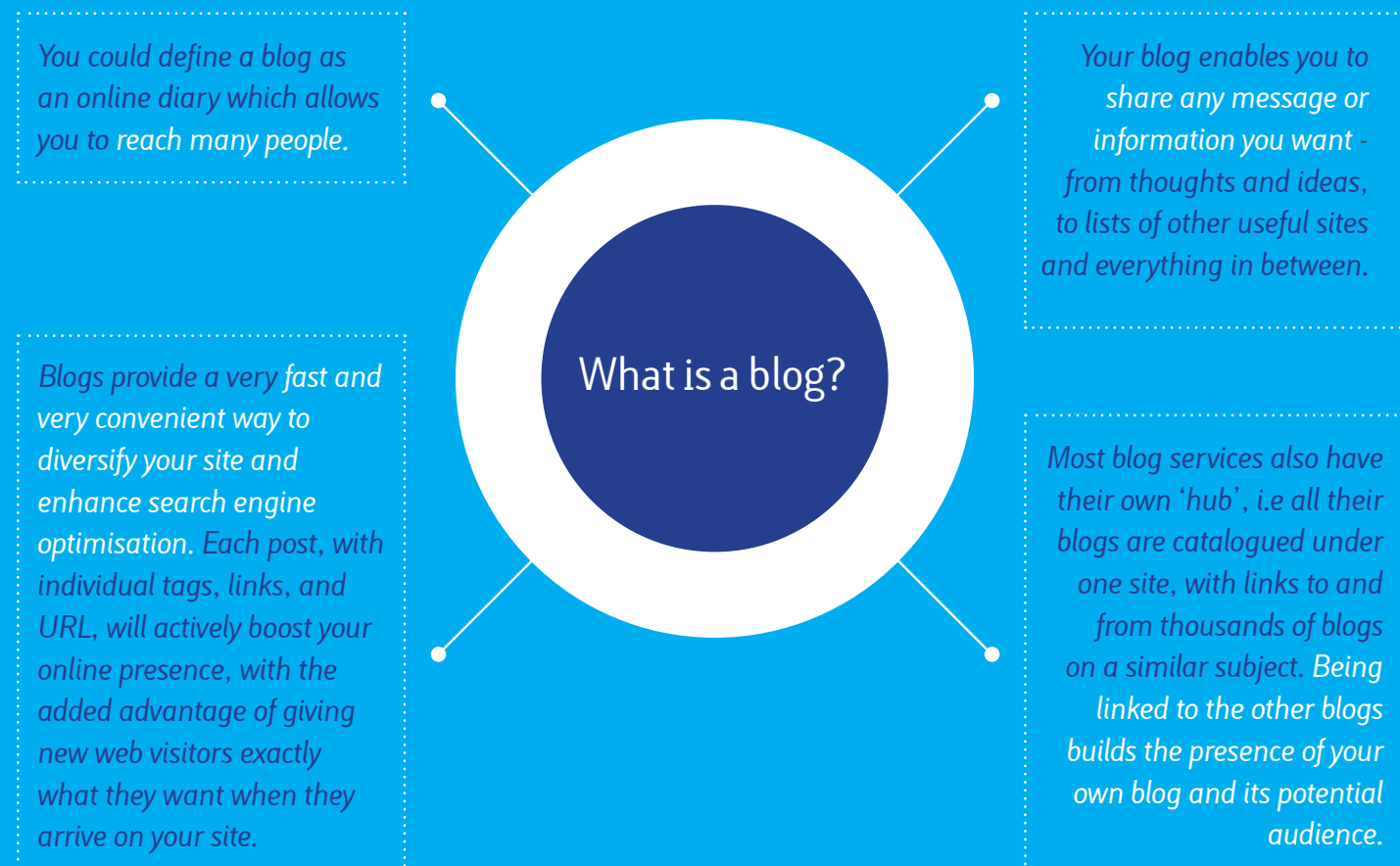
GETTING YOUR WEBSITE SETUP IS JUST THE START

Your website is now set up to showcase your business and sell the value of your service or product. You have high quality, relevant links. Your site shows up high in the search engine rankings.

The next step is to spread the word.

BLOG YOUR WAY TO MORE BUSINESS

The best place to start is with your blog.



Before you start blogging there are some key points to keep in mind. Four things every new blogger should know.

- 1** The decision you make about what to put in your blog is fundamental to the success of your digital marketing strategy. Focus on the particular area you want to get known for - then blog anything and everything you can on it. As long as it's relevant to you and your business, every post is a brand new advert and your readership will grow with every one.
- 2** Don't approach your blog like an advert, but as a way to showcase yourself as a helpful source of useful, relevant information.
- 3** Add a list of useful links occasionally to build good mutual links with those people you list.
- 4** Post a set of 'top tips' once in a while - very useful and very easy to spread via word of mouth. On average, companies that blog enjoy 55% more web traffic than those that don't!

HOW TO GET DISCOVERED

03: BE SOCIABLE

DON'T JUST INFORM - INTERACT

Getting discovered on the internet is all about information and interaction. You've created a source of useful, relevant, well indexed information on your blog. But how do you get people responding to it?

By being sociable - using the different forms of social media like Facebook, Twitter and LinkedIn. Useful content on the web is very easy to find - and once found, it will get traced back to you.

CONVERSATION, CONVERSATION, CONVERSATION

“Social media sites like Facebook, LinkedIn and Twitter combine content and conversation. They bring your post together with a potential audience of thousands of people - if not more!”

This interaction starts with you. Respond to comments. Answer questions. Offer ideas and tips. This shows you as a friendly business, rather than one simply trying to sell. Once someone does need your service, they'll already be aware of you as a business they can trust. This is how being sociable can help create an audience which then creates leads and customers.

HOW TO GET DISCOVERED

04: KEEP TRACKING & ADAPTING

SEE WHAT'S WORKING - AND WHAT'S NOT

Getting recognised online involves many potential different resources and platforms. So how do you see where new leads are actually coming from and which areas need improving?

Here are a few helpful ways to track and adapt your digital marketing strategy:

- › Most services offer their own [tracking software](#) for monitoring and managing leads while most blog hosts will have figures for visits, clicks, and popular landing pages
- › [Google Analytics](#) provides a valuable breakdown of web visitors and on site behaviour

Whichever approach you use, use it consistently and be open to changing your approach according to what you find out along the way.

“Almost overnight, the Internet's gone from a technical wonder to a business must.”

Bill Schrader





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