

Web Marketing 101: Driving Traffic to Your Site



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- This is the first of several classes on web marketing that STN will be offering free to our members. This first class covers:
- Introduction to SEO
- Keywords
- Creating good content
- META basics
- Expanding your Shoppers Circle
- Using Google for free



What is "SEO"?

Search Engine Optimization

- SEO is the process of improving the volume and quality of traffic to a web site from search engines via "natural" search results for targeted keywords. ~ Wikipedia.org
- *volume and quality* of traffic



Keywords & Keyword Phrases

- "Keywords" are the words used to identify and categorize your web content. "Keyword Phrases" are combinations of keywords that together have a distinct meaning.
 - BABY ~ related to newborn infants
 - RATTLE ~ rattling sound, shake-up, shaking toy, or branded items
 - BABY RATTLE ~ the baby's toy



Keywords & Keyword Phrases

- Search engines categorize by keywords because people think that way.

- Create content from the end-user's point-of-view.
 - "What is our target audience looking for, and how are they likely to use a search engine to try and find what they are looking for?"



Content is King

- "Create a useful, information-rich site, and write pages that clearly and accurately describe your content. Think about the words users would type to find your pages, and make sure that your site actually includes those words within it."
~ Google



High-Quality Content is best

- The New **KISS** ~ Keep It Short & “Skimmable”
 - People Skim Online
 - Search Engines like content near the top of pages
 - Cross-linking helps



Short-cuts are Short-sighted

- Link farms
- Hidden text
- Loaded keywords

- Blacklisted
- Poor Visitor Experience



Content Examples for Specialty Toy Retailers

- About Us (what makes you unique?)
- Our People
- Community Involvement
- Details on the Unique Toys You Sell (what makes the toys you sell different from the toys Wal-Mart pushes out?)
- Show *Lots of Great Products* (you are here as a business)
 - Use quality descriptions & details
- Events Calendar (with specific details, not just "storytime")
- Manufacturer's Details (made in America, Handmade toys, local, educational, etc.)
- Toy Awards
- Niche markets (e.g. toys for developmentally disabled children)
- Newsletter Archives
- FUNDamentals (edit supplied content as desired)
- Viral Content (content people forward)



Proper execution of high-quality content

- KISS, Take 2 (Make it interesting and easy to find)
- Well Organized Pages
- Use images for interest, but add tags for search engines
- Write with hot keywords in mind
 - Made in America (Made in the USA)
 - Green toys
 - Award winning toys
- Cross-link content
- Use Anchor Text
- Keep the links on a given page to a reasonable number (fewer than 100)
- Check for broken links
- Use CSS
 - Search engines like <h1>, <h2>, and
- Invite external links to your site



Invite external links to your site

"The best way to get other sites to create relevant links to yours is to create unique, relevant content that can quickly gain popularity in the Internet community. The more useful content you have, the greater the chances someone else will find that content valuable to their readers and link to it. Before making any single decision, you should ask yourself the question: Is this going to be beneficial for my page's visitors?"

It is not only the number of links you have pointing to your site that matters, but also the quality and relevance of those links. Creating good content pays off: Links are usually editorial votes given by choice, and the buzzing blogger community can be an excellent place to generate interest. In addition, submit your site to relevant directories such as the Open Directory Project and Yahoo!, as well as to other industry-specific expert sites."

~ Google.com



Proper execution of META tags

- Using META info
 - Meta tags overview
 - Use "view page source" or "view page info" to see meta tags
 - Title
 - Description
 - Keyword
- Keywords
 - keyword, keyword, keyword phrase, keyword
 - Add in common spelling errors
- Descriptions
 - Global Configurations - (STN can setup for you, but it's better to use page specific)
 - Static Content Pages
 - Category Pages
- Images
 - Description
 - Title



Tips to expanding your "Shoppers Circle"

Your best source of new customers are your current "*I LOVE this toy store!*" customers.

Give them reasons to spread the word (and shop at night).



Tips to expanding your "Shoppers Circle"

- Signage & In-store reminders
 - Point-of-Purchase signs
 - Receipts with web address
 - Window stickers "We're closed, but you can always shop online 24/7, and we'll have it wrapped and ready for you in the morning"
 - Bags



Tips to expanding your "Shoppers Circle"

- Coupons
 - Catalogs
 - Late-night shoppers
 - Out of town relatives

(p.s. look for new coupon features coming soon!)



Tips to expanding your "Shoppers Circle"

- Local Advertising
 - Newspaper Ads
 - Event Advertising
 - Google Adwords (local)



Tips to expanding your "Shoppers Circle"

- Newsletters
 - Get e-mail addresses (use sign-up incentive)
 - E-newsletters are a zero budget advertising method



Tips to expanding your "Shoppers Circle"

- Discounts
 - Shipping promotions
 - Discount Prices



Using Google for free

- Keywords Tool
 - Create a Google AdWords account
 - Under Campaign Management, select Tools, then Keyword Tool
 - (More information on Google coming soon)



Web Marketing 101: (upcoming classes)

- Blogs & Forums
- Cost Per Click (CPC) Campaigns
- Analytics
- Sitemaps

- Send Us Other Suggestions

