

Marketing 101



**DRIVE TRAFFIC
TO YOUR
WEBSITE**

A STEP-BY-STEP
TUTORIAL ON
HOW TO PROMOTE
YOUR WEBSITE
BROUGHT TO YOU BY



Contents

Part 1 Develop a Plan	Page 1
Part 2 Search Engine Submission	Page 2
Search Engine Submission Techniques	Page 2
How to Pick Strategic Keywords	Page 2
Position Keywords in Key Locations	Page 2
Use Meta Tags	Page 3
Design Pages to Be Search Engine Friendly	Page 3
Submit All Key Pages on Your Site	Page 4
Resubmit Your Site Periodically	Page 4
Three Options for Registering with Search Engines	Page 4
Additional Search Engine Resources	Page 5
Part 3 Permission E-mail Marketing	Page 5
Ask Permission to Send to Participants	Page 5
Make Unsubscribing Easy	Page 6
Make Messages Relevant to Your Target Audience	Page 6
Keep Your Messages Short and Simple	Page 6
Send a Reasonable Amount of E-mail at a Reasonable Frequency	Page 6
Make Sure You Have a Reliable Hosting Company	Page 6
Part 4 Reciprocal Linking	Page 7
Reciprocal Linking Tips	Page 7
Who Is Linking to Your Website?	Page 7
Part 5 Tracking Online Marketing	Page 7
Conclusion	Page 8
Special Offers	Page 8

Many businesses build their websites thinking, "If you build it, they will come". While this might have been true in the movie Field of Dreams, it is not true for promoting your site on the Internet. Just building a website is not enough. Visitors have to know your site is out there. In order to successfully promote and drive traffic to a website, businesses must use every marketing tool available to them. This document is designed to serve as a guide for how to promote and drive traffic to your website.

Part 1 Develop a Plan

Good plans accurately assess the starting point and chart achievable milestones to the destination. Take inventory of the success or failure of the current marketing efforts with the following questions to define the starting point.

- ✓ How much traffic does your current website generate?
- ✓ What is the source of the traffic?
- ✓ How does this compare to my competition?
- ✓ Is my site creating qualified leads for my sales force?
- ✓ Can customers easily find my site on the Internet?

Next define key milestones and forecast them over a measurable period of time. Milestones are concrete statements that can be answered yes or no. Milestone achievement tells company stakeholders marketing is doing their job.

An example: Increase traffic to web site by 20% in three months.

Achieving milestones for a website requires skillful implementation of the plan and budgeting of resources. Factoring the value of the destination for the business will determine the appropriate amount of time and money to devote to the plan.

At this point tactics can be selected to accomplish the milestones under the constraints of resources, desired results and time.

Part 2 Search Engine Submission

Over 85% of web surfers use search engines to find what they need. Because of this fact, properly submitting your website to major search engines can give your website a major traffic boost.

Search Engine Submission Techniques

A typical search with a search engine will return hundreds to thousands of matching web pages. Unless your site is in the top 10 to 20 results, most users will not take the time to find your site.

Type "streaming media" into Yahoo, the top search engine with the most traffic, and VitalStream will come up on the first page. This prominent placement gives VitalStream a high volume of qualified leads representing people who are actively seeking out our services. Using the techniques outlined below you can also achieve higher placement for your site with search engines and increase your web traffic.

How to Pick Strategic Keywords

Imagine what words and terminology people will use to find your business. Those words you imagine are your keywords. If you have trouble thinking up keywords, take a look at your competitors' [meta tags](#) for some ideas. Do not use any trademarked or copyrighted terms (that you do not own) for your keywords or legal action can result.

Keywords should always be at least two or more words long. Single word searches are typically too generic and will return too many results to get high ranking in a search engine. Each page in your site should have different keywords that reflect the content found on that page.

Strategic Keywords Example:

Bad Search Placement Phrase: hospital

Good Search Placement Phrase: used hospital equipment

Position Keywords in Key Locations

Search engines place more value on a keyword if it appears in certain key locations on a web page. The most important location for your keywords is the page title.

Search engines give more value to keywords that are placed high on a page. HTML formatting, such as tables, can push your content down the page making it appear less relevant to a search engine. While it is not recommended to stop using tables, you can help make your pages seem more relevant by strategically placing keywords in the headline and first paragraphs in a page.

Use Meta Tags

Meta tags are another key location to position your keywords. The two meta tags that are used by search engines are the "description" and "keywords" tags. While meta tags are an important part of the search engine submission process, they do not guarantee a high ranking in search engines. Place these tags in the header HTML of your web page (see sample below).

```
<HEAD>
<TITLE>Acme Used Medical Equipment</TITLE>
<META name="description" content=" Acme Medical Equipment
provides used hospital equipment for doctor's offices, hospitals
and emergency rooms.">
<META name="keywords" content="used hospital equipment, hospital
equipment, used medical equipment, medical equipment, acme
medical equipment, acme medical">
</HEAD>
```

The "description" tag lets you control how your page summary is displayed in some search engines. A good description references multiple strategic keywords.

The "keywords" tag helps to give your site a chance of coming up if someone types any of your keywords in a search engine. Entering different variations of keywords may help get your site higher placement with some search engines. Do not "spam" a search engine with the same keyword over and over again or your site will get penalized or possibly not listed. Make sure the keywords you choose reflect the content on the page you are submitting.

Design Pages to Be Search Engine Friendly

Keep in mind that many search engines see your site the way an old browser might see it. Knowing this, there are things you can do to design your pages to be more search engine friendly.

Be sure to place HTML text links somewhere on a page because some browsers may not be able to follow image map links. Pages generated dynamically by CGI or database-delivery will not be able to be indexed by search engines. Also, avoid using non-standard characters in your URL because many search engines may not recognize your site.

Frames can make it difficult for search engines to index your site. Frames divide the browser display area into multiple scrollable regions each containing its own web page. There are several techniques you can use to make frame-based sites friendlier to search engines. To learn more, we recommend you read an in-depth article on ["Search Engines and Frames"](#) from [Search Engine Watch](#).

Submit All Key Pages on Your Site

Many search engines use computer programs, called spiders, to index the other pages on your site. Sometimes these programs can miss important pages further down in your site. Therefore, it is recommended that you submit all key pages on your site, not just your home page.

Resubmit Your Site Periodically

After you submit your site to a search engine, track your listing every couple weeks for changes. Any time a page becomes unlisted or gets pushed down in the results, resubmit it. When you make significant changes to your site, resubmit it to update the search engines' listings.

Three Options for Registering with Search Engines

After optimizing your pages for search engines with the techniques outlined above, it is time to submit the pages to the many search engines available on the Internet. The top search engines (with the highest traffic) are [Yahoo](#), [MSN](#), [AOL](#), [Google](#), [Lycos](#), and [Excite](#).

There are three different options you have for submitting pages to a search engine. No matter which option you use, be patient. It can take as long as a month or two before you get listed and see a significant increase in traffic for your site.

1. Do It Yourself

You can familiarize yourself with the major search engines, use the techniques in this document, and submit your site yourself. This is the least expensive but most time-consuming option.

2. Automated Submission Services

There are several online services that will submit your website to search engines for you. You still have to come up with and place the keywords yourself but these services will save you time by automatically submitting your site to multiple search engines at once. We recommend that you manually submit your site to the top search engines to ensure high placement and use these services to automatically submit your site to the smaller search engines.

Automated Submission Services:

✓ [bCentral SubmitIt!](#)

✓ [Web Position Gold](#)

3. Pay Someone to Do It for You

If you have the budget and want to avoid the time and hassle of search engine submission and optimization altogether, there are businesses that will manage the entire process for you for a fee.

See Offers on Following Page



85% of all web traffic comes from Search Engines, but you won't see that traffic unless your site is ranked well! Get a free analysis of where your website is ranked in Search Engines! Call (800) 583-3106 or visit www.toptenranking.com/vital.html for details. Sign up and get **\$50 off your first order!**



Drive Targeted Traffic to your Website! **Website Department** ("WD") provides premium online marketing services for client websites. Receive **\$50.00 off your first order** when you contact WD at info@websitedepartment.com or (877) 317-5755. WD's marketing solutions include "WD Plus", a premium ongoing service which utilizes an evolving methodology to ensure continued top search rankings.

Additional Search Engine Resources

- ✓ [Search Engine Watch](#)
- ✓ [About.com Web Search Guide](#)

Part 3 Permission E-mail Marketing

E-mail marketing is a powerful, cost effective tool that you can use to promote your business if done right. Use the tips outlined below to learn how to use e-mail marketing to drive traffic to your site while avoiding its potential pitfalls.

Ask Permission to Send Messages to Participants

Asking permission ensures that you only send messages to willing participants. The most common way to get permission from a user is called "opt-in". Opt-in means that a user has actively checked a box on a signup page and agreed to receive your e-mail. Opt-in lists contain individuals that have actively expressed interest in your product or service. They provide a source of very qualified leads. Be careful about sending unsolicited e-mail as many people will react negatively to the intrusion.

There are a variety of firms that will qualify prospects for you and provide you with targeted e-mail lists. These opt-in firms will send the e-mail for you, provide advanced mail merge functions and use sophisticated tracking systems to provide you with key demographic information.

Make Unsubscribing Easy

Always give users an easy way to unsubscribe to your e-mails in every message. Customers appreciate an easy way to remove themselves from a list if they no longer want e-mail delivered to that address.

Make Messages Relevant to Your Target Audience

Customize your messages and offers precisely for your audience. To do this, you will need to analyze your current customer database to find out what they are interested in and what they have purchased. Always try to capture the e-mail address of visitors to your site so you always have a ready database of solicited e-mail recipients. Database management is the key to gaining an understanding of what your target audience wants.

Keep Your Messaging Short and Simple

When writing for the web, be succinct and write for scannability. Reading from a computer screen is much slower than reading from paper. Provide a subject line that is clear and concise so people who are not interested don't waste their time reading a message they will consider junk. A good subject line might be "Free Guide to Increase Traffic to yourdomain.com".

Your copy should create a positive image in the prospect's mind in order to create desire for your product. Offer a strong, easy to understand call to action in the first sentence of the email. Your call to action should create a sense of urgency to make a decision (examples would be a limited time offer or limited availability). The effectiveness of your message will be greatly enhanced with a special offer.

Send a Reasonable Amount of E-mail at a Reasonable Frequency

Carefully plan the frequency with which you communicate with your customer segments. If you send e-mail offers too frequently, you could annoy your customers. Track your e-mail campaign delivery in a database to avoid duplication. Most opt-in mail houses can provide you with this service.

Video E-mail

Video e-mail is an interactive marketing tool that enables companies to deliver streaming media and e-commerce to consumers, businesses and internal audiences. Video e-mail is packaged in an interface that contains video, audio and textual content. For more information regarding video e-mail services, visit www.emcnews.com.

Make Sure You Have a Reliable Hosting Company

As traffic to your website grows, it is important to have a host who will grow with you. [VitalStream's NetCluster™ Network](#) was engineered with the speed, reliability, and scalability to grow with your business.

Part 4 Reciprocal Linking

Reciprocal linking is the exchange of outbound links to an external website for inbound links to your site. It provides an inexpensive way to increase traffic and link popularity for your site. A well-promoted website might have several hundred or more incoming links.

Link popularity is a measure of the quantity and quality of websites that link to your site. It is important because many search engines now use link popularity in their relevancy algorithms. Therefore, the more sites that link to your site, the higher your site will be listed in search engines.

Reciprocal Linking Tips

- ✓ Visit sites that complement your website and e-mail the webmaster offering to exchange text or banner links
- ✓ Only exchange links with sites that have a similar audience as yours
- ✓ Include a one or two sentence description with all reciprocal links
- ✓ Rotate the order of links from time to time
- ✓ Have a featured website of the week

Who Is Linking to Your Website?

Visit linkpopularity.com to get a list of the total number of websites that link to your site. You can also go to AltaVista and type "link:yourdomain.com" in the search box. Be sure to replace "yourdomain.com" with your web address. You will see a list of all of the sites linked to your site. You can also enter a competitor's URL in the link box to see how many links they have.

Part 5 Tracking Online Marketing

Tracking is the key to judging the effectiveness of your online marketing efforts. It gives you an idea of what is working and what is not and allows you to make important marketing decisions based on facts.

Take snap shots of the number of visitors and what they are visiting on your website. All websites hosted with VitalStream include daily statistics so a quick peek each day gives instant insight on the quality of current marketing efforts. Near real-time reporting allows you to react to opportunities and trends quickly.

Advanced reporting detailing every aspect of the individuals visiting the website can be accomplished with VitalStream's reporting partner WebTrends. The enterprise version of WebTrends offers great analyst tools that are a must for corporate website marketing reports.

Conclusion

Over time, your marketing efforts will build up momentum and traffic to your website will grow. Using the techniques outlined in this document, [VitalStream](#) has increased website traffic. The first million website hits to the VitalStream site took over 8 months. The second million hits occurred in just four weeks. The difficult part is getting started but once you get the ball rolling your web traffic can grow exponentially and increased revenue will follow.

Visit www.vitalstream.com often for other tutorials and promotional offers.

Special Offers

If you are interested in participating in campaigns such as this and providing discounted services to VitalStream's streaming media and web hosting customers, please contact [Lee Baker](#) our Business Development Manager at (949) 743-2036.



25% Off Website Design - Mention this promotion and receive 25% off any website design from **EMC**. We provide complete development and production services for your web site. We will construct your site using the latest technology containing text, photographs, icons, graphics and audio/video combined to make a visually compelling and user-friendly experience for your clients and staff. Visit www.emcnews.com.



For strong web design, consult the experienced design team at **Mills Group Multimedia**. We have been developing websites since the beginning of the web. Receive **\$100.00 off your first web services order** when you mention the Marketing 101 promotion. Contact us at 714-220-1074 or visit www.millsgroup.com to take advantage of this special offer.



Pinnica is excited to offer interactive and content development services to VitalStream's preferred clients and associates. Pinnica is currently offering an introductory **discount of 15%** on any web streaming development or internet content development for your web marketing initiatives. You will also receive a free evaluation of your current online strategies. Visit us at www.pinnica.com or call (949) 789-1086 today!