

# Website Strategies for Small Business

Presented by:  
**WSI**  
March 6, 2008



Presented by Francois Muscat:

## Agenda

# Marketing your business using the Internet

- How small business can leverage the Internet to grow their business
- What are the elements that make a website rank at the top of the search engines
- How to generate more traffic than you can handle
- How to track and measure your marketing to bring focus to your budget and maximize results

# What you are going to learn?

- How to plan your website
- Why Google Paid search is one of the most cost effective ways to advertise
- Email newsletter strategies
- Building brand with Search Engine Optimisation
- Why web content is king
- How to get free targeted traffic to your website
- The importance of tracking & measuring your website performance
- How to become a master searcher in 20 minutes

# How to leverage the Internet

- **The internet is extremely competitive**
  - Over 14bn web pages
  - Over 13bn searches per month
  - 78% of searchers abandon their query after 30 search results
- **High ranking Websites increase brand awareness**

# We work according to Google guidelines

The screenshot shows the Google Webmaster Tools Dashboard. At the top right, it says '@gmail.com | My Account | Help | Sign out'. The main heading is 'Google Webmaster Tools Dashboard'. Below this, there are three main sections: 'Sites', 'Message Center', and 'Tools'.  
 - The 'Sites' section has a table with columns for 'Site Information', 'Sitemap', and 'Verified?'. It lists three sites: 'http://www.example.com/', 'http://www.google.com/', and 'http://www.mattcutts.com/'. Each site has a 'Manage' link and an 'Add' link. A red arrow points to the 'Manage' link for 'http://www.mattcutts.com/'.  
 - The 'Message Center' section shows 'Messages (1)'. A red arrow points to this section.  
 - The 'Tools' section lists several actions: 'Download data for all sites', 'Report spam in our index', 'Submit a reconsideration request', and 'Report paid links'. A red arrow points to this section.  
 Below the screenshot, three numbered annotations explain these features:

(1) Sites: Where sites you've verified are listed. Click on the "Manage" link to drill into info about a site.

(2) Messages: Click here to read official notices about your sites from Google

(3) Tools: Report spam, paid links, download info about your sites and request reinclusion here

Webmaster guidelines explained  
<http://www.feedthebot.com/>

# What does Google want?

Moment of relevance  
Provide content that is  
relevant at precisely the  
moment someone is  
looking for information

# Let's talk about Websites

# No framed websites

*The World's Worst Website*

**Gratuitous use of frames is a common mistake of web designers.**

**Many older browsers do not support frames. They disrupt the flow of the website and can be difficult to anticipate where a page may appear when a link is clicked. [Click here](#) for an example of a frames page which is opening in the wrong window. Use your browser's 'Back' button to escape.**

**[Check out these links to websites whose opinions about frames](#)**

Website Statistics:

Internet Explorer Users:  
Would you like to view this website without all the ads?  
[Get Mozilla Firefox](#)

[View My Guestbook](#)  
[Sign My Guestbook](#)

Take back the web

Guestbook FROM Mimi GEAR

GoldNuggetWebs.com  
[mithelle@goldnuggetwebs.com](mailto:mithelle@goldnuggetwebs.com)

Site Sponsors

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<a href="#">Water Fuel</a> Discover Technology That Uses Water To Run A Car <a href="http://www.Fuel-Rebel.com">www.Fuel-Rebel.com</a>	<a href="#">Golf Score Recorder (PC)</a> Calculates player stableford scores Organises stableford competitions <a href="http://www.golfsoorerecorder.com">www.golfsoorerecorder.com</a>	<a href="#">Web Development Cape Town</a> Design, CMS & e-Brochures. Versatile & affordable solutions. <a href="http://www.web-connect.co.za">www.web-connect.co.za</a>	<a href="#">Clean XP Startup List</a> Stop Programs From Launching On Startup & Speed Up Your PC! <a href="http://www.RegistryCleanFix.com">www.RegistryCleanFix.com</a>
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# No framed websites

- Google can't read a framed based website effectively




This is Google's text-only cache of <http://www.angelfire.com/super/badwebs/> as retrieved on 25 Feb 2008 10:11:28 GMT. Google's cache is the snapshot that we took of the page as we crawled the web. The page may have changed since that time. Click here for the current page without highlighting. Click here for the full cached page with images included. To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:3nJciAC-UEgJ:www.angelfire.com/super/badwebs/+http://www.angelfire.com/super/badwebs/&hl=en&strip=1>

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These terms only appear in links pointing to this page: <http://www.angelfire.com/super/badwebs/>

[leaderboard ad](#)



This page uses frames, but your browser doesn't support them.

# No Flash websites

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google™   [Advanced Search](#)  
[Preferences](#)

Web

Results 1 - 2 of

[Bluett and O'Donoghue Architects - Architecture, Planning and ...](#)  
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File Format: Shockwave Flash  
BLUETT & O DONOGHUE ARCHITECTS RESIDENTIAL FIRE SAFETY ENGINEERING  
MASTERPLANNING COMMERCIAL HEALTH EDUCATION HOSPITALITY, SPORT &  
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This cached page may reference images which are no longer available. Click here for the [cached text](#) only.

To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:BHkuH1gpR6sJ:www.boda.ie/+site:boda.ie&hl=en&ct=clnk&cd=1>

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# This is what Google sees

This is **G o o g l e**'s text-only [cache](#) of <http://www.boda.ie/> as retrieved on 27 Feb 2008 01:20:33 GMT.

**G o o g l e**'s cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. [Click here](#) for the [current page](#) without highlighting.

[Click here](#) for the [full cached page](#) with images included.

To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:BHkuH1gpR6sJ:www>

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Bluett and O'Donoghue Architects - Architecture, Planning and Project Management

[Fluidedge](#)



# This is what a search engine should see of your website



This is Google's text-only cache of <http://www.tgmigration.com/> as retrieved on 26 Feb 2008 13:23:33 GMT. Google's cache is the snapshot that we took of the page as we crawled the web. The page may have changed since that time. Click here for the [current page](#) without highlighting. Click here for the [full cached page](#) with images included. To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:y7d9eHoW2m0J:www.tgmigration.com/+site:www.tgmigration.com&hl=en&gl=za&strip=1>

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South Africa. The presentations are informal, relaxed and give an honest appraisal of immigration requirements in these countries.

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[Book your immigration consultation](#)

Immigration countries	Destination Countries
<a href="#">Canada</a>	<a href="#">Canada</a>
<a href="#">New Zealand</a>	<a href="#">New Zealand</a>
<a href="#">United Kingdom</a>	<a href="#">United Kingdom</a>
<a href="#">New Zealand</a>	<a href="#">New Zealand</a>
<a href="#">United Kingdom</a>	<a href="#">United Kingdom</a>
<a href="#">New Zealand</a>	<a href="#">New Zealand</a>
<a href="#">United Kingdom</a>	<a href="#">United Kingdom</a>

[3 steps to success](#)

TG Migration for your immigration

TG Migration for your immigration

TG Migration for your immigration

Immigration information Welcome to Trans-Global Migration, our objective is to simplify the somewhat complicated and bureaucratic approach to immigration through a [3-Step method](#) of evaluation and decision making.

Immigration, emigration, relocation – call it what you will, is complex and seemingly to many people, unattainable. Trans-Global Migration will turn the complexity and anxiety of this important decision in your lives into an easy to understand programme and an enjoyable adventure for you and your family.

[Speak to our team of experts.](#) Remove the hassle and stress from your plans to find a better future!

Trans-Global Migration offers you professional services and advice in preparing an application for residence in any of five English speaking countries: [Australia](#), [Canada](#), [New Zealand](#), [United Kingdom](#) and the [United States of America](#).

We have offices and associates in all of the above countries to provide up to date information on all aspects of immigration and importantly, Job Search and Settlement Programmes.

[Home](#) | [About Us](#) | [Pre-Assessment](#) | [News](#) | [Seminar Information](#) | [Contact Us](#) | [Site Map](#)

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# The 7 Essential web pages +1

- Home
- About Us
- FAQs
- Products or Services
- Customer Stories
- Information Articles
- News Stories
- + Sales Pages

# Home Page

- Give visitors snapshot of who you are
- Not more than 350 words
- Rest of page devoted to teasers
  - Products
  - Services
  - Customer stories
  - News stories
  - Informational articles
- Use faces, these attract people

The screenshot shows a website home page layout with the following elements:

- Navigation:** A horizontal menu with links for Home, Products & Services, News, Customer Support, About Us, and Contact Us. A search box is located to the right of the menu.
- Home Section:** A large box containing a "Promotional Message".
- Latest Products & Services:** A box containing a list of the latest products and services.
- News & Events:** A box containing a list of news and events.
- Login:** A box containing a login form with fields for Username and Password, and a Login button. Links for "Forgot your password?" and "Register" are also present.
- Quick Links:** A box containing a list of quick links: View Bill, Pay Bill, Update My Account, and Software Upgrades.
- Related Links:** A box containing a list of related links: User Forums, Feedback Form, Frequently Asked Questions (FAQ), and Support Warranties.
- Footer:** A footer containing a navigation menu (Home | Products & Services | News | Customer Support | About Us | Contact Us) and the text "Last Updated: 1 Nov 2006".

# About Us Page

- Give information to visitors who are interested in knowing more about your company
  - Staff
  - History
  - Your mission
  - Org structure
- Most people make the mistake of putting this information on the home page

## About Us

<p><a href="#">Fast Facts</a></p> <p><a href="#">Media &amp; Press Releases</a></p> <p><a href="#">Investors</a></p> <p><a href="#">Organizational Chart</a></p> <p><a href="#">Job Opportunities</a></p> <p><a href="#">Products &amp; Services</a></p> <p><a href="#">History</a></p> <p><a href="#">Mission Statement</a></p>	<p>Company X was established in XXX and we provide the following products and services.</p> <p>Our mission is to ...</p> <hr/> <table style="width: 100%;"> <tr> <td style="width: 70%; vertical-align: top; padding: 5px;"> <p><b>Address:</b> XXX XXX XXX XXX XXX XXX XXX XXX XXX <a href="#">Map</a></p> <p><b>Phone:</b> + 1 123456789 <b>Fax:</b> +1 123456789 <b>Email:</b> contactus@companyname.com</p> <p><a href="#">Country Offices</a></p> <p><b>Hours of Operation</b> XXX XXX</p> </td> <td style="width: 30%; vertical-align: top; padding: 5px; border-left: 1px dashed red;"> <p><b>Login</b></p> <p>Username <input style="width: 100%;" type="text"/></p> <p>Password <input style="width: 100%;" type="password"/></p> <p><a href="#">Forgot your password?</a> <a href="#">Register</a></p> </td> </tr> </table> <hr/> <table style="width: 100%;"> <tr> <td style="width: 70%; vertical-align: top; padding: 5px;"> <p><b>Announcements</b></p> <p>Announcement 1 - 1 November 2006 &lt;NEW&gt; Announcement 2 - 1 September 2006 Announcement 3 - 1 July 2006</p> </td> <td style="width: 30%; vertical-align: top; padding: 5px; border-left: 1px dashed red;"> <p><b>Financials</b></p> <p><a href="#">Annual Reports</a> Revenues: XXX Net Income: XXX Total assets: XXX Number of employees: XXX Stockholders of record: XXX</p> </td> </tr> </table> <hr/> <table style="width: 100%;"> <tr> <td style="width: 70%; vertical-align: top; padding: 5px;"> <p><b>Quick Links</b></p> <p><a href="#">Customer Support</a> <a href="#">Job Opportunities</a> <a href="#">Feedback Form</a> <a href="#">FAQ</a></p> </td> <td style="width: 30%;"></td> </tr> </table>	<p><b>Address:</b> XXX XXX XXX XXX XXX XXX XXX XXX XXX <a href="#">Map</a></p> <p><b>Phone:</b> + 1 123456789 <b>Fax:</b> +1 123456789 <b>Email:</b> contactus@companyname.com</p> <p><a href="#">Country Offices</a></p> <p><b>Hours of Operation</b> XXX XXX</p>	<p><b>Login</b></p> <p>Username <input style="width: 100%;" type="text"/></p> <p>Password <input style="width: 100%;" type="password"/></p> <p><a href="#">Forgot your password?</a> <a href="#">Register</a></p>	<p><b>Announcements</b></p> <p>Announcement 1 - 1 November 2006 &lt;NEW&gt; Announcement 2 - 1 September 2006 Announcement 3 - 1 July 2006</p>	<p><b>Financials</b></p> <p><a href="#">Annual Reports</a> Revenues: XXX Net Income: XXX Total assets: XXX Number of employees: XXX Stockholders of record: XXX</p>	<p><b>Quick Links</b></p> <p><a href="#">Customer Support</a> <a href="#">Job Opportunities</a> <a href="#">Feedback Form</a> <a href="#">FAQ</a></p>	
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<p><b>Quick Links</b></p> <p><a href="#">Customer Support</a> <a href="#">Job Opportunities</a> <a href="#">Feedback Form</a> <a href="#">FAQ</a></p>							

# FAQ Page

- Address potential concerns
- Help to cut down on support requests
- Great for search engine queries
  - Write answers to questions
  - Get to your target market

## Frequently Asked Questions

General

[Pricing](#)

[Technical Info](#)

[Contact Us](#)

General

> [Help! I've Lost my Password](#)

> [Can I get Access when I'm Overseas?](#)

> [Can I Change my Screen Name?](#)

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**Help! I've Lost my Password**

Don't worry – just go to the [Password Recovery](#) page - we'll ask you to verify your email address, and send you a temporary password.

[> Back to List of General Questions](#)

[> For further assistance, Contact us](#)

\*\*\*    \*\*\*    \*\*\*    \*\*\*    \*\*\*    \*\*\*

**Can I get Access when I'm Overseas?**

Yes – provided you can access the internet. If you can't access the Internet, you can still pick up your messages by phone. Dial the access code for your country, choose 8 from the main menu, and follow the prompts to listen to your email.

Messages are stored indefinitely on our server, and will never be deleted. In the



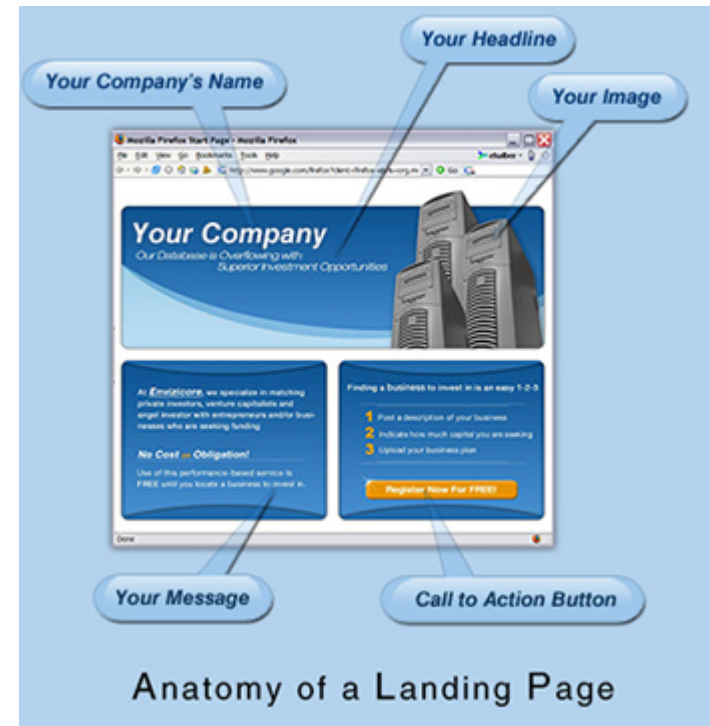
# Rest of the pages

- Customer stories/testimonials
- Information articles (white papers)
- News stories

These pages build credibility

# The Sales / Landing page

- Improve conversion of sales from Google Adwords
- Make sure your advertising says what it should
- Don't send visitors to your home page
- They are called landing pages because that's where you land after clicking an Ad



# Site Map Page

- Helps visitors get to any page with one click
- Used by search engines to find web pages

## Company Logo

### Site Map

#### Help & Support

- [Contact Us](#)
- [Downloads](#)
- [Drivers](#)
- [User Guides](#)
- [User Forum](#)

#### Products

- [DSL](#)
- [Rack Systems](#)
- [UPS](#)
- [Tools](#)
- [Software](#)

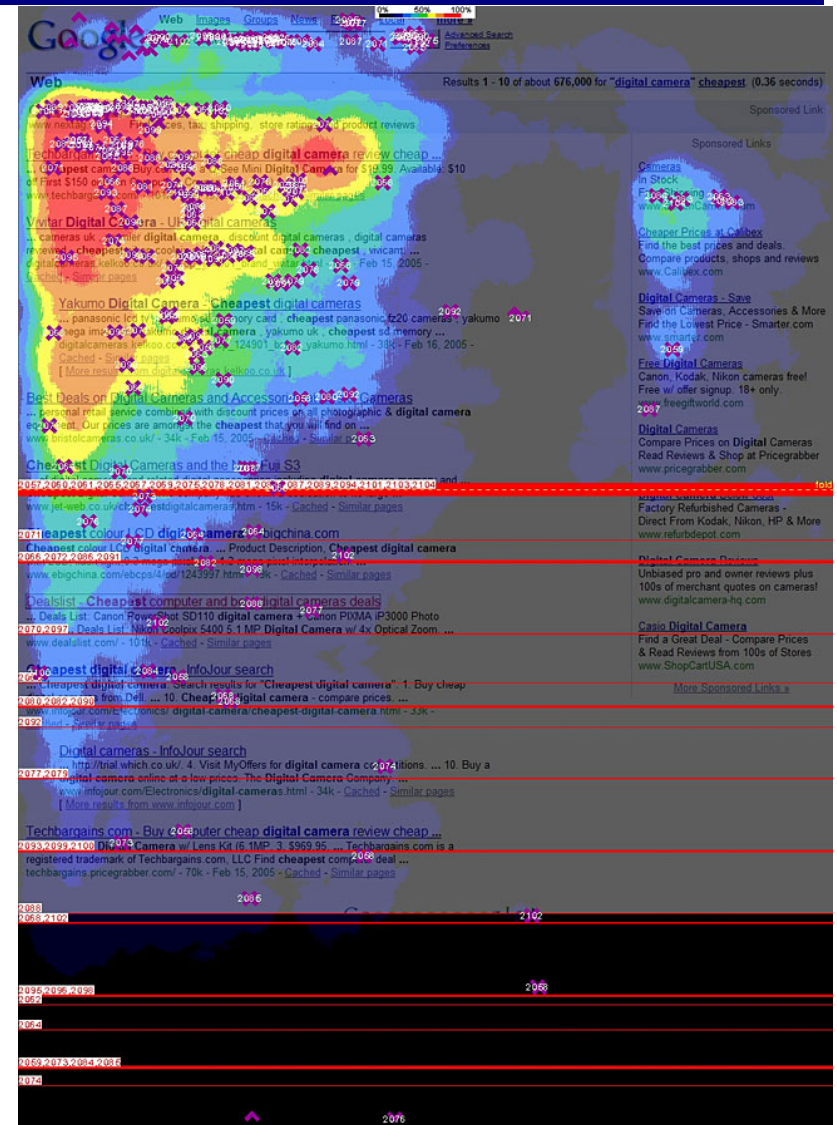
#### News & Events

- [Media Releases](#)
- [On the Road](#)
- [Hanover '07](#)

#### Online Store

- [Catalogue](#)
- [Shipping Calculator](#)
- [Returns Policy](#)

- The Golden Triangle
- Eye tracking study to determine how visitors view web pages



# Summary of Website strategy

- Match your website objectives to your business plan & marketing objectives
- Every page should have an objective & call to action
- Think about what it takes to convince your visitor