

<u>Table of Contents</u>	<u>Page Number</u>
• What is Online Marketing	2
• Web Marketing Plan Outline	3
• Online Resources and References	4-5
o Blogging	
o Domain Name Purchasing	
o Free Websites	
o General Online Marketing	
o Keywords and SEO	
o Local Website Designers	
o Newsletters	
o Marketing Plans	
o Photography Online	
o Social Networking	
o Video and Podcasting	
o Web Advertising	
o Website Editors	
• Navigating a Typical Website	6
• Basic Web Evaluation	7-12
o Communicating the Site's Purpose	
o Communicating Information about your Organization/Business	
o Content Writing	
o Navigation	
o Archives	
o Tools & Tasks	
o Links	
o Graphic Design	
o Graphics and Animation	
o Other	
• When Hiring a Web Developer	13
• 9 Questions to Ask a Web Developer	13-14
• Online Marketing Do's and Don'ts	14-15
• How to Conduct Keyword Research	16

What is Online Marketing?

Online marketing, also referred to as internet marketing, Internet advertising, or eMarketing, is the marketing of products or services over the Internet.

When applied to the subset of website-based advertisement placements, Internet marketing is commonly referred to as Web advertising (also Webvertising) and Web marketing.[citation needed]

The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium.

Internet marketing is sometimes considered to have a broader scope because it refers to digital media such as the Internet, e-mail, and wireless media; however, Internet marketing also includes management of digital customer data and electronic customer relationship management (ECRM) systems.

Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sales. Internet marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website.

Effective Internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales goals with its website function and appearance, focusing on its target market through proper choice of advertising type, media, and design.

Internet marketing also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, e-mail marketing, and Web 2.0 strategies.

In 2008, *The New York Times* working with comScore published an initial estimate to quantify the user data collected by large Internet-based companies. Counting four types of interactions with company websites in addition to the hits from advertisements served from advertising networks, the authors found the potential for collecting upward of 2,500 pieces of data on average per user per month.¹

Web Marketing Plan Outline

Executive Summary

This crucial section sets up a plan for the reader and is the only part many executives ever read. It must therefore be very specific and cover only key points of your analysis, with no generalities and lots of recommendations.

Current Situation

Cover off the industry under discussion. Keep in mind you want to know what is happening that might present opportunities or threats to players in the industry. You also conduct the company analysis at this stage, if there is an existing company. Be sure to note how the Web is presently used in the industry. Research is essential.

The Industry

Market Size

Environment

This looks a lot like your traditional marketing environment analysis, but it is important that it includes specific reference to Web issues, such as online usage by key segments. Keep it concise, and use external resources to support your points. Research, studies, data and sources must be shown, or you get poor marks.

Demographics, Social - Cultural

Political-Legal, Economic

Competitive, Technology

SWOT Analysis

This is really a summary of the key strengths and weaknesses of your firm vs. the opportunities and threats presented by the external environment.

Issue Analysis

This is the linchpin of your analysis, where you concisely identify key issues in the environment and justify the strategy you are proposing.

Objectives

These must be SMART (Specific, Measurable, Achievable, Realistic, and Time). Be sure they are

appropriate for Web strategies; awareness is not appropriate.

* Increasing sales * Increasing lead generation * Increasing levels of awareness

* Increasing customer satisfaction and retention * Improving delivery of customer service

However, a web site can also be used to:

* To improve communication or distribution

channels * Media relations * Increase speed of new products to market * Reducing costs of order fulfillment

* Medium for advertising * Expanding into new markets * Promotional programs

Marketing Strategy

Keep it short and to the point. Focus on the core marketing concepts, notably target markets, positioning and, briefly, your 4Ps. This is your key value statement.

Action Plans

Give more detail here of how you would execute your Web plans to make the marketing strategy happen. Do not focus just on promotion, as marketing involves far, far more. Be sure to explore the unique Web strategies that are available.

Web Site

A detailed look at how the Web site would be put together, its purpose and contents, and other pertinent details are essentials here, such as staffing and costs. The best rule of thumb is that a designer could take your plan and begin building a Web site.

Pro Formas

This essential step in the marketing plan “proves” your strategy by showing that it is financially feasible. Use the handy spreadsheet linked in the Samples section.

Evaluation

This stage sets out how you’re going to determine if you met your objectives. For Web plans, it should include both strategic and tactical evaluation. It is about methods, not fantasies about what you hope will happen.

Online Resources and References

Blogging

(The following are all websites that help to create free blogs)

www.Wordpress.org

www.Blogger.com

Domain name purchasing

www.netfirms.com

www.godaddy.com

www.webnames.ca

Free Websites

http://newaccounts.freewebs.com/?referrer=cjb - freewebs helps create an easy to use free website.

www.weebly.com - create a free website and more!

General Online Marketing

www.toprankblog.com - Explore the realm of online marketing.

Keywords and SEO

freekeywords.wordtracker.com - tracks words for Search Engine Optimization (SEO)

www.dmoz.org/about.html - The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors. This will help your site be found through search engines.

www.seomoz.org - A guide to search engine optimization.

www.google.com/alerts - Google Alerts is the single most powerful tool for keeping track of press mentions online. It's also so easy to use that you can set up your own Alert in just seconds.

Local Website Designers

www.thymesquare.ca - Thyme Square Media, located in Goderich.

www.jpccs.on.ca - Jp Computer Services, located in Brussels.

www.nexusdesigns.ca - Nexus Designs, located in Exeter.

www.rsd-websites.com - RSD Web Design, located in Exeter.

www.atomicnorth.com - Atomic North New Media Development, located in Goderich.

Newsletters

- www.mynewsletterbuilder.com - Helps to build and send out newsletters.
- www.campaigner.com - Helps build and send out newsletters.
- <http://tools.devshed.com/c/b/Newsletter-Marketing/> - Reference of newsletter marketing

Marketing Plans

- www.yudkin.com/sampleplan.htm - example online marketing plan
- www.webmarketcentral.com/how_to_write_a_web_marketing_plan.htm - example online marketing plan

Photography Online

- www.shutterpoint.com - Sell your photos online.
- www.shutterfly.com/learn/sell-photos-online.jsp - Sell photos online.
- www.istockphoto.com - Sell your photos online as stock images.
- www.photosecrets.com/sell.html - A guide to selling photos online.

Social Networking

- www.facebook.com - Network with fellow artists and friends.
- www.myspace.com - Check out whom else in online!
- www.linkedin.com - professional networking site
- www.twitter.com - What you're doing right now

Video and Podcasting

- www.youtube.com - Largest videocast network on the web.
- www.metacafe.com - Videos and games online.
- www.broadcaster.com - Social networking thorough video and chat.
- www.itunes.com - music, video and podcasting.

Web Advertising

- <http://computer.howstuffworks.com/web-advertising.htm> - A guide to how web advertising works.
- <https://adwords.google.com> - You create an ad and your ad appears on Google.

Website Editors

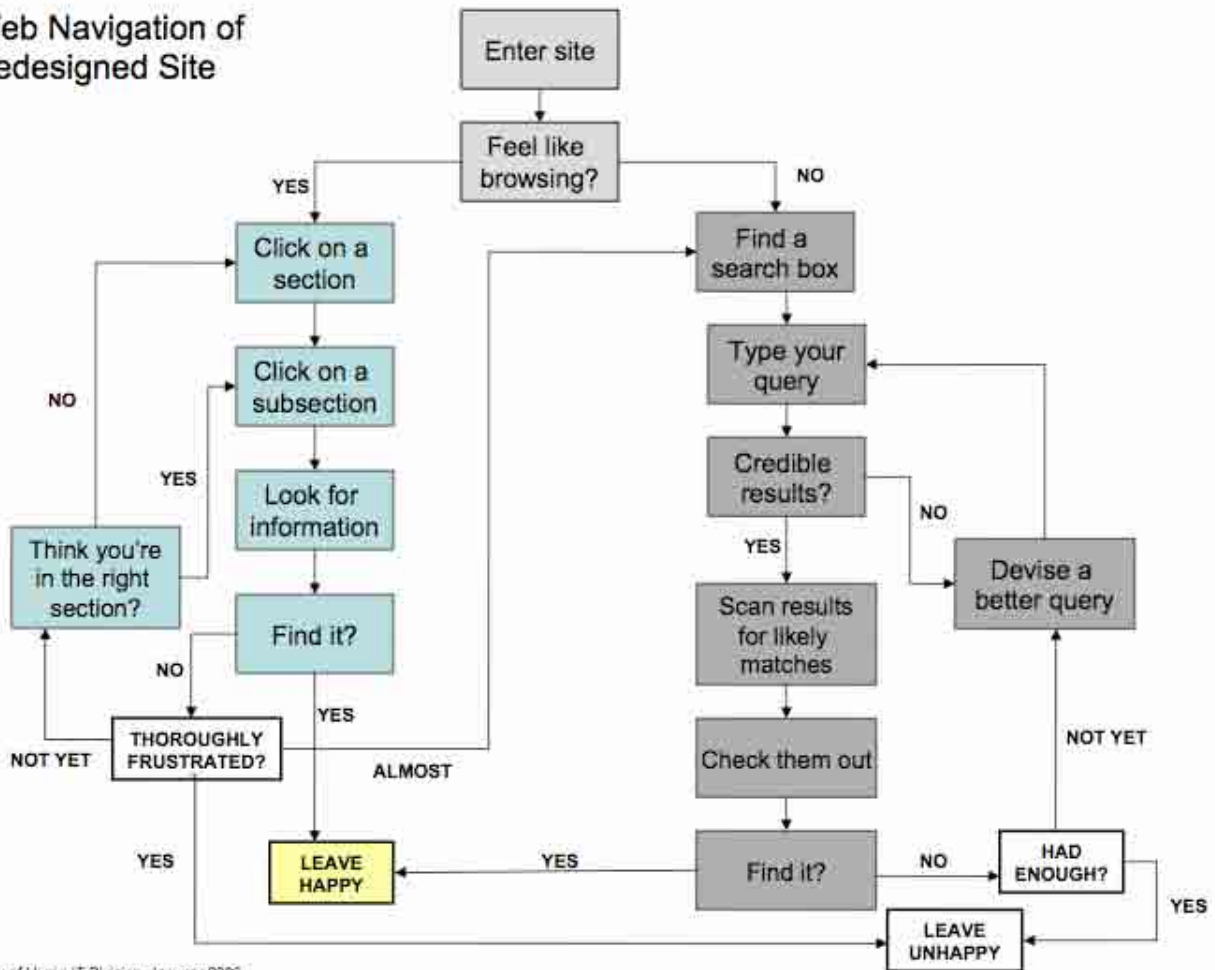
- <http://webdesign.about.com/od/htmleditors/tp/aatpwyswindows.htm> - An outline of WYSIWYG HTML editors.

Your Profile on the Web

Jenna Ujiye & Marian Doucette

Navigating a Typical Website

Web Navigation of Redesigned Site



Courtesy of Huron IT Division, January 2006

All kinds of things on a web page can make us stop and think unnecessarily. As a rule, people don't like to puzzle over how to do things, or find the information they want from your site. The ultimate goal is that they "leave happy".

Basic Website Evaluation

Organization / Business:

URL:

Communicating the Site's Purpose

Imagine how disorienting it would be to walk into a store and not be able to tell immediately what services or goods were available there. The same is true of your homepage. It must communicate in one short glance where your visitors are, what your company or organization does, and what visitors can do at your website.

Communicates Site's Purpose	Successful	Could be improved	Deficient
Shows company name/logo in reasonable size & noticeable location			
Includes tagline that summarizes what organization does			
Emphasizes how you differ from competitors			
Highest prioritized tasks emphasized			
One page designated as official homepage			
Homepage differs from all other pages on site			



Butter Baked Goods offers delightful desserts
and quality baked goods for all occasions.

Butter Baked Goods' tag line is straightforward, and gives a good description of what their website is all about.

Communicating Information about Your Organization/Business

In addition to your homepage tag line, your business or organization needs to provide a clear way to find information about you, no matter how big or small you are, or how simple or complex your range of products or services. People like to know with whom they are doing business and details about you give credibility to your website.

Communicates Information about Organization/Business			
	Successful	Could be improved	Deficient
Corporate information - About Us, Job Opportunities, Press Room, etc. grouped in one distinct place Homepage includes About Us link			
Press Room or Newsroom link on homepage			
Contact Us link prominent on homepage			
Feedback mechanism provided			
Privacy policy included			

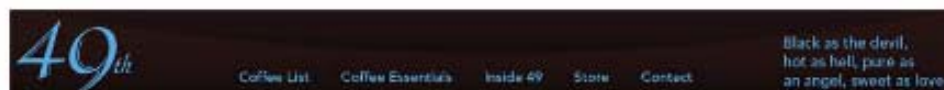


The *Say hello* link on the main navigation of the Kate & Birdie Paper Company website leads to information on how to reach them by e-mail, phone and post, or in person. The page also includes photographs of the owner's workshop and studio.

Content Writing

Visitors scan they don't read. Effective content writing is one of the most critical aspects of your web design. People actually read **only 25%** of what is on your page so make sure your copy can be easily scanned. Break text up with headlines, text boxes and pictures. Set up style standards for your site and follow them consistently.

Content Writing			
	Successful	Could be improved	Deficient
Customer-focused language used throughout			
Sections & categories are labeled according to customer value			
Avoids redundant content (are categories, links, items repeated)			
Uses consistent capitalization & other styles			
No single-item categories & single-item bulleted lists are used			
Abbreviations & acronyms are spelled out			



The header of this website from 49th Parallel Coffee Roasters doesn't explain very much about the company, nor can we tell much difference between the sections - *Coffee List*, *Coffee Essentials*, *Inside 49* or *Store* - until we have visited each of them.

Navigation

Don't make me think! Your website should be easy for visitors to find the information they want & to get answers to their questions. Visitors should not have to click on "things" just to find out what they are. Your navigation should focus on your most important content or categories of information and it should be consistent throughout your site.

Navigation			
	Successful	Could be improved	Deficient
Noticeable & consistent primary navigation scheme			
Similar items grouped together within navigation scheme			
Doesn't provide multiple navigation areas for same type of links			
Doesn't include active link to homepage on the homepage			
Category navigation is logical with user-friendly labels			
Link to ticket purchase included on homepage			

Archives & Accessing Past Content

Returning and new visitors often are interested in what you've previously done. It's helpful to include an archive for content that has moved off your homepage.

Archives & Accessing Past Content			
	Successful	Could be improved	Deficient
Easy access to anything that has been featured on homepage			
News release items are archived and available online			
News items have permanent location (URL)			

Tools & Tasks

Choose carefully which tasks to feature as tools on your homepage; think in terms of shortcuts.

Tools & Tasks			
	Successful	Could be improved	Deficient
Offers visitors direct access to high-priority tasks on homepage			

Template prepared by Marian Doucette, Web Architect, County of Huron IT Division
 Telephone: 519.482.5119 ext. 2305
 2009 Better Business Workshop - Your Profile On The Web, March 17th 2009

Links

Links are not unique to homepages. It is crucial to visitor success that you establish and follow design guidelines for links throughout your website.

Links	Successful	Could be improved	Deficient
Links are differentiated & can be scanned			
Generic instructions, such as "Click Here" are not used as link names			
Generic links, such as "More..." are not used at the end of item lists			
Different colours are used for visited and unvisited links			
Links to PDFs, launching audio/video, or other applications provide visual clue to format, other than another webpage, to which they link			

Opposition leader defies house arrest, heads to Islamabad for protest  46 |  13



CBC.ca uses icons to identify video and audio files on their website. This courtesy is appreciated by visitors, especially those using dial-up or mobile access.

Graphic Design

Graphic Design	Successful	Could be improved	Deficient
Font styles and other formatting, such as sizes, colours, etc. are limited			
High-contrast text and background colours are used for legibility			
Critical elements are visible above the fold			
Uses liquid layout so page size adjusts to different resolutions			
Logos are used judiciously			

Template prepared by Marian Doucette, Web Architect, County of Huron IT Division
 Telephone: 519.482.5119 ext. 2305
 2009 Better Business Workshop - Your Profile On The Web, March 17th 2009

Graphics & Animation

When you use graphics to purposefully illustrate content, you can enhance your website. Overuse can create visual clutter and slow download times, so use them judiciously and edit them for the web.

Graphics & Animation			
	Successful	Could be improved	Deficient
Uses graphics to show real content, not just to decorate page			
Graphics & photos are labeled			
Photos & diagrams are edited appropriately for display size			
Logos, taglines, headlines or other critical elements are not animated			
Animations are not automatically launched; visitors have choice on whether or not to view			
Animations are not used on homepage			

Other

Other			
	Successful	Could be improved	Deficient
Simple, straight-forward window titles			
URL contains company name; any variations are registered with re-direct			
Dates/times only used for time-sensitive content			

When Hiring a Web Developer

When looking for a good web developer for your business it is important to consider the following:

1. **Location** - it is possible to conduct almost any web-related business remotely, so they don't have to be from "your town."
2. **Good Communication** - your developer should speak your language, do you have a good rapport and do you understand each other. If you find yourself feeling frustrated or lost during your initial conversations, chances are you'll feel frustrated during the project.
3. **Responsiveness** - your developer should get back to you, and quickly. If you don't hear back within 48 hours, you should probably move on to the next prospect.
4. **Someone who understands your business** - the best developers aren't merely code jockeys; they are consultants who work with you to further your business goals. They should ask you questions about your business and be able to prioritize results over style.
5. **Good policies** - every good developer has policies, not just for receiving payments, but also for pricing, how work is scheduled, and how and when ownership of work transfers to you. Having well-defined policies makes it easier to do business.

9 Questions to Ask a Web Developer

You've narrowed the field and want to pick the best. You know the standard sort of interview questions, and of course you will ask them. Here are nine questions I would ask when hiring a web developer:

1. **Can you explain to me the difference between HTML and XHTML?**
This might seem like a trivial question, but the very best web developers won't confuse the two. Web developers who don't know there is a difference should be shown the door. Some of differences between HTML and XHTML include:
 - XHTML requires that all tags be in lowercase
 - XHTML requires that all tags be properly closed
 - XHTML requires that all attributes (e.g. class, id, type) be enclosed in double quotes
2. **What industry blogs and websites do you read regularly, and why?**
The best web developers have a passion for what they do. They constantly want to learn: about new trends, better techniques, and everything related to the profession. Ask them to name several sources of information and inspiration, then ask them why a particular source is their favourite.

3. Do you validate your code?

Validation is like a diagnostics test for a website. At the end of development, a good developer will validate their site to check for errors.

4. Do you check your websites in multiple browsers?

In an ideal world, everyone would use the same browser, but they don't. It's vital that your developer is familiar with testing your site with at least the top three (Internet Explorer 7, Internet Explorer 6, and Firefox) and preferably the top five (add Safari and Opera).

5. What applications do you use to build your websites, and why?

If you use particular software (like Adobe Creative Suite), you'll want to make sure your developer is familiar with it or can at least make a quick transition.

6. How comfortable are you writing code by hand?

The very best developers code primarily by hand. They prefer to have as much control over the final output as possible. Detail-oriented developers are the best, because they have a real passion for writing the leanest, quickest, most efficient code possible; this translates into faster page load times, improved SEO, adherence to accessibility regulations, and lower long-term maintenance costs for you.

7. Do you have any personal projects you're currently working on?

Most developers have personal projects on the side, from web-based applications to personal blogs, and love to talk about them.

8. Which content management system (CMS) do you prefer to work with, and why?

Your candidate must be familiar with content management systems. These are especially important if you are non-technical and wish to maintain your own site without having to retain a part- or full-time developer.

9. Can you show me your portfolio?

Even if you've already looked, don't miss the opportunity to go over the developer's portfolio while he or she is in the room with you. Ask them questions about their work and be on the lookout for a large number of partially completed or unbuilt sites as this can be a sign of inexperience.

Online Marketing Do's and Don'ts

Do's

1. **Keep domain names short and memorable** (if possible), and ensure that your web site address is widely published. Include it on stationery, business cards, brochures and advertisements, along with email contact information for key personnel.

2. **Use a signature (sig) file.** This little file goes at the end of every email you send, (except when subscribing to a mailing list). Use your sig for advertising purposes, but keep it brief. It should contain your company name, a brief description of your product or service, and the URL of your web site.

3. **Keep your web site simple and straight-forward.** Resist the urge to glitz it up with gobs of bandwidth-gobbling graphics. Your site should be constructed to encourage repeat visits. A visitor who must wait two minutes for a graphic to load is unlikely to ever return. Offer meaningful content, links to interesting sites, and regular updates.

4. **Find a way to stimulate interaction with visitors** to your web site. Provide an email link, or consider creating an online feedback form -- this is a simple and effective way to conduct online market research. Informal polls are also useful for this purpose; there are free online tools for creating them.

5. **Consider news groups, mailing lists, and blogs** important resources for gathering marketing-related information. Announce your product or service in a net-acceptable way and only in those places that welcome such announcements.

6. **Create a blog to promote your site.** Blogs are fast becoming the leading edge of the new "social Internet" and offer many marketing advantages over static web sites. They can also push content out proactively, instead of waiting for the world to come to them.

Don'ts

1. **Violate the terms of service** of Google's AdSense program or spam the search engines via black hat techniques like cloaking or keyword stuffing. It's not worth it - the penalties are severe, and can include banishment.

2. **Announce your web site until it is completed** and fully functional. Take the time to identify the web servers, lists, and usenet newsgroups where it is appropriate to announce web sites. Consider encouraging colleagues to embed links to your web site in their web pages.

3. **Make users register before they can receive information.** Research has shown this approach repels many more people than it attracts. If you must require registration, request only essential details such as name and email address. Make sure your privacy policy is clearly stated and prominently posted.

4. **Broadcast your message indiscriminately,** unless you enjoy being flamed. Consider the case of *Canter & Siegel*, a Phoenix law firm that posted an advertisement to 9,000 Usenet discussion groups in 1994 promoting their immigration services. They claim to have earned \$50,000 from this approach, and incurred the wrath of the

Internet community, receiving thousands of flames and losing their Internet access provider.

5. **Lose sight of the fact that it is the user**, not the advertiser, who foots the bill for Internet advertising. Therefore, if you wish to avoid alienating a prospect, it is imperative that you treat this person with respect and courtesy. Don't insult his intelligence or waste her time.

6. **Make your email messages or news group posts any longer than they need to be**. Make your point clearly and concisely. If you are replying to another post, retain only the minimum amount of quoted material necessary to get the point across. You can make a product announcement, depending on the news group or list and on the manner in which it is announced. Discretion and courtesy are the keys.

7. **Underestimate the speed at which bad news can travel** throughout the Internet or the negative impact this phenomenon may have on your company. Intel made this mistake once, in ignoring the groundswell of customer anger about a flawed Pentium chip. This dissatisfaction originated in a news group and spread throughout the Internet like wildfire, ultimately forcing Intel to announce a recall.

How to Conduct Keyword Research

Keyword research is critical to the process of SEO. Without it, your efforts to rank well in the major search engines may be mis-directed and result in rankings that no one will ever see. Keyword research involves:

1. **Brainstorming** - Think of what your customers/potential visitors are likely to type in to search engines to find your site (include alternate spellings, wordings, synonyms, etc).

2. **Surveying Customers** - Survey past or potential customers to expand your keyword list; include as many terms and phrases as possible. You will discover your biggest traffic drivers and what produces the highest conversion rates.

3. **Applying Data from KW Research Tools** - Online tools (Wordtracker & Overture) can tell you how many times users perform specific searches. These tools provide concrete data about trends in keyword selection.

4. **Term Selection** - Create a matrix or chart of terms you believe are valuable; compare traffic, relevancy, and the likelihood of conversions for each. This helps you make the best informed decisions about which terms to target.

5. **Performance Testing and Analytics** - After keyword selection and implementation of targeting, analytics programs (like Indextools and ClickTracks) that measure web traffic, activity, and conversions can be used to further refine keyword selection.