



## 101 Internet Marketing Tips

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## **Introduction**

Welcome to the 2011 edition of our Internet marketing ebook. This book is designed to be a guide to all aspects of Internet marketing. Want to learn more about blogging? Read our section that includes how-tos, tips, and tools. Wondering what all the social media hype is about? Check out our tips about promoting your brand and building a community in our Social Media tips.

This ebook is packed with our favorite tools. We mention all of the tools because we use and love them.

To learn more about any of the tips or tools, feel free to shoot an email to Ivan and Lars at [101tips@ipowerstrategy.com](mailto:101tips@ipowerstrategy.com) and we'll be happy to respond.

## Website Basics

Before you get started, you need to know where you stand. Success is a three-step process: design, develop, and optimize.

Designing starts long before you put pen to paper. Before you start building your website, make sure you clearly understand your goals and your target audience.

Then comes the development. Unless you are building a **very** advanced website, there are existing tools and content management systems (CMS) that will likely satisfy your needs. The trick is to know what you want, then find appropriate solutions. In the tips below, we mention our favorite tools.

Optimization is a constant process of improving your Internet marketing campaigns through experimenting, testing, and iterating. In order to measure the success of your tests, you must first establish accurate and consistent measurement techniques. Using website analytics and other tools to measure inbound and outbound website traffic, you can monitor your progress.

Remember, make your goals SMART:

- S Specific: Clearly define success and failure.
- M Measurable: Quantify success.
- A Authority: Know who is responsible for the achievement of each goal.
- R Realistic: Rome wasn't built overnight.
- T Timely: Put a time limit on your goals.

Here is a list of tools and tips for diagnosing your website:

### **Tip #1: Identify Your Goals**

This is by far the most important step. In order to succeed you must be absolutely clear on your goals. A bad example of a goal: Increase website traffic. This is a typical goal that has very little value or meaning. A good example of a goal: Increase conversions by 5% by the end of next month. Building website traffic isn't a goal in itself; building a targeted audience in order to increase sales or conversions is.

### **Tip #2: Develop Your One-Year Website Vision and Plan**

Think about what you want to accomplish in one year. Write it down. What are your marketing/sales/traffic goals? What new sections do you plan to add to your website? What about new features? How are you going to promote your website? When are you planning to start your e-newsletter? Discuss it once a year with your web marketing team, and have them create a website ACTION PLAN. Then break that plan into actionable items you can execute, with deliverables each week and month.

*Example Internet Marketing Plan:*

- Phase #1. *Review and establish goals*
- Phase #2. *Install analytics and set up measurement techniques*
- Phase #3. *Review design and make changes*
- Phase #4. *Conduct SEO analysis and create plan to update website page-by-page*
- Phase #5. *Start advertising (PPC, CPM, Affiliate)*
- Phase #6. *Create a blog and start writing original content a few times a week*
- Phase #7. *Review social media opportunities and choose 1 or 2 networks to participate in*
- Phase #8. *Setup email marketing campaign, start sending out regular newsletters*
- Phase #9. *Review successes and failures. Rinse and repeat!*

**Tip #3: Choose a Good Domain Name**

A good domain name should be memorable and describe your business or brand. It should also be unique and easy to remember. The first decision to make regarding the domain name is whether you plan to use your domain name (and a website) as an SEO tool or as a branding tool. In the first case you will choose a domain like [www.dentist-surrey.com](http://www.dentist-surrey.com). In the second case (branding), you will want to stress your brand or company name (e.g. [www.foryoursmile.com](http://www.foryoursmile.com)).

There are many new suffixes being released including .biz, .info, .org, .me, .it, and countless other country codes. Some have requirements, but each will help explain your business. Be careful when selecting a suffix and make sure it reflects your business. We normally recommend .com domains, unless the business is local or mostly Canadian, in which case .ca is probably better.

Here are two great places to register your domain: <http://www.000domains.com/> and [www.godaddy.com](http://www.godaddy.com). To buy .ca (**Canadian**) domain names, check out <http://www.internic.ca/>, or <http://www.webnames.ca/>.

**Tip #4: Choose a Reliable Web-Host**

Hosting a website can become extremely frustrating if you don't have a reliable web-host. For advanced hosting solutions, check out <http://www.korax.net/>. For affordable hosting, check out <http://www.hostgator.com/> or [www.godaddy.com](http://www.godaddy.com). For reliable hosting in Vancouver, Canada, checkout Domain Socket: <http://domainsocket.net/>.

**Tip #5: Set Up Google Webmaster Tools**

Google Webmaster Tools (<http://www.google.com/webmasters/tools/>) is an excellent free tool that gives you insight into what Google thinks of your website. By adding a simple line of code to your website, you can see a wide range of data. This is a great diagnostic tool to identify issues with performance and keyword optimization. Use this free tool to see which keywords Google thinks are important to your website.

**Tip #6: Install Website Analytics**

Analytics will enable you to monitor how many people visit your website. Again, we recommend Google's free tool because it's easy to use and very comprehensive: (<http://analytics.google.com>).

Use this tool to measure who comes to your site, how they found your site, what pages they visit,

how long they spend on your site, and with a little more digging you can find out a lot more information. This is essential to monitoring the success of your Internet marketing efforts.

**Tip #7: *Install Real-Time Analytics***

Real-time analytics will show you who is **currently** on your website, how they got there, what pages they're visiting, and more. We recommend Woopra ([www.woopra.com](http://www.woopra.com)), because it's very powerful and low-cost.

You can even open up a chat window with visitors to gather feedback directly. Warning: watching your website statistics in real-time (even on a map) can be very addictive!

**Tip #8: *Know Your Google Page Rank***

Page Rank (PR) ranges from 0 to 10 (10 being the most important website). Your PR is a clear indicator of the health of your website. Check your (or your competitor's) rank by downloading the free Google toolbar here: <http://toolbar.google.com/>. If you prefer not to download any plug-in software, you can also check a site's PR by visiting this page: [http://www.prchecker.info/check\\_page\\_rank.php](http://www.prchecker.info/check_page_rank.php).

A high PR will help you achieve higher ad rates and an improved SEO. Websites like CNN have a PR of 9-10, whereas an average site has a PR of 2-3. Think of PR as your website's perceived authority on the web.

**Tip #9: *Know Which Websites Point to Yours***

The number of websites that link to your site has tremendous effect on your search engine rankings. Encourage your partners to link to your website. To find out how many sites link to your web page visit: <http://www.linkpopularity.com/>.

**Tip #10: *Know Your Conversion Rates***

Whether you make sales on your website or not, it's online for a reason and you want to make sure it's working. If your website is designed to generate leads or sales, you need to set up a method of measuring them. Conversion rates are defined as the percentage of visitors on your site who take a desired action (e.g. buy your product, sign up for an e-newsletter, etc.). Once you know what your conversion rates are, then you can work on improving them.

There are many methods to measure conversion rates. For example, you can use analytics software to set up goals, or you can use PPC (see our section on SEM) to set up conversion tracking. When you know what your conversion rates are, establish a value for each conversion and you can start to measure the actual value of each visitor to your website.

**Tip #11: *Know Your Website Grade***

Use this free website grader to compare your website to others: <http://website.grader.com/>. This free report offers great insight into the marketing effectiveness of websites. It will give you plenty of tips to help improve your website. You can also check the grade for your blog (<http://blog.grader.com/>).

**Tip #12: Use a “What’s New” Section on Your Website to Ensure Repeat Visits**

This section may include news from your company, industry or newly posted pages on your website. Corporate blogs are increasingly popular, as they are an excellent way to provide customers with a steady stream of relevant information. By updating the content on your website at least a few times a week, it ensures that repeat visitors will find new, interesting and relevant content. News and a steady stream of new content can dramatically improve your SEO efforts as well.

**Tip #13: Establish a Privacy Policy**

Tell people how their personal information (e.g. their name, email address, etc.) will and will not be used. This will make visitors more comfortable when submitting their personal information or inquiries to your site. These tools will allow you to create your own custom privacy policy: <http://www.dmaresponsibility.org/PPG/> or <http://www.freeprivacypolicy.com>.

**Tip #14: Remember Traditional Marketing Techniques!**

Keep your online and off-line corporate image consistent, almost identical. People often forget traditional marketing rules when taking their business online. Rules of marketing are exponentially more important online.

For example, when visiting a website, users will judge the page immediately; therefore, the **first impression is vital**. Visitors need to know where they are, where they can go, and what they’ll find. So when designing a website (specifically a landing page), be sure it is clear and to the point because visitors generally make the decision to stay or go within the first 5 seconds.

**Tip #15: Avoid Frames and Flash**

From a technical perspective, you should **avoid frames** on your website. Framed websites are not always properly indexed by search engines and in most cases provide inferior user experience and navigation.

You should also **avoid a Flash “welcome” screen** on your website unless you really need a flashy animation. It is frustrating for your website visitors to wait for a fancy screen to download again and again. Additionally, search engines do not always properly index Flash websites. If you really want a Flash version of your site, be sure to make a search engine friendly HTML version as well. Another downside to Flash is that it is not supported in all mobile browsers. So if a person visits your website on a smartphone or tablet, they may not be able to properly navigate.

**Tip #16: Make Your Website Interactive**

The difference between the Internet and every other marketing medium is interactivity. That said, make sure that your website has as many **interactive features** as possible (eg. search the archives, search the catalog, submit feedback, answer surveys, enter subscription forms, fill shopping baskets, chat, suggest a thought, “Ask an expert”, etc.). Interactivity is one of the best strategies to delight your site's visitors.

**Tip #17:        *Make Your Website Customizable***

If possible, tailor your website to your target market and allow them to customize it even further. This is very common on webmail clients and homepages. Enabling a visitor to customize their experience on your website will increase the likelihood that they return.

**Tip #18:        *Diagnose Your Website and Create an SEO Report Card***

It is recommended that you diagnose your website and create a **report card** before you start your SEM. This allows you to locate problem areas that need to be worked on and sets benchmarks that can be used at the end of the project for evaluation. To request iPower's "website report card", along with our ten strategic recommendations on how to improve your website effectiveness, write to [razno@ipowerstrategy.com](mailto:razno@ipowerstrategy.com) (report fee: \$445.00).

## **Blogging**

Blogging is a very powerful Internet marketing tool that can help build a community, drive leads, share insight, increase communication and increase website traffic. A successful blog is rich with appealing content that is designed for a specific market. In addition, it is a great tool for improving your search engine rankings (see our SEO tips).

Here is a list of some common types of blogs along with their basic purpose:

1. An internal company blog to keep stakeholders informed. Purpose: improve communication and align goals.
2. A gadget/product review site that shares news about new products. Purpose: generate revenue from advertisements, affiliate sales, and sponsored reviews.
3. A corporate blog for the public. Purpose: a tool for the company to broadcast their message, proactively create a dialogue on a topic, share industry insight, and generate leads.

Before starting your blog, you should clearly identify the purpose and who your audience is. And lastly, don't underestimate the time it takes to maintain a blog.

### **Tip #19: Choose the Right Platform**

Blogging is an excellent method for starting conversations with your potential clients. There are several platforms out there, and some of them come with unique communities that can provide you with early exposure.

Tumblr (<http://www.tumblr.com/>) is one such example. It has an easy to use blogging platform that enables you to *follow* other blogs and build a community through mutual interests.

If you prefer to go it alone, we recommend WordPress, which comes as both a hosted service (<http://www.wordpress.com/>) and an open-source platform which you can install on your own server (<http://www.wordpress.org/>). WordPress is an excellent solution, because the self-hosted option can be completely customized and has a huge network of designers and developers constantly improving the platform.

### **Tip #20: Build Up Some Content Before You Launch**

This tip is a little subtler, but it's a good idea to build up a few posts before you start bragging about your blog. Write at least 7-10 posts in order to establish some history to your blog. If you start heavily promoting a brand new blog, people may be put off.

### **Tip #21: Content is King**

Nothing is more valuable than writing high quality content. This is the first and most important part of creating and maintaining a successful blog. The power of your blog lies in its reach. The more people that find your content interesting, the more they will share it, the more links will direct people to your website, and the more traffic you'll get.

Make sure your blog posts are interesting for your target market. Posts about tips, useful tools, lessons learned, case studies, breaking *relevant* news, and industry trends can be very helpful to readers. Most importantly, be consistent when adding new posts. Your blog's identity is extremely important. In other words, resist writing about things not related to your blog's main theme. Do not diversify the content of your blog too much; otherwise, people will lose interest.

**Tip #22: *Make It Easy for Readers to Share Your Content***

If a user likes what you've written on your blog, they may want to share it; however, if they can't share it in a couple of clicks then they are likely to not bother. Be sure to **add one-click buttons** so users can share the content on their favorite networks (ie. email, Facebook Like, Twitter Tweet, etc.).

**Tip #23: *Make Sure Your Posts are Search Engine Optimized***

Although the most important part of a blog post is that it's interesting, it should also be technically designed to highlight specific keywords. Think about what a user would search for and write about that.

For example, if you have a website about classic martinis, you may write a post about "How to make the perfect Manhattan." In that post you would make sure to follow the SEO guidelines described in our SEO section. With good SEO practices and a little luck, your website will start to appear when people search for "How to make a Manhattan".

**Tip #24: *Create Case Studies and Whitepapers***

Use case studies and whitepapers to promote your brand and share your expertise by providing interesting information for prospective clients. Keep case studies relatively simple so that prospective clients can read over them quickly and get a good overall view of your products or services.

The goal of a case study is to provide enough information so that potential clients want to pick up the phone and find out more.

**Tip #25: *Set Up Content Walls (sign up or "Like" to download content)***

Case studies, whitepapers, and featured articles are a good opportunity for setting up 'pay-walls.' A pay-wall means that a visitor to your website has to execute a certain action in order to see the content.

Types of pay-walls:

- a. A user must press the Facebook Like button before reading the full-article.
- b. A user must enter their email address (or contact info) in order to download the full whitepaper.
- c. A user must pay a monthly membership to view premium content.

**Tip #26: *Participate in Other Communities, Blogs and Forums***

Online communities are designed to be social. Join the conversations, share your experiences, and use social media as a conversation instead of a broadcast medium (more in our Social Media section). If you're in the wine business, identify the top wine blogs and participate in their communities. That interaction will reinforce your name/brand's expertise while you learn from others.

## Social Media

Social media is the new type of word of mouth and if used properly can be very useful; however, social media campaigns can be hard to measure the ROI on, and they often taper off over time.

In a nutshell, social media is all about online communities sharing content. Facebook, for example, is a social network for friends. LinkedIn is a social network for professionals looking to network. Flickr is a social network based around sharing images and is very popular amongst professional (or aspiring) photographers. Twitter is heavily used for breaking news and real-time information about niche topics. Quora is a rapidly growing questions and answers site that brings together people with similar interests.

Getting involved in social media can help build a name for your brand and get in touch with your target market. It can be used to share information about your company, increase brand awareness, run promotions, and perform damage control.

The first piece of advice is to start slow and be active. Pick one social network and experiment. Being very active and effective on one or two social networks is much more productive than being passive on every possible network. Find where you can reach the most potential clients, and focus your efforts there.

The tips below will help you get started with your social media campaign.

### **Tip #27: Invest Your Time in the RIGHT Social Network(s)**

There are a huge number of social networks out there, and every year a countless number of new ones emerge. It leaves us wondering which social networks one should bother participating in. Although it is excellent to increase exposure, it is much more valuable to interact with a community and add value to it.

It is best to take a look at your business and define your goals. Are you looking to network with like-minded people? Are you looking to increase exposure to a specific niche market? There is a great list of social networking sites available here on Wikipedia:

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites).

1. [Facebook](#) : Great for promoting events, social products, news, and pop-culture. Also provides excellent demographic targeting for reaching specific regions and demographics. Facebook is ideal for word-of-mouth campaigns, as it makes it easy for people to share content with their friends.
2. [MySpace](#): Originally designed to promote musicians and entertainers, it is an excellent place to build and maintain a profile page for sharing music, news and entertainment.

3. [LinkedIn](#): A professionally focused social network. Excellent for networking and building business relationships. It is also well designed for recruiting.
4. [Twitter](#): A micro-blogging service that is unlike other social networks, as it is primarily public. Unless a user opts out, his or her messages (tweets) are displayed on the public timeline for anyone to see. Great for real-time opinion sharing, promotions, and gathering feedback.
5. [StumbleUpon](#): A wonderful website for discovering new content on the web. Being actively involved in this community can help drive traffic to your website in addition to other websites you promote.
6. [Flickr](#): An example of a niche market. Flickr is a photo sharing site that is very popular among serious photographers. It's an excellent place for interacting with professional and amateur photographers.
7. [Digg](#): Digg is similar to StumbleUpon in that it is a website discovery engine that is excellent for finding emerging content. It is often the best place to look for emerging trends in the online world.
8. [Quora](#): The latest edition to our list, it is an extremely interesting questions and answers site. Their technology is focused on building interest graphs so each user can find and follow topics on their interests. Use this site to share your insights and experiences.

**Tip #28:        *Be Active***

Social media is meant to be social. The worst social media campaigns are those that are either inactive or one-way. Don't use social media to just *push* your message out into the world; use it to interact with the community.

**Tip #29:        *Measure Your ROI***

Measuring your efforts is important in social media, because otherwise you (or your boss) may feel that time is being wasted. There are many tools (described below) to measure how much traffic you're sending to your website, how engaged your followers are, whether you are saving on support requests, etc.

**Tip #30:        *Spread the Love***

Respond to people, share their content, give shout-outs, and be appreciative. Social media is best used as a conversation starter, not just for broadcasting messages.

**Tip #31:        *Use Digg, StumbleUpon, Reddit***

Social bookmarking sites are a great way to find interesting websites and increase traffic to your own site. They are packed with niche communities that are actively seeking interesting websites. Make sure your website is listed in the appropriate sections.

Signing up and promoting websites similar to yours will help build a following that can generate serious traffic. A front page story on Digg is known to drive thousands and even hundreds of thousands of visitors to a website.

**Tip #32:      *Choose the Right Social Networks to Advertise On***

Interested in advertising on a social network but not sure which ones are right for your company? Try out Google Ad Planner (<https://www.google.com/adplanner/planning/>) to see demographic data of most major social networks. It's an excellent resource for planning your advertising campaigns. If you don't have a Google account, or if you want to check out another similar resource, try <http://www.quantcast.com>.

## Facebook

An important rule of engaging in social media is to match your message to your audience and medium. Facebook, for example, is a friendly social network with an emphasis on sharing pictures, events, and casual information.

There are many aspects of Facebook that provide excellent marketing opportunities. A combination of Groups, Pages, and Ads is a method of promoting your brand to Facebook's 500,000,000+ users.

### **Tip #33:      *Create a Facebook Page***

A Facebook Page is a promoted page where you can build a fan base. The combination of creating a Page and promoting it on your website will give you yet another tool for interacting with your fanbase.

On average, people visit about 7 websites per day. They check their email, the news, and increasingly check their Facebook. They may not check your website, but if you interact with them on Facebook, you can still reach them on a daily basis.

### **Tip #34:      *Enable Users to Sign Up to Your Website Using Facebook***

Facebook (and other networks) offer single-sign-on (SSO) capabilities. Basically, they enable users to sign in to your website using their Facebook credentials. This not only makes it easy for users to log in to your website, it also gives you access to their social graph. With permission, you can access their list of friends and interests, enabling you to tailor their experience on your website.

### **Tip #35:      *Encourage Users to Share Your Content***

Make it easy for users to share the content on your website, and encourage them to do so. By placing a Facebook Like button on appropriate pages, users can share your website or blog post with their friends in a single click. You can also enable commenting on your website using Facebook's API, so that comments are automatically shared on both your website and the user's Facebook profile.

### **Tip #36:      *Follow, Like and Network with Likeminded Groups***

Similar to a previous tip, use the social networks to be social. Connect with people in your industry or share your interests. Follow and help promote interesting groups and applications.

### **Tip #37:      *Set Up Facebook Ads***

*Pay-per-click advertising (PPC):* The PPC setup is very similar to *Google AdWords* or *Yahoo! Advertising*. You can set up a campaign using defined keywords with small text (or in some cases image) ads that link to your website. There will be a fee for each click or impression your ad receives. The benefit provided by [Facebook Ads](#) is that the advertiser can target very specific regional demographics.

### **Tip #38:      *Create a Facebook Application***

Facebook allows users to create applications. The applications are web applications that plug into a user's profile. They range from productivity tools, to games, to education, and business solutions. They are an excellent means for promoting a brand, but they take the largest investment of resources to create.

## Twitter

Twitter is a microblogging service that allows users to update their status in 140 characters or less.

Twitter is a social network that has exploded in popularity over the last 2 years and in 2009 reached mass media. There are over 50 million users on Twitter, made up of tech gurus, Hollywood celebrities, major brands, and everyone that wants to tweet. It is called a micro-blogging service because it limits messages to 140 characters. That limit was set because Twitter works in conjunction with text messaging, allowing users to send and receive tweets via text message (SMS).

In 2009, major companies adopted Twitter to promote their brands and interact with clients. For example, CNN uses Twitter to release breaking news. Most of the biggest brands you can think of are now using Twitter to promote their products and services and to respond to customer feedback.

Twitter is an excellent tool for promoting and networking. Because of Twitter's public nature, you can reach huge audiences and target specific niches. The use of hash tags (#) has been popularized, as it allows users to filter through the mass of tweets to find interesting subjects. The most common real-time trends are displayed right on the Twitter homepage and allow you to see what is being discussed at the moment.

### **Tip #39: Create a Twitter Account**

Head straight to Twitter ([www.Twitter.com](http://www.Twitter.com)) and create an account. Start by choosing an appropriate username, but don't worry because it can be changed later. Choose a name that is short, memorable, and identifies either yourself or your business.

### **Tip #40: Follow Likeminded Users**

Once you have created your account, start *following* likeminded people. Follow people in your industry or people that share common interests. Twitter is an excellent place to get real-time updates on specific topics and share breaking news with your followers. To find people with similar interests, use [Twitter Search](#) to search for users talking about relevant keywords.

### **Tip #41: Personalize Your Profile**

Before you start *tweeting*, take the time to personalize your profile. The least you need to do is create an avatar. Using a picture of yourself or your brand's logo will gain the most credibility. Beyond that, creating a customized background for your profile page and adjusting the colors can go a long way to build your brand.

### **Tip #42: Measure Your Links**

It's important to measure your links, so that you know which *tweets* are being well-received. Depending on which Twitter client you decide to use (we recommend [Hootsuite](#) or [TweetDeck](#)), you can use their default link shortening tools or sign-up for a [Bit.ly](#) account. A link shortener will take a long illegible link and turn it into a short link that is easier to share. Consistently using a shortening tool will help you identify trends in your *tweets*.

For example, one account Lars manages, ([@newte\\_ch](#)) as of writing this had 500+ followers and generates about 200 visitors per month to [newte.ch](#). That's 200 visitors that may become repeat visitors and may have never found the website otherwise.

Click-through rates from Twitter are generally very low, but will be higher if you consistently post meaningful tweets and interact with your followers.

**Tip #43:      *Share Pictures***

If there is something exciting going on, snap a picture and share it with your followers. Share photos of the behind the scenes action at your workplace or event.

**Tip #44:      *Share Breaking News***

Do you have a scoop on the latest news? Share it with your followers. They will appreciate being kept up to date, as everybody wants to be the first to know. Keep in mind, however, that news should be consistent with your theme, just like the blog posts, as discussed before. For example, you wouldn't share celebrity gossip with a technology blog. Keep your message and interests consistent. If you have multiple business units, consider multiple Twitter accounts. A separate account for support is a good idea.

**Tip #45:      *Be Quick to Respond***

People are wary of marketing, so don't let your Twitter account be impersonal. By quickly responding to people's @Replies and direct messages, you show you care and are active online. It can also be very effective to reduce customer support costs, manage expectations, and execute damage control. If your website is not working for some reason, a quick *tweet* goes a long way to keep users informed.

**Tip #46:      *Track Your Brand and Keywords***

Twitter has a built in search functionality that can be used to monitor your brand or industry keywords. Go to their search page ([www.search.twitter.com](http://www.search.twitter.com)) and start with your brand. This will ensure that anytime someone is talking about you, you'll know. Then try out some specific keywords. It's important to be very specific, as there are millions of users on Twitter and a word like "car" is not unique enough.

**Tip #47:      *Use #Hashtags Appropriately***

Hashtags are used to sort specific topics and are great for events. There is no *official* central database of hashtags, so you can create whatever you want. Using a hashtag enables users to conduct a search for any tweet containing that tag. Here's a guide for [getting started with hastags](#).

**Tip #48:      *Retweet Interesting Content***

Retweets are used to share tweets sent by other users. People love when their tweets are retweeted, so do so when you feel your followers would be interested.

**Tip #49:      *Do More Than Just Push an RSS***

Using a tool like [Twitterfeed](#) enables you to automatically publish your RSS feed to Twitter. Although this is a great tool for posting your content regularly, don't rely on it solely, because it'll make your Twitter account very impersonal. A combination of auto posting from your RSS feed and logging in a few times a day to re-tweet, favorite, reply to messages, and share thoughts is a good combination.

**Tip #50:        *Create Lists***

Lists help you categorize the people you're following, and also let users know what you're interested in. People will be able to follow your lists (if you make them public).

**Tip #51:        *Promote Your Friends on Follow Friday #FF***

Follow Friday is your chance to promote any Twitter user you please. It is best used to thank people that retweet your content, or to let other users know of interesting people to follow. Just write a short note about why you're recommending someone, include their username and the hashtag #FF. (eg. "I recommend @newte\_ch because they post the latest tech news! #FF")

## **LinkedIn**

LinkedIn is considered a social network for working professionals. Its main features encourage networking, sharing expertise, sharing company news, and recruiting.

LinkedIn is certainly a medium where it is important to cater to your audience and remain professional.

**Tip #52:      *Create a LinkedIn Account***

Head to [LinkedIn](#) and start by creating a profile. Import your contacts and you'll be surprised how many people are already on there (90 million worldwide as of September 2010). Include as much information as possible without jeopardizing your privacy. Then connect with friends, colleagues, and likeminded individuals.

**Tip #53:      *Create a LinkedIn Company Page***

As LinkedIn is a social network for professionals, it's a place where you can promote your brand, products and services. Create a company page to list your services and share news.

**Tip #54:      *Network***

It's called a network for a reason, so network, network, network! Connect with people in your industry. Find groups associated with your business and join them. Once you start building connections, you'll find there are interesting conversations going on about very specific topics.

**Tip #55:      *Create a LinkedIn Group***

If your niche is missing a group, go ahead and create one. Use the group to gather likeminded people and share your experiences.

## Search Engines

Search engines are a staple of Internet marketing. They are the portals, the gatekeepers, of website traffic. There are two primary ways to generate traffic through search engines: search engine optimization (SEO) and search engine marketing (SEM).

When a user visits a search engine (eg. Yahoo!, Google, or Bing), they are looking for something. After they type in their search terms, the search engines will display a list of websites that relate to the search terms. In addition to the search results, search engines will also display paid results. Unpaid results are called *organic*, or *natural search results*.

Search engine optimization and search engine marketing go hand in hand. Search engine optimization will help your results appear in organic search results. SEO will also help your ads appear higher (and for less money) among the paid search results. SEO is vital to SEM.

### **Tip #56:      *Submit Your Website to Search Engines***

Make sure to **submit** your website to the most popular search engines and directories, such as Google, Yahoo!, All The Web/Fast, Lycos, Hotbot/Inktomi, DMOZ, and Goodboog. Here is how you can do this on Google. Go to Google.com and type in "Add URL on Google". You will be pointed to this page: <http://www.google.com/addurl/>. For a large list of directories check out: <http://www.addurl.nu/>.

Most of the time your website will be found automatically, but it's important to make sure you're at least listed on all major search engines.

### **Tip #57:      *Share Your Content with Web Feeds***

RSS, Atom, XML feeds, etc. are another big rank and traffic booster. A web feed is "a small file containing a website's latest updates and headlines, which is updated every time the site itself is updated" (source: Andy Wiebels' book "Blog Wild!"). Create your own **web feeds** from your blog by using FeedBurner ([www.feedburner.com](http://www.feedburner.com)).

### **Tip #58:      *Create a Sitemap***

A sitemap is a simple map of your website that makes it easier for search engines to find and index your content.

### **Tip #59:      *Submit Your Blog to Directories***

In order to increase traffic to your blog, you can submit it to **blog and feed directories** such as Technorati ([www.technorati.com](http://www.technorati.com)) and do link exchanges with other blogs.

### **Tip #60:      *Stay On Top of Search Trends***

Keeping on top of trends can be difficult because of the lightning speed of culture and information sharing. Using these tools, you can easily get a grasp of what's being talked about, what's being sold, and what's in the news.

1. [Twitter Search/Trends](#): This is an excellent place to search for topics on Twitter. You can see what is being talked about in real-time or search for specific keywords to see the buzz about them.
2. [eBay Pulse](#): eBay pulse is a great way to see what's being sold on eBay. Even if you don't use eBay, it's great for seeing what products are in high demand.
3. [Amazon Bestsellers](#): This list includes all bestselling products on Amazon. You can narrow the results to specific categories like Electronics and Music. Amazon is a huge online marketplace that also provides great insight into current demand.
4. [Google Trends](#): Google Trends allows you to see the most popular searches on Google in real-time. It also allows you to graph the popularity of keywords over time. Graphing enables you to compare which keywords are more commonly searched.
5. [Yahoo! Buzz](#) and [Google News](#): These news services gather stories from around the web and organize them by popularity.
6. [Digg](#): Digg is a popular service that gathers popular stories from all over the net. It includes videos, blogs, articles, and much more.
7. [Bing Twitter](#): Bing is the latest search engine to reach mainstream. Bing Twitter is their Beta service that searches Twitter. If you'd like to keep abreast of what's being discussed on Twitter, this is a clean and powerful website.
8. [AOL Hot Searches](#): This page by AOL shows both hot searches and popular news articles.
9. [Real-Time Web Search](#): Real-time web search is increasing in popularity. Using Google's Advanced Search features, you can narrow the results to only include stories from certain time periods. If you filter for stories within the last hour, you'll see the most recently indexed results for your search. This is an excellent way to get the most recent articles about an emerging topic.

## SEO – Search Engine Optimization

Search engine optimization (SEO) is an art and a science. It is the process of designing your website to be *search engine friendly* with the goal of helping search engines understand what your website is about, so that your website appears when users conduct relevant searches.

For example, hotels located in Vancouver would want to appear when users search for “hotels in Vancouver.”

**Tip #61: Know Your Most Important Keywords**

Before you can optimize your website, you need to know what keywords people use most often when searching. Use Google’s own tool (<https://adwords.google.com/select/KeywordToolExternal>) to help you choose the best search term. What is better: “Vancouver hotels” or “Vancouver accommodation”?

**Tip #62: Keep Title Tags Short and Descriptive**

Title tags are an important way to identify the content of a page. Each page on your website should have a short, simple, and unique title tag identifying it. Title tags such as “Home” are a waste of valuable real estate. A title tag such as “Vancouver Hotels” is much more descriptive to both users and search engines.

**Tip #63: Ensure Keyword Density**

Use images, video, charts, graphs, spreadsheets, PDFs, and slide shows to illustrate your content. But, make sure to SEO each piece of content by repeatedly using chosen keywords.

**Tip #64: Create Landing Pages for Specific Search Terms**

After identifying which keywords are important to your business, create specific pages on your website for each of those keywords. Keep in mind, design for your audience, not for search engines.

**Tip #65: Take a Granular Approach to SEO**

Identify which keywords/search terms are important, and make specific pages for *each* of them. The fewer keywords per page the better. It is best to design each page with 1 to 3 keywords in mind and optimize the entire page with just those keywords. Then chose another page to optimize other keywords.

**Tip #66: Link to Your Own Pages**

Once you have created landing pages for certain keywords, link to those pages anytime you mention those keywords. If you’re writing a blog post that mentions a case study you’ve written, link to it. Both users and search engines will more easily discover the content and understand the relationships.

**Tip #67: Use ‘Pretty Permalinks’**

Pretty permalinks are URLs that are legible. URLs should make sense when you read them instead of being filled with variables. For example, <http://www.yourwebpage.com/page=1> is a bad URL because it doesn't mean anything to people or search engines. Instead, make sure your pages are legible like <http://www.yourwebsite.com/productA>.

## SEM – Search Engine Marketing

Search engine marketing is paid advertising that gets your ads to appear in both search results and across the content network. As in the example above, when users search for “hotels in Vancouver” they will see both *organic* and *paid* search results. The paid search results are from the company’s SEM campaigns. Some people also use the term PPC advertising (pay per click advertising).

SEM is an ideal way to see instant results. If you want to appear for a specific search term, you can start running your advertisements the same day. SEM is great for getting a campaign off the ground in a hurry; then, SEO can be used for long-term marketing.

An important thing to remember is that SEO will help your SEM campaigns immensely. There is a lot to learn about SEM and we could write a whole book on it, but there are some basic rules to get you started. SEM is like a good board game, quick to learn yet takes a lifetime to master.

The golden rule is that measurement and optimization are the keys to success. Knowing how much traffic is costing you and how much revenue that traffic is generating is the ticket to a successful SEM campaign.

For example, if it costs you \$100 to get 1,000 people to your website, how much do you make off those 1,000 people? Do 5% of them end up buying something? When they buy something, what’s the average profit per transaction? If it’s \$2 then you’re breaking even (50 people generated an average of \$2 each). Once you do the math, you can scale up your SEM campaign to generate more traffic.

Here is a list of **very important** variables to measure:

- Click-through rate (CTR): The number of times your ad is clicked over the amount of times it’s displayed. (5 clicks/100 impressions = 5% CTR)
- Cost-per-impression (CPM): The cost per 1,000 times you ad is displayed.
- Cost-per-click (CPC): How much does it cost each time someone clicks your ad?

### **Tip #68:      *Make Landing Pages for Each Search Phrase***

Ads work best when they are very targeted. They should be very specific and match properly with the pages they link to. The more granular your ads, the better they will rank, the less they will cost, and the more likely people will click on them.

For example, if I’m looking for a hotel in Vancouver and I search “hotel in Vancouver,” if I see an ad that says “hotel in Vancouver” I’m likely to click on it. Then, when I get to that page, if I see that I’m actually at a website about hotels in Vancouver, I’ll probably stick around. However, if I end up at a page that doesn’t clearly show the keywords I searched, I might think I was tricked and ended up at some unrelated website.

Make it as easy as possible for users to find exactly what they’re looking for.

**Tip #69:      *Work to Lower your CPC while Raising Your CTR***

You can lower your CPC by improving your landing pages and keyword optimization in your ads. And, by creating very specific ads and landing pages, you can improve your click-through rate.

**Tip #70:      *Go Where Your Customers Are***

Are your customers on Facebook? Then advertise there. Are they on specific websites? Then use Google AdWords to target those sites or topics.

**Tip #71:      *Start Slow***

It's easy to throw away a lot of money while attempting pay-per-click campaigns. It's important to start slow and not scale up the expenses until you've reached acceptable click-through rates and cost-per-click.

**Tip #72:      *Optimize, Optimize, and Optimize Some More***

Cost-per-click campaigns need to be constantly optimized in order to survive in the long run. Pick an appropriate time frame, every 2 weeks for example, and review your campaigns for optimization. It's important to leave enough time between optimizations to gain some insight.

**Tip #73:      *Conduct A/B Testing***

A/B testing is the process of making one small change at a time to your website and comparing the results. Using [Google's Website Optimizer](#), [Optimizely](#), or <http://www.performable.com/calculator/> you can easily create two versions of your landing pages or ads to compare small changes. When conducting A/B testing, be sure to identify and measure your end goal. [UnBounce](#) is another great tool for creating landing pages. It allows you to create simple landing pages and compare subtle differences to see which is more effective.

## Newsletters

Newsletters are easier than ever to set up and maintain. There are plenty of tools out there (eg. [Constant Contact](#), [MailChimp](#) and [iContact](#)). You may want to start with MailChimp, because it's a powerful easy to use tool, plus it has free accounts for low usage.

### **Tip #74: *Create Regularly Scheduled Newsletters***

A regularly scheduled newsletter can be used to keep your customers informed of industry news and changes in your products and services. MailChimp is a great service that is easy to use and free up to 2000 subscribers.

### **Tip #75: *Keep It Simple***

Fancy HTML emails are nearly impossible to design properly for all mail clients. What looks good in Gmail might not look good in Hotmail or Outlook. People are increasingly accessing emails on the go and from a multitude of mail clients. Keeping the format of your email simple makes it easier for people to read your email.

### **Tip #76: *Measure the Traffic Generated by Your Email***

Use Google Analytics to measure how much traffic comes from your newsletter. If you use MailChimp, you can easily see how many people open your emails and what links they click on.

### **Tip #77: *Make It Easy to Share Your Newsletter***

Add social sharing buttons to your newsletter, so that readers can easily share your newsletter on Facebook and Twitter. And be sure to share the newsletter on your own social networks.

### **Tip #78: *Promote Your Newsletter on Your Website***

Promote your newsletter on your website by listing your archives and providing an easy sign-up form. That way, potential readers can see what your newsletter is about before subscribing.

### **Tip #79: *Write Great Subject Lines***

The subject line is the first line people will see before they even open your email. Make sure it is interesting and attention-grabbing. Experiment with different subjects in order to see what your readers are interested in. Use a descriptive subject line instead of typical subject lines like "May Newsletter."

### **Tip #80: *Encourage Users to Visit Your Website***

Keep the newsletter short and encourage users to visit your website for more information. Display brief excerpts from your latest blog posts, and send users to the website to read more.

### **Tip #81: *Make It Easy for People to Reply***

Make your newsletter personal by allowing people to reply directly. I know a software manufacturer where the CEO will respond personally to every response he receives. His quarterly newsletter often results in a few hundred replies. He considers the personal touch invaluable to his business relationships.

**Tip #82: *Be Friendly!***

Email is less formal than traditional mail in most cases; therefore, the tone of your email should be polite and conversational, rather than a formal letter. However, keep your audience in mind and remember to find balance. Keep your messaging and tone consistent.

**Tip #83: *Don't Spam***

Direct emails should only be sent to people who requested information, or those with whom you have a business relationship; otherwise, they may be perceived as spam. Mailing lists must also include an option to unsubscribe, as well as your physical address. An unsubscribe rate of over 2% will get you flagged for spamming.

**Tip #84: *Do Not Send Attachments, Unless You Have the Recipient's Permission to Send an Attached File***

Most viruses are sent in attached files. Do not open attachments unless the sender is known to you and they mentioned the attached file. If you have an attachment to send, post it on your website and send a link to it instead.

**Tip #85: *Keep Private Emails Private***

It is advisable to use the BCC (Blind Carbon Copy) feature when sending group emails, such as your e-newsletters; otherwise, everyone will know who the email was sent to and be able to contact each recipient directly. Using a newsletter service like Constant Contact or MailChimp will do this automatically.

**Tip #86: *Four Rules for Formatting Your Email:***

- a. Keep your paragraphs relatively short. Always be clear and concise.
- b. Make your point in the first paragraph.
- c. Give your reader a call to action.
- d. Always use your signature file at the end of your email.
- e. Use ALL CAPS for emphasis only. Keep in mind that writing in all capitals is the equivalent of shouting.

**Tip #87: *Use Emoticons to Express Emotions***

Emoticons (acronym for emotions and icons) are a simple and friendly way to express your feelings in an email.

The most commonly used ones are:

- a. :) Smiling
- b. :( Bad news
- c. :o Wow!
- d. ;) Wink

## **Mobile Marketing: iPhones, iPads, Android, Blackberry, Windows 7 Mobile**

If you already have analytics setup on your website, take a look at how many people visit it on their mobile phones. Depending on your businesses, it will likely range from 5-10% and is quickly growing.

From smartphones to tablets, there are a huge number of devices to design your website for. The easiest approach is to design a standard mobile template that makes it easy for users to navigate to important information. This approach will limit the number of 'copies' of your website.

### ***Tip #88: Make a Mobile Version of Your Website***

How does your website look on an iPhone? It may be challenging to setup ecommerce on mobile devices, but at least make it easy to find the contact information, address, and latest news. Mobile visitors will most likely be looking for a quick update or directions.

### ***Tip #89: Develop an Application or Webapp***

Developing an application for your company is a powerful promotional tool. If you don't have the resources to build a completely custom application, you can use a service like [AppMakr](#) to create a low cost application based on RSS feeds from your website.

### ***Tip #90: Make Mobile Optimized Advertisements***

Ads can be targeted to regions, languages, and even devices. Google [AdWords](#) and [Apple's iAds](#) will allow you to target specific devices. If your website is mobile optimized, then advertise on mobile devices to drive niche traffic.

### ***Tip #91: Avoid Flash***

Flash doesn't work on many mobile devices, so it should be avoided for mobile optimized websites.

## Location-Based Advertising, Check-ins and Group Buying

Location-aware devices have created opportunities for location-based advertising. Leading advertising platforms make it possible to target specific regions. If you run a local business, you can create ads that will only appear to people in your area. It is additionally important to ensure your business is listed in local search results.

Check-ins is a new feature of social networks that enables users to tell their friends when they have arrived at a location. [Facebook Places](#), [Foursquare](#), [Gowalla](#), and [Yelp](#) all offer check-in services. You can encourage users to check-in to your location by providing discounts; you will be promoting your brand, because their friends be notified.

Group buying is another new phenomenon. Companies like [Groupon](#) and [Living Social](#) (and countless others) have made it possible for businesses to offer group discounts. For example, you could offer 50% off if more than 100 people agree to purchase. The service will then notify users and the deal won't be activated until enough people agree to purchase. These services take a percentage and can be a mixed blessing, but they can very effectively drive extra traffic to your business.

### **Tip #92: Use Geo-aware Advertising to Promote Local Business**

Advertising campaigns can be targeted to specific regions (even languages). Set up your campaign to target your area.

### **Tip #93: Set Up Your Business Locations**

Make sure your locations are listed so they appear in Google Maps. Setup your locations at [Google Places](#). They will send you regular reports on how many times people have searched for your business and if they visited your website. Also, make sure you're listed on [Bing Maps](#).

### **Tip #94: Use Facebook Places to Promote your Local Business**

Facebook can also be used to target specific regions. Users will then be able to *check-in* to your location to tell their friends where they are.

### **Tip #95: Make Sure You're Listed On Yelp**

[Yelp](#) is another very popular location-based search engine. Specifically for restaurants, clubs and shopping, this social network has become increasingly important for local businesses. Be sure to keep an eye on your listings to monitor the kinds of feedback your business is getting.

### **Tip #96: Foursquare, Gowalla, etc.**

Emerging location-based social networks such as [Foursquare](#) and [Gowalla](#) can be used to promote your local business through coupons and promotions. For example, "Check-in to our location and receive a 10% discount." That *check-in* will be displayed to the user's network of friends.

### **Tip #97: Use Groupon to Promote Your Business**

[Groupon](#) is one of dozens of websites that offer businesses an opportunity to offer group rates to

customers. For example, if 100 people sign up for your service, they get a 25% discount. The deal is only in effect if enough people sign up.

Check out [CakeDeals](#) to find local deals in your area and which companies you can work with to promote your business.

**Finally: LET'S STAY IN TOUCH!**

**Tip #98:        *Subscribe to “Where is the Puck Going?” Blog!***

You will love Ivan’s blog about new business and technology trends: “Where is the Puck?”. Stay ahead in 2011. Visit [www.whereispuck.com](http://www.whereispuck.com).

**Tip #99:        *Subscribe to BizPharmacy.com Blog!***

Get “technology prescriptions for your business symptoms” from Ivan & Cyri’s column, as published in “Business in Vancouver”. Visit <http://www.bizpharmacy.com/>.

**Tip #100:      *Follow Lars (<http://twitter.com/larsvedo>) and Ivan (<http://twitter.com/whereispuck>) on Twitter!***

**Tip #101:      *Call Us or Email at [101tips@ipowerstrategy.com](mailto:101tips@ipowerstrategy.com) If You Need Help with Any Aspect of Your Online Marketing!***