

WHEN WE **BUILD** IT, THEY WILL **COME**.



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If you have a business, first things first: you **need** a web site. The Internet has squeezed the world into a very small place where everything is accessible with the click of a mouse. Whether you want to find information about a business, person, or product, the Internet provides every detail. As a result, it is critical to keep up with its fast pace as more companies are going online after having discovered the power of the Internet. Therefore, if you DON'T have a web site, get one.

Second, if you DO have a web site, do you truly understand its power and how extraordinary a sales tool it can be for your business? By "sales tool," we aren't just talking about your web site. We are talking about the Internet as a whole. Many companies simply have a web site and just expect users to find it. *But if they aren't proactive in getting their site among the millions of free or very cost effective places online that people look to find your company's products and services, there's no purpose in even having a web site.* Oh, and FYI, they're missing out on a great deal of business. Here are some very simple, but highly effective recommendations that don't require any knowledge of HTML code. All that's required is creativity and consistency, either by you or a hired professional skilled in internet strategy.

1

Develop a social media plan using such outlets as Facebook or Twitter.

And if you start a social media plan, be sure to stay on top of it. Know your market, know what you're trying to sell, and know how most effectively to communicate to your potential customers. What you post on Facebook or MySpace may not be the same as what you should post on Twitter. What you post in a blog will not be the same as what you post in LinkedIn. Every social media outlet requires a unique and different approach.

2

Optimize your web site and make it count.

Every page should be optimized differently and to what that page talks about. Ask yourself this; when a person visits a specific page on your web site, what do you want them to do or learn? Then, optimize that page accordingly. Every page of your site has the ability to be ranked within the search engines, so make sure you optimize every page as if it were your homepage.

3

Submit your site to the various search engines.

Consistently monitor them to view how your site is ranking. One such way is by googling "site:YOURDOMAIN". This will show you all pages within the Internet where you are located.

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4

Create videos, podcasts, and post pictures to visually describe you.

You can post these items on your web site and submit links to them in various blogs, directories, social media, or other web sites. You can also create a YouTube account to post your videos. Add titles, comments, meta tags, and your web address to your videos.

5

Submit your site and information to various online directories in your industry.

Many of these directories pay to advertise online, and thus, it is very likely a user will find a company to provide the product or service they are looking for via these directories. The whole premise behind search engines is that it's not necessarily most important for your SITE to be ranked #1. But it IS important for you to be in the sites that ARE ranked highly.

6

Create articles and press releases to be distributed in various channels online.

Content is king when it comes to web sites and search engines. Make sure this content is unique - not something that is found in 200 other places throughout the Internet. If you are caught plagerizing, you will be penalized. There are multiple free press release submissions sites, one being prweb.com. Go there, create an account, and start submitting your press releases (information about your company or product directed to your audience and media). Remember to include your main contact information: phone, web url, and email.

7

Submit to various blogs online that discuss your products and services.

People spend countless hours reading and posting to blogs. In addition, search engines spider those blogs numerous times a month. Blogs are just one more outlet to showcase your information, to direct people to your site, and give your site more relevance in the eyes of various search engines.

8

Take advantage of Pay Per Click campaigns online.

This includes such engines as Google, Yahoo, and Bing. It's a quick and easy way to get in front of your potential customers and give them exactly what they are looking for. Yes, it costs money, but if a \$3.00 click fee can bring you \$1,000 in revenue, you just made \$997.

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9

Integrate Google Analytics (www.google.com/analytics) into your site.

Analytics helps to measure traffic, how people are getting to your site, each page's bounce rate, etc. to determine how people are really using your web site and if it's being an effective tool. It'll help you determine if your site is okay as is, or if it needs to be improved to include better calls to action, better conversion funnels, easier user navigation, more interesting content, and more.

10

Make sure your web site gives the right first impression.

Does it contain your phone number and another call to action on every page? Is your navigation simple and consistent? Do people know where to go to get the information they came for? Do you provide incentive to stay on your site? Does it look professional and stand out from your competition? Is it a site people will remember and refer to others? These are simple questions, but how does your site measure up?

We realize the Internet can be a bit overwhelming when you think of it in its entirety, but if you understand its power and take things one step at a time, you'll find that you can succeed online without knowing anything about how to actually create a web site. You will stand out from your competitors and gain customers from places you never knew existed. Regardless of how users get to your site or contact you about your products or services, you just gained a sale and a new customer.

Boschel Interactive specializes in developing strategic plans that are specifically tailored to your company and market to help build your business online. These plans are more than social media, more than search engine optimization, email marketing, and pay per click campaigns. What makes an internet strategy successful is using a combination of online marketing techniques to cost effectively place you in front of your audience, as well as make sure that audience is doing what you want them to on your web site or other media outlet.

Call us today with questions or for a free web site analysis: 410.638.6601. We'll work on the plan and execution. You'll work on thanking your new customers.