

Platypi Designs Inc. **webSOLUTIONS**  
for your growing business

www.platypidesigns.ca

## Marketing and Measuring

Is Your Web Site Working?  
And more....

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## Seminar Agenda

- Introductions and seminar goals
- Marketing Plan
- Web Site Statistics
- Search Engine Optimization
- E-Marketing
- Client Management Systems
- Questions and answers

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## Introduction of Platypi Designs

- Founded in October 2002
- Specialize in providing professional web site design and development to businesses of all sizes
- Known for our personal approach to business interactions with all current and prospective clients

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**Seminar Goals**

- Learn to define your marketing objectives
- Figure out what to track and how to measure it
- Find out about online and e-marketing strategies
- Learn how to support your online efforts

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**Marketing Plan**

- Document that defines the following details
  - What product(s)/service(s) you offer
  - How you will promote them
  - How you will measure the success of the promotion
  - Defined timelines for analysis of data collected from measuring

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**Web Site Statistics**

- Make sure that web site hosting company provides web site statistics
- Look at them monthly or bi-monthly
- Understand the information you're looking at
- Do analysis on data

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## Web Site Statistics Helpful Hints

- Hits versus Visits/Visitors
  - Look at your Visits/Visitors numbers. Hits is not a meaningful indicator.
- Always mark down the date of a news release/marketing campaign so that you can look at your site traffic for specific days.
- Review the pages on your site that are getting the most traffic and see how long people spend on your site – then tweak the site accordingly
- Never be afraid to play with your site content

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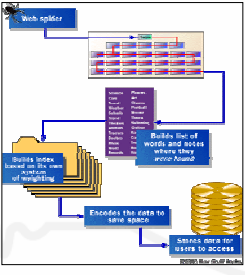
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## Search Engine Optimization

- How search engines work

Analogy: When looking for something specific in a book you would go to the index to search for the item you are looking for.

Web site spiders are deployed into web sites to find out what the "Indexed words" of your web site should be.



The diagram illustrates the search engine optimization process. It starts with a 'Web spider' that visits a website. The spider identifies 'Indexed words' and 'Ranking factors'. These are then processed into a 'Ranking list of words and codes where they were found'. This list is then 'Encoded into data to send back'. Finally, 'Search engines spiders to access' the data, which is then used to 'Rank the list of words'.

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## Search Engine Optimization

- Search engine optimization (SEO) is the process of editing your pages to help ensure you are found when people search for you online (i.e. Google)
- Google runs about 100 algorithms on 1 web site page in order to assess how the page should rank

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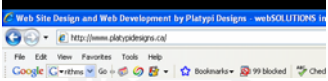
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## Search Engine Optimization

At this time the most important items to search engines are:

- Web page title which is defined in web site code and appears as the browser window title



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## Search Engine Optimization

- Content on your web site that is directly related to and relevant to your web site page title.
- Keyword phrases in your content that link to internal pages of your site.  
(i.e. "Learn more about [business networking](#)" rather than saying "[Click here for more details](#)")
- Meta data in your code for keyword phrases and description – while this doesn't hold a lot of weight by itself, together with the other items mentioned before, it strengthens your page.

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## Search Engine Optimization

The items below should be avoided if you want to be found in search engines:

- Splash pages
- Web site navigation that is image based
- Completely flash animated web sites
- Link exchanges with businesses you don't know (especially large generic link farms)
- Linking to a friend's business that isn't really related to your industry

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**E-Marketing**

E-marketing is the ability to market your product/service electronically

- E-newsletters, Email campaigns
  - Constant Contact, Web tools through your service provider are recommended
  - Watch out for privacy policy
  - Respect your recipients

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**E-Marketing**

- Offer further information to your prospects in a password protected environment on your web site – this could involve a subscription if you like
- Create an online survey that asks questions which would help determine if your product/service are suitable for the visitor

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**E-Marketing**

- Create an online form that allows people to contact you via form rather than email – it puts the onus on you to contact them back.

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**Client Management Systems**

It is important to support all your marketing efforts. Your most important connection is the one that you make with your prospect and client. To keep that going a client management system will help you to remember follow up calls, important conversations and relevant details for the contacts you have at those businesses.

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**Questions and answers**

If you have any questions after this seminar, please feel free to contact us at 519 823 9456 or info@platypidesigns.ca

A copy of this presentation will be available at:  
[www.platypidesigns.ca/supportingdocs.asp](http://www.platypidesigns.ca/supportingdocs.asp)

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