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Facts & Figures – internet growth

1. B2C sales will grow from **\$172 billion in 2005** to **\$329 billion in 2010**
2. Online sales will enjoy **14% compound annual growth** over the next **5 years**

Source : Forrester Research – September 2005



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Understand Search Engines :

Sponsored Listings

- = Advertising
- pay per click, pay per call
- Instant listings
- Rankings determined by “bid” prices but...
- Also budgets and “click through rates” on Google
- Your listings disappear when you stop advertising
- Good for seasonal and special offerings
- Risk of click frauds and bidding wars




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Understand Search Engines :

Search Engine Listings

- Organic listings
- Sponsored listings



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Understand Search Engines :

Sponsored Listings

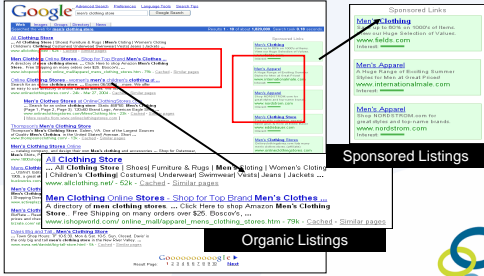
- Determine your budget and switch on and off as you please
- Research keywords first
- Write effective ads – just like any other advertising
- Run sponsored listings while you wait for the free listings to appear



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Understand Search Engines :

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Sponsored Listings

Organic Listings



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Understand Search Engines :

Sponsored Listings

Write effective ads

Hair & Beauty Products
hairdryers from £12.99,
pink ceramics only £44.95.
www.salonproducts-direct.com

Hair Heaven
www.hairheaven.co.uk Futura Hair Straighteners T3 - GHD - Hairdryers - Styling Aid




Understand Search Engines :

Sponsored Listings

Write effective ads

- [Kwik Fit Car Services](http://www.kwik-fit.com)
www.kwik-fit.com Book your MOT online for £34.95.

[Does Your Car Need Servicing? an MOT?](#)
 Whatever your need is, on the official Renault Web site, you can...
www.renault.co.uk




Understand Search Engines :

How does Google list and rank websites?

Listing
 Google finds your site and "index" it

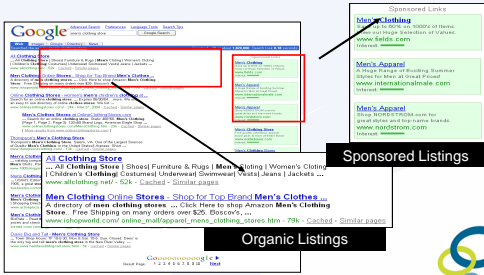
Ranking
 Complex algorithm :

In simple terms, a mathematical calculation of how "relevant" is your site compared with the search phrase




Understand Search Engines :

Google www.google.co.uk



Sponsored Listings

Organic Listings



How to get my site on Search Engines

Organic Listings

Search engine is like a spider, it crawls the internet and looks for web pages to "index"

The Visiting Spider




Understand Search Engines :

Organic Listings = FREE Listings


Its **FREE!**
 So, take advantage, get it right....



How to get my site on Search Engines


Organic Listings

Spider finds you and puts you in an index
 Search "site:yoursitedomain.com" to find out.



Web

[TW Motor Inc-car repairs and maintenance workshop in London](http://www.twmotorinc.co.uk/)
 TW Motor Inc, car repairs and maintenance workshop in London, specialising in Mercedes Benz, BMW, Smart Cars and all German make models.
www.twmotorinc.co.uk/ - 16k - Cached - Similar pages



How to get my site on Search Engines :

Organic Listings

Ok, you are indexed,
Now what?


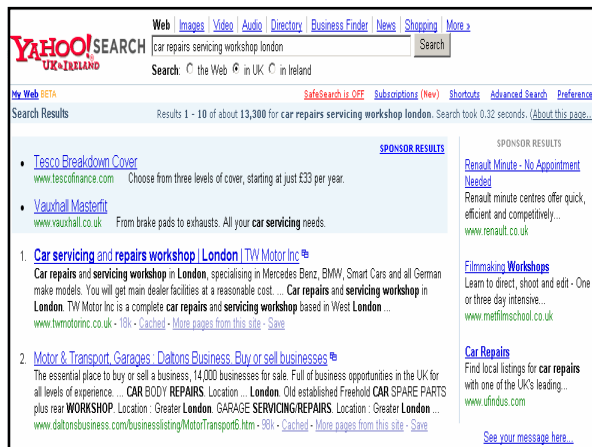
Google needs to "rank" you when
a human being types in a particular keyphrase



Understand Search Engines :

Google says :

"A Google search is an easy, honest and objective way to find high-quality websites with information relevant to your search"

Web | Images | Video | Audio | Directory | Business Finder | News | Shopping | More >

YAHOO! SEARCH
UK • IRELAND

car repairs servicing workshop london

Search: the Web in UK in Ireland

My Web BETA [SafeSearch is OFF](#) [Subscriptions \(New\)](#) [Shortcuts](#) [Advanced Search](#) [Preferences](#)

Search Results Results 1 - 10 of about 13,300 for car repairs servicing workshop london. Search took 0.32 seconds. (About this page...)

SPONSOR RESULTS

- [Tesco Breakdown Cover](#)
www.tescofinanca.com Choose from three levels of cover, starting at just £33 per year.
- [Vauxhall Masterfit](#)
www.vauxhall.co.uk From brake pads to exhausts. All your car servicing needs.

1. Car servicing and repairs workshop | London | TW Motor Inc
Car repairs and servicing workshop in London, specialising in Mercedes Benz, BMW, Smart Cars and all German make models. You will get main dealer facilities at a reasonable cost... Car repairs and servicing workshop in London. TW Motor Inc is a complete car repairs and servicing workshop based in West London...
www.twmotorinc.co.uk - 19k - Cached - More pages from this site - Save

2. Motor & Transport, Garages - Daltons Business. Buy or sell businesses
The essential place to buy or sell a business, 14,000 businesses for sale. Full of business opportunities in the UK for all levels of experience... CAR BODY REPAIRS Location: London Old established Freehold CAR SPARE PARTS plus rear WORKSHOP Location: Greater London GARAGE SERVICING REPAIRS Location: Greater London...
www.daltonsbusiness.com/businesslisting/MotorTransport.htm - 99k - Cached - More pages from this site - Save

SPONSOR RESULTS

- [Renault Minute - No Appointment Needed!](#)
Renault minute centres offer quick, efficient and competitively...
www.renault.co.uk
- [Filmmaking Workshops](#)
Learn to direct, shoot and edit - One or three day intensive...
www.metfilmschool.co.uk
- [Car Repairs](#)
Find local listings for car repairs with one of the UK's leading...
www.dfindus.com

[See your message here...](#)

Understand Search Engines :

Google's challenge :


If the results are irrelevant, searches will abandon it.

So, Google must

- set the criterias for listing.
- penalise sites that try to "cheat" their way to the top.

"BMW given Google's Death Penalty" 6 February 2006
BBC News

Go to Google.co.uk, search "bmw google" for listing of this news, read at your leisure....




Understand Search Engines :

Mathematical calculation?

A number of criterias – meta tags, length of time, traffic, size of website, etc etc...but **2 important** criterias :


- how many quality sites linking to you?
- how good & relevant is your content

But criterias can change!



Understand Search Engines :

1. Honest
2. Objective
3. High-quality website
4. Relevant information



Understand Search Engines :

Honest

- no duplicate content
- no mirror sites
- no cloaking (see BMW case)
- no spamming
- no "link farms"
- no automated processes
- no domain spamming
- no doorway pages
- no, no, no,..... just be honest!

Understand Search Engines :

High quality websites

- aesthetics (flash, images, frames etc)
- usability (navigation, layout, accessibility etc)
- content rich
- quality information
- relevant information
- popularity of websites (links popularity)

Understand Search Engines :

Go to google, search "bmw google"

BBC NEWS

UK version | International version | About the versions | Low graphics

Last updated: Monday, 4 February 2008, 15:31 GMT

Email this to a friend | Printable version

BMW given Google 'death penalty'

Search giant Google has "blacklisted" German car manufacturer BMW for breaching its guidelines.

Investigations by Google found that BMW's German website influenced search results to ensure top ranking when users searched for "used car."

Google has now reduced BMW's page rank to zero, ensuring the company no longer appears at the top.

BMW admitted using so-called "doorway pages" to boost search rankings, but denied any attempt to mislead users.

Some of the suspect pages already appear to have been removed.

Understand Search Engines :

Quality information

- "content is king"
- good original content
- discussion forums and blogs
- hints and tips
- frequently asked questions
- news, press releases
- expert advice

Understand Search Engines :

Objective

- be clear, not vague
- research your target customers
- research keywords
- contents built for target customers

Understand Search Engines :

Organic Listings

- Search engine friendly sites have advantage
- Keyword research, competition research
- Takes time to get indexed or ranked (but there's sponsored listings)
- Long term approach to listings

BE PATIENT, it's a process not an event!
Get professionals to help you, mistakes can cost you dear!

**Understand Search Engines :
Organic Listings – search engine friendly sites**

- Avoid flash websites
- Avoid frame websites
- Avoid excessive use of images or flash on
- Good coding practices
- W3C accessibility
- Relevant contents

Importance of Users' Experience :

Don't forget your VISITORS

- Your users buy your services and products, not the search engines
- Your website should focus on users
- Search engines connect you to the users

**Understand Search Engines :
Organic Listings –keyword research**

- Don't guess!
- What keyphrases are your customers searching?
- Your unique selling proposition (USPs)
- Who are you competing with?
- How many searches are done on your keywords?

Eg. "hair straighteners" 37,000 per month

Importance of Users' Experience :

Don't forget your users!

- Navigation
- Design fit in with your target market
- Benefits & Features
- Contact details prominent?
- Free shipping? Tell them!
- Customer Services helpline
- Hints and Tips
- Polls, quizzes, feedback

**OK, I have got traffic,
but visitors are
Not converting to
CUSTOMERS!**

Importance of Users' Experience :

Why aren't you converting?

- No clear call to action?
- Not ready to buy?
- No trust?
- No perceived value for money?
- Not competitive?
- Obvious one, you have an ineffective website?

Importance of Users' Experience :
Call to action page


Tell them what to do:

- Buy now
- Call us now
- Subscribe
- Register for a free sample
- No strings consultation
- Download a demo now

Include a "help" or "faq" or "telephone number"

Offer next best alternative at the end, typically newsletter or notification or alternative product or service


KEEP IN SIMPLE & SEXY



Importance of Users' Experience :
Keep em coming back...

Think about REPEAT TRAFFIC GENERATORS

- games, competitions, humour
- Advice columns, ask a question
- Reminder service
- Resource page
- Calendar of events
- Special promotions, freebies, samples
- What's new, latest events
- Online seminars
- Jobs
- Tell a friend, recommend this site
- Surveys
- Blogs, forums, guest book
- etc



Importance of Users' Experience :
Not ready to buy

But they may be in the near future or they know somebody who needs you

Use:

- Newsletters
- Repeat traffic generators



Importance of Users' Experience :
No trust

- Security – SSL/https/padlock
- Refund policy
- data protection
- Phishing
- After sales service
- Response to contact must be prompt
- Tel and address prominent, try to avoid po box
- Memberships, certifications, testimonials
- etc



Importance of Users' Experience :
Don't forget your users!

- Newsletters


Tips:

- Permission-based marketing
- Targeted marketing – different people have different needs
- Send only when you have something to offer, not because you want to send once a month or once a week



Importance of Users' Experience :
No perceived value for money

- Benefits, benefits & benefits to customers
- Features (after the benefits)
- Case studies
- Product comparison
- Money back guarantee – 7 day by law but tell them
- What is your competition doing?



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Importance of Users' Experience :
Not competitive

- Competition analysis – online?
- Too cheap is not value for money
- Any "by-products" that comes with it?
- Differentiation
- Justify your price

Business LINK

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Questions?

if you have an unanswered question,

feel free to contact me,
sally@wsicoreolutions.com
020 8458 2928

To download a copy of this presentation :
www.seosolution.co.uk
Click "SEO Seminar"

GOOD LUCK!

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Importance of Users' Experience :
Ineffective website

- Slow loading
- Not enough information
- Does not reflect your business image
- Cluttered, after-thoughts thrown about

Business LINK

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Q:How to get the best out of your website?

A:

- **build a search engine friendly site**
- **Build good quality contents**
- **Get quality incoming external links**
- **Research your target customers & competition and reflect on website**
- **Work with a trusted web agency that understands search engine marketing & accessibility**
- **Nurture your website, like you do with your top sales person**

Business LINK