

# Web Strategies


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This session focuses on design and content strategies to increase the number of visitors to your site and encourage visitors to return more frequently. Learn how to make your site easier to find in frequently-used search engines and tips on creating user-friendly screen and print Web content.

**Web Strategies**

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Annette Marquis  
Gini Courter  
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**Workshop goals**

- Identify key elements of site design that encourage visitors
- Know how to create user-friendly screen and print content
- Understand how search engines affect site traffic
- Be aware of other Web marketing tools



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## Web Strategies

### Steps to encourage visitors

- Be clear on your objectives
- Design your site
- Get the word out!
- Track your results to identify areas for improvement



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### Be clear on your objectives

- Define your site's purpose
- Understand your role
- Know your customers



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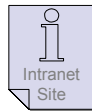
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### Define your site's purpose



OR



- Public or private?
- Sales, promotion, entertainment, information, or organizational transparency



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# Web Strategies

**Understand your role**

Major site developer

OR

Content Contributor



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**Know your customers**

- Who do you want to attract?
- Why do you want them there?
- Are they from within your company or outside your company?
- Are they local or global?
- Do they already know about you or are you a new player?



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**Design your site**

- Find a great domain name
- Design your site with traffic in mind
- Deliver valuable and usable content



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## Web Strategies

### Find a great domain name



- Company name
- Product descriptor
- Easy to remember
- Easy to spell when heard
- Have multiple names that point to your site

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### Design your site with traffic in mind



- Optimize or pack your site with keyword phrases and meta-tags
- Add a Site Map
- Develop unique and descriptive page titles, including keywords
- Don't use frames
- Add useful Web parts

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### Deliver valuable content



- Keep information up-to-date
- E-mail links to documents on your site rather than the documents themselves. Post:
  - Agendas and Minutes
  - Reports and Presentations
  - Charts and data
- Post documents in various formats
  - Onscreen and download
    - Adobe Acrobat
    - PowerPoint

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## Web Strategies

**Get the word out!**

- Publicize your site address
- Make search engines work for you
- Go find your customers
- Explore other Web marketing tools

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**How Visitors Find You**

Source	Percentage
Direct Navigation	64%
Search Engines	36%

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**Publicize your site address**

Include URL in other communications:

- Business cards
- E-mail signatures
- Publicity materials
- Letterhead
- Printed documents
- Radio and TV ads
- Local newspaper web site

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## Web Strategies

### Make search engines work for you



- List your site with search engines and directories  
95% of traffic comes from Google and Yahoo!
  - [bCentral.com](#)
  - [WebTraffic.com](#)

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### Go find your customers



- [eBay](#)
- News groups
- Chat rooms

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### Explore other Web marketing tools



- Pay for search engine placement
  - [Overture.com](#)
- Pay for ad clicks (PayPerClick)
  - Google's [AdWords](#)
- Lead generation and capture tools
  - [W5.com](#)
- Track your traffic rank
  - [Alexa.com](#)
- Improve your link popularity

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## Web Strategies

**Track your results**

- Web hosting company statistics
- Commercial web analytic tools
  - [WebSideStory](#)
  - bCentral's [Site Traffic Analysis](#)



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**Summary**

- Be clear on your objectives
  - Define your site's purpose
  - Understand your role
  - Know your customers
- Design your site
  - Find a great domain name
  - Design your site with traffic in mind
  - Deliver valuable and usable content



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**Summary**

- Get the word out!
  - Publicize your site address
  - Make search engines work for you
  - Go find your customers
  - Explore other Web marketing tools
- Track your results



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## Web Strategies

**Questions?**

For handouts, more info:


- [www.triadconsulting.com](http://www.triadconsulting.com)

Or try our web site:

- [www.triadconsulting.com](http://www.triadconsulting.com)

Or, perhaps

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