

Outsmarting vs. Outspending: Transitioning to Interactive with a Winning Strategy

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The top B2B Internet marketing agency.
Just ask Google.



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Transitioning to Interactive

- Chronological process—about six months
- First, think through your interactive strategy:
 - Assumption 1: you need a new website
 - Assumption 2: you need to do social media
 - Assumption 3: you need to focus on metrics

Key concept for winning with search marketing:

How can you deserve to be #1?

Website: Strong Foundation

- 85% of people use search to research new products and services
- If you're not using the exact terms they are using, you'll be invisible to those prospects
- Web marketing is the most effective way you can spend marketing dollars
 - Measurable results
 - Low cost compared to advertising/direct mail

One week to a winning strategy

- Competitive analysis
 - What's the ante, creatively?
 - How big are they?
 - Number of pages and links for each site
 - Use Yahoo Site Explorer:
<https://siteexplorer.search.yahoo.com>
 - Criteria for inbound links analysis:
 - » Show inlinks EXCEPT FROM THIS DOMAIN
 - » AND to ENTIRE SITE
 - What keywords are they targeting?

Thinking about Search Phrases

- Right now, write down 10 search terms where you'd like to be on the first page of Google
- Suggestions:
 - Descriptions of your product or service
 - Description of your company
 - Description of your market niche
 - Competitive advantage
- RefreshWeb terms: SEO agency, B2B internet marketing agency, B2B internet marketing, Houston SEO agency, SEO cost, SEO pricing, free SEO report, SEO dashboard, search marketing agency

You have to meet prospects *on their terms*.

- Keyword research
 - Brainstorm terms that are transactional instead of informational
 - Research on Google's free keyword tool:
 - <https://adwords.google.com/select/KeywordToolExternal>
 - USE PHRASE MATCHING OPTION to assess search volume
 - Select best 50 keyword candidates and test:
 - Search each term with quotes and record number of competing pages
 - Keyword Effectiveness Index:
 $\text{search volume}^2 / \text{number of pages} = \text{KEI}$

Keyword Assessment and Selection

- Keyword selection
 - Assess KEI by sorting and then highlighting three tiers
 - Preliminary selection: balance high KEI scores and volumes—a term with hundreds of thousands of competing pages will be a tough competitor, pick fights you can win
 - Do this search to look for optimized pages:
allintitle: keyword phrase
 - Test your top competitors, see how they rank on your targeted phrases...you can win more quickly if you hit 'em where they ain't

Thinking Through Site Usage/Content

- Talk to customers about their informational needs, how they use your site, what terms they would use to research, any ideas they have for you to improve the site
- Identify existing assets: brochures, white papers, webinars, videos, podcasts, etc.
- Identify key topics and keyword phrases for your website content
- Identify your audiences

Winning Customers, Not Click-Throughs

- Identify your primary objectives:
 - Phone call?
 - Order now?
 - Registration/qualification?
 - Download a catalog?
 - Find a dealer?
- Plan for competitive advantage
 - How can you WOW! a prospect?

End of Week One: Talk to a Designer

- Now, you're ready to talk to a designer or agency about the creative for your site.

Low Risk Social Media Marketing

- Do more of what you're already doing
- Social media is not a job for the intern!



Repurpose Your Existing Assets

- Leverage the assets you produce anyway
- White paper =
 - Press release
 - 4 blog posts
 - 6 tweets on elements
 - Fan page on Facebook
 - Updates on LinkedIn profile
 - Post to SlideShare

You can't track what you aren't measuring

- Install analytics IMMEDIATELY
- Monitor traffic, referring sites, productive keywords, organic and paid traffic, time on the site, click stream
- Monitor ranking on major search engines for the key phrases that matter
- Test, refine, test, refine

PLAN FOR RELENTLESS IMPROVEMENT

**Measurement and
evaluation help
to create an
effective plan
with lasting
results**



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