How we can improve **YOUR** Internet Marketing

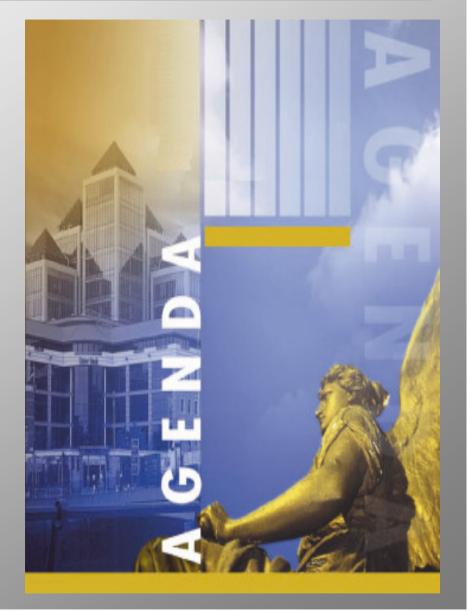## Presentation agenda…

1. Website – initial impression

2. Can you be trusted?

3. Who's best for the job?

4. What are Hot Spots?

5. Search Engine Optimisation

6. So what happens next?

7. Summary & Questions

Initial impression…

- Loads quickly

- Colouration and font

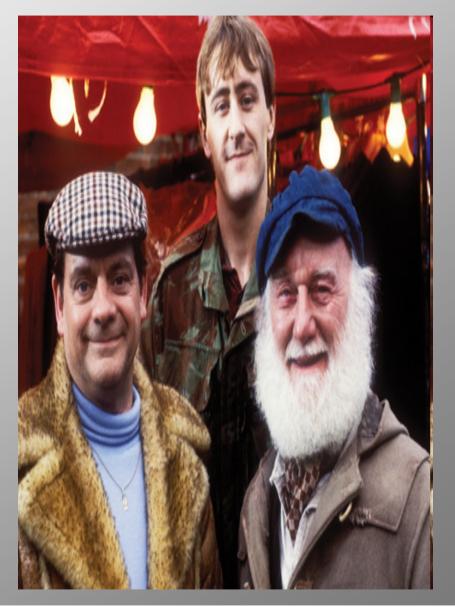- Imagery and movement

- Ease of use

- Navigation

- Size

Trustworthy…

• Do you actually exist?

• Build a picture

• Welcoming, familiar

• Secure and protected

• Validated and compliant

• Transparent

• Be honest

Can they deliver…

- 25 point checklist

- Research

- In-house from scratch

- Is it yours?

- Other marketing

- "Found first"

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Hot Spots…

- Logo and Tag line

- Movement and Call to Action

- Emphasis and Content

- Net-Inform and RSS

- Video

- Blogs and Forums

- Reduce abandonment

The dark arts…

- Key word/phrase research

- Demographics and location

- Synonyms and correct

- Search engines and competitors

- Meta information, titles, imagery

- Site map and robots

- Links and Local Business Map

That's it then, sorted…

- Continuous process

- Be patient, consider PPC

- Support and guidance

- Review competitors offers

- Google Analytics

- Performance monitoring

- Be active, refresh, update

Summary & Questions...

- Ensure designed correctly

- Gain trust, build a rapport

- Use a reliable partner

- Convert enquiries to business

- Ensure website is being found

- Don't sit back and admire

Thank you. Any questions?

THE CHERRIES FIRST LOVE

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