

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



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Initial impression...

- Loads quickly
- Colouration and font
- Imagery and movement
- Ease of use
- Navigation
- Size



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Trustworthy...

- Do you actually exist?
- Build a picture
- Welcoming, familiar
- Secure and protected
- Validated and compliant
- Transparent
- Be honest



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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



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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



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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



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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?



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