

Marketing Your Web Site: Attracting Your Target Audience

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Introduction

- E-marketing is not simply getting lots of visitors, it is attracting your target audience(s)
- E-marketing is most effective when a variety of methods are used
- E-marketing efforts must be monitored for best results.

Why users return to the their favorite web sites

- High Quality Content - 75%
- Easy to Use - 66%
- Quick Download Time 58%
- Frequent Updates - 54%

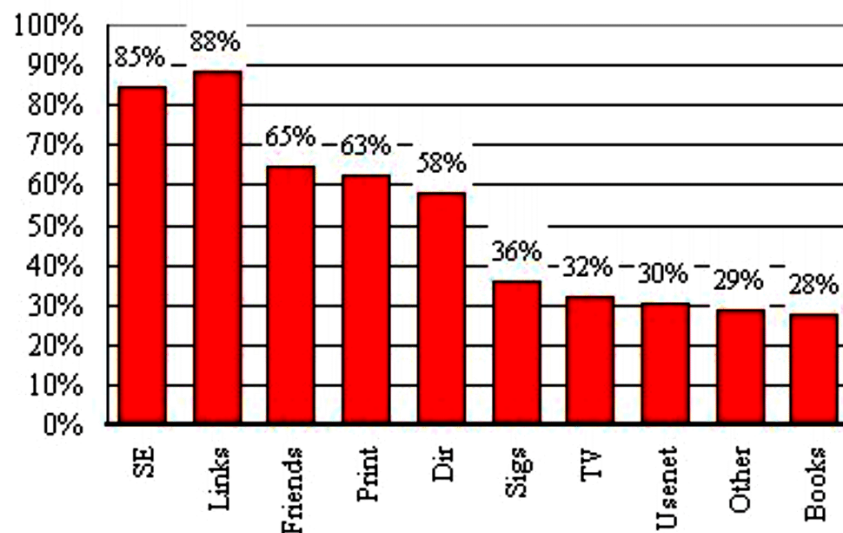
Design Strategies

- Who is the site for? What sort of content/experience do they want?
- Why would they want to visit our web site? Why would they want to come back again?"
- What do we expect from the site? How will we know it's effective?

Content Attracts Visitors

- Avoid "online brochures"
- Keep links current
- Make sure users can contact you
- Make sure "someone is minding the store" by giving a staff person the job of updating and monitoring the web site.

How Do You Find New Web Pages/Sites?



Avoid These Mistakes

- Static "online brochures"
- Outdated Content
- Dead Links
- Difficult navigation schemes
- Unattractive design
- Extremely long download times

What is a Search Engine?

- Have automated programs (“spiders”) that follow links to index sites and score pages based on proprietary guidelines.
- There is no human judgment involved.
- Text of web pages is indexed so when a user enters a search query, the search engine scans its database for pages that provide the best match.
- We can expedite the process by submitting URLs to the search engines.

Meta Tags

- Proper use of HTML meta tags is the key to creating web sites that can be found by Internet users.
- Coding that is embedded in a web page’s HTML but is not visible through a web browser.
- Provide search engines, like AltaVista, Yahoo, and Excite, with data that is essential for effective indexing of web sites.

Most Important Meta Tags

- **TITLE** of the page
- **DESCRIPTION** of the page (or entire site if they are on the home page)
- **KEYWORDS** are used to assist search engine to properly index the page. **Meta Tag**

Example

```
<html>
<head>
<title>KCPilanthroNET | Job Source</title>
<meta name="DESCRIPTION" content="Online database listing career opportunities with local nonprofit organizations - sponsored by the Greater Kansas City Council on Philanthropy.">
<meta name="KEYWORDS" content="Kansas, City, Missouri, nonprofit, organizations, organization, careers, jobs, job, Director, director, Executive, Development, development, manager, administrator, Coordinator">
</head>
```

How Long to Get Listed?

- Altavista 1 - 2 weeks
- Excite, Lycos 4 weeks
- HotBot 2 weeks
- Google 4 - 6 weeks
- Infoseek-Go 6 - 8 weeks
- Northern Light 2 - 4 weeks
- Webcrawler 3 months

What is a Directory?

- Human editors review web pages and organize them into categories with brief descriptions. (Yahoo, LookSmart, DMOZ)
- A keyword search will only look for matches in the descriptions, so carefully describe your site when submitting it.
- While good content is necessary for search engines, both good content AND visual appeal are mandatory in human-edited directories.

Reciprocal Linking

- Search the web for sites with topics related to your own using search engines and directories.
- Contact the site owner personally to ask for a link to your site.
- They are more likely to do so if you add a link to their web site from yours.
- Follow up on linking requests

Effective Banner Ads

- Paid Ads – industry average click-through ratio around 0.4%. Compares to rate for direct 1.0% - 1.5% mail
- Link Exchanges – Display banner ads on your site to earn displays on other web sites.
- Targeted – find sites that match audience
- Reach – Expose the greatest number of users to the banners
- Creative Quality - Start out with several different banners and pull the least effective out of rotation after 1-2 weeks.
- Creative Variety - To maximize clickthroughs, rotate banners often, since the rates goes down steadily the longer the banner is up.

E-mail Marketing

- Opt-in only (with opt-out clear)
- Collect visitors e-mail addresses on the web site.
- Use off-line response devices to give constituents an opportunity to receive updates via e-mail

Evaluating E-Marketing

- Of all media, web sites are probably the easiest to track.
- Effective monitoring helps in decisions related to content and design.
- Good feedback allows you to focus on the strategies that are working best.
- Evaluation Methods
- User Feedback
- Search Engine Rankings
- Web server log reports
- "Real World" results – gifts, registrations, memberships, etc.

Summary - Successful Sites

- Utilize an E-marketing strategy
- Are designed effectively and include Meta Tags
- Include good content that is updated regularly
- Are E-marketed using a mix of tools
- Are evaluated to measure success

Web Marketing Resources

- www.searchenginewatch.com
- www.webtrendslive.com
- www.bcentral.com
- www.netmechanic.com
- www.websitegarage.com