



eminent
online marketing

Internet Marketing Newsletter

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Welcome to Our New Look!

As promised, here is the big surprise we had in store for you! Our new look and logo!

Next time you're online, take a moment to check out our website www.eminentonlinemarketing.com.au and our Facebook page <http://www.facebook.com/EminentOnlineMarketing> to see the new look in action!

As you know. We're all about increasing our clients income by generating more leads online – that's why our new logo represents an exponential curve.

With the new financial year just a few days old, businesses all over Australia have been considering how much to allocate to their marketing budgets. Whether your business will profit from extra staff for Business Development, from exposure at conferences or in the press, or a well-implemented SEO campaign – it's time to make yourself even better known among new customers, prospects, and competitors.

Of course, we're making the case for online marketing. In this newsletter, we're looking at how to increase your exposure by finding out what your competitors are doing online – and how you can overtake them. And we're describing how to increase your return from existing exposure by explaining what else is involved in SEO in our article *SEO Beyond Link Building*.

We're looking forward to a new and successful financial year together,

Janna Jungclaus and the Eminent Online Marketing Team

News

The launch of Google + 1 has been making Waves online!

The equivalent to Facebook's Like button, Google + 1 let's users vote for a website – which in return affects the websites search engine rankings.

Although Google + 1 does not have the same social connections that you can see with the Facebook Like button, the new Google + account is now being rolled out for Beta users on an invitation-only basis.

It's too early to tell whether +1 is going to be a success for Google - we'll keep our eyes and ears open to bring you reviews in our blog.

Knowledge Is Power – How to Find Out More About Your Competitors and Beat Them At Their Own Game

How often have you wondered, what the marketing budget of your competitors is, how they can gain so many more customers in a short space of time?

Growing your business by increasing your market share, is on top of the list for many executive teams in the new year. But where do you start? How do you benchmark your success? What are the immediate and long-term action steps you need to take to reach your goal?



As Sun Tzu already said in the ancient classic “Art Of War”, the first step is to “Know Thyself, Know Thy Enemy”. In modern marketing lingo, it’s simply called competitive analysis. Asking: Where are we at? What are our competitors doing? How can we learn from them but avoid the same mistakes? How can we outperform them and increase our market share?

Some in-depth research can reveal many a telling story. Expert research that is being conducted at arm’s length by a third party can have an especially big impact in an organization. There may be long-standing assumptions about the quality of a website, campaign or strategy, that is actually based on little fact or research. Or there may be an assumption that a huge budget is required to make future

changes, when the reality is that some small-scale changes allow you to outperform your competitors straight away.

Here are some aspects that an in-depth competitive research report focused on online marketing should examine:

Your Website

Indexed Pages

The indexed pages of a website show that the website has established trust with the search engines and that the search engine robots visit the website regularly to check for updates. The more relevant indexed pages a website has, the better are its chances to attract customers for its content and to keep them engaged on their website.

Inbound Links

Inbound links are what increases the search engine rankings of a website over time. They are essential in establishing the authority and PageRank of a website. All things being equal, the website with more inbound links will have higher search engine rankings. That's why building inbound links is the basis of any ongoing SEO strategy, resulting in higher search engine rankings, more visibility and exposure, and more leads for your business.

On-Page SEO Factors

The on-page SEO factors include the design, content and semantic structure of a website, its metadata, and its internal linking structure. All these elements have a high impact on the way search engine robots can "read" and evaluate a website and its content.

General website aspects

There are many general website aspects that affect its success in internet marketing. Having a sitemap, regularly checking for broken links and deleted pages, and knowing which pages on your website are the most popular will help you to find some quick wins and optimize your online presence.

Traffic

Traffic, or the number of visitors you have visiting your website is often regarded as the holy grail in internet marketing. The more people come to your website, the better your chances at increasing your market share, right? Knowing how many people come to your website, whether they access your website directly, come from referring sites or from search engines, and which keywords they use to find you, will help you get more, and better targeted visitors to your website.

Conversions

Knowing your conversions is essential in any aspect of marketing. In fact, increasing your conversions can often mean that you get a much higher return from the same budget (see article below *SEO Beyond Link Building*). That's why it is essential to know the conversion rate of your website, tracking when and how people contact you and on the other hand when and how they are leaving your website.

Your Competitors Website

There are many ways we can find out information about our competitors, although we will never be able to find out all their information. To make the right decisions for your online marketing strategy, the minimum you'll want to know is:

- Indexed Pages
- Inbound Links

"There may be long-standing assumptions about the quality of a website, campaign or strategy, that is actually based on little fact or research... Expert research can help you make the best strategic decisions to grow your business. "

- Upstream and Downstream websites
- PPC Budgets and Campaigns
- Traffic Ranks or Quality Scores (to compare and benchmark)
- Important keywords

In the end, what's important is that you make the best decision for your budget and your goals. Knowing as much as possible about your competitors, and the paths you can take to increase your market share, will help you make the best decision and reach your goals.

SEO Beyond Link Building

Our last newsletter included an article on whether paying a monthly recurring fee for SEO was necessary. Many people resonate with the question, especially because of their concerns of making a monthly payment that may only show a return on investment after several months.

So, we wanted to take the opportunity to explain the different aspects of a monthly SEO strategy, and how they could benefit you much more quickly than you initially thought.

Traditionally, monthly SEO strategies are all about link building: increasing the number of incoming links to your website and therefore increasing your search engine rankings above your competitors. As mentioned in last month's article – whether a monthly SEO package is necessary and how much it would cost is mostly dependent on how fierce your competition is. If they have a good SEO campaign in place, it will take longer and cost more to overtake them.

But there are other aspects to your monthly SEO campaign that can deliver returns much more quickly. One of these is to test your conversions and therefore increase the response you get from the same amount of traffic.



Two popular methods to test conversions include heat map testing and split testing.

Heat Map Testing

Heat map testing is a form of testing that allows you to measure where on a web-site people click. In a brief overview, heat map testing allows you to:

- test different versions of a page to see which works better

- discover which ad placement gives the best results
- find out which design encourages visitors to click deeper
- learn which content leads to improved sales.

Split Testing

Split-testing, also called A/B testing, multivariate testing or multi-variable testing allows you to test several components of a website in a live environment. Although this is classical direct mail technique, its adaption to online advertising has been very successful.

A split test is typically applied to anything from design and copywriting to the price of a product. It is important to note that for a split-test to deliver conclusive enough results to make a good decision, the sample size of visitors should be at least several hundred for each variation tested.

Success Story of the Month

End2end Business Solutions provides outsourced HR solutions for small to medium sized companies. Dealing with SMEs nationally, as well as overseas clients who want to expand to Australia, an outstanding online presence is part of the marketing and expansion strategy for End2End Business Solutions.

Together with professionally produced videos, a YouTube channel and an up-coming social media presence, SEO is an essential part of the mix.

“I totally recommend Janna and the team at Eminent Online Marketing. They are completely professional in how they deal with their clients, keep you updated on progress, and meet their deadlines within a project. They will follow through to ensure a smooth running project.”



Annette Dixon
End2End Business Solutions
<http://www.end2endbusinesssolutions.com.au>

Grand Plans

We are making grand plans for the coming financial year – our new look is just the beginning! Our team continues to expand, new partnerships are soon to be revealed and you'll certainly continue to hear from me and from the Eminent Online Marketing on a regular basis.

As you continue to be inspired and motivated on your business journey, we look forward to contributing to your success in any way we can.

Yours,

Janna Jungclaus

Eminent Online Marketing

<http://www.eminentonlinemarketing.com.au>

janna@eminentonlinemarketing.com.au

Ph: 02 8580 4836

Join Us on Facebook <http://on.fb.me/dUWCJO>



Tip(s) of the Month

Although many people think they don't know enough about SEO to make a difference, there are plenty of things you can implement yourself.

The easiest thing to do is to start with the content of your website.

Here are a few tips:

- Each of the pages on your website should be optimized for one keyword only
- The keyword should be mentioned in the headline, and 2-3 times in the actual content itself.
- Where possible you can bold or italicize the keyword.
- The content of your website should be between 250 and 400 words per page.
- Make sure you write for people first and search engines second
- Any pictures you include should include the keyword in the filename and meta tags.

