

Internet Marketing Newsletter

Edition 2, December 2010

Merry Xmas from Eminent Online Marketing!

Christmas is only a few weeks away and with the many questions we have received about search engine optimization, my special present to you is this newsletter answering all your questions about SEO.

A great analogy for the importance of SEO is this: you can build the most magnificent hotel ever created, but if there is no driveway and the only road into town is a potholed dirt road, you're not going to get many guests. The same applies to your website. Even the most magnificent website is not going to get many visitors without a good traffic strategy. And without visitors your website won't deliver any profits.

In this month's newsletter you'll find out why SEO is much more than "being on the first page of Google", read about our 4 step unique SEO process, discover 4 common SEO myths busted, and see how Wendy M. receives on average 5 phone calls a day from her website!

Just by reading this newsletter you're already miles ahead of your competitor. And once you decide to implement an SEO strategy that focuses on growing your business, you'll never have to worry about your competitors again.

I wish you a wonderful Christmas and a successful and happy new year. Have a wonderful holiday break, and if you have any questions or feedback, just contact me at janna@eminentonlinemarketing.com.au



Me with one of the world's foremost SEO experts, James Schramko

News

Two main changes happened in the SEO space in the last month or so.

Firstly, Google changed the way it displays its search results. People can now see a preview of our website without actually clicking through to it. This means your branding and design may become even more important, and adding big headlines could be a sneaky trick to connect with your customers before they even visit your website.

Secondly, Google has increased the importance of geographical search results which means it is even more essential for you to claim and optimize your Google Places listing. If you're not sure how to do that, or how to rank above your competitors in Google Places, simply contact me at:

janna@eminentonlinemarketing.com.au

SEO - Even Better Than The First Page of Google

One of the things that always comes up when talking about search engine optimization (SEO) is the first page of Google.

Being on the first page of Google is a highly desired position and it is highly competitive. While there are some SEO providers who will be happy to take your money and promise you a ranking on the first page, our unique approach is to ask why.

Why do you want to be on the first page of Google? The answer to this question varies. “I want to rank higher than my competitor.” “I want to make more money” “I want to get more customers” are some of the common responses. Depending on what your answer to this question is, SEO may or may not be the right strategy for you.

Consider This

Here are some of the things you should consider:

- SEO is a long-term investment and usually takes 3-6 months to deliver results.
- Part of establishing the right SEO strategy is measuring, testing and tracking, to find out which keywords deliver the highest returns.
- Once a successful SEO strategy is in place, it is a business asset that delivers new leads week in week out for the life of your business.
- SEO is a measurable way of marketing, allowing you to calculate exactly how much money you’re making for each dollar spent on SEO.

If you’re willing to invest money to build a lead generation and marketing asset for your business, SEO will be the right solution for you.

Contact us for a free consultation and to find out which internet marketing strategy is best for your business.

“Thank you for the great consultation. I have gained so much clarity of what I want to achieve and how we can get there. I am really hopeful and excited to continue working with you.” Suzanne Ong, Essentia Coaching

Fact Sheet

Research shows that 40% of clicks go to the first ‘organic’ result in the Google search results. That means if a word is searched for 100 times per day, you can expect 40 of those searchers to end up on your website.

What happens to the rest? They may simply browse and click away, or they may choose to click on a sponsored link (Google AdWords), a Google Places listing (listed on Google Maps) or click on a result that is more relevant to them.

3 First Page Google Myths Busted

The problem with focusing solely on the first page of Google is that you’re prone to falling for the most common myths of ranking on the first page of Google. That’s why I wanted to de-bunk these myths before continuing.

You’ll Get Lots of Visitors

There’s a confusion of being on the first page and the number one ranked site on Google. The reality is that the most traffic gets captured by the first three listings. If you’re ranked 4-10 on Google’s first page you’ll hardly see any traffic for your efforts. You’ll need to rank 1-3 to see a significant increase in website visitors (and therefore customers).

You'll Make Lots of Money

Once you're ranked in the first three positions in Google, you'd expect to make a lot of money from your increased website traffic, right? Well, I'm here to tell you that one doesn't necessarily lead to the other. Just because you get 2000 website visitors a month, doesn't mean your business will grow. There are certain elements of your website that need to be in place to optimize the conversion of website visitors into prospects. Only then can you monetize the increase in website traffic.

It's Free

Whoever told you SEO is free is lying. Although your investment is normally spread across monthly payments, developing and implementing an SEO strategy is very time-intensive and requires a high level of expertise. However, with a well planned and implemented SEO strategy you'll be able to get a very high return on your SEO investment.

Success Story of the Month

In March 2010 Wendy M. from Smitten With Style asked me to review her current website rankings.

Although she had someone working on her website's search engine optimization (SEO), she was not getting the results she wanted.

Her goal was to increase her search engine rankings and increase the amount of visitors she was getting from her natural search engine rankings.

Realizing untapped potential

Although her website was optimized for some key terms, there was still a lot of untapped potential.

Applying our unique SEO system, we conducted some in-depth research, looking at the current

Our Unique SEO System

Search engine optimization is an art and a science. Here is a simplified overview of our unique SEO system so you can get an idea of what is involved.

Keyword research

Keyword research includes researching your market, your competitors, your clients, prospects and specific keyword research. We look at the traffic, competition and commercial intent for each keyword.

Initial SEO set-up

We map the identified keywords to different pages of your website and optimize each page separately.

Ongoing SEO

Ongoing search engine optimization which allows us to increase your search engine rankings once the ground has been laid by identifying the right keywords.

Monitoring, testing and tracking

The key to a highly profitable website and SEO strategy is ongoing monitoring, testing and tracking. This allows us to identify additional opportunities to improve your search engine rankings and identify the 'money keywords' for your niche.

market, Wendy's competitors and her current website. As a result we identified additional keywords that Wendy had been missing out on.

2000 visitors per month and 5+ calls per day

Less than 6 months later the number of visitors coming from search engine traffic had gone from 200 to 2000 per month and Wendy now gets on average 5 calls per day inquiring about her service.

Wendy has now started to include video on her website and blog and is excited about the growth her revised internet marketing strategy has added to her business.



"There has been an improvement to my website's ranking and Janna is always happy to answer my questions, and issues very detailed reports. She is always on time, keeps her word and delivers as promised."

Wendy Mak, Owner, Smitten With Style

You can visit Wendy's website at <http://www.smittenwithstyle.com>

Merry Christmas!

Thank you for sharing this newsletter with me.

It is my hope that I can continue to provide value to you and your business by sharing my knowledge and expertise with you and updating you on the most important developments in internet marketing.

I wish you and your loved ones a wonderful Christmas and a successful and happy new year.

Have a wonderful holiday break, and if you have any questions or feedback, please get in touch. I would love to hear from you.

Yours,

Janna Jungclaus

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