

## Internet Marketing Newsletter

Edition 7, May 2011

### Cash is King!

Cash is King – we all know that! So how can businesses benefit from SEO and other marketing strategies, and increase in result their cash flow?

This is a question that many business owners are wondering about, so this month's newsletter answers your questions around cash flow and online marketing and covers the following topics:

- 7 Steps to making more web sales
- Offering Discount Vouchers
- Paying for SEO and no results?

If you have any suggestions for future newsletter issues, or are wondering about specific questions you would like us to answer, please email us at [info@eminentonlinemarketing.com.au](mailto:info@eminentonlinemarketing.com.au).

We look forward to hearing from you!

Kind Regards,

Janna Junglaus & the Eminent Online Marketing Team



### News

Janna's article in the last MyBusiness magazine was such a success, that she has been asked to be a regular contributor on the MyBusiness Website.

You will be able to follow any new articles and discussions on our Facebook Page <http://on.fb.me/gdexqJ>

### Events

We're always keeping up with the latest developments in the world of internet marketing.

That is why Janna attended the search engine marketing expo *SMX Sydney* to mingle with local and overseas consultants. We also spoke with the insiders from Google, Ebay, SEOMoz and Searchengineland to name a few.

## 7 Steps to making more Web Sales

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Making more sales, generating more leads, growing our business. That's what we all want, right?

Here are the 7 steps you need to follow to make more money from your website – whether through increased visibility and exposure, or from more leads and sales.

### Research

Researching your market is one of the most underrated money-making techniques. Research will help you learn from your competitors failures and successes, and will allow you to determine whether the market you're in is profitable.

When doing your online research, you should be answering the following questions:

- Who are your customers?
- What is their biggest need/problem?
- How can you give them the solution?
- How much are they willing to pay for it?

### Structure

The structure of your website is an often overlooked way to improve your website's performance. Having your website created with the right structure will improve its usability, and therefore visitors will be more inclined to spend time reading your offerings and returning in the future.

There are two aspects to structure:

- Content
- Design

Both of these aspects should be optimally considered for maximized usability and conversions.

### Content

The content of your website is what brings the information across to the visitors. It should be well written and aimed at your particular target audience (as researched in step 1).

The content should also be SEO optimized to increase your search engine rankings. But above all, the content should bring your desired message across and entice your visitors to do what you want them to do.

### Products/Shop

Whether you have an e-commerce store, sell gift vouchers through paypal, or simply collect leads – it's essential that you present your products and services on your website.

Make sure each product contains pictures, a description and pricing. Ideally customers should be able to buy online – we want to increase cash flow after all, right?

### Conversion/ Design

Often people wonder why their website is not converting visitors into sales or leads. The truth is that often times, visitors get turned off by disruptive elements such as bad design, broken links, misspellings, etc. If you know that your website is getting visitors, but none of them are converting, then these could be the culprits. Check your analytics statistics to see where in the customer journey the visitor clicks away to determine which improvements will make the biggest difference.

### Targeted Traffic

Once your website is set up based on the right research, built with the best structure, displays good content, and efficiently promotes your products and services, you will want to drive targeted traffic to it. Targeted traffic simply means you want your ideal clients and prospects to come and visit your website so that they can buy your products or services.

There are many different ways to drive targeted traffic to your website, including search engine optimisation (SEO), social media campaigns, Pay

Per Click (PPC) advertising and more. The right method will depend on your target market, your ideal outcome, your budget and your time frame, so you are best advised to speak to a consultant to find out what is right for you.

## Monitoring

Once your online marketing machine is in place all you need to do is monitor the results. Unfortunately many business owners dismiss this step. If they only knew what amazing improvements simple monitoring can bring!

By monitoring the statistics for your website, you can easily identify “winners” – keywords that bring you the most business. Building out your rankings for those winning keywords can easily multiply your website profits!

## Offering Discount Vouchers - should or shouldn't you?

Discount websites are springing up everywhere – JumpOnIt, OurDeals, Spreets, StarDeals, Groupon... the offers continue to grow.

Business owners all over the country are asking themselves, is it a good deal for us?

Here are some experiences of our current clients that might be useful to you.

### Pros:

- Great exposure to get your business name out there
- Increased website hits and newsletter sign ups (if your website is set up properly)
- No additional cost for increased exposure
- Greatly improve cash flow, as the offers are paid up front but service provided later on.

### Cons:

- You have to offer a discounted price and many business owners discount so much to the point that they erode their margins.

- Offers don't attract loyal clients; in fact they attract freebie seekers who jump from one offer to another, so you are unlikely to gain long-term value clients.
- If you have a product or service where you need to book clients in, the discount voucher clients will encroach on the space of your full-paying clients so you need to make sure you have the capacity to handle the influx.

## Conclusion

If you're business has excess stock or capacity that needs to be used up quickly and it's possible to do so at the same cost, then it's well worth your time to consider a special offer like this.

However, make sure you do not erode your margins and don't expect loyal, long-term customers to come from an offer like this.

Doing special deals like these ones is a short-term strategy that can give your business a quick cash injection, but it doesn't replace a proper marketing and business development plan.

Growing a loyal customer base, with customers who are happy to pay full-price for the great product/service that you provide will always win out in the long-term!

### Tip of the Month

Thinking Google? Think Again?

Although has roughly 2/3 of the market share in English speaking countries, other search engines should not be discounted!

Optimising your website for Bing and Yahoo can increase your traffic by another third!

If you're also targeting international visitors, you should discuss this with your SEO consultant so they can research with search engine has the majority of market share in your target country.

## Paying for SEO and no results?

Let's be honest. The SEO industry does not have the best reputation. A client recently said to me "Every person I have spoken to about SEO has a huge EGO" (and this client came from the real estate industry!).

Unfortunately, this bad reputation also extends to bad experiences. A prospect from the financial services industry based in Brisbane told me he had spent 60K on SEO without getting any new clients.

This is unfortunate, because if business owner chose the right SEO providers, those that operate with integrity and transparency, they would be getting better results and would be making a lot more money.

So what do you do if you're uncertain about the results you're getting for the money you're investing?

Firstly, ask yourself how long has it been and what did your SEO provider promise you? It is common knowledge that SEO usually takes 3-6 months to show results. If it's been longer than 6 months you should talk to your SEO provider and ask them for an update.

These are the things you want to look for:

- Increased sales or leads for your business
- Increased traffic to your website
- Increased rankings for the agreed keywords
- Reports on what has been done on a monthly basis.

If your SEO provider can't keep you in the loop with the updates provided above, then you are clearly dealing with an unprofessional establishment and should end the relationship as soon as possible.

However, if you have a good relationship with your SEO provider, then they will be honest and transparent on the state of your SEO. The truth is

that SEO can be unpredictable at times and that's exactly when it is handy to have a good relationship with a professional who is on top of any SEO developments such as search engine updates.

In summary, when starting to work with an SEO provider, you should look for the following indicators to make sure you will get the best results for your marketing investment:

- Focus on increased sales/leads not just traffic
- Setting key performance indicators (KPIs) before the project starts
- Reporting on KPIs such as increased website visitors, rankings either via email, meetings or Webinars
- Transparency on what's included in the SEO package and what tasks have been completed each month
- Availability of the provider to answer your questions and address your concerns.

At Eminent Online Marketing we pride ourselves in addressing all these points. Excellence, integrity and transparency are among our core values, and we ensure that this shines through in the client relationships that we build.

"Thanks to the honesty and transparency of the team and Eminent Online Marketing, we have saved thousands of dollars in advertising.

They provided valuable advice when other SEO companies were going for the hard-sell.

In comparison to the huge egos that other SEO consultants have, it's refreshing to deal with the Eminent Online Marketing team."

Adam Nicholson, Synergies Training Systems  
<http://www.synergies Trainingsystems.com.au>

## What Do You Need to Know?

In line with our cash flow focused issue, we constantly ask ourselves

“What do people get wrong, that if they knew better, they would make a lot more money?”

“What is most relevant for businesses to know about internet marketing and search engine optimisation? Why? “

We would love to hear from you what your current challenges are. If you're struggling to understand certain aspects of internet marketing and SEO, or you're uncertain about a decision you have to make, it's likely other business owners have the same challenges.

Please share them with us by emailing [info@eminentonlinemarketing.com.au](mailto:info@eminentonlinemarketing.com.au) so we can address them in our next issue.

Yours,

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