



Get Found Online

Consumers are searching for your products and services online.
Is your website getting found?



The Internet has profoundly transformed the way people learn about and shop for products. Ten years ago, companies reached their consumers through trade shows, print advertising, and other traditional marketing methods. Today, consumers start their shopping experience by looking on the Internet, in the search engines, the blogosphere, and social media sites. In order to remain competitive, businesses' websites need to be found online by the consumers already searching for the products and services that you sell.

Businesses must get found online by the consumers searching for their products and services in the:

Search Engines



Blogosphere



Social Media



Part I: Outbound vs. Inbound Marketing

The Internet has changed the dynamics of the business world. For the past decades, marketers have used “outbound” marketing techniques such as trade shows and print advertising, where marketers push out a message far and wide hoping that it resonates with a few individuals. These outbound marketing methods are becoming less and less effective for two reasons:

People are getting better at blocking out interruption-based marketing messages.

The average person is inundated with thousands of outbound marketing interruptions per day and is figuring out more creative ways to block them out, including caller ID, spam filtering, and on-demand TV and radio.

The Internet presents quick and easy ways for consumers to learn and shop.

Instead of flying to a trade show across the country, for example, a consumer can go the Internet to research and purchase products or services.

Today, consumers are going to the Internet to start their purchasing process. In order to remain competitive, businesses need to utilize “inbound” marketing techniques to “get found” by the consumers searching for their products and services online.



Outbound Marketing

telemarketing, tradeshow, direct mail,
email blasts, print ads, tv/radio ads

Interruption



Inbound Marketing

search engine marketing (SEO & PPC),
blogging, social media

Permission

Part II: Get Found Online: Search Engines

Consumers most frequently go to the search engines to research and purchase products and services. Is your website getting found by consumers looking for you?

Organic Search is Best



There are two kinds of search results: paid results and organic (or natural) results.

Paid results are those listings that require a fee for the search engines to list their link for particular keywords. The most widely used form of paid listing is Pay Per Click (PPC), where you pay each time someone clicks on the link in your advertisement. The price increases with the competitiveness of the keyword.

Organic results are gathered by search engines' web crawlers and ranked according to relevance to search terms. This relevance is calculated by criteria such as extent of keyword match and number of links into that website. Ranking in the organic search results is better because not only is it FREE, but research shows that people click on the organic results 75% of the time and paid results only 25% of the time.

How Does Google Decide?

Google and the other search engines rank websites in search engine results pages according to relevance to the search terms. This relevance is calculated by looking at both on-page factors such as the content on your site and off-page factors in the form of inbound links to your website. Off-page factors are the biggest influencers in your website's ranking in search engine results.

Get Found Online: Search Engines - How To

STEP 1: Find Keywords

- Search Volume – Given two different keyword phrases, optimize for the one with the larger number of searches.
- Relevance – Choose keywords that your target market is using to describe and search for your products and services.
- Difficulty or Competition – Consider your chances for ranking on the first page of Google for that keyword phrase. Look at the sites ranked in those first 10 slots, their authority and relevance to search terms, and gauge if you will be able to overtake them to secure a spot on that first page.

STEP 2: On-Page SEO

- Place keywords in the page title, URL, headings, and page text.
- Optimize your page description for maximum click-through-rate when your site ranks in Google searches.
- Place keywords in other “invisible” places on your site, including meta-keyword tags and alt-text on images.

STEP 3: Off-Page SEO

- Build more inbound links from other sites into yours. Each link serves as a recommendation or a reference

to tell the search engines that your site is a quality site.

- Build more links within context, i.e. those with valuable keywords in the link anchor text (the text that is hyperlinked to your site). Link anchor text provides context for the search engines to understand what your site is about.
- Build more links from trusted websites. Just as references from well-respected friends and experts offer more value, so do links from trusted and well-respected websites.
- Link-building tips:
 - Submit your website to directories like the Yahoo! Directory and Business.com
 - Communicate with others in your industry through blogs and other social media
 - Create compelling tools (such as an interesting calculator) and content (via a blog, for example)

STEP 4: Measure & Analyze

- Track number of inbound links, keyword rank over time and compared to competition.
- Measure real business results: number of visitors, leads, and customers from SEO.

Part III: Get Found Online: Blogs

What is a blog? A blog, or weblog, is a website that allows for regularly posted content or articles.

Blogging is Inbound Marketing

- Blogging helps with SEO
- Blogging helps with social news and networking sites
- Blogging is permission centric
- The conversation has already started... it's time that you're aware of it and develop a strategy for engaging in it and using it for marketing

Get Found Online: Blogs - How To

STEP 1: Read

- Search for other blogs in your industry using Tech-norati.com or BlogSearch.Google.com.
- Read and subscribe to blogs via RSS (Really Simple Syndication) or email – RSS allows users to subscribe anonymously and consume content however they want.

STEP 2: Comment

- Contribute to the conversation via a comment.
- Increase the value of the article – share an example, add a point, add a useful link, disagree, ask a question.
- Why?
 - Engage in the community
 - Get noticed by other bloggers and blog readers
 - Get links back to your blog

Get Found Online: Blogs - How To (cont'd)

STEP 3: Write

- Find the right blog software for you.
- Blog functionality: Make sure to use your own business URL (blog.mycompany.com), not a sub-domain of someone else's URL (myblog.typepad.com) – most blog software allows you to do this. Also your blog software should allow for email and RSS subscriptions as well as integration with social media sites.
- Analytics functionality: To truly measure the success of your blog, your software should allow you to report on email and RSS subscribers over time, measure visitors and leads generated, and track search engine keyword rank over time and compared to competitors.
- Support and expertise: If you are new to blogging, you may want your software provider to provide technical support, education and marketing expertise on how to succeed with your blog.
- Draw in readers with your blog article titles.
 - Funny: "GoDaddy's 16-Step Checkout: Brainless Marketing At Its Finest?"
 - Enticing: "12 Quick Tips To Search Google Like An Expert"
 - SEO: "Free Advertising on Google"
- On frequency: General rule of thumb is to blog at least weekly to maintain steady readership and continue your SEO efforts.
- Blog topic ideas:
 - List of 5 ideas, trends, or thoughts
 - Publish a list of links
 - Take a recent experience and share it
 - Answer questions you received recently
 - Comment on other blog articles
 - Turn a press release into a blog article
- Promote your blog.
 - Email friends and family
 - Replace email newsletter with blog
 - Trade guest articles with similar blogger
 - Promote on social media sites: digg, reddit, StumbleUpon, Facebook, LinkedIn

STEP 4: Measure & Analyze

- Track number of blog visitors and subscribers, SEO rankings, Technorati blog rank.
- Measure real business results: number of visitors, leads, and customers generated by your blog.

Part IV: Get Found Online: Social Media

What is social media? Media (content that is published) with a social (anyone can add to and share it) component. Social media is like a business networking reception without the constraints of time and space.

Social Media is Inbound Marketing

- Social media helps with SEO
- Social media promotes your blog
- Social media is permission centric
- The conversation has already started... it's time that you're aware of it and develop a strategy for engaging in it and using it for marketing

Get Found Online: Social Media - How To

STEP 1: Guidelines for Engagement

- Meet people and start conversations, become a real member of the community – don't join to just advertise your products.
- Add value to the community – answer questions and help others.
- Ask questions – trust others' advice.

STEP 2: Publish, Share, and Network

- Publish: Everyone can publish anything for everyone
 - Publish everything you have anywhere you can
 - Monitor what others publish and promote it
 - Empower your customers to publish

Get Found Online: Social Media - How To (cont'd)

- Share: Anyone can promote anything to everyone
 - Monitor what's being shared about you
 - Find where your audience hangs out
 - Promote valuable content, yours and others'
 - Product content your audience will love
- Network: Anyone can connect with everyone from anywhere
 - Make friends – find your existing connections and build new ones
 - Be helpful – answer questions, share interesting content

STEP 3: Measure & Analyze

- Key metrics to consider are: number of blog visitors and subscribers, del.icio.us bookmarks, inbound links, Facebook fans and activity, friends on Facebook or LinkedIn, votes for blog articles, posts in forums.
- Measure real business results: number of visitors, leads, and customers generated by each social media effort.

Grade Your Website

See how your website stacks up in terms of its Internet marketing effectiveness. Get your free report from HubSpot's WebsiteGrader tool.

www.WebsiteGrader.com



The screenshot shows the WebsiteGrader tool interface. At the top, there is a logo for 'Website Grader' and two buttons: 'Website Grader' and 'Subscribe'. Below the logo, the text reads 'Website Grader by HubSpot - Marketing Reports for 300,000 URLs and Counting...'. There is a section for 'Website URL' with a placeholder text 'Ex: www.yourcompany.com' and an input field. Below that is a section for 'Related Keywords' with a placeholder text 'Optionally enter search keywords that describe the website. The software will determine how the website ranks for the given search keywords. Ex: boston lawyer, patent law, trademark law.' and an input field.

Part V: Marketing Resources

Website Grader (www.websitegrader.com) – Useful tool for measuring the marketing effectiveness of your website, get a free custom report in seconds with advice for your website

Marketing Sherpa (www.marketingsherpa.com) – A great resource for case studies and insights into marketing tactics

HubSpot Internet Marketing Blog (blog.hubspot.com) – Articles about business strategy and inbound Internet marketing

Web ink now (www.webinknow.com) – Online thought leadership and viral marketing strategies from award-winning author David Meerman Scott

HubSpot (www.hubspot.com) – Internet marketing software that helps you get found by more prospects and generate more qualified leads and sales

Part VI: Contact Us

HubSpot
One Broadway, 10th Floor
Cambridge, MA 02142
1-800-482-0382
www.HubSpot.com