

WEBSITE PROMOTION METHODS

Increasing Growth Rate of Traffic & Revenue

Web Jam Session 2006

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INTERNET PROMOTION METHODS

INCREASED PERFORMANCE • INCREASED REVENUE

Presented by

Darrin J. Ward

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About Darrin

Founder of  /  **SEO Chat™**

Founder of the “ Dance Tool”

Worked with  **CoffeeCup®** est. 1996 /  **SubmitFire.com**
Search Engine Submission

Consultant to Industry Leading Internet Companies.

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Why is Website Promotion Important?

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Coming Up...

- 🍷 Important terminology & definitions.
- 🍷 Various advertising models (CPC, CPM, CPA).
- 🍷 CPC advertising on search engines.
- 🍷 Affiliate Marketing.
- 🍷 Banner Advertising.
- 🍷 Getting “in-links”.
- 🍷 Viral marketing.
- 🍷 Tracking Performance.
- 🍷 Keeping your visitors & customers.

Visits & Page-Views

Visits are not the same as page-views. Page-views will always be higher, by definition:

- 🍷 **Visits (Uniques)**: are the total number of unique visitors that come to your website in a defined timeframe.
- 🍷 **Page-Views**: are the sum of all web pages served on your website. Remember, each visitor can view multiple pages.

Repeat / Retained Visitors

In general, the longer a user is on your website, the more likely they are to generate income for you.

Retained Visitor: A visitor that stays on your website without leaving to go elsewhere. Most likely to stay because of interactive content.

Repeat Visitors: A visitor that has visited your website in the past, but has come back of their own accord. Most likely because of updated material. Not including repeat visits due to marketing!!

Advertising Models

- 🍷 **CPC: Cost-Per-Click** is a form of advertising whereby a cost is incurred each time a surfer clicks on your ad e.g. “Google AdWords”. Also known as PPC (Pay-Per-Click).
- 🍷 **CPM: Cost-Per-Thousand** is an advertising model that involves paying \$X for every 1,000 impressions of your ad e.g. banners ads. Rates typically vary from \$3 to \$25.
- 🍷 **CPA: Cost-Per-Action** is the most risk-free form of advertising, since costs are only incurred when a sale or action is produced e.g. commission fees.

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Search CPC Programs



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Search Engines' CPC Ads

The image shows a screenshot of a Google search results page for the query "HTML Editor". The browser's address bar shows the search URL: <http://www.google.com/search?hl=en&lr=&safe=off&q=HTML+Editor&btnG=Search>. The search bar contains "HTML Editor".

Two red arrows point to specific search results:

- A red arrow labeled "CPC Ads" points to the top two results, which are sponsored links. The first is "HTML Editor" from Ektron, and the second is "Online HTML Editor" from afox.com.
- A red arrow labeled "Organic SEO Listings" points to the first organic search result, "HTML Kit for more than editing HTML" from cham.com.

Other search results visible include:

- "HTML Kit for more than editing HTML" (Organic)
- "Web Software > HTML Editors in the Yahoo! Directory" (Organic)
- "Evrsoft - HTML Editor, Website Builder, Web Hosting & Web Design" (Organic)
- "Real-time HTML Editor" (Organic)
- "CoffeeCup HTML Editor - The CoffeeCup HTML Editor 2005 is 2" (Organic)
- "CoffeeCup - HTML Editor, FTP, Flash & Web Design Software" (Organic)
- "Easy Website Editor" (Sponsored Link)
- "Max Out Dreamweaver Now" (Sponsored Link)
- "WYSIWYG Editors" (Sponsored Link)
- "XHTML WYSIWYG editor" (Sponsored Link)
- "ASP.NET HTML editor" (Sponsored Link)
- ".NET HTML Editor Control" (Sponsored Link)
- "Html Editor" (Sponsored Link)

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Google™ AdWords™

The screenshot displays the Google AdWords Campaign Management interface. At the top, the browser address bar shows the URL: https://adwords.google.com/select/CampaignManagement?adgroupstatusf_type=0&mode=&. The page features the Google AdWords logo and navigation tabs for Campaign Management, Reports, Analytics, and My Account. A search bar for campaigns is visible on the right.

The main content area shows a campaign summary for an active campaign with a daily budget of USD \$5.00. Below this, a table displays performance metrics for two ad groups over the period from Dec 16, 2003 to Sep 22, 2006.

<input type="checkbox"/>	Ad Group Name	Status	Default Bid <small>Max CPC</small>	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	[Redacted]	Active	\$0.10	601	137,228	0.43%	\$0.08	\$48.04	4.3	0.00%	\$0.00
<input type="checkbox"/>	[Redacted]	Ad Group Deleted	\$0.10	317	108,318	0.29%	\$0.07	\$23.69	3.9	0.00%	\$0.00
Total - all 2 Ad Groups		-	-	918	245,546	0.37%	\$0.08	\$71.73	4.1	0.00%	\$0.00

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here. There is a 24 hour delay in conversion tracking reporting. Time zone for all dates and times in data tables, reports, and billing: (GMT-08:00) Pacific Time. [Learn more](#).

Affiliate Programs (CPA)

- 🍷 Affiliate programs are extremely cost effective.
- 🍷 You only pay whenever a sale is complete.
- 🍷 You pay a % of the sale price (commission), (5+%).
- 🍷 Affiliate programs already have lot of “publishers”.
- 🍷 You can cancel commissions on refunded sales.

Banner Advertising

- 🍷 Banners are semi-efficient for getting “eyeballs”.
- 🍷 Generally inefficient compared to other ad types.
- 🍷 Over exposure causes them to be “invisible”.
- 🍷 Usually CPM or CPA, but sometimes CPC.

Getting In-Links

- 🍷 Ask owners of websites in the same industry.
- 🍷 Join high quality “link exchange” programs.
- 🍷 Make of point of doing frequent press releases.
- 🍷 Include your website address in your email “Sig”.
- 🍷 Include website address on all print media.

URL Submissions

- 🍷 Submit your website to all related directories.
- 🍷 Go to each search engine and submit URL.
- 🍷 Post regularly to related forums, with URL in Sig.

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Viral Marketing

Retained / Repeat Visits

- 🍷 Add a “Forum”, “Blog” or “Chat Room”, if possible.
- 🍷 Add a news section which gets updated regularly.
- 🍷 Use RSS feeds and post new articles regularly.
- 🍷 Allow users to submit product reviews.
- 🍷 Allow users to make comments about articles.
- 🍷 Create as much user interactivity as possible.

Maintaining Visitor Contact

- 🍷 Collect and retain physical & email addresses.
- 🍷 Send deeply discounted offers and catalog updates.
- 🍷 Send only information related to their interests.
- 🍷 DO NOT sell or share any details with a 3rd party.
- 🍷 DO NOT send too much, it's very annoying.

Tracking Performance

Track the following every month:

- 🍷 Total unique visits.
- 🍷 Total page-views.
- 🍷 Visitors referred by search engines.
- 🍷 Track % changes of all above.
- 🍷 Use query strings to track CPC campaigns.

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Customer Support

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Question Time!

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THANK YOU FOR ATTENDING!

ENJOY THE SESSIONS!

INSIDE SEARCH ENGINES:
TOMORROW @ 3:30PM - ROOM B