

Building an Internet Strategy for Business in the Digital Age

1. What is the total percentage of people online in the U.S.? 72.5
2. What do people do online the most? Email | Search | Social Media but it depends on their generation.
3. How do people move online? Fast and getting exponentially faster
4. How does your business move online? Only you know this

Fast	Medium	Slow
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5. What is the first thing you need to do to get your company online?

Get a website	Get a plan	Get an email address
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6. What are the must-haves in any marketing plan?
 - Goals
 - Audience
 - Competition
 - Strategy
 - Tactics
 - Measurement
 - Adjustment
7. Internet Marketing Strategy Basics consists of

Central Hub | Social Networking | Google Rules | Ads Aren't Dead
8. When it comes to domain names you should remember:

<u>Selection Process</u>	<u>Expense</u>	<u>Keywords</u>
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9. What is the banana on your website? Only you know this
10. Do people read online? YES NO *They scan remember F-Design. Remember search engines read everything you write.*

11. Circle One: Only you know this

Are people contacting you in ways they want? **OR** Are people contacting you in the ways you want them to?

12. What do people expect from your website? _____ Only you know this

13. What do you expect? _____ Only you know this

14. Do those expectations agree with each other? YES NO Only you know this

15. Web 2.0 application definitions:

- A Blog is: Online Journal
- A Forum is: Online Discussion Board
- An RSS Feed is: Real Simple Syndicate News Feed For Easy Distribution
- A Widget is: Portable chunk of code that can be inserted into any html
- A Web App or Application is: You access this over a web browser
- Social Bookmarking means: A way to share web pages with friends

16. Analytics can help you identify/track what is going on with your website?

17. Social Networking works because:

- That's where people spend their time online.
- It can help you meet their needs.
- People are getting used to having virtual conversations.
- It can help your Search engine results page (SERP).

18. How much video can you upload to YouTube? As much as you want in 10 minute segments or up to 100 mb

19. Should my company have a Facebook Page or a Group or a Cause? You should have at least one. A page is good for most businesses. A group is good for association company and a Cause is great for a campaign.

20. What should I be tweeting about on Twitter? What you are doing in business and relevant information to your industry.

21. How strong is a LinkedIn profile? It is great for social networking if you use it and Google loves the linking strategy for Search Engine Optimization (SEO).

22. What can I do if I'm tracking a specific keyword alert? Go to the link and see you if you can connect with the person who wrote the keyword.

23. What does it all come down to on Google?

TRUST!!!

24. What are some factors of SEO?

- URL
- Title Tags
- Meta-Tags
- Keyword Density
- Text vs. Images
- Headings

25. Name one free tool that can help you find important keywords? Google Adwords Keyword Selection Tool

26. PageRank is how Google ranks your website. What is one thing that determines your PageRank? Age of site

27. What is the difference between Link Bait and Link Juice? Link Juice is voting between sites. Linkbait is anchor tags to get someone to click on a link.

28. Are local directories controlled by Google? YES **NO**

29. Name two sites that can help you "spy" on the competition? Compete.com and Yahoo! Site Explorer

30. What does Google's "Stupid Tax" mean? Don't do Adwords without an adwords education.

31. When starting an online advertising campaign, you should

- Research your audience
- Make an Attack Plan
- Start small and test

- Measure for _____ ROI _____
- _____ Optimize _____ and _____ Adjust _____
- Integrate with _____ traditional _____

In summary

- Central Hub – Where’s your banana?
- Social Networking – Don’t wait, get started now.
- Google Rules – Fix your URL, title tags, & keywords.
- Ads aren’t dead – Be smart and start small.