

Table of Contents

Introduction	xxi
Your “Members Only” Web Site	xxii
Susan Sweeney’s Internet Marketing Mail List	xxiii

Chapter 1: **Planning Your Web Site** **1**

The Fundamentals—Objectives, Target Markets, and Products and Services	2
Common Objectives	3
<i>Advertising Your Products or Services On-Line</i>	4
<i>Selling Your Products or Services On-Line</i>	4
<i>Providing Online Customer Service or Support</i>	4
<i>Providing Product or Corporate Information</i>	5
<i>Creating and Establishing Company Identity or Brand Awareness</i>	5
<i>Other Primary Objectives</i>	6
Other Things to Consider Up Front	6
<i>Designing Your Site to Be Search Engine Friendly</i>	7
<i>Including Repeat Traffic Generators on Your Site</i>	7
<i>Getting Visitors to Recommend Your Site</i>	8
<i>Leveraging Your Sales Force</i>	8
<i>Using Permission Marketing</i>	9
<i>Creating Loyalty among Visitors</i>	9
<i>Including “Stickiness” Elements</i>	9
A Final Word on Objectives	10
Target Markets	10
Products and Services	14
The Fundamentals	15
Using Competitor Sites to Your Advantage	16
Storyboarding Your Web Site	18
Internet Resources for Chapter 1	20

Chapter 2:
Your Site—From Storyboarding to Programming 22

Detailed Web Site Planning	23
Content Notes	24
Text Notes	24
Color Notes	25
Navigation Notes	26
Graphics Notes	28
Visual Notes	29
Other Notes	30
Internet Resources for Chapter 2	30

Chapter 3:
Web Site Elements That Keep 'Em Coming Back 32

Encourage Repeat Visits	33
Use a What's New Page for Repeat Visits	33
Free Stuff—Everyone Loves It	35
Give a Taste of Your Product with Sample Giveaways	36
Everyone Wants the Best Price— Coupons and Discounts	36
Specials and Promotions	39
A Calendar of Events Keeps Visitors Informed	39
Luring Customers with Contests and Competitions	40
Using Employment Opportunities to Increase Visitors	44
Creating Useful Links from Your Site	44
Investing in Online Chat Sessions	45
Providing a Tip of the Day to Encourage Repeat Visits	46
Ensuring Your Site Gets Bookmarked	46
World Interaction with Bulletin Boards	47
Inviting Visitors to Contribute with Surveys	49
Encourage Repeat Visits with Your Site of the Day	49
Keep Them Happy with Cartoons	51
Benefiting from Humor with Jokes and Trivia	52
Who Doesn't Love Games?	52
Keep Customers in Touch with Update Reminders	54
Special Events Reminder Services	54
Establish Yourself as an Expert with Advice Columns	55
Internet Resources for Chapter 3	55

Chapter 4: Spreading the Word with Viral Marketing **57**

Capitalizing on Viral Marketing Opportunities	58
<i>Word of Mouth</i>	58
<i>Pass-It-On Viral Marketing</i>	62
E-Books	62
Small Utility Programs	63
Fun Videos	63
Digital Games	63
Checklists	63
Sound Byte or Audiozine	64
Articles	64
<i>Product- or Service-Based Viral Marketing</i>	64
The Hotmail Example	64
Blue Mountain—	
Taking Viral Marketing to the Next Level	65
<i>Virtual Postcards</i>	66
Internet Resources for Chapter 4	67

Chapter 5: Permission Marketing **70**

Permission Marketing Explained	70
Uses of Permission Marketing	72
Legislation Regarding Permission-Based Marketing	73
Privacy Concerns	74
Personalization	75
Sell the Benefits	75
Data Mining	75
Cooperative Permission Marketing	77
Incentive-Based Permission Marketing	77
A Closing Comment on Permission Marketing	77
Internet Resources for Chapter 5	78

Chapter 6: Designing Your Site to Be Search Engine Friendly **80**

Methodology to Make Your Site Search Engine Friendly	81
Understanding Search Engines	81

Decide Which Search Engines Are Important	83
Learn the Search Engine Ranking Criteria	84
Keywords Are Critical	86
<i>Brainstorming, Surveying, and</i>	
<i>Reviewing Promotional Material</i>	87
<i>Review Competing and Industry Leading Web Sites</i>	88
<i>Assess Your Web Site Traffic Logs</i>	90
<i>Keyword Suggestion and Evaluation Tools</i>	90
<i>Fine-Tuning Your Keyword Phrases</i>	94
Assign Specific Keywords to Specific Pages	101
<i>Title Tags—Use Descriptive Page Titles</i>	102
<i>Keywords Meta-Tag</i>	104
<i>Description Meta-Tag</i>	106
<i>Alt Tags</i>	107
<i>Hypertext Links</i>	107
<i>Domain Name and File names</i>	108
<i>Body Text—Header Tags and Page Copy</i>	109
Headings— <code><H1>Header Tags</H1></code>	109
Page Copy	109
Spamming	111
<i>Quality Guidelines—Basic Principles</i>	114
<i>Quality Guidelines—Specific Recommendations</i>	115
Other Important Design Factors	116
<i>Frames</i>	116
<i>Robots.txt, Meta-Robots Tag</i>	118
<i>Clean Code Is King</i>	118
Navigation Techniques	119
<i>Revisit Meta-Tag</i>	119
<i>Cascading Style Sheets</i>	119
<i>Dynamic Pages and Special Characters</i>	120
<i>Splash Pages and the Use of Rich Media</i>	120
<i>Use of Tables</i>	121
<i>Custom Error Pages</i>	122
<i>Image Maps</i>	122
<i>Optimization for Search Localization</i>	122
Monitoring Results	124
Internet Resources for Chapter 6	128
<i>Search Engine Optimization Discussion Forums</i>	132
<i>Keyword Research and Evaluation</i>	133
<i>More Webmaster and Search Engine Optimization Tools</i>	134

Chapter 7: Search Engine and Directory Submissions **136**

Submission Process	137
A Closer Look at Search Engines and Directories	137
Submitting to the Search Engines	140
<i>Free Submissions</i>	141
<i>Paid Inclusion</i>	141
<i>Is Your Page Already Indexed?</i>	142
The Link Popularity Issue	143
Submitting to the Directories	143
<i>Preparing your Directory Submission</i>	144
Pay Careful Attention to Titles and Descriptions	146
Pay Careful Attention to All Fields on the Submission Form	147
More Directory Submission Tips	147
Keep a Record of your Submissions	149
Effective Use of Submission Tools and Services	150
Complete Your Site Before You Submit	152
Get Multiple Listings	153
Some Final Pointers	153
Internet Resources for Chapter 7	154
<i>Submission Tools</i>	157

Chapter 8: Developing Your Pay-to-Play Strategy **159**

Generating Targeted Traffic Using PPC Advertising	160
Exploring Google AdWords	161
<i>How AdWords Works</i>	162
<i>Where Do Your Ads Appear?</i>	164
Extending Your Reach with Overture	164
<i>How Overture Works</i>	166
<i>Where Do Your Ads Appear?</i>	169
Maximize Exposure with Contextual Advertising	169
Geo Targeting Your Campaigns	170
Dayparting	171
Maximizing Your Exposure	172
Maximizing Your Budget	173
Internet Resources for Chapter 8	174

Popular PPC Advertising Programs 174
Keyword Research and Evaluation 175

Chapter 9:
Utilizing Signature Files to Increase Web Site Traffic 176

Presenting Your e-Business Card 176
How to Develop Your Signature File 177
The Dos and Don'ts of Signature Files 179
Sig Files to Bring Traffic to Your Web Site 181
Internet Resources for Chapter 9 184

Chapter 10:
The E-mail Advantage 186

Making the Connection 187
E-mail Program vs. Mail List Software 187
Effective E-mail Messages 188
 The Importance of Your E-mail Subject Line 188
 E-mail "To" and "From" Headings
 Allow You to Personalize 189
 Blind Carbon Copy (BCC) 190
 Effective E-mail Message Formatting 190
 A Call to Action 192
 Appropriate E-mail Reply Tips 192
 HTML or Text? 193
 Always Use Your Signature Files 193
 Discerning Use of Attachments 193
Expressing Yourself with Emoticons and Shorthand 194
E-mail Marketing Tips 196
 Include a Brochure and Personal Note 197
 Gather a Library of Responses 197
Following Formalities with E-mail Netiquette 197
 Reply Promptly 198
Internet Resources for Chapter 10 198

Chapter 11:
Autoresponders 200

What Are Autoresponders? 200
Why Use Autoresponders? 201

Types of Autoresponders	202
Autoresponder Features	203
<i>Personalization</i>	203
<i>Multiple Responses</i>	203
<i>Size of Message</i>	203
<i>Tracking</i>	203
<i>HTML Messaging</i>	204
Successful Marketing through Autoresponders	204
Internet Resources for Chapter 11	205

Chapter 12: Effective Promotional Use of Newsgroups **206**

Newsgroups—What Are They?	207
The Changing Face of Newsgroups	207
The Benefits of Newsgroups	208
Thousands of Newsgroup Categories	209
Target Appropriate Newsgroups	210
Read the FAQ Files and Abide by the Rules	211
Lurking for Potential Customers	211
Tips on Posting Messages	211
<i>Tips to Ensure That Your Messages Are Well Received</i>	213
Keep to the Newsgroup Topic	213
Stay on the Thread	213
Make a Contribution	213
Don't Post Commercials or Advertisements	214
You Don't Have to Have the Last Word	214
Newsgroup Advertising Hints	214
Cross-Posting and Spamming	215
Earning Respect with Newsgroup Netiquette	215
Internet Resources for Chapter 12	216

Chapter 13: Effective Promotion through Publicly Accessible Mailing Lists **218**

Connecting with Your Target Audience	219
Types of Publicly Accessible Mailing Lists	219
<i>Moderated Discussion Lists</i>	219
<i>Unmoderated Discussion Lists</i>	220
Targeting Appropriate Discussion Mailing Lists	220

Finding the Right Mailing List	222
Subscribing to Your Target Mailing Lists	222
List Digests	223
Composing Effective Messages	223
Building Your Own Private Mailing Lists	224
Starting Your Own Publicly Accessible Mailing List	225
Internet Resources for Chapter 13	226

Chapter 14:
Establishing Your Private Mailing List **228**

Why Have Your Own Mailing List?	229
<i>Permission-Based Marketing</i>	229
<i>Benefits of Private Mail Lists</i>	231
Where We Need To Be	233
The Right Mail List Technology	234
Using Your E-mail Program	234
Using Mail List Software	235
Outsourcing Your Mail List	237
Building Your Database or Mail List	239
Promoting Your Private Mail List	241
Your Communication with Your Mail List	242
Stay Under the Spam Radar	243
Recent Legislation	246
Measure, Measure, Measure	248
Where to Go from Here	249
Internet Resources for Chapter 14	249
<i>Mail List Software</i>	249
<i>Outsourcing</i>	252
<i>Blacklists</i>	252

Chapter 15:
Effective Promotion through Direct Mail Lists **253**

How Direct Mail List Companies Work	254
How to Select a Direct Mail Company	255
How to Work with a Direct Mail List Company	255
Costs Related to Direct Mail List Marketing	256
Make the Most of Your Direct Mail List Marketing	257
Internet Resources for Chapter 15	258

Chapter 16: **Developing a Dynamite Link Strategy** **260**

Links Have an Impact	261
Links Have Staying Power	261
A Quick Talk about Outbound Links	262
Strategies for Finding Appropriate Link Sites	264
Explore These URLs	264
Tools to Identify Your Competitors' Links	266
Other Potential Link Strategies	268
Winning Approval for Potential Links	269
Making Your Link the Place to Click	272
To Add or Not to Add with Free-for-All Links	273
Add Value with Affiliate Programs	274
Maintaining a Marketing Log	274
A Word of Caution with Link Trading	274
Internet Resources for Chapter 16	275
<i>Tools That Check for Dead Links</i>	275
<i>Reciprocal Link Information</i>	276
<i>Free-for-All Link Sites</i>	277

Chapter 17: **Affiliate Programs** **278**

Affiliate Programs: Increase Traffic to Your Web Site	279
<i>Commission-Based Affiliate Programs</i>	279
<i>Flat-Fee Referral Programs</i>	280
<i>Click-Through Programs</i>	280
Selecting an Affiliate Program That Is Right for You	281
How to Succeed with Your Affiliate Site	282
Benefits of Creating an Affiliate Program	283
<i>Purchasing Affiliate Software</i>	284
Internet Resources for Chapter 17	287
<i>More Popular Affiliate Programs</i>	289

Chapter 18: **Maximizing Promotion with Meta-Indexes** **290**

What Are Meta-Indexes?	290
How to Find Appropriate Meta-Indexes	292

Enlisting Meta-Indexes for Optimal Exposure 293
Internet Resources for Chapter 18 296

Chapter 19:
Winning Awards, Cool Sites, and More **298**

It's an Honor Just to Be Nominated 299
Choosing Your Awards and Submitting to Win 300
What's Hot and What's Not in the Name of Cool 302
Posting Your Awards on Your Site 303
Becoming the Host of Your Own Awards Gala 303
Internet Resources for Chapter 19 304
Hot Sites/Cool Sites 305

Chapter 20:
Productive Online Advertising **307**

Expanding Your Exposure through Internet Advertising 308
Maximize Advertising with Your Objectives in Mind 309
Online Advertising Terminology 311
Banner Ads 311
Click-Throughs 311
Hits 311
Impressions or Page Views 311
CPM 312
Keywords 312
Geotargeting 312
Jump on the Banner Wagon 313
Exploring Your Banner Ad Options 314
Banner Ad Tips 315
Interesting Banner Ads 317
Location, Location, Location 320
Search Engines 320
Content Sites 320
Banner Ad Price Factors 320
Considerations When Purchasing Your Banner Ad 321
Make Sure Visitors Can See Your Banner 321
Making It Easy with Online Advertising Networks 322
Bartering for Mutual Benefits with Banner Trading 323

Tips for Succeeding with Classified Ads	323
Form Lasting Advertising with Sponsorships	324
Commercial Links	325
Sponsoring a Mailing List	325
Online and Offline Promotion	326
Internet Resources for Chapter 20	327
<i>Banner Ad Tools</i>	327
<i>Online Advertising Agencies</i>	327
<i>Ad Networks</i>	327
<i>Banner Exchanges</i>	328
<i>Online Advertising Education</i>	328

Chapter 21: **Maximizing Media Relations** **330**

Managing Effective Public Relations	331
Benefits of Publicity versus Advertising	331
What Is a News Release?	332
<i>Writing a News Release</i>	332
Notice of Release	333
Header	333
Headline	334
City and Date	334
The Body	334
The Close	334
Advantages of Interactive News Releases	334
Sending News Releases on Your Own versus Using a Distribution Service	336
Golden Tips for News Release Distribution	338
<i>News Release Timing and Deadlines</i>	340
Monthly Magazines	340
Daily Newspapers	340
TV and Radio	340
Formatting Your E-mail News Release	340
What Is Considered Newsworthy	341
What Isn't Considered Newsworthy	343
Preparing Your News and Media Kits	343
Developing an Online Media Center for Public Relations	344
Internet Resources for Chapter 21	346

<i>News Releases</i>	346
<i>Where to Submit Your News Releases</i>	346
<i>News Release Distribution Software</i>	348

Chapter 22:
Increasing Traffic through Online Publications **349**

Appealing to Magazine Subscribers on the Net	350
What Exactly Are E-zines?	350
Web-Based E-zines	351
E-mail E-zines	351
Using E-zines as Marketing Tools	352
Finding Appropriate E-zines for Your Marketing Effort	353
The Multiple Advantages of E-zine Advertising	354
Guidelines for Your Advertising	355
Providing Articles and News Releases to E-zines	356
Reasons You Might Start Your Own E-zine	357
Developing Your Own E-zine	358
Internet Resources for Chapter 22	361

Chapter 23:
Web Rings as a Promotion Tool **363**

An Effective Alternative to Search Engines and Directories	364
What Are Web Rings?	364
How Do Web Rings Work?	367
How to Participate in Web Rings	368
Web Ring Participation Costs	369
The Benefits of Web Rings	369
Business Reluctance to Participate in Web Rings	370
Other Marketing Opportunities Provided by Web Rings	370
Internet Resources for Chapter 23	371

Chapter 24:
Webcasting and Rich Media **373**

Streaming versus Nonstreaming Media	374
Advertising with Rich Media	376
<i>Higher Recall</i>	377

<i>Better Branding</i>	377
<i>More Click-Throughs</i>	377
<i>More Likeable</i>	378
<i>More Reasons to Use Rich Media Advertising</i>	378
The Barriers of Webcasting (Rich Media) Acceptance	379
<i>Cost</i>	379
<i>Rich Media Advertising Is Not Accepted by All Sites</i>	379
<i>Bandwidth Constraints</i>	380
<i>Irritates User</i>	380
<i>Too Complicated</i>	380
<i>The Technology Changes Too Often</i>	381
Uses of Webcasting	381
Internet Resources for Chapter 24	383

Chapter 25:
Grand Opening Tips for Your
Web Site Virtual Launch **385**

Launching and Announcing Your Web Site	385
Your Web Site Virtual Launch	386
Internet Resources for Chapter 25	387

Chapter 26:
Effective Offline Promotion **389**

Offline Promotion Objectives	389
URL Exposure through Corporate	
Literature and Material	390
URL Exposure through Promotional Items	391
URL Exposure through Clothing	393
URL Exposure on Novelty Items	394
Promotion with a Touch of Creativity	395
URL Exposure on Your Products	395
Internet Resources for Chapter 26	395

Chapter 27:
Web Traffic Analysis **397**

Do You Know Who Is Visiting Your Web Site?	398
Using Log Files to Your Advantage	398

Analyzing Log Files with Web Traffic Analysis Software	399
<i>Developing a Profile of Your Visitors</i>	399
<i>Which Pages Are Popular and Which Pages Are Not?</i>	401
<i>Find Out How Each Visitor Found Your Site</i>	402
<i>Identifying Your Target Market</i>	405
<i>Find out What Forms of Online</i>	
<i>Promotion Work for Your Site</i>	405
How Do You Get Web Traffic Analysis Software for Your Site? ...	405
Internet Resources for Chapter 27	406
<i>Web Traffic Analysis Services</i>	406
<i>Web Traffic Analysis Software</i>	408

**Chapter 28:
Web Metrics**

410

Measuring Your Online Success	411
<i>What to Measure</i>	412
Conversion Ratio (CR)	413
Sales per Visitor (SPV)	414
Cost per Visitor (CPV)	414
Cost per Sale (CPS)	414
Net Profit per Sale (NPPS)	415
Return on Investment (ROI)	415
Web Metrics Tools	415
Internet Resources for Chapter 28	416

Appendix A: Terminology	420
-------------------------------	-----