

Internet Marketing Action Plan:

Define your Online Marketing goals

Step 1: Keywords & Creating a Strategy

Step 2: Optimize Your Website

Step 3: Content is King in the information age - Creating Blog posts and Other useful Content

Step 4: Use Social Media to promote Content

Step 5: Convert Site Traffic Into Leads

Step 6: Develop Email Marketing Campaigns to stay in touch

Step 7: Create Mobile Device Ready Website

Step 8: Analyze & Refine Strategies

Developing a website is only the very first part of creating an online presence that is a truly effective marketing tool for your business. If you want to generate leads with your website you need to market it.

1. Keywords & Creating a Strategy

One of the best places to start with internet marketing is developing a keyword strategy. Why? Because keywords are fundamental to being found online by search engines. Although search engines look for a combination of things, keywords are the most important.

Optimizing your website around keywords that are relevant to your business can increase the chances of your website being found by people who are using those keywords to search with. Effectively sending you better qualified traffic to your business website.

Depending on your business, selecting and targeting keywords so that you come up with a high ranking in the search engines is easier said than done.

Selecting and Researching Relevant Keywords

Create a list of 3-5 keywords/phases that are relevant to your business. Try to think of how people search the internet for companies that will supply what they are looking for. People will not be searching for your specific business name, but rather the product or service you offer. Instead of 3-60 Hosting, people will search for 'web hosting'. You are looking for words or phrases that sum up the essence of your product or service.

Researching your keywords

Once you have a few ideas for your keywords, it's time to do some research to determine the difficulty or competition of the word/phase and the relevance it has to your business.

Some Initial offline research.

A great place to get keyword ideas is to talk to people around you. How do they search? Ask friends, family, co-workers how do they search for xyz products or services. This may give you some ideas that you did initially think of.

Online Research

There are four essential tools for researching keywords.

1. Google Keyword Tool
2. Google Trends
3. Google Sets
4. Google.com

For more in depth research her are some other tools by Google:

At first your keywords don't need to be perfect. You can try out different ones to see which are most effective. We will go over this in more detail in the Analyze section.