

# Online Marketing Strategy: Kick-starting Your SEO Program

A white paper by Blake Newman, [inQbation™](http://www.inQbation.com)  
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## Overview

As we discovered in my white papers, [SEO SEM in a Nutshell](#) and [How to Create a Search Engine Friendly Site](#), search engines exist to help manage and organize massive amounts of information accessible over the Internet.

If I had to come up with a successful formula to launch an online marketing campaign and ignite my website performance, it would look something like this:



1. On-page optimization
2. Site submission
3. Pay-per-click campaign
4. Social networking initiative
5. Third party content management
6. Social bookmarking
7. Web analytics

## On-page Optimization (1/2 day)

1. Ensure that your pages are indexable
2. Ensure that [Google](#)™ knows about your site
3. Ensure that crawlers can crawl your site and robots and index the site
4. Brainstorm the keywords that your clients would most likely [Google](#)™
5. Develop a one-line mantra and short 30 second elevator pitch
6. Ensure the meta tags on site reflect the keywords, mantra and pitch

## Site Submission (1/2 day)

Submit site to the following directories and websites:

1. [www.Business.com](http://www.Business.com)
2. [www.BOTW.org](http://www.BOTW.org)
3. [www.DMOZ.org](http://www.DMOZ.org)
4. [www.Google.com](http://www.Google.com)
5. [www.Yahoo.com](http://www.Yahoo.com)
6. [www.Ask.com](http://www.Ask.com)
7. [www.MSN.com](http://www.MSN.com)
8. [www.Netscape.com](http://www.Netscape.com)
9. [www.Live.com](http://www.Live.com)

## Pay-Per-Click Campaign (1/2 day)

1. Establish <https://adwords.google.com> account
2. Define monthly budget
3. Define keywords & target locations
4. Define marketing copy and call to action
5. Test various marketing copy alternatives
6. Optimize campaign for efficiency, performance, ranking
7. Integrate AdWords account with Analytics account for traceability
8. Monitor and adjust campaign based on performance expectations

## Social Networking Initiatives (1/4 day)

1. Establish accounts on the following social networking sites:
  - a. [www.Linkedin.com](http://www.Linkedin.com)
  - b. [www.FaceBook.com](http://www.FaceBook.com)
  - c. [www.YouTube.com](http://www.YouTube.com)
  - d. [www.MySpace.com](http://www.MySpace.com)
  - e. [www.Flickr.com](http://www.Flickr.com)
  - f. [www.Amazon.com](http://www.Amazon.com)
2. Create consistent profile using defined keywords
3. Link accounts back to primary site to build inbound links

## 3<sup>rd</sup> Party CMS (1/4 day)

1. Establish accounts on the following blog sites:
  - a. [www.Wordpress.com](http://www.Wordpress.com)
  - b. [www.Blogger.com](http://www.Blogger.com)
2. Create about page based on mantra, elevator pitch, product/service offerings and descriptions.
3. Provide regular (minimum of one article per week per blog), unique, relevant content, tagged and optimized for lead generation and conversion.
4. Include social book marking tiles, links to professional social networking profiles, and references to network of resources, friends and primary web site.

## Social Bookmarking (1/4 day)

1. Establish accounts on the following blog sites:
  - a. [www.Technorati.com](http://www.Technorati.com)
  - b. [www.Del.icio.us](http://www.Del.icio.us)
  - c. [www.Digg.com](http://www.Digg.com)
2. Drop social bookmarking tiles on all sites within the network
3. Actively visit each page of each website in the network and bookmark

## Web Analytics (3/4 day)

1. Ensure that <http://www.google.com/analytics/> is effective on site
2. Determine website visitors call to action
3. Set up conversion goals to track web site visitor calls to action
4. Ensure connectivity between Google™ Adwords and Google™ Analytics
5. Produce, monitor, and disseminate analytics weekly/monthly reports

## Summary

Do these things, take these steps, and I guarantee that you will see results.

## About the author



Blake Newman is the founder of [inQbation](http://www.inQbation.com)<sup>TM</sup>, a website design company that specializes in start-ups and emerging businesses. [inQbation](http://www.inQbation.com)<sup>TM</sup> is on the leading edge of online marketing and web development. It seeks to help professionals and businesses catapult their organizations to new heights by delivering brilliant website strategies, world-class website designs, search engine friendly content management systems, and successful business models.