

A Marketing Planner for Your Website

Kick-start a new site or
give your current site marketing a boost.

Bobette Kyle, Web Marketing Place LLC



Table of Contents

Table of Contents.....	2
Initial Marketing: Before you begin working on your Website's content	3
Website Goals and Target Audience.....	3
Initial Marketing: After you have established your Website structure, but before you begin working on your Website content	5
Keyword Research.....	5
In Preparation for Launch: Marketing steps to complete while your Website is in development.	8
Marketing Activities for Launch	8
Publicize your new Website offline.....	11
Plan your ongoing marketing programs	11
Marketing At Launch.....	12
Ongoing Marketing	13
About the Workbook Author.....	13

There are several initial marketing steps complete as you develop a new Website, upon the Website launch and ongoing. Each have a different focus, but all are important for an effective Website presence.

This workbook is meant to be interactive. So, first print it out. Then, grab a pen or pencil, a few pieces of paper or your word-processing program, and an Internet connection. As you read, stop and think, explore the mentioned resources, and make notes about the marketing for your Website.

Initial Marketing: Before you begin working on your Website's content

Website Goals and Target Audience

Your eventual choice of marketing messages and specific marketing programs are all driven by your Website's goals and your visitors' wants and needs. Therefore, think about those things FIRST, before you begin writing content.

Decide on the purpose (goal) of your Website; the way(s) it will help you with your business, book, or service(s); and what kinds of people you want to visit the site (your target audience).

The Website goal – Some examples of a Website goal include:

- To generate leads for product(s) or service(s)
- To directly sell product(s)
- To provide support for existing customers
- To provide sales force support

A Website can have more than one goal, but it should have one primary goal, which will drive your Website's structure and choice of programs. More ideas for your Website's goals, or objectives, are in the article here:

<http://www.websitemarketingplan.com/MarketingObjectivesArticle.htm>

(Note: "MarketingObjectivesArticle" is case sensitive.)

My Website's main goal is:

My Website's secondary goal(s):

Website strategies/programs (how the site will help your business, products, and/or services) – These are more specific than goals. At this point, you should begin choosing the types of content and functionality your Website will have. Examples include:

- Generate leads for my products and services by (a) making it easy for visitors to contact me and (b) providing information that makes my product/service appealing.
- Directly sell products by having online ordering and payment functions.
- Provide support for customers by making online customer service available and providing online troubleshooting.
- Provide sales force support by having customer order status online for sales people to access and making product specification sheets available on the Website.

Read more about choosing strategies and programs that support Website goals here:

<http://www.websitemarketingplan.com/MarketingPlanningArticle.htm>

(Note: "MarketingPlanningArticle" is case sensitive.)

My Website strategies/programs are:

Your target audience profile (the people you want to visit your Website) – Imagine the type of people who would find your Website most useful. Describe them in terms of needs, behaviors, situations, their professions and other demographics (age, where they live, income), etc.

My target audience characteristics

My target audience needs or wants:

Their career or personal situations are:

My target audience – in terms of age, income level, geographic location, etc. – can be described as:

Other identifying characteristics of my target audience:

Initial Marketing: After you have established your Website structure, but before you begin working on your Website content

Keyword Research

If you are able to incorporate significant keywords into your Website from the beginning (keywords that people search for, yet are not so general that your Website has no chance of ranking well), your Website has a better chance of attracting high-quality visitors through search engine referrals.

Ideally, choose a relevant keyword phrase or two *for each page of your Website* and work those phrases into your text and navigation links. Include your keyword phrases in a way that flows well and appears natural to your Website visitors. Also include the keyword phrases in the Title and Description tags in the header section your Website pages.

Read this article to get a better understanding of the keyword research process (note, the article is written as guidance for search engine marketers. Whenever the article says, “send to client” or “brainstorm with client,” you will be completing both the client

and agency aspects of the task): <http://www.websitemarketingplan.com/Whalen/SEOProcess.htm>. (Note: "Whalen/SEOProcess" is case sensitive). After reading the article, complete the steps on next two pages. You may want to use a separate piece of paper for these steps.

Here is a brainstormed list of words and phrases I think are important to my Website in general:

After doing some keyword research, here is my adjusted – and prioritized - list of keywords (Note: You can find two keyword research tools at <http://www.websitemarketingplan.com/online/KeywordSuggest.htm>. "KeywordSuggest" is case sensitive.)

Here is a list of the pages on my Website and the keyword phrase(s) I will incorporate into each page:

Home Page:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

Page _____:

Keyword Phrase 1 _____ Keyword Phrase 2

In Preparation for Launch: Marketing steps to complete while your Website is in development.

A Website without marketing behind it is a Website with no visitors.

You will want to be ready to implement initial marketing programs as soon as your Website is complete, as well as have a plan for ongoing marketing activities. Having a plan will help you choose marketing programs that will support your site's goals.

Marketing Activities for Launch

Many of the marketing activities suitable for launch involve establishing an initial presence for your Website. When completing each of these exercises, refer back to your Website goals, target audience profile and primary keyword phrases. These are all clues that will lead you toward the marketing activities most effective for your site.

Register your Website with major and niche directories

By registering your Website with general directories, your site will quickly become known to the search engines (because the search engine spiders regularly visit major directories). This will also establish a presence on high-volume directory sites. Some directories are free, some ask for a reciprocal link, and others require payment. With all inbound linking strategies, you will get more inbound links if you are willing to add a reciprocating link to your Website. Be selective with the outbound links you choose to put on your Website. Choose your linking partners for their content and quality, not simply as a means to obtain a reciprocal link.

There is a comprehensive list of general directories in this forum thread:

<http://www.highrankings.com/forum/index.php?showtopic=1102&st=0> (This is a pinned topic called "Important Directories" in the "Submitting to Directories" forum. The first two or three pages covers the major directories.)

Major directories I will submit my Website to are:

Registering with niche directories further reaches potential visitors highly interested in your site topic.

To find niche directories related to your Website, complete Google, MSN and Yahoo! searches. For each search, input one of your keyword phrases plus the word “directory,” and investigate the top 10 – 20 results. Repeat this procedure by using the same keyword phrases, plus the words “Add URL” or “Submit Website.”

The niche directories I will submit my Website to are:

Begin establishing additional inbound links to your Website

The more links you have to your Website from other quality Websites, the more visitors you will attract and the better your site will rank in the search engines. There are several ways to build inbound links to your Website. Two of these are:

Capitalize on existing online mentions.

If you and/or your company are known in your industry, online profiles and other mentions may already exist. Conduct searches for your name as well as your products' and company's names on MSN, Yahoo! and Google. For each online mention, notify the Website administrator that you have a new Website and request they add a link. In the note, be sure to mention the specific URL where you would like your link added.

Research your competitors' inbound links and ask those sites for links to your Website.

By researching your competitors' inbound links, you will find several Websites that may link to you as well. Go to your favorite search engine and conduct a search for inbound links. Generally, the search is formatted as follows: link:http://www.yourcompetitor.com. Research each Website listed in the search results and note the ones that may link to your Website.

The Websites I will request links from are:

Publicize your new Website offline

Another component of establishing an initial Web presence is to notify all of your offline contacts about your new Website. Also, publicize your URL at every point of contact with potential Website visitors. Splash your URL everywhere you can think of – on invoices, business cards, letterhead, bumper stickers, your company’s sign and yellow pages listings, for example. Don’t limit yourself to the written word. Your answering machine and on-hold messages can also advertise your new Website.

Here is a list of offline methods I will use to communicate my URL to potential visitors:

Plan your ongoing marketing programs

You will set your Website up for success by strategically choosing programs that are best suited to your strengths, fall within your budget and best achieve your Website goals. For each program you consider, ask yourself “How, *specifically*, will this achieve my Website goal of ____.” If you cannot connect the dots between your goals and expected results from the program, either it is not a good match to your Website or you need to further research that program’s benefits.

There are many potential online marketing programs and many more specific executions of those programs. For 51 different ideas read the article here:

<http://www.webmarketingplace.com/51marketing.htm>

For each of the 51 techniques, stop and consider if and how the technique would help achieve your Website goals. Also, brainstorm a bit on how you might put a different “spin” on that technique.

Here are the ongoing marketing techniques I think have the best potential to meet my Website’s goals:

Marketing At Launch

When your Website is “live,” you are ready to begin the initial marketing activities you prepared earlier in this workbook:

- Register your Website with major and directories
- Register your Website with niche directories
- Request links from the sites that link competitors
- Notify offline contacts of the new site
- Publicize the URL within all printed and audio material

Ongoing Marketing

After completing your launch activities, begin executing your ongoing marketing activities according to priority. Remember that most marketing programs do not work perfectly at first. It is normal to “tweak” and analyze a program until it works for you.

Also, look at your marketing planning as a perpetual “work in progress.” As your Website becomes more established you will better understand what works for you and what does not. You will find that some programs – despite adjustments and tweaks – do not work as well as others. You will also discover new programs that may be a better fit for your Website than your existing marketing programs.

As your Website evolves, if you adjust your marketing activities according to the current situation, you will see long-term success and a steady increase in visitors.

About the Workbook Author

Bobette Kyle draws upon 15+ years of Marketing/Executive experience, online marketing experience and a marketing MBA in her writing and marketing services. She is proprietor at Web Marketing Place, where she provides services that include Web strategy & marketing program recommendations and implementation.

Not enough time to complete this workbook yourself? Read more about Bobette’s Web presence & marketing services here:

<http://www.WebMarketingPlace.com/services.htm>

Web Marketing Place LLC
8050 Watson Road, Suite 315
St. Louis MO 63119
www.WebMarketingPlace.com
314-842-1446
Bobette@WebMarketingPlace.com