



**Succinct Update Feb 2007**

## Digital marketing tools YOU can use.

All the best for your business in 2007, and I trust that you are including your website into your over-all marketing plans for this year.

As internet usage continues to exponentially escalate, digital marketing continues to be the most-cost effective and accountable marketing investment.

To help you assess how viable your website is as a marketing tool, this newsletter provides some insights into free tools from Google that you can use self-assess your website's digital marketing status.

### **Why Google?**

Google is used in over 80% of Australian internet searches – with up to 98% of traffic on some South Australian business sites I manage.

Ensuring that Google knows about your website, but also knows about ***all of your site*** is key to your website's digital marketing success.

### **Web Master Tools**

Instead of trawling through your website statistics – a tedious and highly interpretable chore at best – assuming you even have access to your website statistics - check out Google's Webmaster tools at [www.google.com/webmasters/](http://www.google.com/webmasters/) where there are some excellent free tools:

### **Site status wizard**

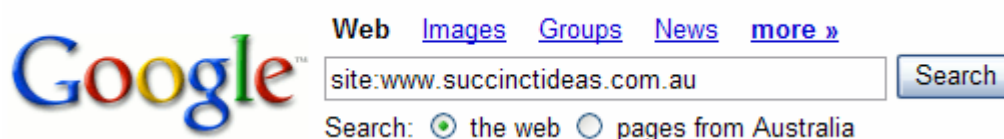
This simple tool will let you see if Google's 'spider' [Googlebot](#) has visited your site at all, and if so, when it was last there. Ideally this should be within the last month or so to ensure when prospective clients are searching; Google reports your most recent website content to them.

## Site: command

If your site has pages that Googlebot can't find; typically due to Flash or scripted menus then Google will not know about these pages and neither will prospective clients!

This occurs surprisingly frequently, with a negative impact on your site's search ranking, and key pieces of your content not being found in searches.

If you want to see which of your pages Google knows about on your site try this search command in the Google search text box: **site:<your website's address>**  
e.g.



## Google Alerts

[www.google.com/alerts](http://www.google.com/alerts)

This fascinating tool allows you to monitor particular phrases that GoogleBot encounters when trawling cyberspace. If the phrase is detected, Google will email you an alert telling you where and when the phrase was detected.

This is a great tool to confirm and monitor the exposure of new and previously unknown websites and products on the internet.

I encourage you to setup a Google Alert for your website's URL and your business's primary keywords - you will find the results interesting!

Hint: Use Google Alerts to closely monitor your [digital competitors](#) as well

I hope that you make time to try these tools out to assess your business website's digital marketing effectiveness – you can be sure your competitors are!

If you think this information is useful please feel free to forward it to business associates etc. There's also a PDF version on the [Succinct Ideas](#) website for your convenience.

In the meantime have a successful 2007 and I look forward to catching up soon !

Cheers

Peter Cornish

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