



Succinct Update January 2008

Get more sales leads; KEYWORD align

Welcome back to business reality with the festive season now sadly over. If your New Year resolution was to generate more sales leads from your website, read on.

Matching Keywords

One of the key success factors in online marketing is matching your website's 'keyword profile' to your *clients' description* of your products or services.

The reason that its how **your clients** describe your products is because they start the online lead generation process with *their* search query.

A prospect might be seeking:

- a solution to the problem your offerings solve or address;
- using a description that matches your offering or its generic characteristic;
- information that indicates a potential client

Once you identify this search criteria, or keyword(s), then you know that the majority of searchers using these phrases are potential clients.

Tapping into this stream of ready-made sales leads is our objective, but how do we achieve that?

There's two possible ways:

Organic search

Organic search represents the 'naturally occurring' search results.

If we influence our website's 'keyword profile' to feature our keyword(s) then the site will rank higher in search results for that keyword. Fundamentally, you increase the prevalence of your keyword(s) in your website.

Use some restraint though; if you over-do the duplication, the search engine may penalise you, negating all of your efforts.

Organic search is also painfully slow for your reshaped keyword profile to convert to ranking improvement. You need to be in the top ten results to be effective, so it may take months...

If your Google PageRank™ is low you may not see any ranking improvement at all **L** Refer to Succinct Update Aug 2007 'Link for Sales' accessible from the home page at www.succinctideas.com.au for more information on links and PageRank.

Paid search



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Buying your ranking is not a crass as it might sound. When your PageRank is low, such as with a new or poorly marketed website you don't really have any other options.

Paid search offers immediate, highly targeted exposure with the useful ability to localise advertising to within a state, country or globally.

Google's AdWords is a 'pay per click' paid search where you only pay for clicks or leads to your website. Other search engines also feature paid search but as Google is the dominant search engine globally, and with over 90% of Australian searches it should be your first priority.

The Cost Per Click (CPC) is dictated by keyword competition, not Google. Typical CPC ranges from tens of cents through to dollars, and ads are displayed in bid order – the more you bid the higher your ad is displayed.

There are still some marketplaces that have not fully exploited paid search, and so click prices are reasonable but that is changing as business begins to understand the high value of this lead generation source.

Competition and CPC heats up when the eleven ad slots are filled, with the remaining displaced advertisers now having to bid more to get their ads displayed.

Even with hotly contested keywords the cost per lead can be considerably lower than off-line alternatives such as cold calling, letter box drops, print advertising etc.

AdWords provides a daily budget, so SME's can compete with big business, at least until their daily budget is consumed then their ads automatically turn off until the next day.

Google your own keywords and see the number of 'sponsored links' displayed as an indicator of competition. Read more about AdWords on our website at www.succinctideas.com.au/marketing/payperclick.asp

Online leads come prequalified

When online lead generation is operating well, it's like tapping into a sales lead 'stream'.

The most powerful aspect of online lead generation is that you don't have to do the hard sales pitch to convince an unsuspecting soul that they *need* your product, and that they should *buy it now* as you would in a telemarketing cold call.

Online leads have already signalled their interest in your offerings though a search using your keywords. They are even investing their own time and effort to research your products.

It's like they walked into your shop with your brochure in their hand, already primed for a sale. All you need to do is close the sale.



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Align your website's keyword with your clients' descriptions and take advantage of online leads; but *do it now* before your competition realizes just how cost-effective it is.

Digital Marketing Website Review wizard

Have you tried our wizard to self-assess your website's sales effectiveness?

www.succinctideas.com.au/dmr/diy/

Interested in using the internet to generate sales? Contact me if you would like to explore how online marketing may be able to assist your business.

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Sincerely,

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