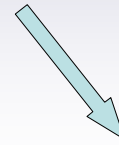


Web Marketing

Fast, brief presentation by
Ben Grummels of



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Survey

- Google
- Search.yahoo.com
- Search.msn.com
- Australian Search Engine
 - Sensis, Yellow Pages, White Pages, Anzwers, Ansearch, Web Wombat, etc.
- Other search engine
 - [Alta Vista](#), Lycos, Excite, Dog Pile

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Know what your clients ARE looking for

The ESSENTIAL Good Keywords Report demonstration.

- australia or australian ???
- university
- education
- training
- degree

Free download from www.softnik.com

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DOMAIN NAMES

Impact on various search engines.
Worth millions, cost 88 cents pa

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COPYWRITING for search engines

- Get focused: Build a page for your targeted phrase/s
- Prominence
- Proximity
- Keyword density
- American of Queen's English. What market are you chasing?
- Variants. Education, educational, educator, educated

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Link Exchange Programme

- Citations from eminent papers give other academic papers a certain standing (Kudos) So it is with search engine standing (position) From popular sites preferably in the same category.
- From eminent sites .gov .edu .assn .mil etc.
- Ignore offers of triangular exchanges with offers of a link to your site from a **link farm!**
- Not from over crowded link pages.
- Spider crawlability

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PAY PER CLICK

(Pay for performance) Vs Flat Time Rate
or Per Pixel Rate, Internet Advertising

- Pros and Cons
- Demonstrate [Overture Bid Tool](#)
- Appropriate webpage to advertise on
 - Page view stats: Can you believe media owners?
 - Independent stats: HitWise.
 - Arguments for and against Alexa stats.

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Questions ...

.... about web marketing strategies. Eg
what's most important?

- Branding, No
- Position, No
- Site Popularity, No
- Good statistics, No

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