

II. Class Room and Course Management

Providing Detailed Lecture Slides Enhances Educational Experience

Effective Web Development Approach

- I. Underlying Marketing Strategy Understood and Envisioned
 - II. Content Management System (CMS)
 - III. Search Engine Optimization and Marketing
 - IV. Information Architecture
 - V. Dynamic Components
 - VI. Static and Graphic Design
- Web Companies & Purchasing Services**
- ◆ "Typical" Workload: 40% Development, 25% Marketing, 35% Main.
 - ◆ Issues In Selecting A Web Firm For Development
 - Full Service: Design, Ongoing Marketing/Optimiz., Maintenance
 - One Firm vs. Multiple Firms: Degree of Complex IA/Functionality
 - ◆ Importance of Designers understanding SEO
- Source: Paul Heller in conjunction with Kellen Company and Studiocom

II. Search Engine Optimization & Marketing - A

- **Four Basic Types Of Exposure On Websites:**
 - **Paid Advertising (SEM):** **1.** Display & **2.** Search By Key Word/Sponsored
 - Biggest Players:** #1 Google ... #2 Yahoo ... #3 MSN
 - **Free:** **3.** Organic Rankings (SEO) & **4.** Online Public Relations (SEM)
 - **I. Display:** Payment based on Cost/Thousand Impressions.
 - Yahoo: 195 Million/month. Analogous to TV Advertising
 - Time Periods -- Rotation or Not -- Special Events
 - **II. Search By Key Word:** Continuous "Auction" Among Players/Complicated
 - Payment: **ONLY** User Takes Specified ACTION
 - NOW:** Per Click **MOVING TO ?:** Per Specified Action (Purchase, Contact Info.)
 - Ad/Listing Size: i) Title: 25 Characters ii) Body: 70 Characters iii) URL
 - **Buying Options:** 1. Broad: 2. Phrase Match: 3. Exact:
 - "Analytics" Provided To Customers showing detailed activity .. Google Best
- Source: Paul Heller in conjunction w/ Kellen Company, Studiocom, and Prominent Placement

Website Development

Graphic Design

Information Architecture

- ◆ Static/Brochure ware
- ◆ Dynamic
 - Audio-visual
 - Virtual tour
 - Flash
- ◆ Content Management System (CMS)
 - Complex Applicat.
 - Real Time Issues

Content Design

Website Marketing

Search Engine Optimization and Marketing

Viral: Word Of Mouth

Traditional

Source: Paul Heller in conjunction with Kellen Company and Studiocom

I. Underlying Marketing Strategy

- Organizational Strategy (existing documents & interviewing): Branding, Customer Support, Sales Channels, etc.
- Success Objectives & Measurements (Quantifiable, Non-quantifiable)
- Target Audience Segmentation Source: Paul Heller in conjunction with Kellen Company and Studiocom.
 - B2B, B2C and B2G
 - Typical Segmentation
 - Demographic:** Gender, Age, Education, Income, Occupation, Race, Life Stage, Household Size
 - Geographic:** Country, Region, Population Char: Urban, Suburban, Rural
 - Psychological:** Personality, Values, Lifestyle
 - Volume:** Usage (heavy, light, nonusers), Loyalty (strong, medium, none)
- **Personas Of Target Audiences:** Behavior Issues / Focus Group Studies
 - How Technological / Limitations -- Goals and Desires
- Analyze Competition: Products, Positioning and their Websites
- Involving Stakeholders: Who: Top Executives, IS/IT, Investors, Whv: Ideas, Nothing Overlooked: Strategy & Docs, Excitement, "Buy-in"

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II. Search Engine Optimization & Marketing - D

III. Organic Rankings: Free, However lots of competition, 100s+ of listings

- Complicated Proprietary Algorithm that determines rankings.
- Search Engine *Robots/Spiders* "crawl your site".
- <> Website Name
- <> Metadata: "HTML Programming information beneath what's seen"
- <> Content Search for Key Words/Phrases in first 250 Characters?
- [*] Importance of standard HTML (Hypertext Markup Lang) versus Photos, Graphics, Flash
- <> Relevance/Richness Of Your Web-Pages: Web Page Focuses on Topic
- <> Number Of Sites Linked to YOUR Website
- [*] Importance of VIRAL Marketing [*] Site Maturity
- Usually takes 4+ Months before your site can achieve good ranking

IV. On-line Public Relations: Promoting Free Coverage/Exposure Getting on-line journalists to publish your stories and pictures. Maintaining relationship, sending draft copy and photographs.

Source: Paul Heller in conjunction with Kellen Company and Studiocom

II. Search Engine Optimization & Marketing - B

BUYING OPTIONS FOR KEY WORD "PAID" SEARCHES/SPONSORED LINKS

- 1.. EXACT MATCH: Those exact words, in that exact order and no additional words prior or afterwards.
 - 2.. PHRASE MATCH: That exact phrase, in that exact order, but can have other words before and after.
 - 3.. BROAD MATCH: Those specific words but in ANY order, within any longer string of words.
- *** ISSUES ***
- * Pay BY CLICK, so having numerous variations no more money involved.
 - * Can't have TOO Broad as otherwise you are paying for meaningless clicks.
 - * Variations to incorporate anticipated misspellings of words (Georgai)
- *****EXAMPLE *****
- Searches: 1. Georgia Tech 2. Georgia Institute
3. Georgia Institute Of Technology 4. Georgia Colleges 5. Universities in Georgia
- Paid Key Word Matches:
- * Exact: Georgia Institute Of Technology * Broad: Georgia Universities

II. Search Engine Optimization & Marketing - C

- Negative Word Match: Don't want match when specific word(s) included
Example: Selling Used Servers: Specify "new" as Negative Word Match Real Estate in Davidson, NC: Specify "Harley" as Negative Word Match
- Cost of Key Word Match:
Pricing Combination of Two Factors: Reward "Quality and Effectiveness"
1. Bid Maximum (Cost Per Click/CPC) Pay Less Than Bid Maximum
2. Quality Score
a. Click Through Rate (CTR) People that click after option appears on page
b. Key Word, Ad Copy and Landing Page Alignment
- Typical CPC: \$0.50 → \$2.50 based on demand
Elevated CPCs: High Margin services, products: Personal Injury Attorneys \$50 → \$100.
- Optional "Content Targeting" other websites: CMN.com, Wall Street Journal, etc
<> Reach different audience <> Branding exposure <> Exposure without clicking
<> However more casual, low click rates
- Click Fraud:

Content Management System (CMS)

- CMS replaces need to "hard code" changes in HTML.
- Typical Decision "Dilemma" .. especially small users
<> Avoid cost upfront or upgrade of CMS and pay web company to make continual update "changes" to site (\$250 ? → \$750 ?)
Getting quick response, delays very typical as lower priority ?
- <> Make approx. \$10,000 expenditure to have CMS and be able to internally make immediate changes with user-friendly CMS.
- CMS Options: Currently Deal In CONTENT, not Dynamic (Flash, etc.)
<> Drupal: Open Source, Free, User-developed
<> Contribute: \$150; plus setup typically \$10K
<> Ektron: \$150,000; very sophisticated Source: Paul Heller in conjunction with Kellen Company and Studiocom
- Issues Suggesting CMS Cost Effective
<> Multiple business or geographic units replicating similar sites
<> Changes/Update Response Time vital <> Changes VERY Frequent