The Truth About Online Marketing.
Content

5  Page Rank Does Not Equal ROI

8  Turn Strangers into Clients with Inbound Marketing

12 Virtual Road Signs and GPS to Convert Visitors into Leads

16 Content Marketing Mistakes That Kill Your Marketing Efforts
We are your IT marketing department.
Page Rank Does Not Equal ROI

When it comes to online marketing everyone shares the same goal. Businesses are fighting to get their website onto the first page of search results for keywords related to their products and services. Getting on the first page is great, but we’re about to reveal the little-known truth about online marketing: page rank does not equal ROI. It doesn’t matter if you’re in the first position on Google search, receiving thousands of visitors per day, if your website isn’t converting visitors into buyers.

Conversion Optimization Before Search Engine Optimization

Instead of spending time making your website search engine optimized right out of the gate, you’ll
want to make sure the site converts visitors to buyers. Try using free or inexpensive methods of getting visitors to your website then pay attention to how they interact once they are there.

Where do they click? What do they ignore? Does anyone fill out your form for more information or buy what you’re offering?

If your site doesn’t encourage visitors to take action when you have ten visitors a day, it’s probably not going to matter if you have 1,000 visitors a day.

**Conversion Tips:**

- You have 3 seconds to capture the attention of a web visitor before they take off for the next shiny object
- Including a pain point in your headlines will increase conversions as much as 30%
- Websites with optimized landing pages will get more leads
- Using a complimentary color for your call to action button can increase conversions as much as 34%
- Videos can increase conversions and purchases by more than 100% for most websites
- Slower websites reduce conversions
Websites that successfully convert visitors into leads or buyers make their unique value propositions clear the second a visitor lands on the page. People should know immediately how they benefit from doing business with you.

**Site Converts? Bring on the Search Engine Optimization**

As soon as you know your web content and design is working to generate actual leads, you can then spend time and effort getting your website onto the first page of search results so you get more traffic. Having a highly converting site gets more leads from extra traffic than does a low conversion site.

Contact Us!
A warm lead is much easier to convert into a customer than a cold lead, right? Some people don’t consider cold leads actual “leads” because they haven’t expressed an interest in your product or service and may not be aware your company exists. They’re basically strangers, and if you don’t have the trust of an individual or company decision maker, you can pretty much forget about getting the sale. However, if you use inbound marketing correctly, you can turn those strangers into clients.

Ideally, you want to spend your time with people who are interested in the products and services you have to offer and turn them into happy clients, right? Inbound marketing makes it possible to attract the right people with your marketing efforts.
Inbound Marketing vs. Outbound Marketing

Most sales people are very well versed in outbound marketing efforts, such as buying ads, paying for lists, and turning those lists into clients. The best salespeople can make it work, but it’s not the easiest, most efficient way to turn leads into clients.

Inbound marketing focuses on bringing people to YOU, your company, and/or your products through the creation of quality content. You might make informative videos that invite people to request a free consultation or write blog posts that answer questions your prospects have, leading them to your contact form.
for additional information. Inbound marketing is a method of publishing content that is in line with what your clients are interested in, so you attract people who are more likely to convert into clients. Other examples include sharing content via social media channels and ensuring your website is search engine optimized.

**Common Inbound Marketing Strategies**

When you create content that is specific to the needs and wants of your target customer, inbound marketing will attract qualified leads to your business. The most commonly used inbound marketing strategies include:

**Multi-Channel Marketing**

Create content that is placed on your website, social media platforms, and other websites or forums where your target clients are already spending time. All of your content on other sites should include links back to your website or specific landing page so your prospects can contact you.

**Personalization**

The better you know your target client, the better you can tailor your message to meet their needs, solve their problems, or answer their questions. Instead of creating content that appeals to everyone, create content that very specifically addresses your ideal client and watch as new leads start contacting you for the products or services you offer.
Lifecycle Marketing
In your marketing lifecycle, the goal should be to not only create company awareness, but provide clients with the correct tools to make a purchase and create loyalty. The prospects that land on your site will be at different stages in the buying process. Make sure that you’re providing the necessary information to each person respectively.

Content Sharing
Your goal for the creation of all content (whether the content is a blog post, video, or email campaign) is to create something that people will want to share. If people share your content with their friends via email or social media – it is as good as a referral. Creating sharable content creates a team of (unpaid) affiliates marketing your products and services for you.

Analyze and Measure
Make sure you have the analytic tools necessary to measure and optimize your marketing efforts. You want the option to modify or remove things that don’t work. Be sure to look for patterns in what does work so that you can replicate your wins.

Contact Us!
Virtual Road Signs and GPS to Convert Visitors into Leads

The truth about online marketing and the value of your website is simple: a website is only useful to you if you’re converting visitors to leads and clients. Many websites make the mistake of trying to get visitor information by using multiple lengthy forms. Does this sound familiar? Fill out this form to read our eBook; fill out this form to download our whitepaper; fill out this form to join our mailing list, where we will ask you to fill out another form to contact us for more information.

Give Website Visitors Road Signs... and a Road Map

Imagine if you were traveling someplace you’ve never been before, but the highway didn’t have road signs
and you were without a road map. It wouldn’t matter how beautifully the roads were designed or how fast you could drive, if you didn’t know where you were going. Travelers need road signs to help them know where they are and where they need to go next and road maps to help navigate through unknown areas - your website needs to offer the same to its visitors!

Use your website design, content, and Calls to Action like virtual road signs to help your visitors know exactly where they are and where they need to go next to find the information they’re looking for. Think of your entire website navigation as a map that gently guides your visitors down the path to becoming new leads and clients.

**Virtual Road Sign Appearance Testing**

If a blog post receives a lot of traffic, it would make sense that people would be looking for more information on the subject; so give the visitors a virtual road sign to direct them to your eBook landing page. You can direct website traffic from a heavily visited blog post to a landing page offering an eBook on the same topic with additional information by:

- Placing a call to action at the bottom of your blog post sending visitors to the landing page
- Experimenting with different colored buttons for your call to action, for example: a red button verses a blue button
• Experimenting with transparent buttons versus colored buttons for your Call to Action
• Experimenting with text-only Call to Action links versus button or graphical Call to Action links
• Experimenting with different text on the Call to Action, for example: “Click here for eBook” versus “Read More”

It can be surprising how much of a difference these little things make in your ability to direct traffic from one place of your website to another. When your visitors interact with your site by clicking buttons, links, or filling out forms – you can start tracking them and growing your list of leads to contact.

**Give Visitors More Options**

If you only offer your website visitors one way to interact with your website, such as filling out a form, you’re losing a lot of potential leads. People travel in different ways – some like to take the most direct route from point A to point B while others prefer the scenic route. Website visitors are no different; they all use the internet differently and have different preferences for learning more about a company or how they would like to get more information. Giving your website visitors more options will increase the number of people who convert from visitors into leads.
Here’s a List of Ideas for Creating Conversion Points and Giving Visitors More Options:

- Offer a free demo
- Invite to a webinar
- Give away eBooks, whitepapers or information sheets
- Offer coupons or special promotional offers
- Create a newsletter sign up
- Offer a free trial
- Allow a request for a free quote or consultation
- Provide free how-to guides
- Offer videos

There are many methods available for directing website visitors to different areas of your site. Use different tools to learn more about your visitors so you aren’t demanding they fill out a form to get to everything you offer. Giving more opportunities for interaction will increase the number of website visitors who become leads and clients.

Contact Us!
When it comes to your website and your online marketing strategy, your content is at the top of your list for the most important and effective tools. Website and marketing content can take different forms. Use a combination of text, videos, photographs, and audio to deliver your marketing message or relay information to your site visitors. While there is no guidebook of steps to follow for content marketing to get guaranteed results, there are a number of mistakes you should try to avoid for the best results:

**Expecting Results Immediately**

Online and content marketing are long term tactics for gaining new clients and increasing sales and
will not give you immediate results from your efforts. In other words, you can’t publish a few articles on your blog today and expect to wake up to thousands of website visitors on your site buying all of your products and services tomorrow. Many internet businesses and online marketers give up before they become successful simply because they didn’t give their content marketing enough time.

**Creating Content for Search Engines Instead of Readers**

Previously, search engines such as Google relied more on the quantity of keywords as opposed to the quality of the content. Today, however, quality is what drives search engine results. Quality content that is consistently being updated and improved upon is more likely to appear higher on a search results page than a site stuffed with keywords. With this in mind, writing for your client interest will yield a more positive result in search engines than saturating your site with keywords alone.

When creating content for your website or blog articles, remember that it should help the reader in some way. Then you can work on adding keywords in the title and article content to help your SEO efforts without hurting the overall flow.
Choosing the Wrong Keywords

Sometimes, keywords that make the most sense to us offer absolutely no benefit to ranking efforts. You provide IT Support services, so it seems logical that “IT Support” should be your primary keyword, right? It won’t matter if you are on the first page of search results if no one searches for that keyword. Take some time to figure out what your target client is typing into the search engines. It’s best not to assume the phrases that are the most logical will be the keywords most useful for your business.

Not Considering Other Sites in Your Content Marketing Strategy

You’re probably not going to perform as well in the search listings as you’d like if you don’t have other high quality websites linking back to you – even if you get everything right on your own site. The current algorithm for where websites appear in the search results requires high quality content. Google, in particular, ranks high quality content based on:

- Number of incoming links to the web page from other quality sites
- Number of social media links directed to the web page
• Actual content quality as far as spelling, grammar, and length of content
• Formatting and layout of the content, including use of bold, italics, subheadings, and bullet points
• Number and type of websites your own pages’ link to

If you are only worried about the content on your own pages, you’re missing out on many other factors that play important roles in your content marketing strategy. Encourage quality sites to link to you by displaying information in a new way or with a new perspective; offer advice based on your personal experience (since no one else will have this same advice or experience!) and make a point to publish data that is not readily available anywhere else.

**Trying to Do it All Yourself**

A common mistake of business owners and internet marketers is attempting to do all of the various tasks for content marketing on their own. Believe it or not, content marketing has many different aspects. It requires a team of professionals in order to do it right! Instead of writing content, handling social media interactions, and trying to learn how to get quality backlinks to your site – have freelance writers or other team members provide articles, web content, and blog posts. Have a social media marketer manage your social media channels, or at the very least – set it up
so every blog post automatically updates your social media pages. You can then spend time guest blogging on other sites or looking for other ways to leverage your content to gain incoming links from quality sites.

Content marketing is just one piece of your overall online marketing strategy. You’ll get the best results when you work with a full team of marketing professionals covering all aspects of your online marketing – from web design to content marketing, video creation, social media, and email campaigns. Leverage the services of TriDigital Marketing – we provide an experienced team of marketers, web developers, graphic designers, and writers for less than you would pay for a single, full time employee.

Contact Us!
“To turn really interesting ideas and fledgling technologies into a company that can continue to innovate for years, it requires a lot of disciplines.”

-Steve Jobs