

Time remaining until
first presentation:

:15



Set...

FIRST PRESENTATION:

#1 - Marketing Your Business Online
Ash Buckles, SEO.com

Marketing Your Business Online

Focus on the user,
build for the long
view, and the
money will come.

Affiliate Banners Behavioral Targeting

Blogging Conversion Coupons

Display Advertising **Email** Geo-location

Image **Local** Mobile Apps

Online PR Podcasting Pop-Up Ads

PPC Reviews **SEO** SMS

Social Media Spam Video

Greg Hartnett, Best of the Web



Thursday, September 9, 2010



Thursday, September 9, 2010





Thursday, September 9, 2010

SEO Spend

Companies
expect to spend
43% more on
SEO in 2010

[NASA - Page Temporarily Unavailable](#) ☆

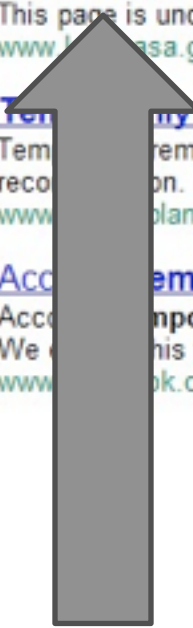
Nov 30, 2004 ... This site is temporarily unavailable. Please excuse the inconvenience. This page is under review and may be reactivated at a later date. ...
[www.nasa.gov/toos/](#) - Cached - Similar

[Temporarily unavailable](#) ☆

Temporarily removed due to spammers, read-only archive version will be back after reconstruction.
[www.planet.org/](#) - Cached - Similar

[Account Temporarily Unavailable | Facebook](#) ☆

Account Temporarily Unavailable. Your account is currently unavailable due to a site issue. We expect this to be resolved shortly. ...
[www.facebook.com/sorry.php?msg=account](#) - Cached - Similar



This page should be
redirecting valuable link
juice to another page!

When you are
through
changing,
you are through.

Bruce Barton

Favorite Myths

1. SEO is free
2. PPC costs too much
3. PPC increases your SEO rankings
4. Social media has no ROI
5. More traffic means more money

When you are
through
changing,
you are through.

Bruce Barton

Favorite Myths

6. Bloggers have no credibility
7. Advertising is dead
8. Email marketing is so last decade
9. Twitter is a waste of time
10. Everything must be above the fold

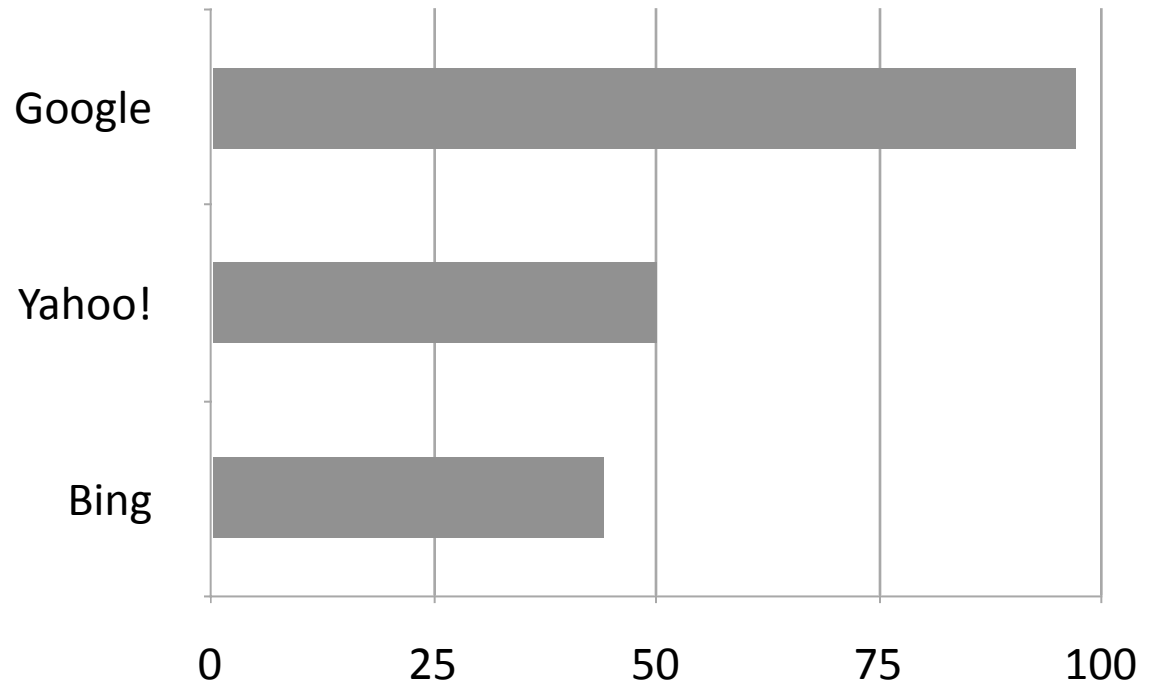
PPC Allocation

Of all companies
buying PPC:

97% buy Google

50% buy Yahoo!

44% buy Bing



SEMPO

PPC Advertising

Google
advertising
revenues hit \$5.9
billion
in Q1 2010

Sponsored links

[Cell Phones at Walmart](#)

Stay Connected to Your Whole Fam
with Walmart's **Cell Phones Deals**.

[Walmart.com](#)

Walmart.com is rated ★★★★★☆

[iPhone 4 Cell Phone](#)

This changes everything. Again.
See the amazing feature & apps.

[www.apple.com/iphone](#)

[Cell Phones On Sale](#)

Free **Cell Phones**, Choice of Carrier
Sprint, AT&T, T-Mobile, Verizon

[CellularDeals.com](#)

[AT&T Cell Phone Deal](#)

Get Up To 2 Free **Phones** with Plan.
Save Up To \$150. Order Today!

[www.ATTOlineOffers.com](#)



Terrible ads
waste billions
on PPC

IAB & PricewaterhouseCoopers

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**Wasted:
\$4000**

Social media
accounts for
nearly 23% of
time spent
online in the US

Nielsen

Social Media

Twitter	Whrri	SparkPeople
Facebook	StumbleUpon	PlanCast
LinkedIn	Delicious	Pandora
MySpace	Digg	iLike
YouTube	43things	Sixtyone
Vimeo	43places	Last.fm
Viddler	43people	Propeller
Ustream	Scribd	Hulu
Qik	Docstoc	12seconds
TwitVid	Slideshare	Bit.ly
Flickr	Sphinn	Alltop
DailyBooth	eHow	Flavors.me
Disqus	HubPages	97bottles
FriendFeed	Squidoo	Blippr
Foursquare	BrightKite	Artlog
Gowalla	Cork'd	Bebo



2010 is the
year of
conversion rate
optimization

Rand Fishkin

Conversion

- It's often easier to double your conversion rate than double your traffic.
- It increases sales, leads & bottom line.
- It's severely under-utilized.



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- Make SEO a fun, creative game
- Compete for the hardest phrases
- Get raises and/or bigger client budgets

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A 2.6% Conversion Rate
1704 Trials
44 Conversions

HIGHER CONVERSION!

Advanced SEO Book

Book benefits:

- Make SEO a fun, creative game
- Complete for the hardest phrases
- Get raises and/or bigger client budgets

Name:

Email:

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B 1.7% Conversion Rate
1216 Trials
21 Conversions

50% of mobile users will be web-enabled by 2013

eMarketer

Mobile Apps

- Android & Apple users download an average of 9 new apps per month
- Stuart Dredge of Mobile Entertainment
- Android & Apples users spend approximately 80 minutes a day using apps
- Stuart Dredge of Mobile Entertainment
- Top mobile media usage Q1 includes: SMS, MMS, Mobile Web, Email, and Games
- Nielsen

Email Marketing

The average marketer sends 64 messages per year

Shop.org

- Consumers say email comes too often.
- Jupiter Research
- 56% of online retailers segment their email lists.
- Internet Retailer
- Open rates for segmented users are 12% higher in days 60-90.
- MarketingSherpa

\m/ Rock On! \m/



Ash Buckles
VP Client Services
SEO.com

Twitter: @ashbuckles
Weekly Twitter chat: #seochat



**See you at
the next
Crunch Lunch!**

Novell | OSTC
Open Source Technology Center

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Utah Valley Business Blog

uvef
Utah Valley Entrepreneurial Forum

> coworkutah™