

Marketing in the Age of

Google

NMAWC
Wednesday
11 January 2006

presented by
Roxanne Darling, Bare Feet Studios LLC



Marketing in the Age of Google

- ⦿ Blogging: Do it or risk being left behind*
- ⦿ Your web site: much more than an online brochure
- ⦿ Content: Yep, it's still king

* *Business Week, May 2, 2005*



Blogging: the people speak

- ① Peer-to-Peer communication; less dependence on MSM for information
- ① 3rd Millennium: Getting “off message” as we are more interested in truthful, authentic communication
- ① Interactivity builds relationships. Relationships create sales.

Find out what's happening out on the Long Tail.



Blogging: it's the software, silly

- ⦿ Post content anytime, from anywhere.
- ⦿ Comment, trackback, tag — the software does the networking and announcing for you
- ⦿ Syndicate and Subscribe, so you don't have to remember to visit or look for what's new

Making it easier to share information.



Blogging: here to stay

Content + Technology =
Virtually unlimited potential
for you and your business



Your Web Site: Be curious!

- ⦿ How many visitors per month?
- ⦿ How long do people stay?
- ⦿ What percent come from Google?
- ⦿ Hits | Visitors | Pageviews | Downloads

*Our visitors have increased 10-fold since we added blogging & podcasting.
The average session length is over 11 minutes!*



Your Web Site: Google Tips

- ⦿ At Google, life begins at 50, unless you are hot hot hot (50-100 words per page and 50+ pages of useful content)
- ⦿ New still beats out old.
- ⦿ How many links go to your site?
(www.linkpopularity.com)



Your Web Site: Google Tips

Sign-up for a Google Alert and let Google track your company being mentioned on the web.

GoogleAlert

Web Intelligence

Show me results from:

Search	All	1	2	3
Date	1/8	12/27	12/21	
	12/15	12/10	12/2	
	11/28	11/22		
Rank	Personal	Google		
View	Normal	Frames		

- Browse Results
- Search Settings
- User Settings
- Feed Settings
- Upgrade
- Tell a Friend
- Questions...
- Feedback
- Logout

Results Summary

1 result from **January 8th, 2006** for search 2: "**Bare Feet Studios**"

AWC January Luncheon *****
Roxanne Darling, **Bare Feet Studios**: Internet Marketing in the Age of Google
9:20-9:55 Questions & Answers. 9:55-10:10 Break + Networking ...
http://www.eventsnmore.com/AWC/AWC_jan06_events.html - Rank 40 - cached

9 results from **January 8th, 2006** for search 3: **Bizzycast**

[Technorati] Tag results for small business *****
... 15 bare feet studios :: **bizzycast** <http://www.businessownerscoachingclub.com/businessownersblog/?p=112> (Part six of a seven-part business coaching series ...
<http://feeds.technorati.com/feed/posts/tag/small%20business> - Rank 18

VSBrown - Blog : HAP Video Recognized By DSC ***
<http://www.barefeetstudios.com/bfs/bizzycast/detail/hap-dinner/>. DSC #303:
<http://radio.weblogs.com/0001014/categories/dailySourceCode/2005/12/22.html> ...
http://www.vsbrown.com/blog/news_item.asp?NewsID=50 - Rank 21 - cached

How To Steal Wireless Internet - Exchange Moving Internet Internet ... ***
... memphis how to steal google > web hosters internet accessibility: lead by
example wireless sensor networks Bare feet studios :: **bizzycast** :: online and ...
<http://delduca.international-isp.info/> - Rank 33



Your Web Site: Let it help you.

Content + Technology =
Virtually unlimited potential
for you and your business



Content: Just say it!

- ① Content is your most important web asset.
- ① Budget time, people, and resources to it.
- ① Use modern software to make it easy for you and for your audience.

Subscribe to a web site today.



Content: Don't over-science it.

- ⦿ Bloggy style encourages short articles.
- ⦿ Multiple authors share the load, build a much broader base, and create a dynamic conversation.
- ⦿ Consistency builds loyalty.
- ⦿ Loyalty builds transactions.

Be one of the first in your industry to blog—it's great PR!



Content: Read, Listen, Watch

Content + Technology =
Virtually unlimited potential
for you and your business



Marketing in the Age of Google

- ⦿ Blogging: It's about the message **and** it's about the software.
- ⦿ Your web site is your friend. Get to know it and do things with it.
- ⦿ Content: chunk it way down and realize you have something to say.
- ⦿ Your Brand: a blog (with many small, specific conversations) is a great way to illustrate your key brand messages, *for free*.



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The possibilities are endless.

Will you be left standing by the side of the road?