

# Building a website for \$ales

**UniSA/ADNUG/ACS CodeCampSA**

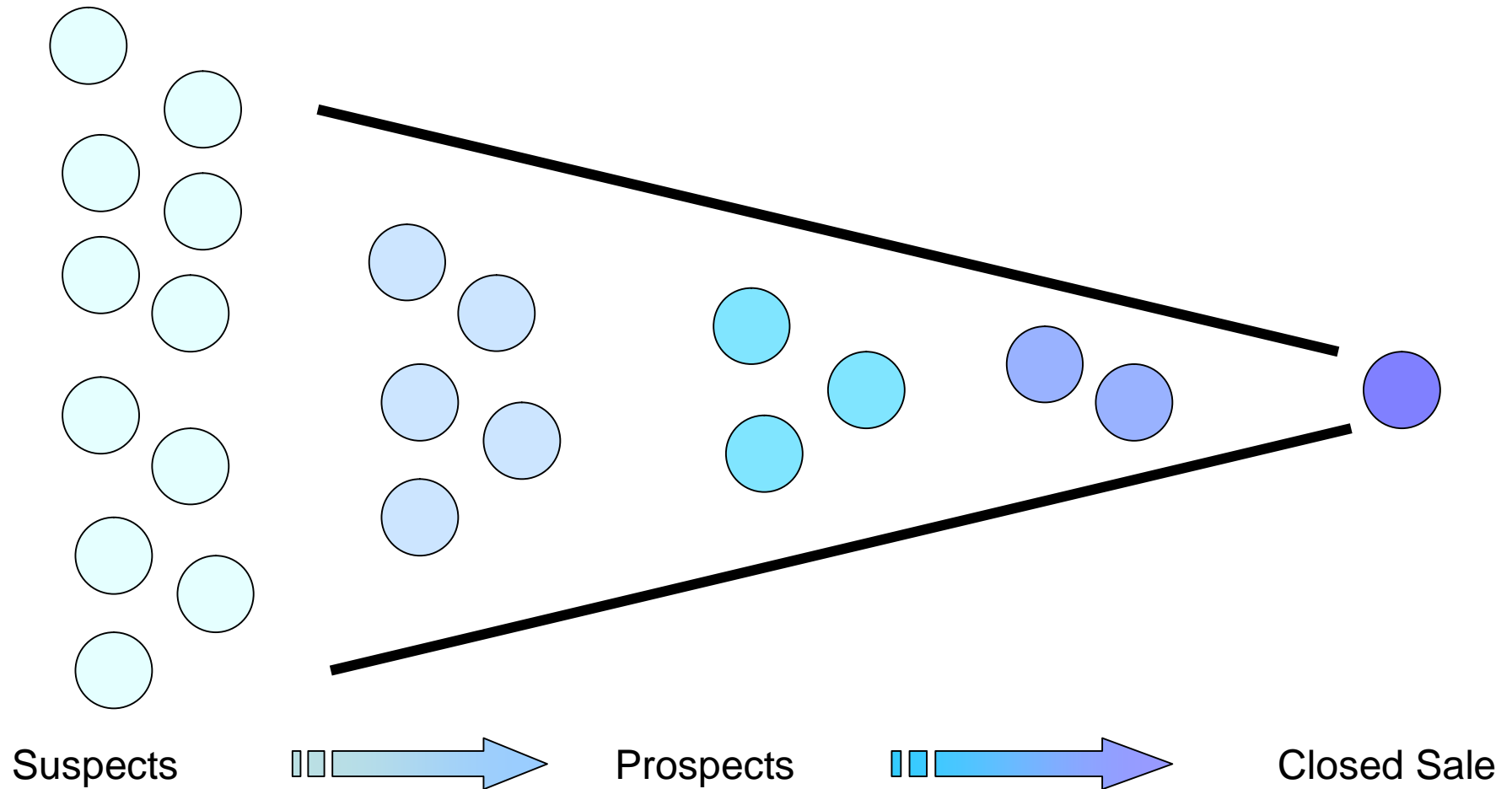
Peter Cornish

[www.succinctideas.com.au](http://www.succinctideas.com.au)

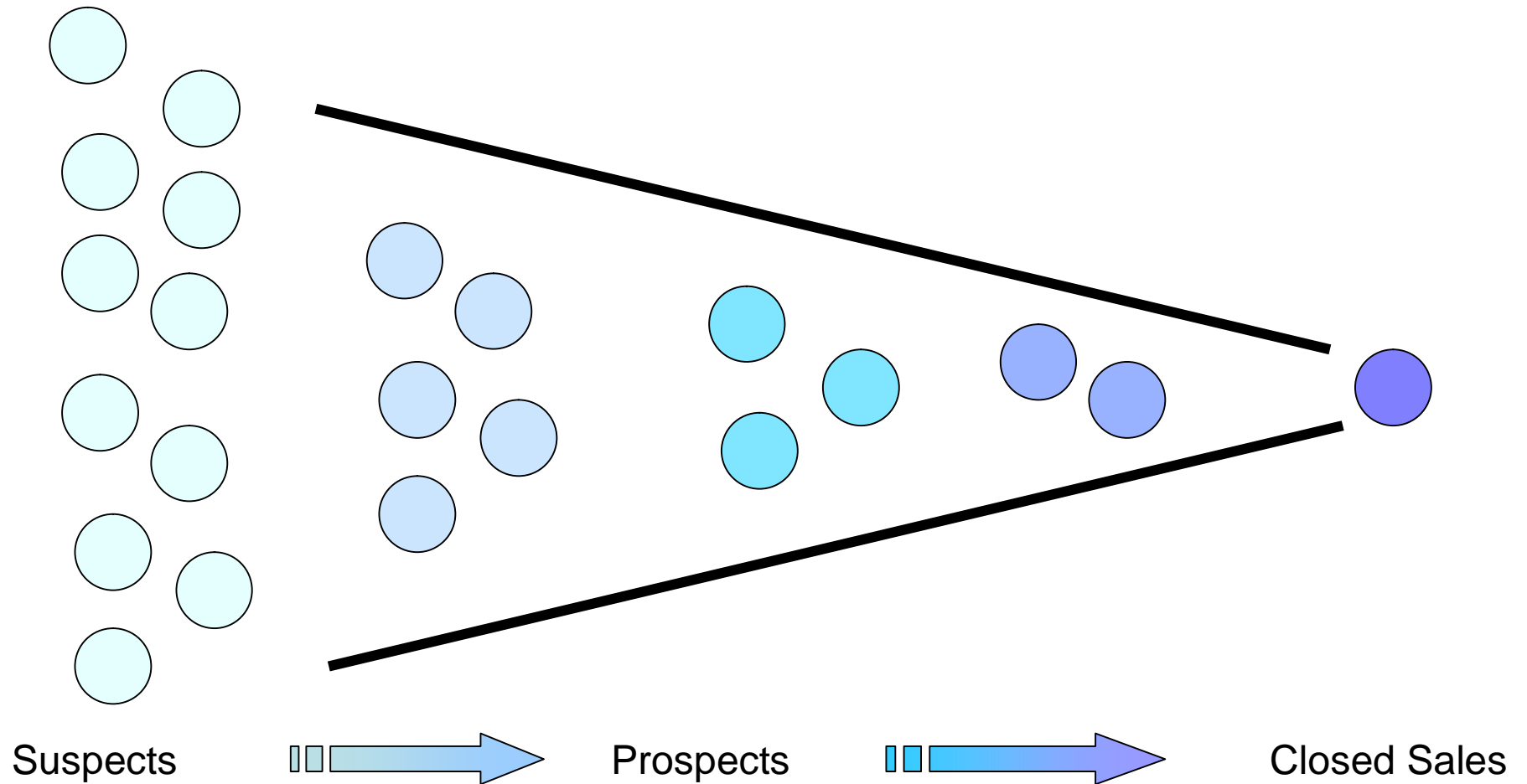
# Agenda

- The sales process
- Website sales opportunities
- Search in Australia
- How internet search works
  - Organic search
  - Paid search
- Self help tips & Resources

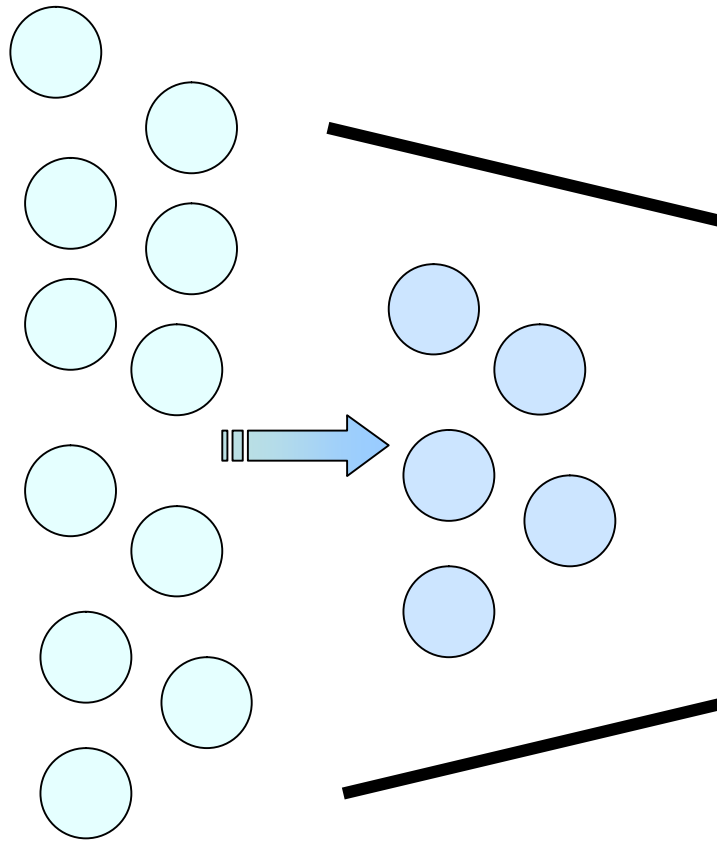
# The Sales Process



# The Sales Process



# The Sales Process



## Lead generation

- Tedious & unrewarding
- Generally low success rate
- Contact not at purchase decision-time
- Poor use of sales professional's skill
- Often out-sourced
- \$\$\$ but necessary activity

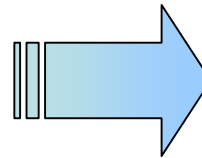
## Website sales role

- Intercept & redirect relevant searches
- Present sales offering
- Solicit contact
- Capture sales statistics

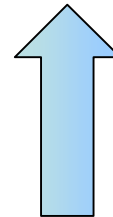
i.e. convert **suspects** into a **prospects**  
**'Lead generation'**

# Website sales opportunity

- Organic search
- Paid search
- Online advertising



Sales 'leads'



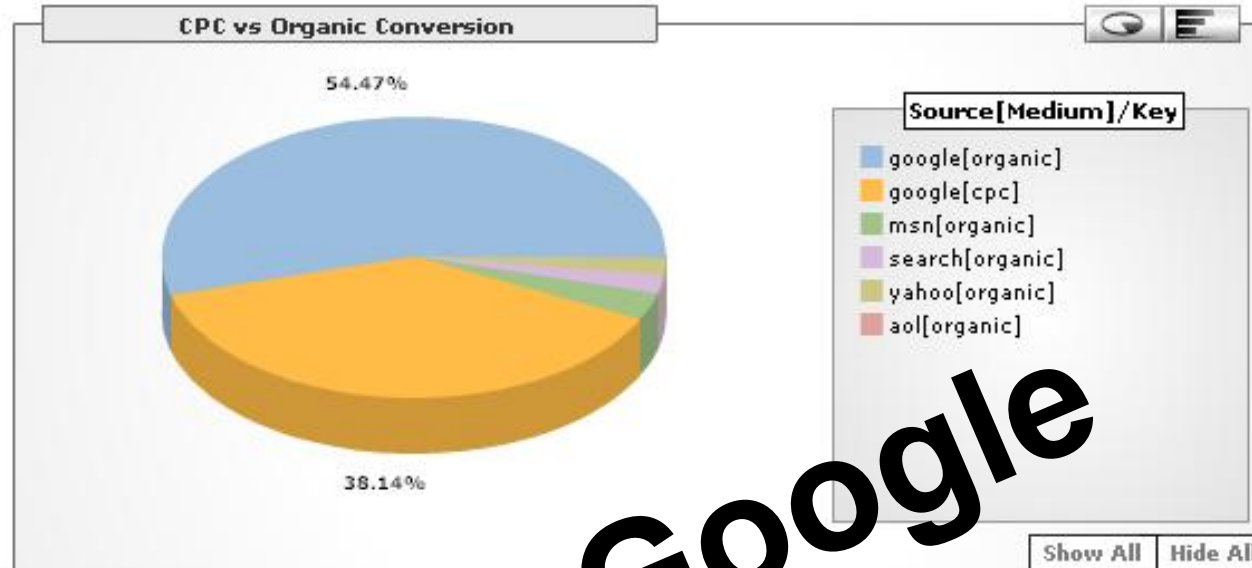
Searches for products & services  
- not for business names

# Website sales opportunity

- Contact clients at 'purchase research' time
- Promote 7 x 24
- Local regional or global
- Expenditure accountability
- Absolute budget control



# Search in Australia

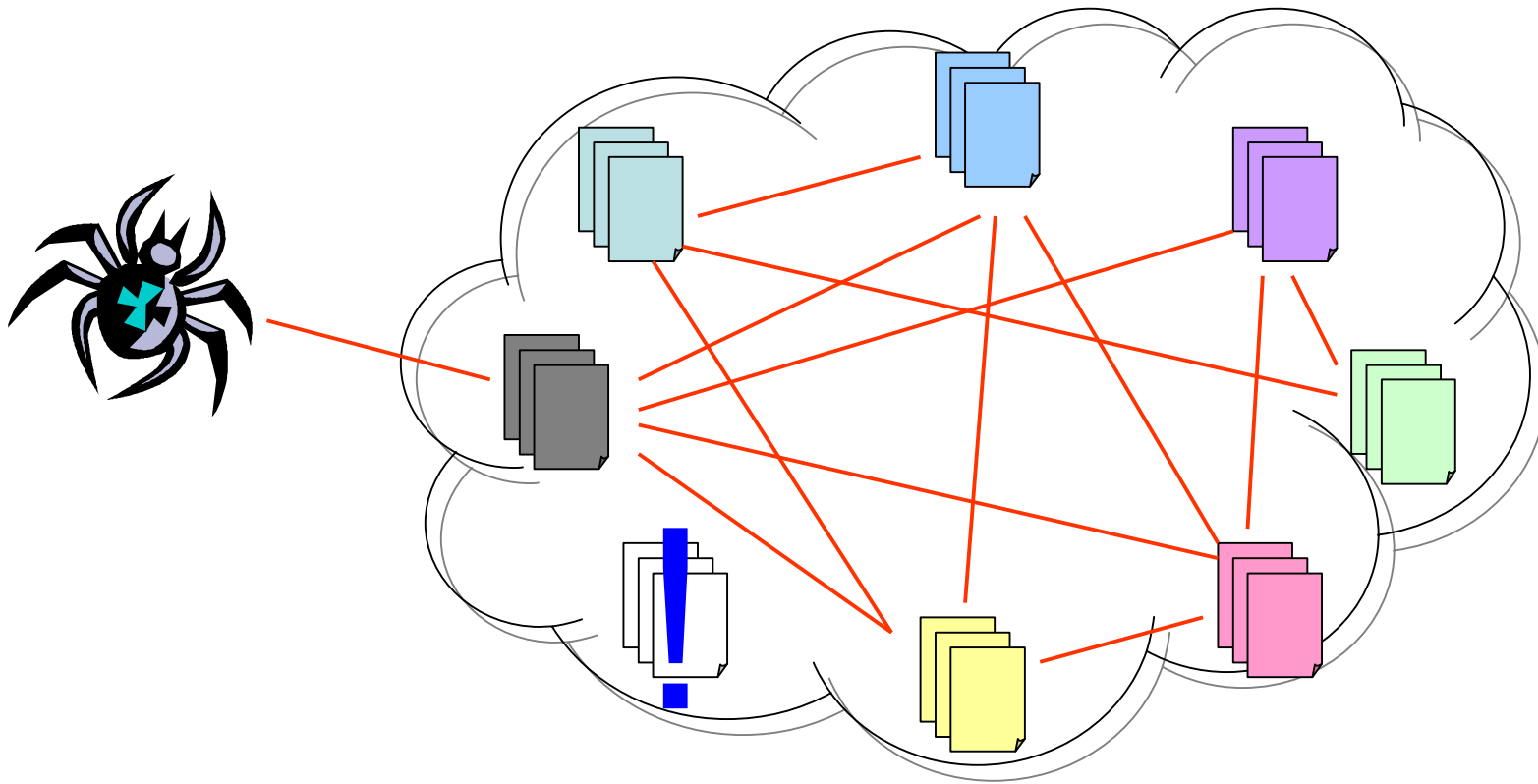


Source[Medium]/Keyword	Visits	P/Visit	G1/Visit
1. google[organic]	487	5.33	4.72%
2. google[cpc]	341	4.58	2.64%
3. msn[organic]	28	5.64	7.14%
4. search[organic]	19	6.74	5.26%
5. yahoo[organic]	17	3.06	0.00%
6. aol[organic]	2	2.00	0.00%
<b>Totals:</b>	<b>894</b>	<b>5.03</b>	<b>3.91%</b>

**90%+** **Google**



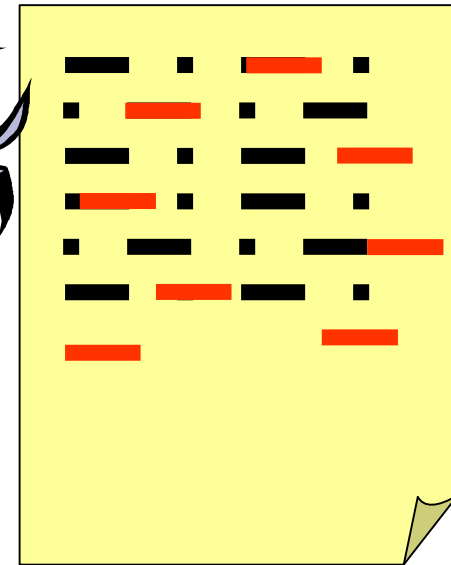
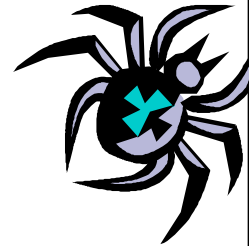
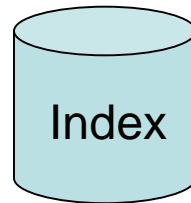
# How internet search works



# How internet search works

## The 'spider'

- Scans page detail
- Stores the detail in an index



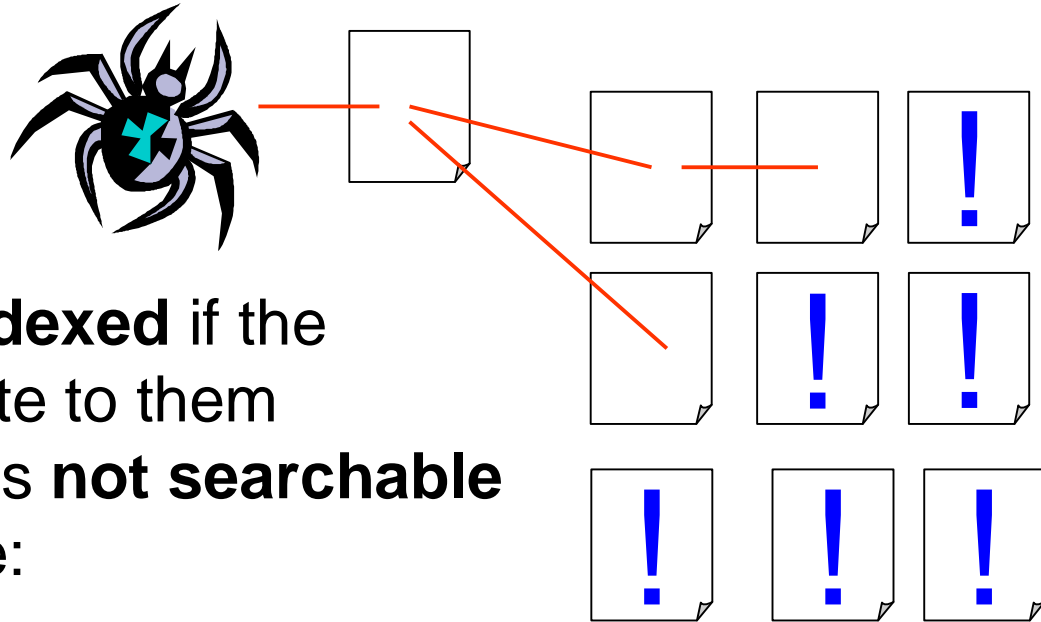
# How internet search works



...consequently

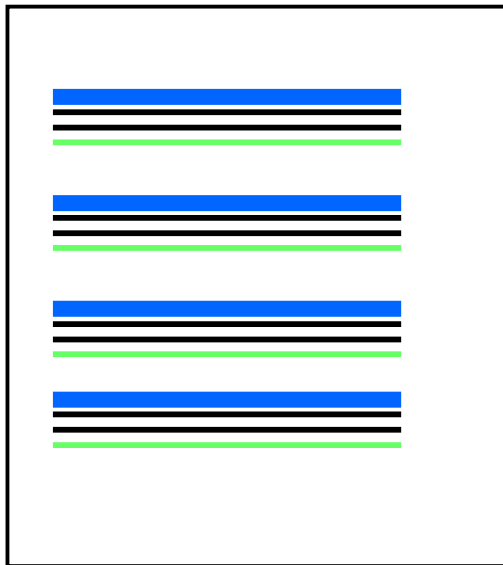
1. Un-indexed site are **invisible** to search!
2. Site edits take **time** to be **searchable**

# Spidering within a site



- Pages will **not be indexed** if the spider can't propagate to them
- Un-indexed content is **not searchable**
- Spider 'traps' include:
  - Flash navigation
  - Dynamic navigation
  - DHTML navigation
  - Image maps
  - Redirect & META Refresh tags
  - Framesets
  - DHTML layers
  - ActiveX controls
  - JavaScript menus and pages
  - Java pages and site maps

# Search engine results page



Primary rank order factors:

- Keyword relevance to search
- “Page rank”

# Keywords



Words or a phrase that a prospective  
**client**  
would use to describe your business or offering

# Keywords

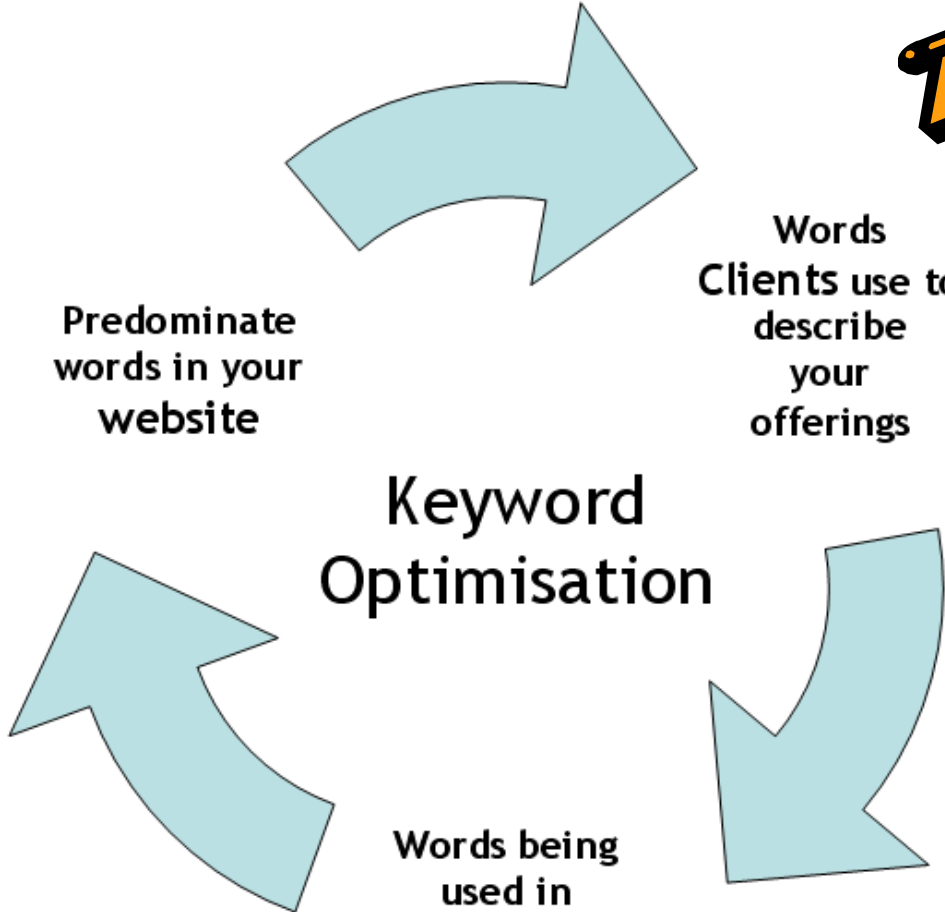


Predominate  
words in your  
website

Words  
Clients use to  
describe  
your  
offerings

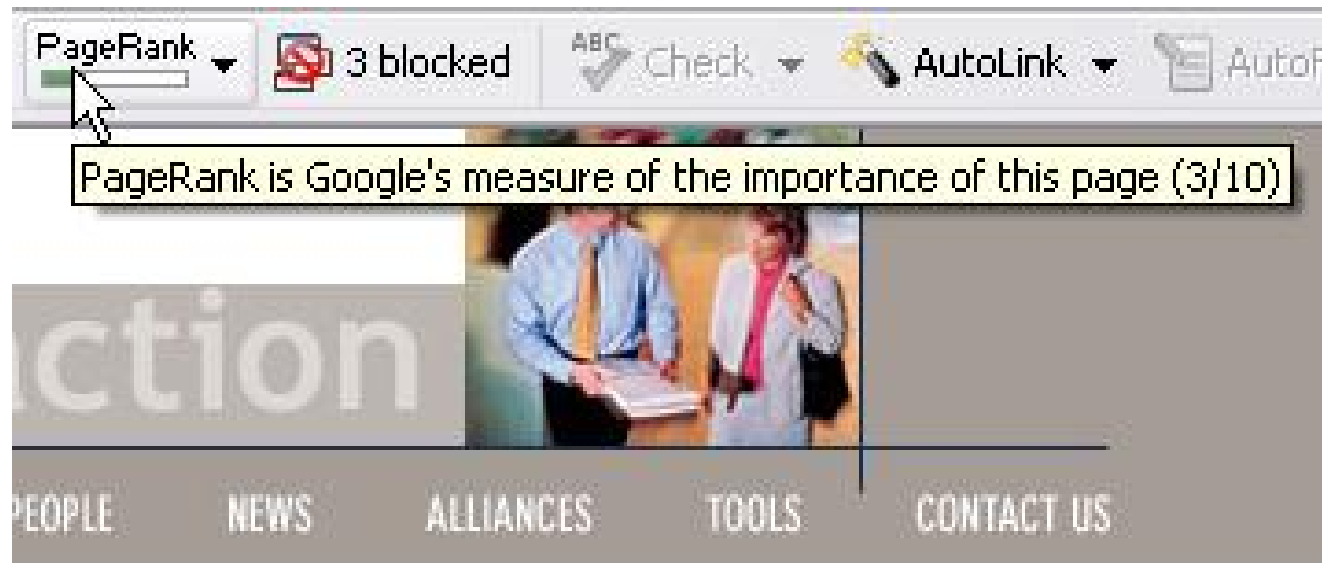
## Keyword Optimisation

Words being  
used in  
Current  
Searches



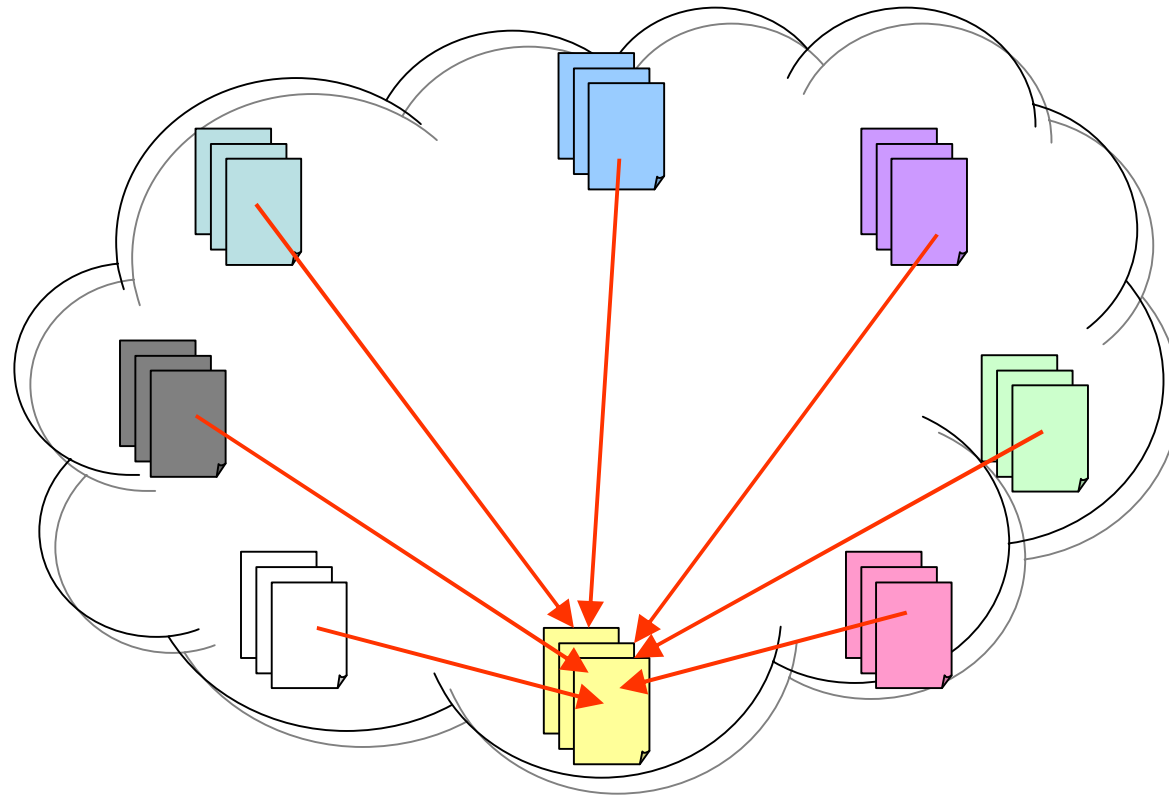
# Page Rank

An indicator of an individual web page's value.  
Created by [Larry Page](#) in the development of Google in 1998.



# Improving Page Rank

“Inbound links” from high Page Ranked sites



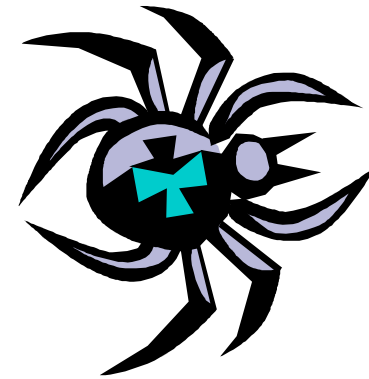
# Organic Search Summary

Websites have two audiences:

Ø Prospective clients



Ø Search engine 'spiders'



Cater for **both audiences** for organic search success

# Paid search

- AdWords - Pay per click

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digital marketer Search [Advanced Search](#) [Preferences](#)  
Search:  the web  pages from Australia

**Web** Results 1 - 10 of about 33,800 for **digital marketer**. (0.04 seconds)

**Succinct Ideas - Digital Marketers - Unleash the internet sales ...**  
Succinct Ideas is a **Digital Marketing** Services Provider based in Adelaide South Australia.  
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**Marketing Update**  
How a **digital marketing** 'wizard' doubled sales without u

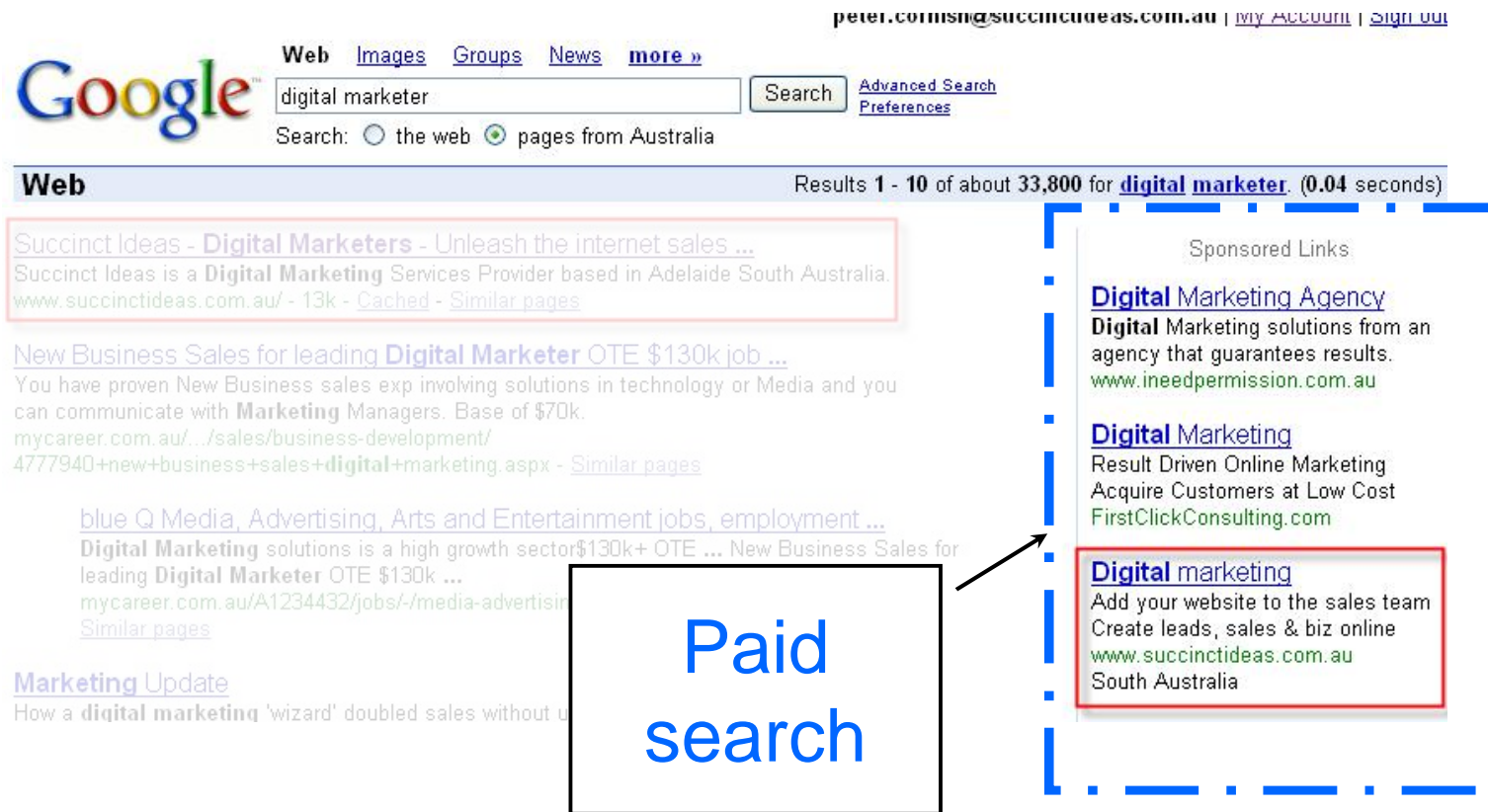
Sponsored Links

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South Australia

**Paid search**



# Paid vs organic search

## **Organic search**

ü Global

L Few keywords

ü “No cost”

L Unpredictable

L Long lead times

## **Paid search**

ü Regionalisable

ü Unlimited keywords

ü Budget accountability

ü Multiple campaigns

ü Directed site entry

ü Immediacy

L Client skepticism

# Top Five Issues

in Adelaide business websites

5. No or few inbound links
4. Technical defects
3. Website not fully indexed
2. Keywords not aligned with business
1. Website unknown to Google

# Self help tips

Search for your client's & competitive offerings

Check Google's view of your client's site



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site:www.succinctideas.com.au

Search

Search:  the web  pages from Australia



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link:www.succinctideas.com.au

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