



Internet Marketing

Understanding IT Website Terms

Overview

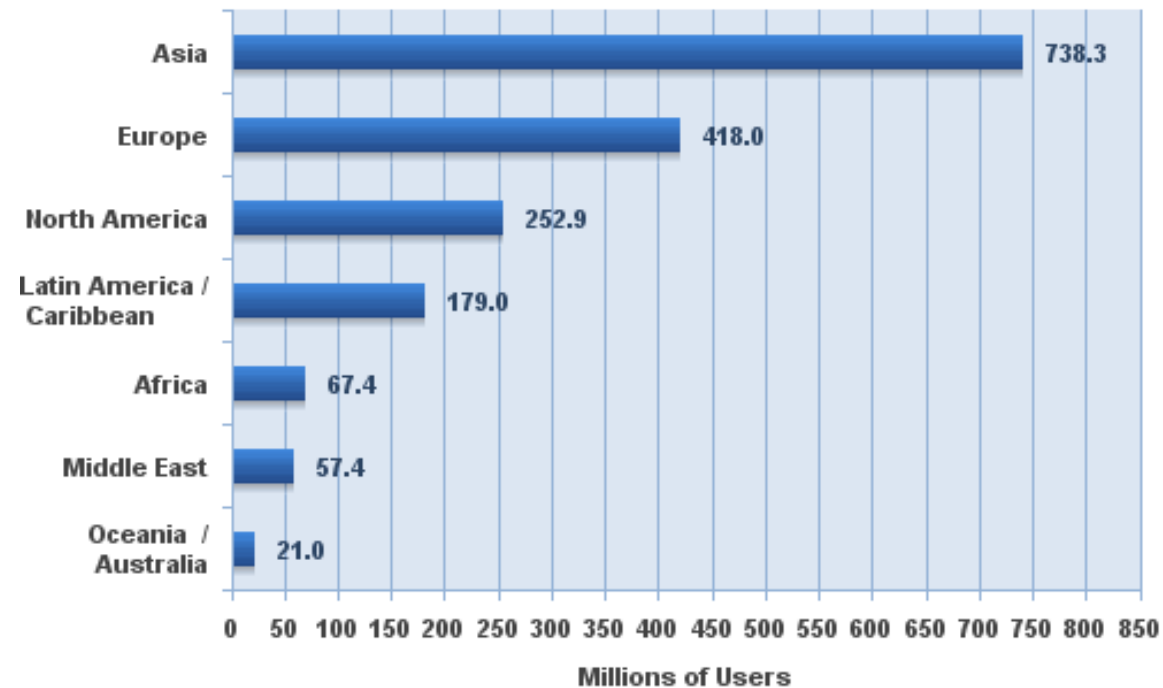


- Internet Statistics
- Domains
- Hosting
- Web Page layouts
- eMarketing Benefits
- Blogs and Social Bookmarking
- Search Engines – How they work
- What Lazy Bear does

World Internet Statistics



Internet Users in the World by Geographic Regions

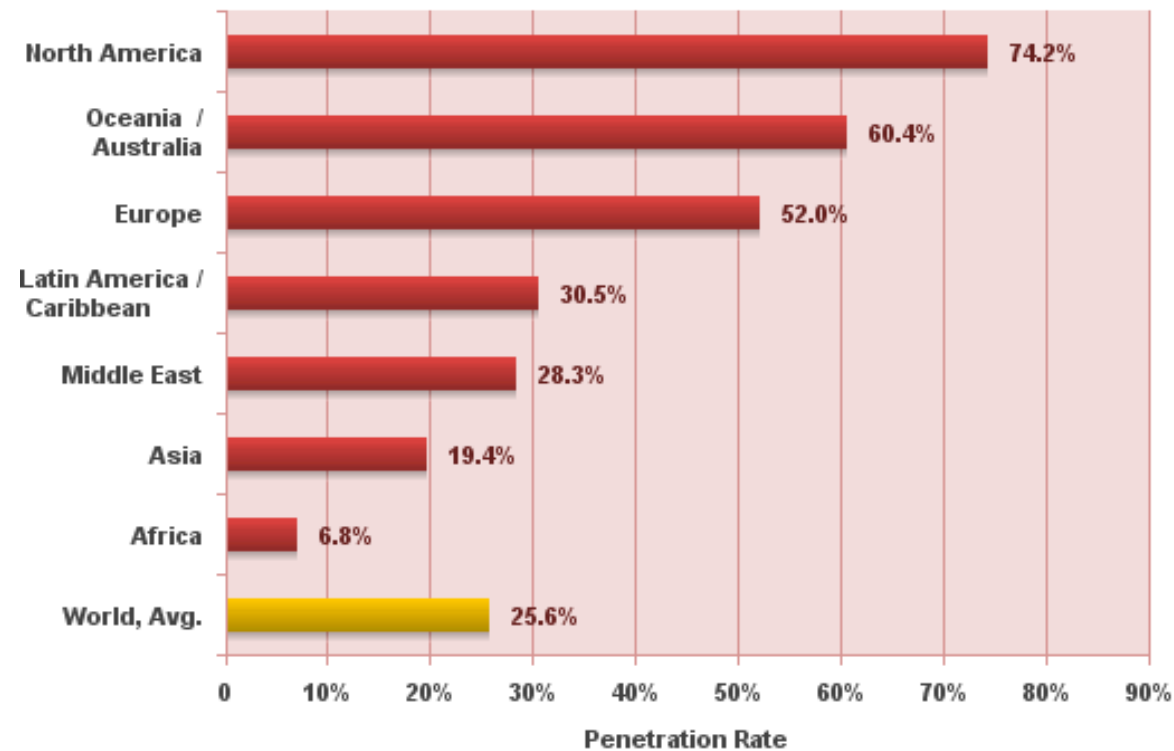


Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users are 1,733,993,741 for September 30, 2009
Copyright © 2009, Miniwatts Marketing Group

As at 31.12.2009 it is now 1.802 billion users out of 6.767 billion people



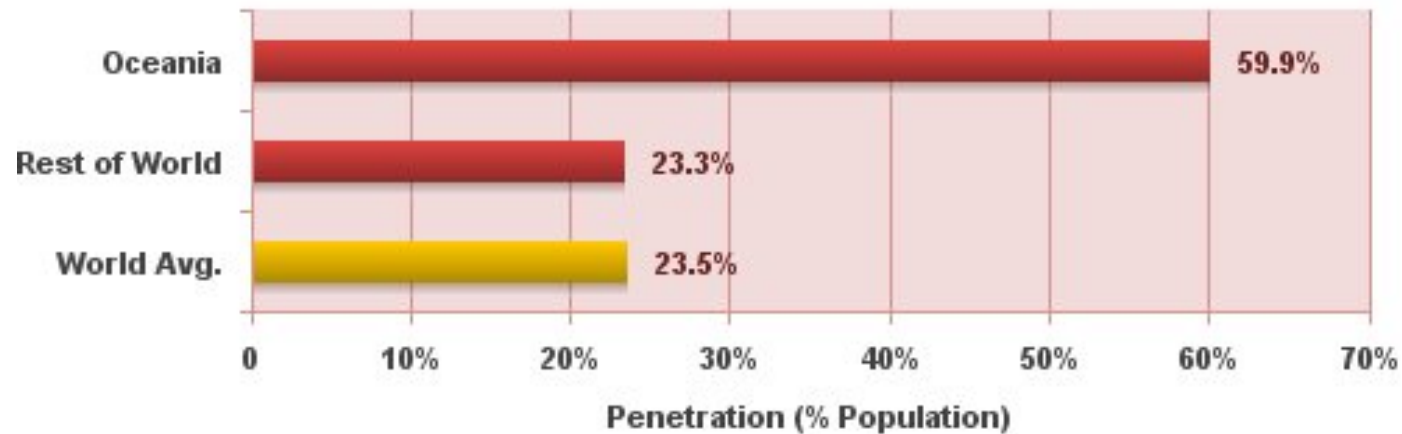
World Internet Penetration Rates by Geographic Regions



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,767,805,208
and 1,733,993,741 estimated Internet users for September 30, 2009.
Copyright © 2009, Miniwatts Marketing Group



Internet Penetration in Oceania / Australia



Source: Internet World Stats - www.internetworldstats.com
20,593,751 estimated Internet users in Oceania for December 2008
Copyright © 2009, Miniwatts Marketing Group

As at 31.12.2009 this is now 60.8% penetration rate

Australian Statistics



	2000	2008	Growth
Population	19,521,900	21,007,310	7.6%
Internet users	33.8%	74.3%	131.8%
Broadband Subscribers		23%	

Source © www.internetworldstats.com/stats6.htm

Internet users in 2009 now represent over 79.6% of the Australian population

Mobile Web Statistics



Fastest Growing **U.S. Mobile** Web Content Categories

Category	Daily Users Jan 2008	Daily Users Jan 2009	Change
Accessed any news and information	10,821,000	22,369,000	107 %
Accessed social networking site or blog	1,761,000	9,278,000	427 %
Traded stocks or accessed financial account	1,135,000	3,274,000	288 %
Accessed movie information	1,077,000	3,072,000	185 %
Accessed business directories	939,000	2,447,000	161 %
Accessed entertainment news	2,104,000	5,470,000	160 %

Note: Figures are a three month average ending January 2008 and January 2009

Source: ComScore, 2009

Domains



- Domain is the name given to the address of your website. i.e. www.yourdomain.com
- This is where people find you via www.
- The extensions, .com .net .org etc are all relevant to what product and market you are wishing to communicate with.
- Some businesses register multiple domain names and misspellings to corner the market.

Hosting



- Hosting is where your website is located (i.e. on a separate server) which allows people to access your website and its information
- Hosting allows you to monitor the site usage and alter your hosting plan to handle increased traffic to your site.

Webpage Layout



How Google Works

- Search bar and quick links at the top
- Results summary
- Top left and RHS are paid advertising (Adsense)
- Mid LHS down is the organic search results (not paid, but calculated using Search Engine algorithm of relevancy to keyword)

eMarketing Benefits



- eMarketing and eCommerce
 - ❑ Compliments existing branding in positioning your business
 - ❑ Provides cost effective ROI
 - ❑ Easily controlled and scaled
 - ❑ Easily systemised
 - ❑ Works automated 24/7/365
 - ❑ Keeps with clients buying trends

Blogs and Social Bookmarking



Rank	Website	06.06.2009	27.03.2010
1.	Facebook	30.59%	52.13%
2.	MySpace	29.93%	14.08% (3 rd)
3.	YouTube	9.23%	15.31% (2 nd)
4.	Tagged	2.24%	1.13%
5.	Twitter	1.49%	1.09%
6.	Yahoo! Answers	1.42%	0.92%
7.	Yahoo! Groups	0.97%	0.23% (14 th)
8.	myYearbook	0.86%	0.62%
9.	Yahoo! Profiles	0.58%	0.76% (7 th)
10.	Classmates	0.49%	0.29% (11 th)
	Windows Live Home	n/a	0.52% (9 th)
	MocoSpace	n/a	0.33% (10 th)

© www.hitwise.com Visits to Social Networking Websites for the week ending 06.06.2009 and 27.03.2010

Keywords



- What is a Keyword?
- Why are they important?

What is a Keyword?



- A keyword is a word (or several words or term) that people use to search the internet
- Searches can be one or many words
 - E.g coach
 - E.g business coach
 - E.g business coach gold coast
- They are relevant to your product and business
- Keywords can be a broad, phrase, exact or negative match to what is being searched for

Importance of Keywords



Search Engines look for Keywords in your:

- Domain name
 - Page names
 - Meta and header tags
 - Web page copy content
 - Source coding
 - Images and graphics
 - PDF or word properties
 - Adwords copy
- If your data is not coded correctly and keywords attached, search engines can't and won't find you!

Search Engines



Rank	Website	06.06.2009	27.03.2010
1.	Google	65.32%	69.97%
2.	Yahoo! Search	13.72%	15.04%
3.	Google Image Search	5.47%	
4.	Bing (New)	3.58%	9.62%
5.	Ask.com	2.84%	3.44%
6.	Yahoo! Image Search	0.72%	
7.	MSN Search	0.67%	
8.	AOL Search	0.56%	1.07%
9.	My Web Search	0.49%	
10.	Windows Live Search	0.48%	

© www.hitwise.com Visits to Search Engines for the week ending 06.06.2009 and 27.03.2010

Search Engines



- Research on Users has found:
 - ❑ 81% find the information they wanted first time
 - ❑ Of those who don't (19%), 77% of these conduct a different search in the same SE
 - ❑ 45% of users are using multiple keywords or key phrases
 - ❑ 28% use one keyword
 - ❑ 18% search via a directory listing
 - ❑ 9% search by typing in a question

Search Engines



- The top 30 results get over 90% of search traffic
- The top 10 results get nearly 80% more traffic than those in positions 11-30 (page 2 and 3)
- This was before the advent of Youtube, Twitter, Facebook and other social networking sites.

Search Engines



- Enter in **basic search**
 - ❑ Using keyword in search window
 - ❑ Limit to Worldwide or Australia only search
- Enter in **advanced search**
 - ❑ Using long tailed keywords
 - ❑ Addition of exact keywords, or alternatives
 - ❑ Exclusion of negative words
 - ❑ Type of file required or within a specific site

Search Engines (SE)



- SE's are provided free due to advertising support
- Update data on high ranking sites several times per day
- No-one is privy to the algorithms used to calculate the relevancy of a website
- Some sites are not indexed as they were not submitted to the SE's to find them in the first place!

Search Engines (SE)



- Search Engines rank the same site in different ways
 - Page Rank n/a, 0 – 10
 - Google, Facebook etc are around 9
 - World Vision are around 5
- SE technology scans and reads images, files, text etc to “decide” what your website is about
- Most Flash entries to websites block SE’s
- Some sites block (or haven’t been coded to accept) SE spyders on links
- Traffic statistics are shown publicly on www.Alexa.com

Where does the user go from there?



- Most users (approximately 70%) go to the organic search results on the first page
- The balance are split between the second and third page or an Adsense Ad which captures their attention
- The more training/experience the user has, the more exact and relevant the search

Paid Traffic



- There are different forms of paid traffic
- Advertising via Adwords
- Banner advertising
- Directory advertising
- Email advertising

Paid Traffic



- Most are priced on:
 - Cost per click through
 - Cost per 1000 impressions
 - Cost per action/purchase
 - These can be structured and capped in different ways depending on your needs
 - E.g. different keywords for same Ad
 - E.g. capped bidding price per keyword
 - Costing from 5 cents per click upwards

Organic Traffic



- Result of driving traffic to your site
- Links on your emails
- Links on your physical marketing
 - E.g. business cards, sign writing, letterhead
- Domain listed on your advertising
- Traffic driven from links on other domains
- Directory listings
- Newsletter lists
- Joint venture email lists
- Search Engine results

How does Lazy Bear operate?



- Lazy Bear can provide
 - ❑ Understanding of the eMarketing process
 - ❑ Detailed brief of work to be completed
 - ❑ Keyword research relevant to your service
 - ❑ Keyword application to all areas of your site
 - ❑ Website development
 - ❑ Creating, managing and maintaining your Adwords campaigns
 - ❑ KPI tracking

Lazy Bear - Contact



■ Contact

- ❑ Kerrilee Burkhardt Business Manager
- ❑ Adam Ithiel IT Manager
- ❑ Office **07 5607 1514**

- ❑ E: Support@LazyBearGroup.com