

A Dynamic Internet

The internet is a great tool for most businesses. However, because it is constantly changing it is also a challenge for those wanting to use it in the most effective manner, because a good tactic or strategy one day may evaporate the next, leaving you in search of a new tactic to keep your web activity productive.

Dialog Marketing presents this quick view checklist as a guide of web elements to review regularly, because any and all can contribute to better optimization which translates into increased traffic and potential conversions in terms of sales leads or new and repeat customers.

Dynamic Web Marketing Strategy

Local SEO, On-page SEO, Off-Page SEO Blogging, back links, paid services, social media, email marketing, text marketing and myriad of other tools are available to web marketers.

The challenge is finding what mix of tactics and tools is productive. The ongoing challenge is monitoring the affect of changes in search algorithms, your competition, consumer behavior and many other constantly changing factors. The list below represent general areas to be monitored and adjusted as needed.

We at **Dialog Marketing** hope this checklist helps focus your attention on the most significant topics related to your web strategies. Please call if we can assist you.

Foundation:

1. Is your target market clearly defined?

Geography:	1	2	3
Specifics:	1	2	3
2. Is your unique selling proposition or your company story clearly defined?

	1	2	3
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Message:

3. Is there a headline or other attention grabber?

	1	2	3
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4. Are there testimonials, case studies, other proof elements on the site?

	1	2	3
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Focused Design:

5. Does your site answer what visitors are coming for? (Top 1-3)

	1	2	3
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6. Does your site clearly communicate what a visitor should do?

	1	2	3
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7. Is your site mobile friendly

	1	2	3
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Conversion:

8. Are there multiple ways for a consumer to respond to you?

	1	2	3
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9. Is there an irresistible offer in place?

	1	2	3
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Analytics:

10. Does your site have Google analytics installed?

	1	2	3
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Traffic:

11. Are you driving online traffic?

	1	2	3
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12. SEO

	1	2	3
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13. PPC

	1	2	3
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14. Email

	1	2	3
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15. Offline

	1	2	3
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Social Media:

16. Facebook

	1	2	3
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17. LinkedIn

	1	2	3
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18. Twitter

	1	2	3
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19. You Tube

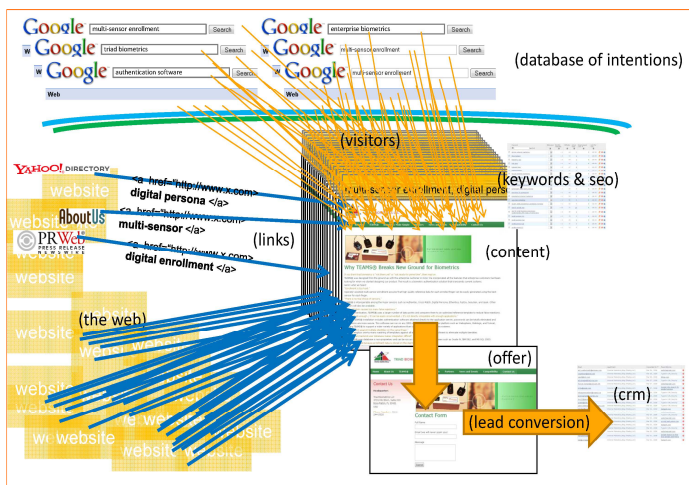
	1	2	3
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Follow-up:

20. Do you have an email auto-responder in place?

	1	2	3
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21. Do you offer Mobile opt-ins?

	1	2	3
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Services Offered By TalkinSEO

Local Search	Outbound E-marketing
On-Page SEO	Offer Specific Marketing
Off Page SEO Strategies	SEO Link Building
Sales Support Media	Monitoring / Analytics

SEO & Internet Marketing Facts

1

70% of the links search users click on are organic—not paid. On-page and off-page SEO strategies are a critical part of any marketing budget. (SOURCE: MARKETINGSHERPA, FEB. 2007)

2

SEO & Direct Traffic leads have the highest lead to close rates for developing customers; more than 2x the rate of paid search, 4x the rate of social media and more than 7x the rate of outbound media. (SOURCE: MARKETINGSHERPA, FEBRUARY 2007)

3

Companies that blog have 97% more inbound links. Inbound organic links can include directories, blogs, videos, published articles and many other sources. (SOURCE: STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2011)

4

Blog articles play a significant role in the following aspects of the purchase decision process, including deciding on a product/service, refining choices, getting support/answers, discovering products/services, gaining assurance on a purchase, being inspired to purchase and executing a purchase. (SOURCE: JUPITER RESEARCH, OCTOBER 2008)

5

Companies with more indexed web pages get way more leads. A consistent blogging program can create more links to improve organic search results for your website, help target multiple topics and increase the relevancy of your site to all search engines. (SOURCE: STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010)

6

Being on page one of organic searches is important. 75% of users never scroll past the first page of search results. (SOURCE: MARKETSHARE.HITSLINK.COM, OCTOBER 2010)

7

60% of all local business searches now happen online (33% happen in print yellow pages) and 82% of the people using local search sites follow up their research with offline action. (Source: TMP Directional Marketing / comScore)

8

63% of consumers turn to the Internet first when looking for local products or services, 82% of them cited search as the most commonly used search tool, 41% use local “geographic modifiers” with search engines. (Source: Nielsen Online)

9

82% of Local Searchers follow up offline via an in-store visit, phone call, or purchase, emphasizing the importance for marketers to integrate their on-and offline information. Of these 61% made purchases. (Source: comScore / TMP Directional Marketing)

10

Search engines are now the #1 resource used by consumers looking for products and services from local businesses. (Source: Nielsen Online)