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Your Web Woes Diagnosed Live

Your Presenters:

Craig Reardon
Director, The E Team

Brenda Thomson
Director, Networking World

Jasmine Batra
Director, SearchEngineRankings.com.au

Our expert panel will diagnose your website issues and suggest how to resolve them…

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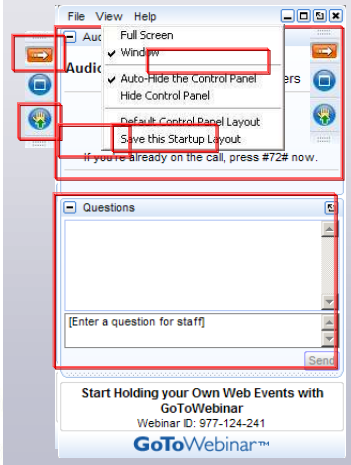
Some quick housekeeping



- Open and close your Panel
- View, Select, and Test your audio. You can listen via phone but it is a Sydney number at normal STD rates
- Submit text questions
- Raise your hand in response to questions we ask
- Submit your web address and web woes now and during session
- Everyone will receive an email within 24 hours with a link to view a recorded version of today's session

Today's panellists:

Craig Reardon

Brenda Thomson

Jasmine Batra

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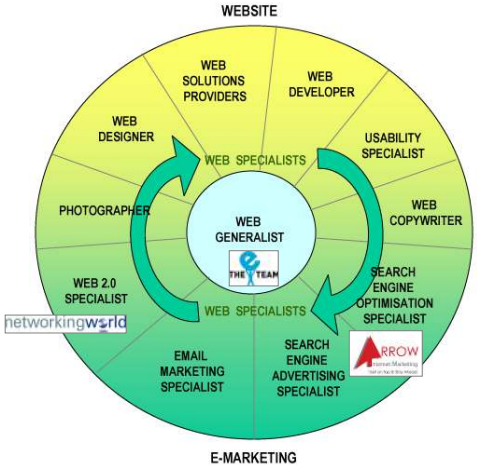
Your panel



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Some common website woes

- Nobody's visiting!
- They're visiting but not converting to sales
- It's expensive to alter/update our site
- Looks terrible versus our competitor's
- Not prominent in Google et al search results
- Slow to download
- I'm not overly computer literate so feel I cant compete with those who are

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Some common web marketing woes

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- Google Adwords is too expensive for me
- My Social Networking efforts aren't attracting new friends or fans etc
- I don't have time for Social Networking
- Nobody is signing up for my email newsletters
- I have no content of value to email people
- I can only send 100 or so promotional emails at a time
- Yellow Pages (and other 'traditional media') doesn't work as well as it used to

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1. Nobody's visiting!

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Jasmine Batra

James: I would like more traffic into my website.
www.immigrationlawyer.com.au

MYTH: A single online marketing technique will provide you with unlimited traffic…

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The evolution c

????
- Customer service
- Business Process
- Transactions
- Other information

Traditional promotional channels:
- Word of mouth
- 'Mass' Advertising (television, radio, print, billboards)
- Direct mail
- Networking
- Personal selling
- Publicity
- Directories
- Classified Ads
- Printed collateral

COMMUNICATIONS

- Newsletters
- Merchandise
- Personal Selling (Account Management)

New promotional channels c 1990>
- Viral marketing (Word of mouse??)
- Online advertising (eg banner advertising)
- Direct email – SPAM or opt-in
- Online directories (Business directories and search engines)
- Website (information on demand)
- E-newsletters, email and now Blogging

Existing Customers

Your Business

Your Website
Your business' 24/7 'communication channel'

Jasmine Batra

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1. Nobody's visiting!

Today's panellists:

James: I would like more traffic into my website.
www.immigrationlawyer.com.au

Chris: not enough traffic !!!!!
www.photodirect.com.au

Carolyn: (Problem) Attracting traffic to purchase products
http://www.madamcharli.com.au/html/s01_home/home.asp

Nick: traffic - sales - convertting traffic
www.yeswetag.com.au

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2. They're visiting, but not converting to buyers

Today's panellists:

Julie:getting people to buy off my website, get traffic but they don't buy?
http://www.julles.com.au/

Jo: my main woe is converting visitors into customers
http://www.thetoybug.com.au

Emma: Visitors to the site are leaving quickly - content and design not enticing enough to search much beyond front page www.keyinvest.com.au

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3. No prominence on Google and other search engines…

Today's panellists:

Rebecca: We have currently relaunched our website and are having trouble get our rankings up on google etc.
www.outlooktm.com.au

Ruth: Just gone live with new site and need higher google ranking www.idonline.com.au

Darryl: need better search engine results www.skaterz.com.au

Sheryl: trouble getting up in the Google rankings
www.buyandsellaustralia.com.au

Liza: I need to learn how to optimise my website to increase sales. www.whatsonnecks.com

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3. No prominence on Google and other search engines…

- Search engines place most emphasis on relevant incoming links (especially 'anchor text'), title tag, relevant headlines, body text and image tags in that order (but there are about 140 others!)
- Search engines don't like frames, flash, hidden text and 'under construction'
- Include what you do, specialised products/services you provide and names of the areas you service in the title tag and body copy (eg Florist, Wedding specialist, Ringwood)
- Arrange as many links to your site from other sites as possible (but avoid link 'farms')
- Content Management Systems allow you to change your text in reaction to a competitive action
- You have a distinct advantage if you offer *specialised* goods and services, brands or locations

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Tip of the day:

Spend 10-15 minutes registering your business listing for free with the following:

Hotfrog.com.au

TrueLocal.com.au

Aussieweb.com.au

BigRoo.com.au

Dmoz.org

Your local council's business website

And watch your search ranking escalate dramatically within days!

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Southbank CBD

Thursday 29 July 10am - 5pm
Friday 30 July 10am - 5pm

Entry to the Expo is FREE when registering at the Door.

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You could also win a
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