

Marketing on the Internet (or: What the heck is SEO??)

Kristine (Kris) Austin
Director, Communications

EMQ Children & Family Services

Why a website?

Does your agency have a website?

Why? What is it doing for you?

How do you know if it's working?

A website can...

Reach out to audiences you may never meet

So who do you need to talk to?

Move them to action

What do you want them to do?

Generate revenue!

e.g., find employees & foster parents, offer training, ask for donations

The internet is...

Like the wild west.

There's a lot out there

Anyone can express any opinion

Local laws and taxes don't apply in most cases

There's a lot of competition

The internet is...

Not secure*.

“Internet” literally means the “inter-network” of servers that makes up the World Wide Web.

That has enormous implications for privacy and confidentiality.

Web 2.0

Moves from information to relationship

web logs (blogs) allow feedback

“ask the expert”

get medical diagnosis

Can you leverage your site to create a
community of like-minded individuals?

Mama Cash

Annual 88 Day Campaign

- More than 1.2 million page views/visits
- More than 12,000 people worldwide received the campaign e-zines
- More than 6,600 people voted on the website for their favorite candidate (woman-owned business)
- More than **€155,100** was raised from more than 1,100 generous donors

SPCA International

Nominate a “shelter of the week”

Sign up to volunteer

Get general info on pet wellness and behavior

Donate!



SHELTER OF THE WEEK :

SNUGGLE

St. Peters, Missouri

: READ and DONATE



But first...

Your website must be easy to find

there are billions of sites on the WWW

there are more than 75 M blogs

How do you cut through the noise?

So...Start Those Engines!

(SEO)

**Make it easy for people to find you on...
Google, Ask, MSN, Alta Vista, etc.**

In other words: “market” to the search engines

- Submit your page to www.base.google.com**
- Cross-link with other websites (important!)**
- Get a Google grant for ad words (see FYI)**
- Confused yet?**

What do you need under the hood?

Build a site so they can find you

Costs can range from free to very expensive

Ask yourself:

what do we need to accomplish?

who do we need to reach?

what do we want them to do?

Keep it simple!

Start with a few web pages, grow over time

Keep online forms to 1-2 pages max.

-- EMQ: from a 4 pg form to 1 pg*

-- result: donations jumped \$3,000 in just 2 weeks

DON'T blog!

-- talk to bloggers instead

For free (or cheap) you can...

See how your website measures up

- find out which sites they're coming from
- see what pages they interact with
- see where they're physically located (by zip)
- www.google.com/analytics

For free you can...

Find out what others are saying about your agency or issues online

- watch for news using Google Alerts (direct to your email inbox)
- scan your local media for mentions
- check blogs using Technorati or IceRocket
- watch postings on MySpace or Facebook

When to call a mechanic (How to find a potential designer*)

- 1 – Do you do the design work?
- 2 – What's average turnaround time?
- 3 – **Will you give us the original graphic files?**
- 4 – **Can design changes be made later?**
- 5 – What do I need to supply to get you started?
- 6 – Is this your full-time job?

Ask a potential designer

- 7 – How many employees are in your company?
- 8 – Do you offer any internet marketing services (e.g., SEO)?
- 9 – Will I talk to my designer directly?
- 10 – Will you create a logo for my site? (Or design around a current one?)

Ask a potential designer

11 – Who owns the site when it's done?

12 – How can I make changes to the site?

e.g., Dreamweaver, Contribute, GoLive

13 – Do you offer maintenance training?

14 – Do you charge by the hour or project?

15 – Do you know what we do?

Don't ask...!

Do you have a portfolio of sites I can see?

You should look at websites before you call a designer.

- a) Select ones you like as references;
- b) Call the designers (if listed) of the sites you like.

Are we there yet?

When are you finished?

NEVER!

Maintenance

Ask a good friend for feedback*

“Can you tell me what we do?”

Watch web metrics monthly

What’s happening? Are you progressing?

Is website traffic picking up?

Refresh the site on a regular basis

Start now

Update your email signature; include your website address (url)!

Collect email addresses from everyone

Spend 15-30 min. on the internet every day

Join a Yahoo! group

Set up a LinkedIn social network page

Ask your kids to show you Facebook

Why it matters

If we serve kids, we need to be where they are

They're online.



EMQ *Children & Family Services*®

FYI

Q&A for website designers

www.herenextyear.com

www.allbusiness.com

Info on costs to build a website:

<http://www.fredmoor.com/design/site.htm>

http://design.aplus.net/plans_view.html

FYI

DIY website design info:

<http://www.nyfa.org/level3.asp?id=513&fid=6&sid=17>

Google's template

<http://pages.google.com>

Google grants for “sponsored results” ads

<http://www.google.com/grants/>

FYI

To find volunteers:

www.volunteermatch.org

To look up website acronyms:

www.netlogic.com

To see how your site is doing:

<http://www.google.com/analytics/>

FYI

Best in class:

<http://www.cfw.tufts.edu>

The Child & Family Web Guide from Tufts University includes:

- child development info
- list of other sites
- a guide to web design for NPOs

Questions? Comments?

Kris Austin

kaustin@emq.org

Office: (408) 364-4029

Website: www.emq.org

Snail mail:

251 Llewellyn Ave, Campbell, CA 95008