



WEB MARKETING ON A BUDGET

A GVCOC Complimentary Workshop

January 5, 2010

Earl Warren Show Grounds

Brought to you by

GOLETA VALLEY CHAMBER OF COMMERCE

Kristen Amyx, President & CEO

Max White, Director of Business Development

AMERAVANT WEB STUDIO

THE SEARCH ENGINE PROS

M27 | MARKETING & ADVERTISING

GOLETA

INTRODUCTION



GVCOC Overview & Purpose

By Michael Kramer

1) Political Action

- a) Advocacy and Representation on behalf of Members
- b) Issues and Policy Roundtable meetings
- c) Attract business to Goleta (provide an attractive place for business to conduct business)



GVCOC Overview & Purpose

- 2) Public Service (inform the general public of services and events offered in Goleta)
 - a) Highlight the benefits of living, working and visiting Goleta
 - b) Annual Report of the Economy (Goleta Economic Forecast)
 - c) Music in the Park, from Sep. to Oct. each year
 - d) Attract Outside Business (www.lemonfestival.com brings 35,000 people each year from outside Goleta into Goleta. They spend money at the festival and many local businesses.)



GVCOC Overview & Purpose

- 3) Business to Business - Promote business within the community (B2B, Monthly Mixers)
 - a) **The new B2B website is intended to be the best business networking tool in Goleta and Santa Barbara.**
 - b) Member participation is the key to success to help grow your business



Best Practices of Web Marketing

By Michael Kramer

- 1) What Is Google PageRank, and why should you care?
- 2) How to Validate if your website meets current programming standards. Google Cares!
- 3) Adobe Flash websites vs. other websites. Are Flash websites good for Search Engines?



Best Practices of Web Marketing

4) HTML vs. a Content Management System (CMS)

a) Downside of HTML

- i. Content can only be changed by a Webmaster, which means ongoing expense
- ii. Content seldom changes because of expense, which can prevent good Google Ranking. Google wants to direct traffic to sites with updated content
- iii. Does not support a Blog or shopping cart



Best Practices of Web Marketing

b) Upside of using a CMS

- i. You have full control over your own content for FREE
- ii. A good CMS meets programming and Google guidelines
 1. Test your website for standards at <http://validator.w3.org>



Best Practices of Web Marketing

- iii. A good CMS will allow you to modify the most important keyword phrases in these areas, Meta Title, Meta Description, Perma-links, Heading Titles, Alt Text on photo, embedded videos
- iv. All the areas mentioned above are more important than the words in any paragraph on the page



Best Practices of Web Marketing

- 5) Organization of Content is Key to success –
“Content is King”
 - a) Have a dedicated page describing each product or service offered
 - i. Allows Google to see your pages as optimized and single purpose
 - ii. Reduces the “Bounce Rate” by providing relevant content on the “Landing Pages” of your website



Best Practices of Web Marketing

- iii. Using Heading Titles to organize content
- iv. Using Alt Titles to tag photos
- v. Using video to up your Google PageRank
- vi. Using cross-linking between pages to Wiki-ize your website
- vii. The power of perma-links in the URL
- viii. How to use Meta Titles and Meta Descriptions



Utilizing Social Media to Your Advantage

The 7 Musts by Taylor Reaume

1. Strategic Content
2. Fresh Content
3. Lifestreaming
4. Video
5. Blog & Forum Commenting Links
6. www.xobni.com
7. www.yoono.com



Branding Your Business

And Creating Great Content by Shukri Farhad

1. If you build it, will they come?
2. A brand is not a logo...
3. In what ways do brand and content correlate?
4. So, how do I create great content on a budget?
5. Remember:
 - i. A good brand is a promise, a *great* brand is promises kept
 - ii. Marketing is an *investment*, not an expense
 - iii. So is a Brand Audit. Consider investing in one



Chamber Website Investment Opportunities

By Max White

- Secure your web presence on GoletaValleyChamber.com
- Special Launch Discount
- Contracts for as little as \$41/month
- Sign up now



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