Bringing Millions to Your Website

Presentation for Bridge Alliance members
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Why I Can Talk About Internet Marketing

- CELCEE
- Movie marketing
- Internet casino marketing
- Management consulting w/specialty in web/email service
- ProCon.org (25 million annual online users)

TODAY'S TALK

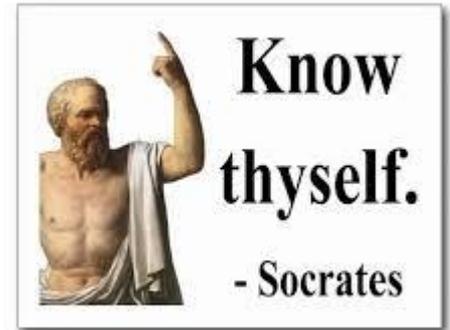CONTENT

ENGAGEMENT

INFRASTRUCTURE

SEO

How to be remarkable. KNOW THYSELF.

What is the purpose of your website? Business card vs. program vs. branding tool vs. ? Is your desired website geared for specific searches (youth leadership development) or branding (JSA)? In a competitive niche (civics), a broad category (education), regional (voter registration in Cleveland), or some combination (civics education to promote voter registration in Cleveland).

The language on your site's most visited pages needs to reflect who you are.

Know thyself. - Socrates

CONTENT

1. Authoritative   2. Clearly about the Topic Searched   3. Current

Authority = third party assessments of your relevance. Authority is crowd sourced
* Get links from sites that are highly-trafficked and specifically relevant to your specific niche and have them link to your specific page that discusses their specific area of relevance.

Focus = searches for a specific topic should land on your page dealing with only that specific topic.

Current = update content regularly and let Google know (links from your blog, feeds, social, etc.)

ENGAGEMENT

Give visitors every reason to stay and none to leave.

Think about adding: polls, reader comments, surveys, log in to profiles, email notifications, newsletters, RSS feeds, browser notifications, social sharing, etc.

Listen and show that you're listening. Make conversations visibly 2-way. Post social feeds on your site. Always write back to readers and post their emails. Make your contact info prominent.

INFRASTRUCTURE
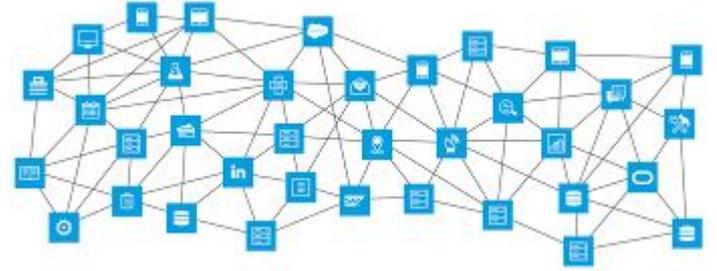
.org vs. .com vs. .net - buy them all, use the .org most

For your primary domains, buy them for the maximum period allowed

Mobile-friendly matters A LOT. Not just what is visible but what the bot testers think too.

Speed matters. Optimize files and graphics (biggest space hogs). Use AMP where possible.

Test on all browsers, including Safari - mobile is increasingly the dog vs. the tail

Make all your pages https vs. http. You'll need an SSL certificate to do it.

Search Engine Optimization (SEO)

ONSITE

-Get authoritative high-traffic orgs to link to your content.

- Avoid links from/to sites that are not authoritative in your area, especially if low traffic.

- Avoid services that place your site in various directories.

- Use press releases. Think about title + links (SEO long-term) vs. the text (short-term direct traffic)

OFFSITE

- Title tags

- Meta descriptions (forget meta keywords)

- Open Graph (OG) tags for social sharing

- Internal links - ping pong between pages of relevance; use links from your social accounts (YouTube, Tumblr, blog, etc.) to ping-pong to your sites and back out.

FREE Help

Google Grant - $10K month - focus on your keywords - think about your specific niche and OWN it

TechSoup - free and heavily discounted software, hardware, and services

Cloudflare - filter between your site and bad guys; great to prevent DDOS attacks; comes with free SSL certificate; comes with many free and easily installable apps

Call me. I'll want something in return (maybe a link or shout out), but I'm always happy to help.

THANKS! QUESTIONS?

"I don't have any answers. I'm a non-prophet."

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