Internet Strategies Curriculum

Version 1.1 Cleaning & Restoration

Totally Booked University
Jeff Cross, Senior Editor
Cleanfax magazine

Gary Arndts: Lead Presenter
Chris Arndts: Technical Assistant
Support Site: MarketingZoo.com

Lesson 1: Products and Service

Lesson 2: Keyword Research

Lesson 3: Understanding Search Engines and SEO

Lesson 4: Start Website – Header and Footer

Lesson 5: Photos and Graphics

Lesson 6: Build Your Page

Lesson 7: Optimizing Pages

Lesson 8: Add More Service and Geo-targeted Pages

Lesson 9: Adding a Blog

Lesson 10: Add Sitemap, Webmaster Tools and Google Analytics

Lesson 11: Link Building

Lesson 12: Citation Building (Local Directories)

Resources

MarketingZoo.com

Gary Arndts
gary@cleanernation.com

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Products and Services

Lesson 1

Objectives

Establish which products and/or service are to be marketed in this Internet campaign.

Activities

Make a list of your services and products.

1. Prioritize them.
2. Create a list of features and benefits for each service.
3. Create special offers if applicable.
4. Consider what action steps you wish prospects to take.

Strategy

Prepare to create content that both describes your product or services and that will compel visitors to your website to take the action you wish for them to take.

Other Considerations

What graphic materials will be needed and what is currently available? Is there a special logo for this product/service? Is it already on another website or available digitally? Are photos and other graphic presentation tools available? Do you have supporting digital material that can be downloaded?

Resources

Benefits & Features Idea Bank

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Keyword Research

Lesson 2

Objectives

Determine the keywords your prospects are using for each of the products/services you are marketing.

Activities

Do keyword research

1. Use pre-researched MarketingZoo lists
2. Do your own keyword research using free tools

Strategy

It is important to not only identify the top few keywords that your best prospects are using, but secondary keywords as well. As Internet marketing becomes increasingly more competitive, your best strategy may be to pick secondary keywords for which good page positions can be achieved.

Other Considerations

Remember that when searching some people will add the name of a city or county to their searches. (Example: carpet cleaning Columbus, OH) You should also create a list of the top cities/towns you wish to target. For SEO purposes you will be optimizing for both keywords and location.

Resources

How to Find Your Best Candidate Keywords (Includes Worksheet Download)
How to Build Your Keyword List (Includes Worksheet Download)

http://www.keyworddiscovery.com/search.html

http://tools.seobook.com/keyword-tools/seobook/

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Understanding Search Engines and SEO

Lesson 3

Objectives

Learn the importance of search engines and having web pages that are optimized for searches.

Activities

1. Review resource videos.
2. Learn the important of keywords in body content, page titles and page descriptions
3. Learn the important of links and citations.

Strategy

Be prepared to create web pages that are optimized for the keywords your prospects are searching.

Other Considerations

Understand that each page on your website is a website unto itself and that you need to present it to the search engine as a highly focused resource for someone who is searching for a specific keyword (or very few keywords.)

Also see that your prospects who visit that page may not visit any other pages on your website and that you will need to create a page that can provide enough information to motivation them to take action within a few seconds or a few minutes at most.

Resources

How Search Engines Power Your Business
How to Come Up on the First Page
How to Make SEO Work for You

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Start Website: Header and Footer Areas

Lesson 4

Objectives

Get signed in to the site-building program. Start working with your website headers and footers.

Activities

1. Sign in to website editor
2. Purchase a domain name or create a temporary URL
3. Establish theme to use (or wait until later to review possibilities)
4. Use Build tab to being work on your header and footer (can be updated at any time.

Strategy

Start to become comfortable with the site building platform and see what all is available.

Other Considerations

In site editing platform the header and footer areas remain the same on all your pages. So it is an excellent opportunity to add content that you want to always have visible to visitors. (Possible examples: logos, telephone and contact information, call to action, credit cards accepted, affiliation logos)

Resources

Sign Up

Creating Your Header

Header Photo Editing

How to Create a Website in 10 Minutes

How to Bring an Image into Your Web Page

How to Work with Images

How to Use the Tools in Weebly's DESIGN Tab

How to Use the Tools in Weebly's BUILD Tab (BASIC TOOLS)

Example Photos

Association Images
Association Logos

Credit Card (Images)
White Background
With People
Stylish
Transparent Background

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Photos and Graphics

Lesson 5

Objectives

Create a Library of images for your products and services.

Activities

Make a list of your services and products.

1. Determine what image you already have.
2. Set up a plan to take future photos (example: before and after)
3. Purchase images through photo resource
4. Purchase from site editor or use images from Creative Common with attributions

Strategy

Use low cost resources to build your image library.

Other Considerations

Consider adding a photo of yourself and your staff. People like doing business with those who they feel they know a bit and with technicians who are presentable.

Resources

How to Get Up to 250 Images for $15

How to Bring an Image into Your Web Page

How to Work with Images

Example Photos

Association Logos (Images)

Credit Card (Images)
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Build Your First Page

Lesson 6

Objectives

Build webpages that effectively present your products/services and encourages a desired response from visitors.

Activities

Create a page format that you follow for most of your web pages.

1. Add in features and benefits.
2. Add in appropriate images.
3. Add in contact information and call to action.
4. Add in additional elements: slide shows, galleries, videos, downloads, etc…
5. Make this a home page, or optimize it for specific geo-targeted keywords.

Strategy

You can easily build a massive website with dozens of pages that are optimized for a lot of services, geo-targeted areas and keywords by copy a basic page format and making changes to duplicate pages. This will be the primary strategy you use to gain visibility is a very competitive Internet environment.

Other Considerations

Once your first page is constructed you may wish to experience with other themes. You can view how your page would look without risking losing the theme you are using now. Usually one of the other available themes will work better for your content and graphics, including your logo and image selection.

Resources

How to Create a Website in 10 Minutes

How to Bring an Image into Your Web Page

How to Work with Images

How to Use the Tools in Weebly's DESIGN Tab

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Optimizing Pages

Lesson 7

Objectives

Structure each page of your website to optimize it internally for keywords and locations.

Activities

1. Add keywords in title case content.
2. Add keywords in Page Title and Meta Description
3. Optimize images
4. Link between pages

Strategy

Without proper onsite optimization a web pages has no chance of be visible in searches. Internal links are also important.

Other Considerations

As you build new pages, you can adjust Page Titles and Meta Descriptions to match the target keywords and locations.

Resources

On Page Optimization

How to Work with Images

How to Use the Tools in Weebly's PAGES Tab

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Add More Service and Geo-targeted Pages

Lesson 8

Objectives

Add depth and range to your website by duplicating and customizing webpages.

Activities

1. Copy pages.
2. Orient menu items
3. In PAGES tabs, name pages, set page titles and page descriptions

Strategy

Be prepared to create web pages that are optimized for the keywords your prospects are searching.

Other Considerations

Start to see that each page on your website is a website unto itself and that you need to present it to the search engine as a highly focused resource for someone who is searching for a specific keyword (or very few keywords.)

Also see that your prospects who visit that page may not visit any other pages on your website and that you will need to create a page that can provide enough information to motivation them to take action within a few seconds or a few minutes at most.

Resources

How to Use the Tools in Weebly's PAGES Tab

How to Create a Website in 10 Minutes

How to Bring an Image into Your Web Page

How to Work with Images

How to Use the Tools in Weebly's DESIGN Tab

How to Use the Tools in Weebly's BUILD Tab (BASIC TOOLS)

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Adding a Blog

Lesson 9

Objectives

Add more content to your website. Update information. Create links to your pages.

Activities

Make a list of your services and products.

1. Go to PAGES tab and click on Add Page+
2. Click on Blog Page
3. Blog operatives very much like editing any other page

Strategy

Blogs give you an opportunity to build geo-targeted links back to web pages and to feature specific jobs you've completed and images of those jobs.

Other Considerations

Also consider creating a blog offsite on a free site such as Google's Blogger.
*https://www.**blogger**.com*

Offsite links have even more page rank influence than onsite links.

Resources

Adding a Blog

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Add Sitemap, Webmaster Tools and Google Analytics

Lesson 10

Objectives

Increase ease of search engines indexing your pages and changes to content. Add tools to help evaluate site performance.

Activities

1. Get free Google account
2. Add sitemap
3. Add Webmaster Tools
4. Add Google Analytics

Strategy

A sitemap can help your site organically by inviting the search engines to take a look at updates and adding a fresh version of your site to its index. It may influence how often Google revisits your site on its own.

Other Considerations

Webmaster Tools and Google Analytics will provide information of the volume of your visits, source of visits and any problems Google see with the site.

Resources

Adding Webmaster Tools and Sitemap

Adding Google Analytics

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Link Building

Lesson 11

Objectives

Adding backlinks may improve your page ranking in searches.

Activities

1. Use Google Webmaster tools or other backlink checkers to view links coming into your site.
2. Add links in directories, blogs and on other websites as available

Other Considerations

Citations are also important. See Week 12: Citations

Resources

LINKS (LIST)

Backlinkwatch

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Citation Building (Local Directories)

Lesson 12

Objectives

Get listed in local directories.

Activities

1. Review Lists of Directories
2. Consider using an auto form filler.
3. Fill out forms as completely as possible
4. Be consistent from one directory to another.

Strategy

Build links and improve your page positions with Google Places (Google+)

Other Considerations

Many of these listings are free. However, most local directories also offer paid services. Of all of them, Google Places (Google+) is the most important. Be sure to claim and update your listing frequently. Add images and videos as available.

Resources

Citation Building