

# SpeedieAffiliates

## Online Marketing Guide

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# Introduction

There are activities in this report that you will know about already but which I bet you are not doing consistently.

Why not investigate some of these things? All it takes is a bit of time to get some of these techniques under way and the benefits will certainly outweigh the time spent.

Some of these techniques are easy to implement and shouldn't take you too long at all. Some can even be set on autopilot so if you have some free time or need more business, now is the time to get going.

If you want to discuss any of the techniques provided or want some more specific help then please feel free to get in touch.

*Jason Hulott*

## Who Are We?

With a wide range of Personal Finance and Insurance clients we are able to offer you a range of content services. We can write your site content for you; build, post and manage a blog on your behalf; or even manage your newsletters or online courses. We specialise in Finance and Insurance content as we have over 40 years' experience in the industry.

## Who We Work With

Current and previous clients include: Confused, TescoCompare, CaravanQuoter, Alan Blunden, GoCompare, British Insurance, Towergate, Best Deal Insurance, Netcars, and many more...

## Testimonial

"Speedie Consulting are more a business partner than an agency. Their understanding of both insurance and e-marketing make them a rare breed. A real can do attitude runs through the heart of the business and I would strongly recommend them to anyone."

Stephen Ebbett

Head of Channel and Product Development

Assurant Solutions

# Online Marketing Guide

## 1. **Title Tags**

Insert your major keywords into the title tags of your pages. Make sure that the keywords you use appear on the content of the site. For example Use "Cheap Car Insurance" if the phrase appears on the page. The more important the keyword the nearer the beginning of the title it should be.

Do not use the same title for every page on your site – doing this will see your site penalised. Make sure each page has its own unique title

## 2. **Link Titles**

To give your links more value and to make them useable by various browsers, you can add a title in the code of the link.

For Example

```
<a href=http://www.mywebsite.com" title="Cheap Car Insurance">
```

## 3. **Find the best Keywords**

Use a keyword tools to find high traffic, highly searched keyword phrase for your business, spend some time research and drilling down into different lists and combinations of words. There will be some hidden goldmines in there.

Keyword Tools will then give you a range of topics that you can write about and some text for linking structures between internal pages on your website.

Visit [www.wordtracker.com](http://www.wordtracker.com)

## 4. **Image Alt Texts**

Make sure you are using descriptive keyword based alt text to your images. The image Alt text will appear if the image doesn't load and gives a descriptive phrase to help explain

what the images is about.

For Example

```

```

If you are not using Alt text then make sure you do this as a matter of some importance. Alt tags can boost your site's ability to rank for its keywords. It also makes the site more user friendly.

## 5. **Add multiple Sitemaps**

Sitemaps are now a standard way to notify Search engines of all your site pages. Using a sitemap is also useful for visitors who may get lost searching your site. Add a HTML site map for those visitors. Build and add a XML version for Google and a Text version for Yahoo.

Use Sitemapbuilder.net and download the free tool. With this you can build all your sitemaps.

To upload the XML site map to Google you will need to register with Google Webmaster Tools

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

For Yahoo you need to register with Yahoo SiteExplorer

<https://siteexplorer.search.yahoo.com/submit>

To make really sure it gets picked up by all search engines get your web guy to add it to your robots.txt file (Don't worry they'll know what that is).

## 6. **Robots.txt File**

Following on from the last point, a Robots.txt file is a small text file that allows you to tell a search engine spider what it can and cannot see on your website. It means you can stop it visiting protected areas or development areas of the site you don't want out there. It also allows you to tell the spiders where your sitemap is.

You can simply build a robots.txt file using notepad.

Take when amending or adding a robots.txt file, one false move and you can stop spiders visiting your pages.

Read this page : <http://www.robotstxt.org/robotstxt.html>

## 7. **Article Syndication**

Writing useful, readable articles about your products and services, and submitting them online to various article directories is a great way to attract search engines and direct traffic.

Syndication sites include:

[www.ezinearticles.com](http://www.ezinearticles.com)

[www.goarticles.com](http://www.goarticles.com)

[www.isnare.com](http://www.isnare.com)

Make sure you create a resource "About the Author" box and add links back to your company website.

## 8. **Press Releases**

As well as writing and sending out a press release to the media, you can also add it to various Press Release websites that will list your press release for free. It can drive you traffic, get your site noticed by Google and add good quality links back to your website.

Press Release Syndication Sites include:

[www.pressbox.co.uk](http://www.pressbox.co.uk)

[www.prleap.com](http://www.prleap.com)

[www.express-press-releases.com](http://www.express-press-releases.com)

## 9. **Trade Articles**

As well as syndicating articles on major article directory sites which we touched on a few weeks ago, find relevant sites in your industry or of interest to your ideal client base and trade articles. This could be one of your business partner sites such as an Accountant or other professional body. If you do this, make the article unique to them to give it some added value.

## 10. **Build a News Section**

Write about, and link to, companies with "in the news" pages. They link back to stories and blog posts which cover their developments. This is obviously easiest if you have a news section or blog. Setup Google news alerts around your major keywords and set it to once a day. Visit trade or other news services such as NewsNow.co.uk Use these to rewrite your own little news section in your industry.

## 11. **Trade Links with Professional Bodies and Partners**

Get links to your site from any trade organisation you are a member of. This could include local chamber of Commerce, Professional Bodies, Network members or partners.

## 12. **Use Classified Ads**

Using a Classified ad to promote a product or service or use to promote a free gift in order to build your mailing list. Write a 50 to 100 small ad. Pay attention to the headline as this is grabber than will get people to open your ad.

Some Classified ad sites have thousands of visits a day so it is a worthwhile exercise to post an ad once a month.

Visit and post in the right categories in your local area using:

[www.craigslist.org](http://www.craigslist.org)

[www.gumtree.com](http://www.gumtree.com)

[www.adzooks.com](http://www.adzooks.com)

## 13. **Build Webpages outside your website**

Sites such as [www.squidoo.com](http://www.squidoo.com) and [www.hubpages.com](http://www.hubpages.com) allow users to build pages on topics of their choice. There is lots of scope for companies to build pages around their own products and services and link them back to their own websites.

These pages rank well in their own rights and provide a different source of traffic.

You have to make the pages useful and provide some good quality content. If you have news feeds or a blog feed you can easily include it on these pages too!

#### 14. **Start a Blog**

Blogging is a great way to create and manage a website without much in the way of technical knowledge or costs. Sites such as Blogger.com, wordpress.com and typepad.com allow anyone to build and run a free blog. Write useful small posts on a given topic or even keyword based. Add a link back to your main website from each post. Make sure you promote your blog too!

You can use Wordpress free on your own web server so this will allow you to run a blog as either sub directory or a sub domain

Sub Directory

<http://www.mywebsite.com/blog>

Sub Domain

<http://blog.mywebsite.com>

#### 15. **Trade Some Links**

Find some useful, relevant sites in your area and trade links. Make sure they are in the finance or insurance space. Don't trade links with sheet metal workers or florists. There really is no point!

Use a link swap directory site such as

[www.linkmetro.com](http://www.linkmetro.com)  
[www.linkpartners.com](http://www.linkpartners.com)

to identify possible partners. Don't get too carried away with this technique. Only find 20 - 30 useful links and trade.

#### 16. **Run a Contest**

Run a contest or competition to attract newsletter subscribers or visitors. Offer something with a perceived high value that you can get at a low cost or maybe partner up with someone. Offer to carry out a joint venture with a local electrical supplier. You promote the contest online and by issuing a press release, put flyers up in the office window if you have client footfall. And they get coverage too – and they provide the prize.

Places to submit contests too online include your own website - add a brief bit on your homepage. Drive people to the site to fill in the form. Have a short easy to answer question.

## 17. **Newsletters**

Offer a monthly email newsletter to your current clients and prospects. Provide them with useful articles each month on a range of topics and include a small enquiry form. Encourage people to share or pass these on to friends and family. This is a great way of staying touch and teaching your clients about all the bits you do. Try and make them seasonal and product related so that you are maximising your ability to sell. Where possible provide links back to your site for getting quotes etc.

## 18. **Podcasting**

There is lots of low cost and free software that allows you to record an audio file. Maybe you can offer out your Newsletter as a audio file. Get a member of staff to record something each moth. Publish it on your website and invite people to download it and spread the word.

Using a podcast can be seen to be a monthly little radio show. You can get clever and even record interviews with related businesses such as accountants or solicitors.

For a good free tool for recording audio using a PC, try downloading Audacity:

<http://audacity.sourceforge.net>

## 19. **Google Maps**

As part of Local Search, Google Maps is a great way to get

your site listed locally. Sometimes for certain services when you get Google results, the first thing that appears is a map. You want to be on that map for your business.

Visit : <https://www.google.com/accounts/ServiceLogin?continue=https%3A%2F%2Fwww.google.com%2Flocal%2Fadd%2FbusinessCenter&service=lbc&hl=en&gl=UK>

Follow the instructions. It should only take a couple of minutes and you could be appearing on Google local within a few weeks.

## 20. **Google Analytics**

Using a free Google Analytics account, you will be able to see who visits, your site, where they go and what they do. The data this thing captures for you, for free is fantastic AND THERE IS NO EXCUSE NOT TO USE IT. Find out what your most popular pages are and what the leakage points are.

Without stats and analysing your site once a week or every fortnight you could be losing lots of potential business.

Visit: [www.google.com/analytics](http://www.google.com/analytics)

## 21. **Social Media Strategy**

Does your company have a policy on social Media. Do your staff use Facebook or MySpace? Do they mention your company on their pages? This could be a good thing but it could also be a bad thing. Check the pages and see what is being said about you.

Social Media sites can drive web traffic and you should think about having a corporate profile page on Facebook and MySpace. You should also look at business networking sites such as Ecademy and LinkedIn too.

Visit:

[www.myspace.com](http://www.myspace.com)  
[www.ecademy.com](http://www.ecademy.com)  
[www.linkedin.com](http://www.linkedin.com)  
[www.facebook.com](http://www.facebook.com)

## 22. **Video Marketing**

With the rise of camera phones and cheap video gadgets, creating video has become simple. With the rise of such sites as YouTube (which generates more traffic than Google!), you could create and run a monthly video newsletter or create adhoc videos to explain key facts. Some sites even run their own video news stories and publish them online.

This is a great way to drive traffic and interest to your website.

You can either use a cheap webcam, or go a bit more up market, and use a camcorder which you can pick up these days for a couple of hundred pounds. Lighting and backdrop can set your video part from others, so maybe find somewhere in your office that you can use permanently or easily.

## 23. **PPC – Pay Per Click**

While most companies online will have heard of Google's Pay per click service, Adwords, there are other services out there that can generate a level of traffic.

Yahoo have Search Marketing  
MSN have Adcenter

But there are other smaller sites that can generate traffic and your competition probably won't be using them. With small amounts of traffic they will be cheaper too!

Try [www.miva.com](http://www.miva.com) , [www.splut.com](http://www.splut.com), [www.search123.com](http://www.search123.com)

Now while some of these sites are US based, they do get UK based traffic.

## 24. **PPC Landing Pages**

Most beginners at PPC or those that manage it in house do not build dedicated landing pages for their Pay per Click campaigns. This is a big mistake. Traffic that you are paying for is targeted so you need to make sure the place they land on your site is targeted to them too. Don't just send everyone to your homepage.

Cut their options down when they arrive. Give them one or two things to do only! Try removing phone numbers and the main site navigation. Give them a button for an enquiry form or a click to get a quote link, that's it!

Make it really easy for them to do what you want them to.

## 25. **Forum Marketing**

Taking part in relevant forums are also another good way to highlight your expertise, products and services. Unlike most other forms of marketing though, you have to be discreet about it. Overly blatant advertising is frowned upon, become a valuable asset to the forum, answer questions and generally be helpful. After a while, add a forum signature to link to your website, blog and main products. If you want, add a phone number. This will then be included on any posts you make on the site.

Make the links, keyword links and they could have a positive SEO impact on your site too, so you could be getting a little bonus traffic!

## 26. **Blog Comments**

Blog commenting used to be a great way to build inbound links to your website. These days, thanks to those that love to abuse the system, they are pretty worthless for SEO benefits. That said, a well placed and thoughtful comment to a relevant blog post could drive you direct traffic.

The easiest way to see relevant blog posts to comment upon quickly is to sign up with Google News Alerts. When you sign up you get the option to receive "news alerts" or "news and blog alerts". Select "news and blog" and set to once every day. Select your keywords and then each day Google will send you, free or charge, daily posts that it has picked up and then you can visit the links and comment upon them.

I would suggest doing maybe 1 or 2 a day.

## 27. **Teleseminars / Web Seminars**

Running a teleseminar or web seminar is a great way to:

Provide your clients with a useful service  
Attract new clients  
Provide as a free gift  
Sell as a separate information product.

A teleseminar is basically using a bridge phone line with conference facilities but you want to choose one that will record the call. In this way you can upload it to your website as a giveaway.

You may even simply want to interview someone in the office to create an audio which you can use as a seminar recording.

For conference cell lines try:

[www.conferenceuk.com](http://www.conferenceuk.com)  
[www.conferencegenie.co.uk](http://www.conferencegenie.co.uk)

For audio recording software, try using Audacity which is free and easy to use:

<http://audacity.sourceforge.net>

## 28. **Publish Documents Online**

There are places online where you can publish Word Documents, Adobe PDF files and a whole range of other documents. These sites rank highly on the major search engines and are another way for you to drive traffic and attain rankings for your website.

Have a look at some of the documents you have on your computer, Could these be used to promote your business?

To get some ideas look at [www.scribd.com](http://www.scribd.com)

## 29. **PowerPoint Presentations to create flash movies**

A low cost way to create movies to be submitted to video sites is to use PowerPoint to create slideshows that can include audio and other bits.

Visit

<http://www.techsmith.com/camtasia.asp>

or

<http://www.powerflashpoint.com/>

These could be client presentations or a range of bullet point lists. Use the produced files on promoting your business on YouTube and Google Video, as well as using them on your own website.

### 30. **Create Free Reports**

Free reports are great ways to promote your business, build a mailing list or to sell affiliate products. Simply create a report in Microsoft word and add links back to your site or affiliate product links and then save it as an Adobe PDF, in this way, any one can read it and share it with others.

Reports are quick and easy, and a great way to showcase your expertise and business in a low cost way.

### 31. **Offer Free Courses**

Free Courses are also a great way to attract new clients and promote your business. Simply put a course could be a bunch of emails spread over the course of a few days or weeks. In fact, this note is part of a course!

To deliver this course automatically to anyone who requests it, you would need to get hold of an autoresponder service which are fairly low cost and totally automate the whole process so that once you have written and uploaded the course, it runs itself.

Courses are also good to include enquiry forms, contact details and affiliate product links so they can be earning you an income without your involvement.

### 32. **Build and offer a Web Toolbar**

A toolbar, is a small tool that sits within a web browser for anyone who downloads it. It is brandable and always visible to a user. Benefits of a toolbar include: Driving customers back to your website, keeps your website in Front of your

customers, and you can make money from promotions in your toolbar

There are lots of places where you can submit your toolbar application to drive and build links back to your site. It can be a useful tool for clients too! You just need to make it functional and worthwhile for a user to download and run it.

### **33. Desktop Marketing**

Desktop Marketing solutions are an exclusive, private network communication channel with your loyal subscribers and customers which can be completely branded in your own look and feel.

Subscribers receive messages only from companies they trust. No spam, no pop-ups, and no third-party ads... just legitimate messages from a sender they want to hear from. And companies get to deliver their messages without ISPs or e-mail filters getting in the way.

While e-mail is still a powerful marketing tool, these days you need to work harder than ever to keep in touch with your list of customers and subscribers.

Here's a few reasons why:

Subscribers change their e-mail addresses, leaving you without a way to contact them.

Your legitimate messages get wrongfully trashed by overactive junk mail filters.

People's free e-mail accounts fill up quickly, causing your messages to bounce back.

For Desktop marketing consoles, there really is only one company at the moment that provides you with a software solution that works, is functional and is cost effective to purchase. The best part is that this technology is SO NEW that only the wealthy Fortune 500 companies have used it until now... So people using, [Desktop Marketer](#) to send promotions to their customers and subscribers now have an incredible "first-to-market" advantage over their competitors -- at least until the rest of the small-business market catches on!

### 34. **RSS Marketing**

RSS as a content delivery method for communicating with subscribers, customers, prospects and partners that will get your content delivered and provides you with multiple new content delivery & business development opportunities. Using RSS readers, users will be able to subscribe to your feeds. No more worries about email spam filters.

RSS can also act as a promotional/visibility tool that increases your web traffic by improving your search engine rankings, generating traffic from new RSS specific sites and getting your content syndicated on other sites.

Most Blog solutions now offer RSS feeds as standard. To learn more about who to build your own RSS Feed visit:

<http://www.xul.fr/en-xml-rss.html>  
<http://searchenginewatch.com/showPage.html?page=2175271>

### 35. **Build a Directory**

Why not build a useful directory of associated or complementary businesses? Let companies add their own details. Some scripts allow descriptions of up to a 1000 words and these can be split into separate pages. Try [www.ocportal.com](http://www.ocportal.com) or [www.cplinks.com](http://www.cplinks.com) for a FREE version to get you started. Keep the directory tight to your product area. Don't try and mimic Yahoo! or DMOZ. Build a quality Niche Directory. Less truly is more! Invite sites you want to appear in the directory to submit their details. Don't just add them to your site; let them add their own content.

### 36. **Paid Advertising**

As well as PPC advertising, there still seems to be a market place for banner advertising but as it is not as effective as PPC, it can be very cheap to run a large campaign across a range of sites.

Sites such as [Valueclick.com](http://Valueclick.com) and [Advertising.com](http://Advertising.com) offer a range of banner ad related services. You can also find some

interesting niche sites in your field that you can advertise on cheaply if you spend a bit of time looking around.

Find sites that your clients use or that your ideal client would use and find out if you can advertise. You can also use sites such as Facebook and LinkedIn to create advertising campaigns. Use the same approach for the landing pages as you would for a PPC campaign. Don't send this traffic to your homepage.

### 37. **Forums**

One thing that gets a site interactive quicker than anything else is the addition of a Forum or Bulletin Board. Giving Visitors a platform to discuss your product, services and marketplace in general is a great way to build traffic. Some sites even use a facility to build and send out newsletters to their registered users based upon their Forums. Try [www.phpbb.com](http://www.phpbb.com) which is a very high powered piece of software which is FREE to use.

### 38. **DMOZ Listing**

Submitting your site to DMOZ is a good way to boost the popularity of your website in the eyes of the major search engines. The difficulty is it is quite difficult to get into. As it is a humanly edited directory. You need to make sure you follow the rules before submitting. Take sometime out to make sure you get it right!

Visit: <http://www.dmoz.org/add.html>

### 39. **Signature Email**

You can use your email signature file outside of just email to help drive you traffic and boost your Search Engine Rankings so lets look at that in a bit more detail.

If you use Web Forums, Newsgroups or Classified Ads, you can use your signature file in some of these to promote your services. You will need to check the terms and conditions on the forums but if others are using a HTML footer then you can probably do that to. So how does this help you?

In two ways really, Firstly it allows you to place your site links on these forums pages which can build your Inbound links to your

website. More Inbound links to your site from different sources the better. secondly, some of these forums pages rank really, really, highly in Google and the other search engines so having your link on these pages could attract you some traffic directly, which is nice!

#### 40. **Content updates**

Make sure you are adding content to your site on a regular basis and changing your existing site pages to reflect changes in the industry. Lots of out of date product pages will not help you.

Add articles to your site, or a news feed to keep your site up to date and fresh. Search engines love new original content! Give it to them!

#### 41. **User Generated Content**

There are different ways of allowing others to add their content to your site, if you run a blog site such as wordpress you can allow comments. There are other scripts that will allow people to leave comments on certain pages.

With the advent of Blogs came the ability to leave a comment on your posts which helped build the content on your site. Now, there are scripts around that you can add to your site pages, such as article or product review pages, and allow visitors to leave comments. This then means that your pages are changing constantly and a changing page is as good as a new page for the search engine spiders. I have not found a good free script but there is a good low cost script. Visit [www.InstantSiteComments.com](http://www.InstantSiteComments.com). Robert Blackstone's script is easy to install and very powerful.

#### 42. **Micro Sites**

Your business might benefit from having a range of website, each specifically targeted to a single product or service area. These “mini” or “micro” sites are a great tool to allow you to try and attain higher search engine rankings. This is because it is easier for search engine to figure out what your site is about if it is tightly themed on a single topic.

Using a tool such as Wordpress is a good way to build low cost mini sites.

Visit [www.wordpress.org](http://www.wordpress.org)