

Excellent service sells!

Earl Nightingale

ASHI Georgia

April 18, 2009

- Internet marketing
- Marketing on the Internet
- Use the Internet to market
- Marketing using the Internet

- Optimizing a web site
- SEO and truths about key words
- Google consistency
- Networking on the internet and in person
- Easy to set-up Blog
- Marketing over the internet and in person

What Home Inspectors have in common

- We all worked in different professions.
- None of us started out as a home inspector
- We study, attend classes, and all want to improve ourselves
- A majority if not all of us have the entrepreneurial spirit

Other things in common

- We get up early, work long days, often get dirty, and on some occasions we are subjected to a bunch of crap from people who do not have the slightest idea what we do or how we go about what we do.

Marketing!

Exposure

Web basics

Refer to the hand-out

Let's run through some of the
basics

An undeniable truth!

“Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use.” — Earl Nightingale

Our tools

The internet and networking!

- There are 118 factors that affect site positioning on the internet.
- We will touch on 10, most of these are things that we can do. And the vast majority is free.

Top ten (10) factors

1. (Incoming) Anchor text of Links is a process of finding links to your site sometimes called “off site optimization”.

If you want proof just search “miserable failure”

Googlebombing 'failure'

9/16/2005 12:54:00 PM

Posted by Marissa Mayer, Director of Consumer Web Products

If you do a Google search on the word [\[failure\]](#) or the phrase [\[miserable failure\]](#), the top result is currently the White House's official biographical page for President Bush. We've received some complaints recently from users who assume that this reflects a political bias on our part. I'd like to explain how these results come up in order to allay these concerns.

Google's search results are generated by computer programs that rank web pages in large part by examining the number and relative popularity of the sites that link to them. By using a practice called [googlebombing](#), however, determined pranksters can occasionally produce odd results. In this case, a number of webmasters use the phrases [\[failure\]](#) and [\[miserable failure\]](#) to describe and link to President Bush's website, thus pushing it to the top of searches for those phrases. We don't condone the practice of googlebombing, or any other action that seeks to affect the integrity of our search results, but we're also reluctant to alter our results by hand in order to prevent such items from showing up. Pranks like this may be distracting to some, but they don't affect the overall quality of our search service, whose objectivity, as always, remains the core of our mission.

Miserable failure

- [Google Kills Bush's Miserable Failure Search & Other Google Bombs](#)
After just over two years, Google has finally defused the Google Bomb that has returned US President George W. Bush at the top of its results in a search.
<http://searchengineland.com/google-kills-bushs-miser...> - 89k - [similar pages](#)
- [Obama Is "Failure" At Google & "Miserable Failure" At Yahoo](#)
I told you so. Or I told anyone who cared. I even tried to reach the Obama administration in four or five different ways. Do a search on Yahoo right now.
<http://searchengineland.com/yahoo-obama-is-a-miserable-failure-16286> - 66k - [similar pages](#)
- [Miserable Failure - Funny Bush Picture](#)
George W. Bush stands on the USS Lincoln under a banner that says **Miserable Failure**.
<http://politicalhumor.about.com/library/images/blbushmiserablefailure.htm> - 20k - [similar pages](#)
- [snopes.com: Miserable Failure](#)
Aug 13, 2007 ... Why is the phrase 'miserable failure' tied to President Bush's biography in Google?
<http://www.snopes.com/politics/bush/google.asp> - [similar pages](#)
- [Political Google bombs in the 2004 U.S. Presidential election ...](#)
Screenshot of the Google search results for "**Miserable Failure**" as of March ...
Two of the first were the "**miserable failure**" Google bomb linked to George ...
http://en.wikipedia.org/wiki/Miserable_failure - 42k - [similar pages](#)
- [Google Purges Obama 'Failure' Links - News and Analysis by PC Magazine](#)
Jan 26, 2009 ... Following in the footsteps of the much publicized "**miserable failure**" Googlebombing of George W. Bush, the "group" greeted the new president ...
<http://www.pcmag.com/article2/0,2817,2339581,00.asp> - 91k - [similar pages](#)
- [Bush Bio Changes For Miserable Failure Query Due To White House ...](#)
Sep 21, 2006 ... Since 2004, a search on Google and Yahoo for "**miserable failure**" has almost always ranked the the official George W. Bush biography tops. ...
<http://blog.searchenginewatch.com/blog/060921-060552> - 36k - [similar pages](#)

Google Bombs

Then look-up Google bombing.

Ponder the implications

www.google.com

Google™

Google Search

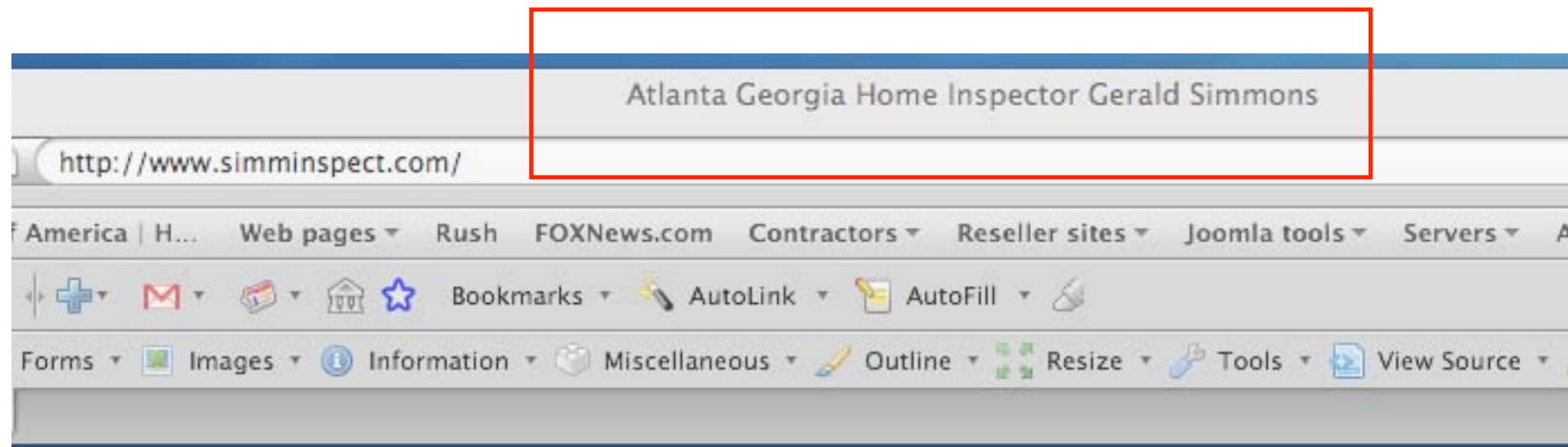
I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2009 - [Privacy](#)

#2 of the top 10



#3 of top 10

Keyword use in Document Text
(keywords must appear in actual copy)

Tool: <http://www.keyworddensity.com/>

#4 top 10 factors

- Accessibility of Documents

Avoid anything on a page that impedes search engine spider's ability to crawl a page.

#4 examples

- Splash (flash or heavy graphic introductions)
- Avoid frames
- Avoid JavaScript when possible-use text based links
- Utilize an errors page 404 errors
- Avoid table layouts

#5 & #6 top 10 factors

5. Link to documents from site-internal pages

(A well linked document is an important asset)

6. Primary Subject of matter of site
(good site map)

#7 top 10 factors

- External links to linking pages

ASHI Georgia's site map is
ashigeorgia.com

The link is ashigeorgia.com/inspector

#8 & 9 top 10 factors

8. Link popularity of site in topical community. Links to pages with similar topics.
9. Global link popularity of site. This means links from sites that are important.

#10 of 10 factors

- Keyword spamming
 - Spamming is a negative factor.
 - Keyword density in text or tags too high can take a rank from #1 to #10,000 in a heartbeat.

Advanced SEO techniques

- 80% - 20% rule
- Do 20% of the things you need to get 80% of the results.

- SEO as such no longer exists it is now referred to as
- Long-Term Web Marketing
- Content is King especially fresh content

Search engine marketing

- Organic (keyword search)
- Referral (links from other sites to yours)
- Pay-per-click (bid for placement)
- Email (build an email subscription list)

Combine efforts

- Use the ten factors
 - Remember the 80-20 rule.
 - The 10 factors have a value percentage of almost 20%
 - Do 20% of the things you need to get 80% of the result.

Graphic Design for websites

- The process of creating the web site in an attractive, logical manner.
- When done successfully, design attracts attention, adds value to a message, enhances readership and readability, simplifies, organizes, provides selective emphasis, and creates unity.

Keep it simple

- Users are rarely on a site to enjoy the design
 - in most cases they are looking for the information *despite* the design.

Organization

- Users don't read, they scan.
 - Users search for some fixed points or anchors which would guide them through the content of the page
 - Design hierarchy is all about the importance of visual information and giving it assigning levels of importance to make the message of the design get across

Economize:

- Do the most with the least amount of cues and visual elements. Four major points to be considered:
 - *Simplicity* – only the elements that are most important for communication.
 - *Clarity* – all components should be designed so their meaning is not ambiguous.
 - *Distinctiveness* – the important properties of the necessary elements should be distinguishable.
 - *Emphasis* – the most important elements should be easily perceived.

Effective writing

- The Web is different from print, adjust the writing style to users preferences and browsing habits.
 - Promotional writing won't be read.
 - Long text blocks without images and keywords marked in **bold** or *italics* will be skipped.
 - Exaggerated language will be ignored.

Color Psychology in Marketing

- Colors not only enhance the appearance of the item they also influence our behavior.
- The effects of color differ among different cultures, so the attitudes and preferences of your target audience should be a consideration.

Add and manipulate graphics

- Look at well designed sites often
- Emulate keep it simple, less is more
- Be consistent
- Design is not about decoration, it's about communication and functionality
 - If something is not furthering the message or the function, it should not exist


What do I do?

- Everyone cannot be #1.
- 3 out of 10 spots on one search were not home inspector sites.
- So what do I do???

Links

- Remember the message in the 10 factors?
- Two factors discussed what to avoid. Keyword spamming, flash, frames, JavaScript, and tables when possible

Georgia Business Directory



This site is designed to provide a space for people to advertise their business provides information that can be used to improve an individual's and a compa

Business Directory Network

Contact Us

Home

Main Menu

- Home
- Business Blog
- Public Service
- How To
- Web Links
- Business Directory
- National Small Business Week

Resources

- Georgia Business Notes
- Administrator

Georgia's most qualified home inspectors are just a mouse click away!!

Georgia Business Directory and Network

Entrepreneurship

Written by Roger Presswood
Thursday, 02 April 2009 19:27

"How to Survive and Thrive during the Economic Downturn"

Thursday, April 23, 2009

6:30 pm – 9:00 pm Georgia State University – Brookhaven Campus 4362 Peachtree Road Atlanta, Ga
Ga Directions: Brookhaven Campus

Real! Reside CABO/

Print Email

Other Links

- YouTube, produce a one or two minute video. Opening an account is free.
- LinkedIn, Facebook, ActiveRain, Twitter, Plaxo are just some network groups.
- Meetup

- See handout “Special Business Networking Sites”

Links to people

- Other home inspectors
- Real Estate agents
- Appraisers
- Clients
- Contractors
- Builders

Blog

- Blog in web design
- Blog on the Internet

Express yourself. Start a blog.

[See our free features](#) →

[Sign Up Now!](#)

211,449 BLOGGERS, 176,288 NEW POSTS, 43,116,923 WORDS TODAY. Preferred Language: [En](#)

Already Hip?

Username: 

Password:

Remember me

[Login](#)

[Lost your password?](#)

Hawt Post

[More](#) →



Gundam Unicorn the movie has confirmed

Here's proof video by Sunrise's CEO (05.30) Sunrise press conference at Cartoons On The Bay 2009 - Youtube - Ambitionworld Source: [Gundamblog.net](#)

[Rig](#)

[Ar](#)