



[www.ironmonk.net](http://www.ironmonk.net)

1-888-418-7798

# How To Launch a Successful Website in 2012

---

A Step by Step Guide, From [Research](#) to [Development](#) to [Marketing](#)

**Written By Amine Rahal**

**Founder & CEO**

**IronMonk Solutions**

**Last Updated on January 2012**

This eBook is the property of IronMonk Solutions and provided **for personal use only**. Commercial use of this eBook is strictly prohibited. Distributing this eBook is allowed only if it remains unedited and completely intact, unless a prior written & signed authorization by the book author has been provided.

## Document Index

### **1 – Finding the Right Keywords for Search**

### **2 – Choosing the Right Domain Name**

2.1 – The Keyword-Rich Approach

2.2 – The Brandable Approach

### **3 – Choosing the Right Hosting Package**

### **4 – Choosing & Installing The Right CMS (Content Management System)**

#### **4.1 – WordPress**

4.1.1 - Installing Key WordPress Plugins

4.1.2 – Choosing Your WordPress Theme

#### **4.2 – Joomla**

4.2.1 - Installing Key Joomla Plugins

#### **4.3 – Drupal**

#### **4.4 – E-Commerce Platforms (for Online Shops)**

4.4.1 – Volusion

4.4.2 – Magento Go

### **5 – Writing & Optimizing your Content**

5.1 – Your Homepage

5.2 – Your Product/Service pages

### **6 – Setting Up Your Online Marketing Strategy**

6.1 – Installing Analytics and Monitoring Tools

6.2 – Social Media Accounts Setup & Marketing Tips

6.2.1 – Facebook

6.2.2 – Twitter

6.3.3 – Other Networks

6.3 – Content Creation for Social Media & SEO

6.4 – Email Marketing

### **7 – Overview of Recommended Services & Costs**

## 1 – Finding The Right Keywords for Search

Before buying your domain name or even starting to design your website, it is important that you determine **which keywords** you would want to rank for (on Google and other search engines). To do this, I recommend using the FREE [Google Adwords Keyword Tool](#).

To use the Google Keyword Tool, you first need to ask yourself: **what would my customers type on Google to find my business/products?** Open the Keyword Tool and type in a few keywords (1 per line) that come to your mind (remember to put yourself in your customer's shoes here!). Example: if you're a lawyer in Miami, you could consider typing the following keywords: *lawyer Miami, attorney Miami, law firm Miami, lawyers Miami, attorneys Miami, law office Miami*, etc... then select the country and click Search. When you get the results, it is very important that you check the "Exact" box under "Match Types" on the left side and uncheck all other boxes. This is the only way you will get real numbers for those exact keyphrases you typed. Before hitting Search, make sure you have selected your country and language in the drop down lists too.



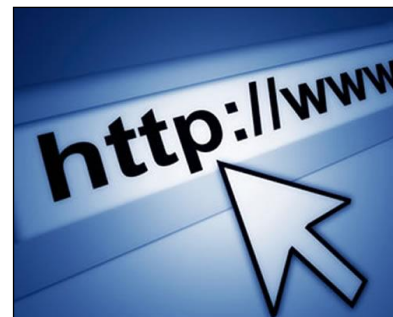
Now look at the amount of monthly searches for each keyword you typed. Scroll down and look at Google's recommendations for other keywords that are similar to the ones you typed. Choose a list of **5-10 keywords** that are highly relevant to your business AND that have a decent amount of monthly searches. Don't go for broad keywords that have a very large amount of monthly searches (over 500,000) as these tend to be extremely competitive and hard to rank for. A perfect keyword is a keyword that is:

- **Highly targeted to your business.** It has been proven through several studies that long-tail keywords convert much better than short-tail & broad keywords. For instance, if you're selling iPads, targeting a keyword like "*Buy iPad Online*" would generate more sales than targeting simply "iPad". Similarly, if you're a law firm in Miami, targeting a keyword like "DUI Miami Lawyer" (assuming you operate within this practice) would bring you more leads than targeting the keyword "Lawyer" by itself. Long-tail keywords convert better for 2 reasons:
  1. They generally have higher **commercial intent**.
  2. They are easier to rank for!
- **Generates a decent amount of monthly searches.** You don't want to go for a keyword that has less than 100 searches. Ideally, try to find ones that have at least 1,000 monthly searches.

## 2 – Choosing The Right Domain Name

Once you determine your keywords, it is time to buy a domain name! This is probably one of the most important elements of your web success! Most people overlook the importance of a domain name in their overall marketing strategy. Your domain name is how people will find you AND remember you online. It is critical that you take the time to find the right domain, as it is very difficult to switch domains in the future. In the next few paragraphs, I will describe the 2 main approaches when it comes to buying a domain name: the **Keyword-Rich approach** and the **Brandable approach**.

**PS:** try to stick to **.com** and **.net** or go for **.org** if you're a non-profit. You can also consider buying a local domain extension such as **.ca** if you're in Canada, **.fr** if you're in France or **.co.uk** if you're in the United Kingdom **AND** you're planning to offer your services/products within your country **only**. If you offer your services/products worldwide, I recommend sticking to a TLD such as **.com**, **.net** or **.org** for better global rankings. Avoid the not-so-popular extensions like **.info**, **.biz** or **.co** for now as these are still associated to a lot of spam.



## 2.1 – The Keyword-Rich Approach

Do this: type any keyword on Google (ideally one with a commercial intent), and look at the domain names (URLs) of the top-10 results. Most likely, you will notice that a few of them have the keyword you typed right in their domain name (either entirely or partially). This is no coincidence; those website owners knew right from the start that having their main keyword embedded in their domain name would greatly help their rankings.

Here are a few “fictional” examples to help you understand the keyword-rich approach better...

Company Name: **Johnson & Goldberg LLP**

Type of Business: **DUI Law Firm**

Location: **Miami, FL**

Potential Keyword-Rich Domain Names:

- [www.JohnsonGoldbergLawFirm.com](http://www.JohnsonGoldbergLawFirm.com)
- [www.JohnsonGoldbergLawyers.com](http://www.JohnsonGoldbergLawyers.com)
- [www.JohnsonGoldbergMiamiDUI.com](http://www.JohnsonGoldbergMiamiDUI.com)
- [www.JGMiamiDUILaw.com](http://www.JGMiamiDUILaw.com)

Company Name: **Katy Hall**

Type of Business: **Web Design**

Location: **Toronto, ON**

Potential Keyword-Rich Domain Names:

- [www.KatyHallWebDesign.com](http://www.KatyHallWebDesign.com)
- [www.KatyHallTorontoWebDesign.com](http://www.KatyHallTorontoWebDesign.com)
- [www.KHTorontoWebDesign.com](http://www.KHTorontoWebDesign.com)
- [www.KHWebDesignAgency.com](http://www.KHWebDesignAgency.com)

If you decide to go with a keyword-rich domain, use one of the 5-10 keywords that you previously selected. I recommend that you use the one that generates the highest amount of monthly searches. You can either go for the keyword itself ([www.keyword.com](http://www.keyword.com)) if it is available for registration, or you can have your company's name followed by the keyword ([www.companykeyword.com](http://www.companykeyword.com) or [www.keywordcompany.com](http://www.keywordcompany.com)). This will make it much easier to rank for that keyword in the future! (N.B.: I didn't say easy, I said easier! ☺)

## 2.2 – The Brandable Approach

Do you think **Facebook** would have enjoyed the same success if their domain name was [www.SocialNetworkingSite.com](http://www.SocialNetworkingSite.com)? Similarly, do you think **Twitter** would have become so big if their domain name was [www.MicroBloggingPlatform.com](http://www.MicroBloggingPlatform.com)? Probably not! The idea of choosing a catchy and brandable domain name is that people will **remember you**. There are tons of examples of successful websites who took this approach: Facebook, Twitter, LinkedIn, YouTube, Reddit, Digg, Delicious, Mashable, etc...

Choosing a Brandable domain name is particularly well suited for those of you who are developing a unique idea, or those that are in highly competitive markets. However, keep in mind that choosing a brandable domain will make it a bit harder for you to rank high on Google using Organic SEO, since you don't get the benefit of having keywords in your domain name.

Companies who choose the “Brandable route” generally don't intend to use Organic SEO as their main source of traffic. They generally intend to create buzz and brand awareness through other forms of Marketing. Their main goal is to create strong brand awareness and to become part of the common web language, sort of like an [internet meme](#). In fact, you'll notice that Facebook & Twitter don't rank high on Google for the keywords “Social Network” or “Social Network Platform” ...and they don't care! They successfully became a popular name early in the game and they gained massive traction through word to mouth marketing. They never needed Google's traffic to grow big.

As you can imagine, when brandable domain names are marketed properly, they eventually become much more popular than keyword-rich domains! Choose your domain name wisely.

## 3 – Choosing the Right Hosting Package

When you're starting out, you certainly do **not** need to invest tons of money in Web Hosting. Why purchase a \$300 per month dedicated server right from start, when you're only going to get a few hits a day at most? I noticed that a lot of people make the mistake of spending way too much money on hosting when they first start out.

I recommend buying a shared hosting (for approx. **\$3-\$7 per month**) from a large & reliable hosting provider such as [HostGator](#). This way, it will be easy for you to upgrade to a dedicated or VPS hosting in the future when you start getting more traffic and need a more powerful server. (Although I noticed that a shared account is perfectly fine for 90%+ clients, even when they start to get serious traffic)



Whatever hosting company you choose, make sure that:

1. They have a **24/7/365 Technical Support**, because things do go wrong once in a while and you will want to have a highly responsive Tech Support team to help you fix the problems and bring your site back up as quickly as possible.

2. They have the technology to support the kind of website you're about to launch (whether you decide to program your website from scratch, or use a CMS (we'll cover this in the next section) you need to make sure that your hosting provider can support it)
3. They have fast & powerful servers. A slow website is a business killer. Today, no one will stay on your site if it takes more than 15 seconds to load!

I like HostGator and recommend it to all our clients because their Tech Support is always willing to help, even when the problem isn't related to them! In fact, I have approached them several times with script-related bugs such as WordPress/Joomla plugin issues, and their team fixed the issues for **free**. When it comes to Hosting, Quality Support is **Priceless!** HostGator also have amazingly fast servers, so you will probably not feel the need to upgrade to a VPS or dedicated server anytime soon.

Other hosting companies that are worth checking out are *InMotion*, *DreamHost* & *Fat Cow*.

## 4 – Choosing & Installing the Right CMS (Content Management System)

A few years ago, you would have had to develop your website from scratch, and it would have cost you thousands of dollars. Today, over 80% of the websites launched are powered by a [Content Management System](#) (CMS) such as WordPress or Joomla.

### Why use a CMS?

- **Easy to Install.** Most Hosting providers (such as [HostGator](#)) offer an easy **1-click Install** feature for CMS'es like WordPress & Joomla. This saves you tons of time as you don't have to go through the trouble of creating your databases, uploading files and installing everything. Absolutely priceless feature!
- **Easy to Learn.** No Programming skills needed, but trust me, it helps to have basic knowledge of HTML/CSS to be able to customize simple things like fonts, colors and tables.
- **Easy to Customize.** There are tons of templates/themes available online for free that you can install and customize to your needs.

In the next few paragraphs, I'll quickly go over the pros & cons of the 2 most popular free CMS platforms, namely WordPress and Joomla.

### 4.1 - WordPress

**90% of the time**, I recommend WordPress to our clients. It is THE most popular CMS right now, and its popularity is growing exponentially. When initially launched, WordPress was meant to be a Blogging platform only, but it gradually evolved to become a more complete & powerful CMS, capable of handling even the most complex websites. One of the great things about WordPress is that it is extremely easy to learn. It also has one of the largest and most active developer community out there. In fact, new WordPress plugins and themes are being created every minute, literally!



### Pros of WordPress

- Lightning-Fast Installation
- Easy to install Plugins & Themes
- Easiest to Learn
- Largest plugin & theme database
- Lots of resources online for learning
- Excellent for SEO. We've noticed that WP websites tend to rank higher than Joomla & Drupal sites.

### Cons of WordPress

- Not ideal for large e-commerce websites and for people who have very specific needs.
- Comments section can attract lots of spammers (protection is key)

## 4.1.1 – Installing Key WordPress plugins

If you decide to go with WordPress (and I think you should!) here are a few plugins that you should definitely install:

- **Google XML Sitemaps**: submits your sitemap to Google/Bing/Yahoo everytime you make a change to your website.
- **SEO Smart Links**: creates an intuitive internal linking structure, linking keywords to their respective pages.
- **All in One SEO**: Gives you the ability to edit titles and metas for every page from one single location.
- **Contact Form 7**: helps you create multiple contact forms easily.
- **WP Super Cache**: helps speed up your website by storing a static HTML version of your site.
- **DiggDigg**: puts the Like/Tweet/+1 buttons on your posts/pages. Highly flexible and easy to use.
- **Disqus Commenting System**: lets people comment on your blog using their favorite social network login. And when they do, it shares their comment with their friends.
- **Theme Test Drive**: lets you test new themes while your visitors are still seeing your main theme.
- **Widget Logic**: lets you display different sidebar content on every page. (requires some programming knowledge)

## 4.1.2 – Choosing your WordPress Theme

The beauty of WordPress is that there are millions (that's right, MILLIONS) of free & premium themes available out there that you can "dress" your website with. In fact, there are so many themes available that it's extremely unlikely that you will find another website using the same theme as yours!

You basically have two options when it comes to themes:

- (1) Custom-develop your own theme from scratch. (You will most likely have to hire a web design agency for this)
- (2) Find/Download a theme online and modify it to include your own logo/colors/content.

I recommend the 2<sup>nd</sup> option as it is way cheaper and more convenient. Although there are tons of free themes available, I recommend buying a premium theme as they tend to be better quality and offer more features. Our favorite websites for premium WordPress themes are:

- [ElegantThemes](#): Pay \$39 and have access to **all** their themes. They have a large selection of high quality themes. You will most likely find a theme you like here.
- [ThemeForest](#): The Largest Database of Premium WordPress themes on the Web! However, unlike ElegantThemes, you will have to purchase each theme individual lly. Prices range from \$30 to \$50 **per theme**.

## 4.2 - Joomla

Joomla is another great free CMS. It is a bit more complicated to learn than WordPress as its user interface is not as intuitive and user-friendly. However, Joomla has more features and is considered more of a “complete CMS”. Unlike WordPress, Joomla was not launched as a Blogging platform. It was meant to be a complete CMS right from the get go.



### Pros of Joomla

- Lots of powerful features
- Highly customizable
- Quite robust CMS
- Lots of templates & extensions available for free

### Cons of Joomla

- Harder to learn than WordPress
- Not ideal for large e-commerce websites

### 4.2.1 – Installing Key Joomla plugins

If you decide to go with Joomla, here are a few extensions that you should definitely install:

- **Xmap**: Xmap is a Site map generator component for Joomla. Xmap allows you to create a map of your site using the structure of your menus.
- **JCE**: An award-winning, configurable WYSIWYG editor for Joomla! based on Moxiecode's TinyMCE. Includes advanced Image/Media, File and Link handling, plugin support, and an Administration interface for editor configuration.
- **VirtueMart**: Planning on running an e-commerce website? The complete e-Commerce shopping cart solution for Joomla! - used by thousands of store owners.
- **AceSEF**: AceSEF is a flexible and powerful Joomla SEF URLs and Metadata generator with an easy-to-use graphical user interface that simplifies the management of your site's SEO rank, a complete Joomla! SEO Suite
- **Akeeba Backup**: Akeeba Backup Core is the best Backup Utility for Joomla!

## 4.3 - Drupal

Drupal is an advanced Content Management System meant for larger websites. With Drupal, you truly have total control over every aspect of your website and unlike WordPress and Joomla, you are not limited in any way by the architecture. However, understanding Drupal's admin interface will most likely require you to go through some kind of training. If you plan on launching a large library with different user rights and user roles, Drupal might be your best bet. In fact, Drupal is already being used by many large institutions throughout the world, such as the United Nations.



### Pros of Drupal

- Feature-Rich
- Solid & Stable Engine
- Highly Customizable
- Robust Architecture
- Highly scalable

### Cons of Drupal

- Not user-friendly
- Requires training
- Requires programming knowledge for full use

I will not go into any more details regarding Drupal since it is not my specialty, but there are tons of information online about this CMS if you'd like to learn more about it.

## 4.4 – E-Commerce CMS Platforms

If you aren't planning on selling physical products online, you might as well skip this section. For everybody else, read on...

WordPress, Joomla and Drupal all support e-commerce sites. However, these CMS platforms don't come with *built-in* e-commerce capabilities. In the cases of WordPress and Joomla, you will have to install additional extensions/plugins and spend some time configuring them to fit your online shop's needs. In Drupal you will probably need to hire a programmer to help you set up your online store as it requires a lot of technical skills.

On WordPress, some of the popular and free e-commerce plugins include [WP e-Commerce](#) and [eShop](#). There is also [WP Simple PayPal Shopping Cart](#) for those that want to use PayPal only as a payment gateway for their shop. While these plugins can be a good option for your online store, you have to keep in mind that these have not been developed by professional companies and the support is very limited. If you have any compatibility issue or bug, you're pretty much on your own!

If you're looking for an easier solution while avoiding any technical headaches, I recommend you look into [Volusion](#) or [Magento Go](#), the 2 leading hosted e-commerce platforms for small and medium businesses...

### 4.4.1 - Volusion

[Volusion](#) offers all-in-one stores that you can customize with your own logo, colors and layout. You can then add your products, set up your payment methods and you're in business! The advantage of using Volusion is that upgrades are rolled out automatically by Volusion so you don't have to rely on an external developer to make sure your software is at the latest version. Pricing starts at \$19 per month and can go up to \$149 per month (depending on the amount of products you have to sell). Volusion is the ideal solution for small and medium businesses with less than 30,000 products for sale. Some people said that the performance and speed can go down if you have over 30k items for sale.



### 4.4.2 – Magento Go

[Magento Go](#) is very similar to Volusion in terms of features. Magento Go is basically the hosted version of Magento, the world's most popular e-commerce platform. Magento has a [free open-source version](#) as well that we recommend to those are that more familiar with programming and web security. For anyone that wants to start selling online quick while avoiding all the technical headaches, we recommend the hosted version (Magento Go) because you get maximum security and all the updates will be rolled out automatically for you by the Magento team. This way you can focus on your clients and products knowing that every technical aspect of your store is already being taken care of in the background by a professional company.

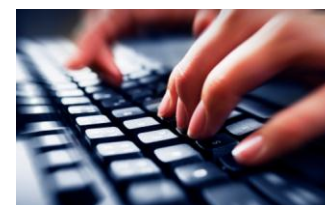


Choosing the right CMS is very important as you will most likely stick with it for a long time. You will not want to go through the hassle of moving CMS when you already have decent traffic and sales coming in. Like I said before, most people today go for WordPress because it's free, fast, simple and highly SEO-friendly (Our [own website](#) runs on WordPress). Online retailers will generally go for a robust hosted solution like Volusion or Magento. Those that are planning to launch a large website with complex features and want full-control of the code and database will generally go with Drupal. (n.b.: [Yahoo! Research](#) runs on Drupal!). So take your time and choose your CMS carefully!

## 5 – Writing & Optimizing Your Content

Here comes the most important part: **Content!** There is a proverb in online marketing that says: *Content is King*. Content is what both humans and robots are looking for online! (When I say robots, I mean the search engine metacrawlers) Since the beginning of 2011, Google has been gradually deploying a major update to their algorithm called the *Panda Update*. In a nutshell, the Panda Update is meant to analyze web content even deeper.

People who duplicate content and those that are providing irrelevant and low quality content will now be even more penalized than before. It is very important that you take the time to write compelling and



interesting content for your website. Also, try to incorporate images and videos whenever possible. (Multimedia content is more likely to be consumed than textual content)

## 5.1 – Your Homepage’s Content

Your homepage is the most important page of your website. An ideal homepage should contain at least 350 words of text. That’s right, **350+ words of highly relevant text**. Also, when writing your homepage’s content, make sure you are focusing on some of the 5-10 keywords that you previously selected. Your homepage is the best place to stick those keywords. However, you do not need to repeat your keywords multiple times like back in 1997! You might actually get penalized for [Keyword Stuffing](#) if you do that today. Using each keyword once or twice is more than enough.

Top places to put your main keywords:

- ✓ **Your Homepage’s Title Tag.** (e.g. <title>Company name – Keyword 1, Keyword 2...etc</title>). The title tag is the first place that Google will crawl. The keywords you put in there are meant to tell Google what your website is about.
- ✓ **Your Meta Keywords and Meta Description tags.** Although Google doesn’t look at the keywords listed in your Meta Tags anymore because a lot of people have been abusing it, other search engines like Bing & Yahoo still do.
- ✓ **First line of your content, ideally in a <h1> Header tag.** The first line of your homepage’s text should be a welcome line that contains at least one of your main keywords. (e.g. Welcome to Johnson & Goldberg LLP, your #1 Miami Law Firm)

What most people don’t realize is that Google is now smart enough to analyze web content and figure out whether the content is relevant or not. If your text talks about apples and oranges and in the middle of it you suddenly add a text link that says *Miami Law Firm*, Google will know that something is wrong and it will probably raise a few red flags.

Make full use CSS Headers (h1, h2, h3) to break down your content into several sections. Each section should cover a different aspect of your keyword. Also, make sure you create an XML sitemap called “Sitemap.xml” on the root of your website. If you are using WordPress, the Google XML Sitemaps plugin will take care of this for you automatically. A comprehensive XML sitemap helps the search engine meta-crawlers know exactly what pages to crawl and it definitely gives you bonus points for SEO.

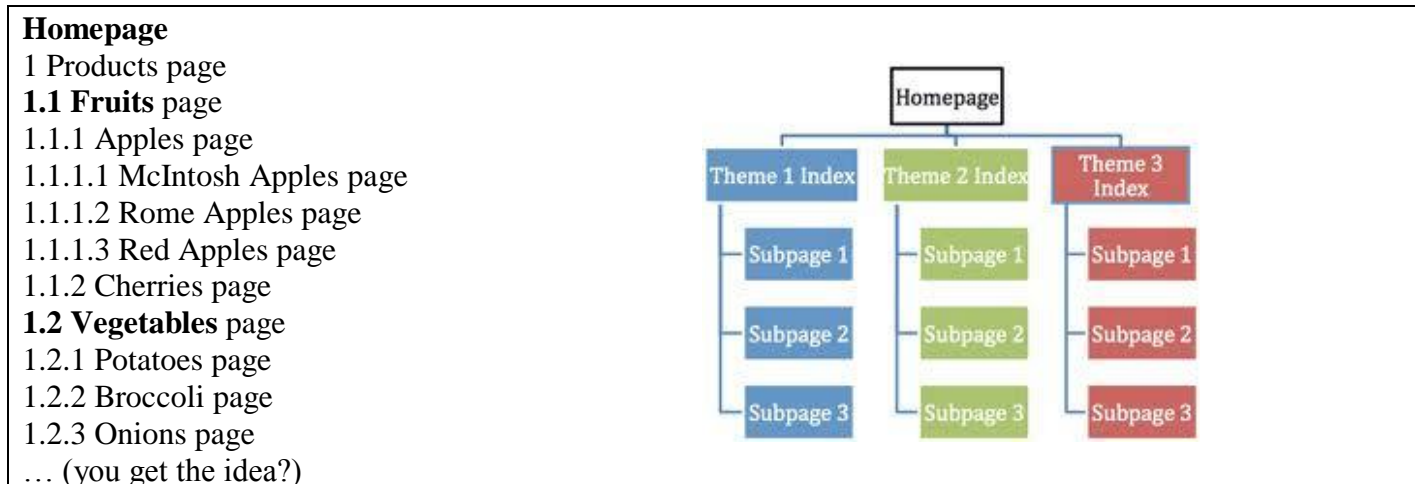
## 5.2 – Your Product/Service Pages’ Content

After your homepage, your **product/service** pages should be your main focus. Like most SEO professionals, I recommend 1 page of content for each product/service. That’s right, **1 full page of content**, with text, images and/or videos for each product. Ideally, you should have a global “Products” page that lists all your products with a short blurb of what each product is, and link each product’s title to the full product page for more details.

Structure should look like this: **Homepage > Products > Product Page**

**Example:** let's say you are selling **fruits & vegetables**. In this case, your website should have 1 main product page called “Our Products” where you list all the fruits & vegetables that you sell, and each fruit/vegetable links to a full page where the product is described in detail with pictures and/or videos. If you have different types for that fruit/vegetable, you should add a link within the fruit/vegetable's page to all its different types (3<sup>rd</sup> layer), and ideally (but not necessary) each type of fruit should have its own full page as well!

See the diagram below for a more visual representation of the most logical type of website architecture:



This structure is sometimes referred to as *Siloing* (read “Silo-ing”) and it is the most logical structure for a meta-crawler. When search engine bots crawl a website that has adopted this structure, they automatically award it bonus points for intuitiveness and good logic.

## 6 – Setting up Your Online Marketing Strategy

Now that you have an optimal domain name, a powerful CMS and a well-structured website with awesome content, it's time to market! In the next few paragraphs I'll go over the most important aspects of online marketing and how to monitor your campaigns/progress.

### 6.1 – Installing Analytics & Monitoring Tools

Before starting to market your website, you need to make sure you have all the necessary set of tools to monitor your traffic/progress. There are dozens of applications out there for monitoring web traffic, but I recommend [Google Analytics](#) (Free) and [GetClicky](#) (They have both a free and paying version).

**GetClicky** has 1 huge advantage over Google Analytics: **Real-Time Tracking!** That's right, you will get to see your stats automatically update the minute a new visitor enters your website. GetClicky also shows you your website's rankings for all the keywords that brought you traffic. Truly an awesome tool!

Both Google Analytics and GetClicky will ask you to embed their code within all your pages (within the <head> section). If you're using WordPress, you won't even have to do it manually as there are plugins for both these applications available for free...

- **WP Google Analytics Plugin:** <http://wordpress.org/extend/plugins/google-analytics-for-wordpress/>
- **WP GetClicky Plugin:** <http://wordpress.org/extend/plugins/clicky/>

## 6.2 – Social Media Accounts Setup & Marketing Tips

No one can succeed online today without proper use of Social Media Marketing. In the next following steps I will explain how to launch social media accounts for your business and how to link them to your main website.

### 6.2.1 – Facebook

On Facebook you want to launch a Business Fan Page. Depending on your business type, you will have to choose between a product page, a local place, an organization page or a public figure page. Here are a few tips when building your fan page:

- Use a nice and catchy profile picture. You can use up to 180px in width and up to 540px in height.
- Fill in ALL the details about your business (URL, mission, history, company, products, info, About, etc...). Don't leave a single field empty! Make sure you include your main business keywords as much as possible.
- Design a custom landing page. I recommend using the [Static HTML app](#) which is free and lets you design a different page for fans and non-fans. Great for putting an incentive! (e.g. Like us to get an exclusive discount code)



**Hot Facebook Tip:** consider launching a Facebook Ad campaign tied to your Fan Page. On Facebook, you have the ability to target people by age, location, sex, interests, job, education, marital status and much more. This will help you pinpoint your target audience and display your ad only to people that might be interested about your products. Consider linking your ad to an incentivized landing page (e.g. Like Us for a Discount Code!) for maximum conversions!

### 6.2.2 – Twitter

On Twitter, try to register your business name. If your business name is taken, try to get a catchy username that people will remember. Here are a few tips when creating your Twitter account:

- Make sure you add your website's URL to your profile
- Add a bio that includes your business' keywords.
- Design a custom Twitter background that includes your Logo & Contact details. Your account will look that much more professional.



**Hot Twitter Tip:** This is a million dollar Twitter tip that most people don't take advantage of: install [TweetDeck](#) or [HootSuite](#) (both are FREE) and create custom columns to track profiles that are relevant to your products. Example: if you sell baby supplies, you might want to add custom columns that display all tweets that contain: "mom" or "mother" in the bio field. This way you will be able to engage in daily conversations with potential clients. Also, check out our article on [how to acquire Twitter followers](#).

### 6.2.3 – Other Social Networks

In my opinion, **Facebook** and **Twitter** are a must for every business, regardless of whether you're into B2B or B2C. Other major social networks, such as YouTube or LinkedIn will mainly depend on the type of business you're in. If you're strictly into B2B, LinkedIn is a MUST. Each of your employees should have their own business profile on LinkedIn, and you should create a Public Group for the company. **Make full use of your business' keywords** on your LinkedIn pages. Another tip is to get every employee to install the [Blog Link](#) app, to connect your company's blog to their profile. This way, every time you publish a new blog post, it will be shared on their profiles automatically. Installing the [Twitter](#) app for LinkedIn pages is also recommended for sharing company's tweets automatically. LinkedIn is constantly deploying new apps so by the time you read this ebook, there might be new apps that I don't even know about. Take a look at their [App Directory](#) to see if there are other apps that could be interesting for your company.

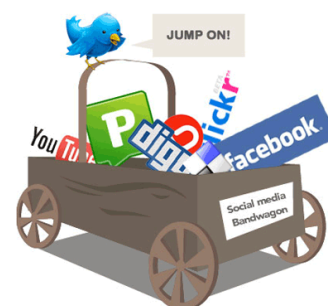
If you're planning on creating short videos about your products, services or company, you should definitely get on YouTube. Whether they are promotional videos, product reviews or testimonials, I would also recommend creating a branded YouTube channel where you can upload all your videos. Again, make full use of your keywords in the channel & video description areas. Don't forget to also include your website's URL whenever possible. Once your videos are on YouTube, don't forget to share them on your Facebook/Twitter pages and any other social network you're involved in. People love videos and are more likely to consume a video than any other type of media!

You should also consider online forums in your overall social media marketing strategy. There are tons of online forums out there where people are asking questions relevant to your products/services. If you show up at the right time and answer their question/concern, you will gain authority and attract highly targeted traffic as there will be hundreds (even thousands) of people that will read that thread and see your answer. Include your website's URL with the answer. Some of the major forums you should consider are [Yahoo Answers](#) and [Wiki Answers](#).

## 6.3 – Content Creation for Social Media & SEO

Alright, if you want your website to be popular and see exponentially increasing traffic through SEO (Search Engine Optimization) and Social Media Marketing, you need to **constantly create useful and "link-worthy" content**. There is just no way around it. Having a static website will get you nowhere. Today, both search engines and humans want great content, and lots of it!

Now, how can you create new content without constantly having to add pages to your website? A **Blog** might be a good start! If you're using



WordPress or Joomla, it should be very easy for you to add a Blog page and publish new posts on a regular basis. ( I recommend posting 1-2 times weekly to start, and increase when you start seeing positive feedback from your community)

There are **3 major benefits** to great content:

1. When you share your great content in the social media realm, it will get *Liked, Tweeted, +1'ed, Dugg...* etc, which instantly results in your content being **spread everywhere** and bringing you additional traffic from all these social sources. This is exactly what I meant earlier by using the word “Link-Worthy”. If you publish something of value (worth linking to), people *will* share it and link to it guaranteed!
2. It encourages your actual fans & followers to come back to your website on a regular basis to read your latest content. Think about it, you don't want your fans to just hang out on your fan page, you want them to come back to your website once in a while since a Transaction/Conversion is more likely to happen on your website.
3. It improves your website's authority for search engines (**Great SEO Benefit!**). When search engine bots notice that you are constantly publishing fresh & relevant content, they will start crawling & indexing your content more often and rank your internal pages for several long-tail keywords. All those long-tail keywords will start bringing you extremely valuable search traffic!

### Type of Content that is Link-Worthy:

- **Fun Videos/Images with viral potential.** People devour this kind of content like fresh cupcakes. That's the kind of content people love to share on their Facebook/Twitter accounts.
- **Useful & Informative articles that are well-written & easy to read.** The kind of content that answers peoples' questions in an easy & understandable way. Going too technical will only get the attention of the geeks out there which probably represent a small percentage of your target audience.

## 6.4 – Email Marketing

A recent study by eMarketer.com determined that Email Marketing is still the most effective way of delivering a message online (as far as conversions go!). Read our article entitled [Social Media Marketing VS Email Marketing](#) for more details on this study. It makes sense when you think about it, emails still have that “personal feel” to them, more so than a Tweet or Facebook message that anyone can see. It is our own inbox and aside from spam, we tend to click and read any email that is from a trusted source.



I recommend using [AWeber](#), which is a very intuitive and affordable solution for Email Marketing. Using AWeber, you can launch your newsletter in minutes, literally.

The way it works is you first enter all your company's info, list name, logo etc... then you create your first web form, which is your opt-in box on your homepage. AWeber has tons of templates that you can work with. We recommend that you add an incentive to encourage people to opt in. For example, you could offer a discount coupon for one of your products, an entry in a giveaway or a free course. People rarely give out

their email address if there is nothing of value in return. Putting “Subscribe to get our company’s updates & news” is simply not enough to get people to sign up.

The beauty of AWeber is that you can also connect your Mailing List to your WordPress Blog. This way, you can set automatic Blog Broadcasts to be sent automatically once a month (or once a week!) to your entire list. The Blog Broadcast is basically a summary of all your posts during the month, with links to the full posts.

Another reason I recommend AWeber is because they have absolutely awesome customer support. They will literally help you with anything, and it is actually easy to talk to a real human to get some advice. Check it out!

## 7 – Overview of Recommended Services & Costs

Building a website doesn’t have to be expensive if you use the right services! You are of course free to use the services & tools of your choice, but if you use the ones I recommended in this ebook, it should cost you **less than \$100** to get started (Domain name + Hosting + CMS) and less than \$1,000 overall (with all the right tools for Marketing, Analytics and SEO) for the first year. The good news is that if you decide to launch additional websites in the future, it will cost you way cheaper, since most of these services can be used for multiple websites (c.f. HostGator Hosting, AWeber Email Marketing, GetClicky’s analytics, SEOMOZ’s tools).

- ✓ **Keyword Research: FREE** with [Adwords Keyword Tool](#)
- ✓ **Domain Name: \$7-\$12** with [GoDaddy](#) for a .com (1 year)
- ✓ **Hosting: \$67** with [HostGator](#) for a Hatchling Package (1 year)
- ✓ **CMS Engine: FREE** for [WordPress](#), [Joomla](#) or [Drupal](#).
- ✓ **E-Commerce Platforms: Monthly Fee** with [Volusion](#) or [Magento Go](#)
- ✓ **Analytics: FREE** for both [GetClicky](#) and [Google Analytics](#)
- ✓ **Email Marketing: 1\$ for 30 days, then \$19.99/m** with [AWeber](#)
- ✓ **SEO: FREE** for 30 days, then **\$99/m** with [SEOMOZ](#)
- ✓ **Social Media Management: FREE** with [HootSuite](#) & [TweetDeck](#)
- ✓ **Facebook Page: FREE**
- ✓ **Twitter Profile: FREE**
- ✓ **Google + Page: FREE**
- ✓ **LinkedIn Page: FREE**

\* Please note that the above figures are estimations, based on pricing data collected on January 2012