

	<p>5 Key Steps to Successful Inbound Marketing Strategies</p> <p>Dahlia Benaroya Dahlia Web Designs LLC Dahlia@DahliaWebDesigns.com 1-888-7-DAHLIA (732-4542)</p>
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Inbound marketing is the "*new and innovative*" marketing-based tactic which sheds a spotlight on driving relevant traffic to your website, changing that targeted traffic to leads, and to conclude, turning those leads into sales.

Relevant traffic is directed to your website through striking efficient inbound marketing strategies. This technique of catching the eye of your qualified traffic is much more successful than the substitute – giving out an unsought message invitation to uninterested entities resulting in the hopes of getting at least some of the traffic.

Discussed in this whitepaper are 5 key inbound marketing strategies that you must consider in order to generate high visibility and revenue for your business.

- Blogging
- Search Engine Optimization
- The Call to Action
- The Landing Page
- The Thank You Note

Blogging

Cost effectiveness

Blogging is a central part of inbound marketing strategies. It is a cost-effective method and even free at times. You can effortlessly form a blog on your present website. It works as an active awareness campaign of your production.

Network building

A blog is an ideal platform to build your quality network. Businesses require contact with its patrons and companies. To maintain a blog you need to invest a great deal of time. The content you write will reach millions of potential clients through out the world. It is recommended to create quality content every week (1-3 times weekly) to maximize visibility.

Active presence and backlinks

Having an improved visibility of your company is a foremost concern and blogging advocates it by generating backlinks to your websites. An *onsite* blog links to different parts of your website, however an *offsite* one can link directly back to website pages. If you highlight your blog presence, then you have high chances of swapping the links with other blogs with better amount of traffic which results in diverting it to your website.

Customer interaction

Blogs offer a 'comments' feature that enhances customer interaction with you. This will aid you widely because you will encounter criticisms as well as appreciation regarding your product or brand. It will reveal the customer demands and give you a targeted insight of your goal.

A typical business blog, which includes features such as social media shares, calls to action, and subscribe options, may look like this:

The screenshot displays the homepage of Dahila Web Designs LLC. The header features the company logo, contact information (30 East 40th Street, Suite 506, New York, NY 10016, 888-7-DAHLIA), and navigation links (HOME | CONTACT US | BLOG). A dark red navigation bar contains links to Home, Services, Current Promotions, Subscribe, StrategiesEdge Blog, Ask Dahila, and Contact Dahila Web Designs LLC. The main content area is titled "Business, Technology, Website and Marketing Blog" and includes links to "Current Articles" and "RSS Feed". The featured article is "Key SEO Terms and Definitions Affecting Internet Marketing Strategies" by Dahila Benness, dated Thu, Jun 07, 2012 at 06:30 PM. Below the article title are social media sharing buttons for Like, Send, Email Article, Tweet, +1, Share, and Digg. The article text begins with "When you are planning your internet marketing strategies, it is helpful to understand how the SEO terms and definitions can affect your website's visibility. Some key SEO terms and definitions that apply directly to enabling better website visibility include:" and lists "Search Engine Optimization (SEO)" and "Internal Links". A sidebar on the right contains a "Latest Post" section with the title "Google SEO Updates Affecting Your Website Ranking" and a "Download" button for a PDF titled "How to Make Your Website Rank Higher after Google's Panda & Penguin SEO Updates". Below the sidebar is a "SUBSCRIBE" section with the text "StrategiesEdge Blog discusses business processes, Quickbooks, technology, website design, and Digital Marketing topics. Signup to receive updates."

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Key SEO Terms and Definitions Affecting Internet Marketing Strategies

Posted by Dahila Benness on Thu, Jun 07, 2012 at 06:30 PM

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When you are planning your internet marketing strategies, it is helpful to understand how the SEO terms and definitions can affect your website's visibility. Some key SEO terms and definitions that apply directly to enabling better website visibility include:

Search Engine Optimization (SEO)

SEO refers to the design approach that helps increase a website's visibility. The optimization is implemented within the website with HTML code, keywords, and good content. It is also implemented from outside the website with, for example, good relevant content that links to your website (blog links, press release links, social media links, high ranking website links help here.)

Internal Links

These are the links in your website that lead viewers to topics within the website. Links are identified within the content as part of a natural flowing discussion that references other components; Links are also part of the navigation.

Latest Post: Google SEO Updates Affecting Your Website Ranking

Download: How to Make Your Website Rank Higher after Google's Panda & Penguin SEO Updates

SUBSCRIBE

StrategiesEdge Blog discusses business processes, Quickbooks, technology, website design, and Digital Marketing topics. Signup to receive updates.

Search Engine Optimization

Ranking of the website

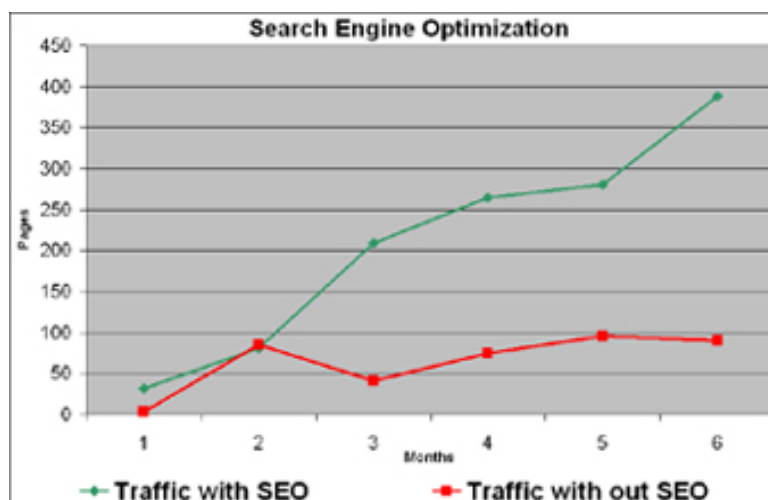
While adapting to the inbound marketing strategies, the basic constituent SEO strategies cannot be overlooked, as they ensure the optimum exposure of your business. In order to make it work, you need a high ranking on major search engines such as Google, Bing and Yahoo, etc.

Long keyword phrases

Search Engine Optimization using long keyword phrases has proven to bring better inflow of traffic. Long keyword phrases are considered exclusive, precise and can be quite lengthy.

- The chief advantage stands that these long keyword phrases are not competitive, which means that you actually acquire better chances of reaching the top place for that keyword phrase, which follows up to be the reason that you will encounter maximum clicks when someone is going to search for that term.
- Long keyword phrases basically filter and refine the search items and convert better, as they target people afterwards in the buying or conversion phase.
- For example: A person searching for “black shoes” is probably just browsing, instead of searching with an intention to buy. Alternatively, if someone is searching for “best price on jimmy choo black shoes size 10”, they practically want to buy now.

Without a resourceful Search Engine Optimization strategy, you cannot survive the thriving world of marketing competition. Below is the graph, which clearly represents the importance of search engine optimization and the increased rate of traffic it directs.



Call to Action

Invitation to proceed

Once you start having potential traffic, you need to give them a purpose. Basically, 'call to action' is *an image, or a text* that requires a quick action by the visitor. The 'call to action' can be many options to offer, such as *registering on the website, making a donation, making an appointment, downloading a white paper, subscribing to a newsletter, or requesting a product demo.*

Strong conversion rate

The website 'call to action' might seem a small and a petty aspect but mighty. Whatever you offer or invite through your 'call to action' is regarded significant. This will allow you to determine whether or not your website is doing the accurate job. From the placement of your tag, to size, color and the shape of the button, you have to focus upon it. The message should be *clear, loud, engaging and exciting*, so you can benefit from a healthy conversion rate. You need to make sure that whatever the design and placement you decide, it must be prominent and visible enough to catch the attention in the first glance.

See the maroon button on the right side of our Blog, to download a white paper:

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Key SEO Terms and Definitions Affecting Internet Marketing Strategies

[Posted by Dahlia Benaroya on Thu, Jun 07, 2012 @ 06:50 PM](#)

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When you are planning your internet marketing strategies, it is helpful to understand how the SEO terms and definitions can affect your website's visibility. Some key SEO terms and definitions that apply directly to enabling better website visibility include:

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The use of landing page

Importance of the landing page

Once your website succeeds in flowing attractive offers to it, it's time to make certain that there is a useful landing page for your visitors to access the instance they have clicked an offer. This will convert the visitor into a lead and potentially a sale.

Enhanced leads and sales

You need to be in the shoes of a visitor or customer when building a landing page. *Layout* of the landing page plays a vital role in luring the online visitors, and the *content* of the page compels them to investigate more.

The link helps viewers land right on the main product page where they can place an order or receive the information they needed.

An example of a landing page:

Download "How to Make your Website Rank Higher After Google's Panda and Penguin SEO Updates"



Have you checked the ranking of your website lately? Google is known to update their search settings in order to give users better information when they are conducting online searches. The recent Google SEO updates are termed Panda and Penguin.

How did Panda and Penguin updates impact your website's status? Positively or negatively?

What exactly are Google Panda and Google Penguin? And why do these updates have such a big impact on websites across the web? In this whitepaper, we look at:

- What are the Google Panda and Google Penguin updates
- How these updates affect websites and searches
- How these updates affect *your* website ranking
- How to improve your website ranking

Download by filling out the form on the right.



Download "How To Make Your Website Rank Higher After Google Panda and Google Penguin Updates"

First Name *

Last Name

Email (we will keep your email completely private) *

How did you hear of us? *

What other topics would you like to read about? *

Submit

The Conversion Form

You will find a sample of a conversion form above, on the right side of our landing page.

Source of contact

Among the inbound marketing strategies, a key component is known as a conversion form. A conversion form is an approach to make the visitors leave their essential contact details for you to contact them.

Constituents of a conversion form

Putting up a long form will discourage the visitor to fill it up, therefore, it is better to keep it to the point and specific. It is compulsory that the form shall be smart enough to persuade the visitor to fill up the required spaces. It is suggested that the navigation from the page shall be removed. The placement of the form should be high enough to ignore the need of scrolling it. In order to make a trustworthy relationship with your potential consumer, you have to guarantee the privacy of anyone who is filling out the form. In order to do this, you just have to place your website's privacy policy in that conversion form.

Support for email marketing and target identification

These collected details will be beneficial when you will opt for your email marketing to generate leads and the outcomes will be more polished since you will know your targeted group of interested consumers.

The Thank You Page

Along with these remarkable, booming and unbeaten inbound marketing strategies, the "Thank You" page can induce more leads and a better connection between you and the consumer. It should show gratitude to the visitor and offer them to get connected via social media such as Facebook and Twitter. To make it more successful, you can ask the client to subscribe to your blog or the newsletter.