

7 Essential Stages of a Total Online Presence



Written by John Jantsch

7 Essential Stages of a Total Online Presence

There are many moving parts involved in marketing and the online elements increase in importance with each passing day.

But, marketing is a system, and to effectively operate this system you must assemble and integrate each of the important parts into something that looks like the whole.

Your online presence is your key to success no matter what your business sells – no matter if all of your transactions are done face-to-face – no matter if you don't yet see a way to get a return from your Facebook page – no matter if you've never bought an online ad.

The key, however, is to build a **Total Online Presence™**, much like you would a tall, sturdy building, by constructing floor by floor in specific order or in stages. Your stages may differ just a bit based on where you are today and you'll surely come back and revisit, add on and revamp each stage as you grow, but I believe the following model is the surest way to view your online marketing as a system.

In this eBook we outline the core components of a **Total Online Presence** and give you a taste of the specific details that must be considered as you build your own presence.

This content in this eBook is a showcase of the thinking that we put into our full course called Total Online Presence. We think that once you get a taste of structure and depth of organization you'll want to experience the detailed "how to" lessons built into the course.

Enjoy!
John Jantsch



- John Jantsch
Duct Tape Marketing



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3 Email Marketing

An engaged email list, eager to hear from you, is the most valuable asset you can build. 1000 responsive email followers trumps 25,000 Twitter followers every day when it comes to actually promoting the things that make you money.

Focus on building a list of email subscribers that want to hear from you and social media will become a tool set to help you do more of that.



Choose an email service provider (ESP), such as Constant Contact, GetResponse, AWeber, MailChimp or Infusionsoft, and go to work on building email capture forms with the

offer of your free eBook or weekly newsletter before you move on to social media.

4 Social Media Marketing

This is certainly an area where you should consider strategy before tactics.

The first step is to understand how your current customers are using social media and how you can use social media to somehow serve them better. If you do that, you'll get immediate value.

Create Twitter lists of customers and add their social profiles to your CRM tool. Add a tool like [Rapportive](#) to your email.

Then claim and build your profiles on Facebook, LinkedIn, Google+, YouTube, Picasa, Slideshare and Pinterest.



Your plan to work and engage prospects in all of these networks may not be clear yet, but the first step is to claim the free real estate so you can start exploring.

Once you start to share content, build connections, re-share other people's content and discover best practices in each individual network, you can begin to amplify your content and start finding ways to drive prospects to your eBook and newsletter in an attempt to start a relationship headed towards conversion.

5 Online Advertising

Many people waste advertising and then conclude it doesn't work. Pay per click advertising can be very effective when done right.

One of my favorite things about it is that a platform like Google AdWords allows you to test your thinking a dollar at a time.



Here's my take on how to make ads pay – Use your ads to drive content awareness instead of simply to sell. Drive Facebook users to sign up for your eBook first and then you can sell them over and over again.

The basics of PPC are this: Use lots of punchy, dramatic ad copy, but test, revise and test. Create tightly focused ad groups with highly relevant ad copy, work negative keywords out of your list. Test some more.

6 Mobile and Location

Mobile is more of a behavior than a tool. The first step is to analyze what behaviors your customers are exhibiting before you dive into or dismiss Foursquare or text messaging.



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I can assure you this however, your customers are reading content, searching for things to buy and using reviews to make decisions on mobile devices. Claim your location based profiles in places such as [Foursquare](#) and [Yelp](#).

Create mobile and tablet friendly viewing options with tools such as [WPTouch](#), [Tekora](#) or [GoMobi](#). Start creating mobile specific ads, landing pages, coupons and offers that take advantage the growing use of mobile devices as a major part of the purchasing process.

7 Analytics and Conversion

Like many stage-based processes there is a cyclical aspect as well. For some, creating benchmarks and key performance indicators is really the first step. So, if you're one of those folks you can start here, because no matter where you are in the process this stage will always evolve.

Many people can't start the process of measuring success until they are measuring in real time or can't start the process of tweaking and testing until all of the elements are in place.

As you build make certain you install tracking code from tools such as [Google Analytics](#), [Spring Metrics](#) or [KissMetrics](#) so you can begin to build the data to test and refine from.



Then you can start building conversion [goals, funnels and events](#), tracking your ads and split testing your landing pages, opt-in pages and sales pages to discover ways to increase conversion.

Even something as overwhelming and complex as the changing face of marketing online gets just a bit more manageable, I think when you start to view it as a system it is much easier to understand and grasp.

1 Content Platform

*"You've got to produce content with an eye on doing two things – educating and building trust."
- John Jantsch*

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1 Content Platform

Check out our Total Online Presence Program

This is an integral part of the Total Online Presence course and we go deeply in the lessons and tools to help you tame this content beast.

For this eBook we've added some thinking on content strategy, digital listening, blogging and content amplification.

Content as an essential strategy

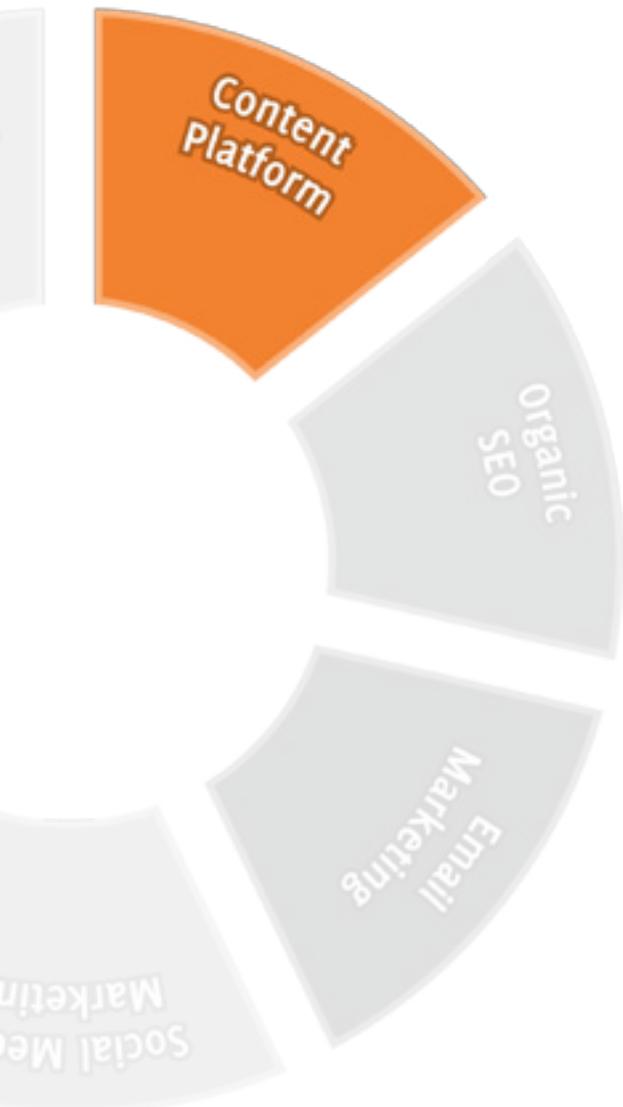
I'm pretty sure you're sick of folks like me telling you that content is king and that you must produce reams of it in order to compete these days, so I won't put you through any more of that kind of silly talk.

What I will say is that people today have come to expect to find information about any product, service, company, individual, cause or challenge they face by simply turning to the search engine of their choice. So, if they're not finding content that you've produced that provides them that information, even if someone referred them directly to you, there's a pretty good chance you won't be worthy of their trust.



I guess I am going to tell you that you've got to commit to content production, but you've got to make it a part of your overall strategy and you've got to produce content with an eye on doing two things – educating and building trust.

These two categories of your content strategy must be delivered through the creation of very specific forms of content and not simply through sheer volume. Every business is now a publishing business, so you've got to start to think like one.



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Content that builds trust

- **Blog** – Yes, I think a blog is the absolute starting point for your content strategy because it makes content production, syndication and sharing so easy. The search engines love blog content as well and this is the place where you can organize a great deal of your editorial thinking. Content produced on a blog can easily be expanded and adapted to become content for articles, workshops and eBooks.
- **Social media** – The first step in the social media content game is to claim all the free opportunities to create social media profiles on sites like LinkedIn and Facebook, but also in Business Week, Entrepreneur and Inc. magazine communities. Building rich profiles, and optimizing links, images and videos that point back to your main site is an important part of the content as strategy play.
- **Reviews** – Ratings and reviews sites such as Yelp!, MerchantCircle and CitySearch have become mainstream user-generated content hubs. Throw in the fact that Google, Yahoo and Bing all allow folks to rate and review businesses and you've got an increasingly important category of content that you must participate in. You'll never have total control over this category, but ignore it and it may be one of the most damaging to your brand. Get proactive and monitor this channel aggressively.
- **Testimonials** – Customer testimonials are a powerful form of content. Every business today should seek customer content in multiple forms – written, audio and video. This content adds important trust building endorsements and makes for great brand building assets out there on Google and YouTube.



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Content that educates

- **The Point of View White Paper** – Every business should have a well developed core story that's documented in the form of a white paper or eBook. This content must dive deeply into what makes your firm different, what your secret sauce is, how you approach customer service, and why you do what you do. I wrote extensively about this idea in [The Referral Engine](#). This is the primer for your educational content push.
- **Seminars** - Today, people want information packaged in ways that will help them get what they want. Presentations, workshop and seminars (online and off) are tremendous ways to provide education with the added punch of engagement. Turning your point of view white paper into a 45 minute value packed session is one of the most effective ways to generate, nurture, and convert leads.
- **FAQs** – There are those who want to know one very specific thing about your company or approach and these learners get the most value out of the traditional frequently asked questions approach. There's no denying the value of information packaged in this format, but go beyond the questions that routinely get asked and include those that should get asked but don't. Particularly the ones that help position you favorably against your competition.
- **Success stories** - Building rich examples of actual clients succeeding through the use of your product or service offerings are a tremendous way to help people learn from other individuals and businesses just like them. When prospects see themselves in a success story, we can more easily transport them to a place where they can imagine getting those same results. This is another form of content that begs to be produced in video.



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All of the above elements should be built into your marketing plan with a process to create, update and curate each.

Create a listening station

Listening to the wants and needs of your markets and customers has always been a good idea. Any good salesperson can tell you the benefits of listening – if you do it right the prospect will always reveal how to get the sale.

In today's rapidly shifting business environment, listening is one of the key competitive tactics, but the sheer volume of what's being said makes it a more complicated exercise. The days of spending a little time down at the barber shop to measure the pulse of the market are long passed.

Today's marketing must also employ a powerful set of digital ears to monitor and engage in the millions of conversations going on simultaneously in every corner of town and every corner of the planet.

By setting up filtering, aggregating and alert technology or services, you can gain access to real-time conversations about:



- Your customer's ongoing experience
- Any brand/product/CEO mentions
- Complaints about competing services
- Inaccurate information about your organization
- Thoughts and needs of journalists in your

industry

The key is to create, either on your own or through a paid service, a dashboard that delivers the conversations surrounding topics of interest right to your inbox or browser as part of your measurement suite of analytics.

Your do-it-yourself toolbox should include:

- [Google alerts](#) – Google Alerts allows you set-up customer searches for any phrase and receive email or RSS alerts any



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time your phrase shows up in online media, blogs, web pages and news.

- [Search.twitter](#) – For now, monitoring twitter is a separate stream (Google seems to be adding twitter conversations to search engine results) – using the advanced search function allows you set-up very specific searches, even including geographic details. These searches produce RSS feeds and can then be subscribed to.
- [tweetbeep.com](#) – Similar to Google Alerts, but for twitter. Set-up search phrases and receive notification any time your phrases show up in twitter conversations.
- [Boardtracker.com](#) – Focuses on the most popular bulletin board conversations and can turn up responses that don't show up anywhere else. Some industries still have very heavy bulletin board use.
- [Backtype.com](#) – Backtype is a search engine of sorts that focuses on blog comments. Blog comments don't often make it into the mainstream search results, so this is a way to listen in on this set of content.
- [Social Mention](#) – This is a mash up search engine of many of the formats of content such as audio and video – I've found it a very nice way to turn up some mentions that don't occur anywhere else.



Many organizations may find that the ability to listen in digitally is so important or so time consuming that they need to employ a paid service to do it. In addition, these services offer countless ways to filter and analyze the data you collect in far greater ways than

you might on your own. The greater level of analysis is a great way to spot trends, find opportunities and measure ROI for your online marketing efforts.

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Some popular paid services include:

- [Radian6](#) – Robust set of analytics, relates data in some very cool ways.
- [Trackur](#) – Advanced set of tools, well worth the cost.
- [Buzzlogic](#) – Focuses on helping you find key influencers driving conversations.
- [Filtrbox](#) – Very easy to use, powerful and low cost.



Blogging

Seems like blogs have kind of made it into the main and don't get talked about as hot social media plays, but in my mind, a web hub of education based information, easily created and housed on a blog, is the ultimate social media foundation element and probably the key to success when you engage prospects in other social media platforms.



1) Read, follow and listen - You probably won't get much in the way of results from blogging until you know what and how to write. The best way to do that, and by the way something I've done and continue to do daily, is read lots of blogs, follow lots of people who point out interesting reads and listen using RSS, bookmarking sites like [delicious](#), and every question your prospects and customers voice. Use an RSS reader such as [Google Reader](#) to make it very easy to listen to lots of content and then get a [little notebook](#) and carry with you at all times so you can jot down every question customers and prospects ask.

2) Write what people search – If you're one of those folks who's resisted blogging because you don't think anyone would read your blog, don't worry, they probably won't. Most blogs aren't read like a magazine, or like you might view it, they are found. In other words, post the answers to the questions, problems, and challenges that you know



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your market is asking and seeking and your blog content will become the single greatest online lead generation tool in your mix. Discover the [exact phrases](#) people in your market are using when they search and write valuable content around that and people will find your blog before they know your competitors exist.

3) Ask for participation – Blogging is one of the first ways to build an engaged community. People talk about building community on twitter and other social sites, but few things can compare to the engagement that can surround healthy debates, reader generated content and suggestions in blog comments. Write your blog posts in ways that invite people to comment, ask for their ideas, and even ask them to give their opinions. Often, some of my points are amplified and made better through the comment stream that can surround them. Over time, you will build community participation and you may find that blogging is more fun when it becomes a conversation.

4) Engage your comment community – When people take the time to offer thoughtful comments, take the time to respond when appropriate. If a debate is in order it’s okay to start one. Visit the sites of your comment community and engage in their writing. You need to Link to their content in your blog posts and on Twitter. You might also find that using comment enhancing plugins such as [Disqus](#) – the commenting system I use, or [Top Commentators](#), which shows a list of the people who comment the most, can make your comment community more active. (I wrote a post long ago called [7 ways to get more blog comments](#) that you might also find useful)

5) Amplify your message – One obvious way to get more exposure for your blog is to post links to Twitter, Facebook and LinkedIn with each new post and, as long as that’s not all you do, this can be an effective traffic strategy. However, another great way to amplify and



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broaden the exposure for your blog is to guest blog. Many, sometimes high traffic blogs, welcome well-written content from guests. Look for blogs that should have your same type of reader and offer samples of your writing. Be sure that your posts will receive a byline and link back to your blog and then also promote the heck out your guest appearance.

My content amplification system



Of course writing good content is only part of the business challenge. You've also got to get it read. Some would say, and to a large part this is true, that simply writing something that people want to read is the first step in drawing links and shares, but

you've also got to put your content out there in places where people do their reading these days.

The following is a sampling of my content amplification routine. I do this with each blog post in an effort to get that particular piece of content the greatest amount of exposure. Is this the perfect, all inclusive list, probably not, but it's a routine that I can do in about five minutes and still give my content a chance to be seen by lots of potential clients, journalists and strategic partners.

After I hit publish I:

- Tweet the headline and link with some context to draw the most interest using StumbleUpon link shortener [su.pr](#) – this syndicates the content to StumbleUpon and Twitter and starts the traffic exposure in both places.
- Publish the post to my [Facebook Page](#)
- Publish the post to my [Google+ Stream](#) – public, circles and extended circles
- Publish the post to my [LinkedIn profile](#) – also share with several large groups



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- Bookmark the post in appropriate tags to [Delicious](#)
- If a post has drawn a large number of retweets I may post to Twitter a second time during the day – I generally make this decision and schedule the Tweet for a specific time using TweetDeck's scheduling function

A couple things worth noting:

- I don't use a service or tool to cross post this to all avenues as I think they all have their own personality and following and I take a minute to point out something different about the post in each network.
- I participate in many other ways, unrelated to my own content promotion in each of these networks.
- I check back several times a day, depending on my schedule, to participate in any conversations happening around the content, including comments on the original blog post.
- I have +1, LinkedIn, and Facebook buttons above every blog post.
- I have links to share the content with popular bookmarking sites on the blog posts (sociable plugin) and in the RSS feed (Feedburner feed flare option).
- I often highlight a particularly well read blog post or two from the week in my weekly email newsletter.



2 Organic SEO

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2 Organic SEO

Check out our Total Online Presence Program

In this section of the Total Online Presence course we cover the very important category of Search Engine Optimization. We dive deeply into keyword research, on and off page elements, link building and local search considerations.

In this eBook we've included an overview of SEO and some local search advice.

The SEO Cupcake:

When asked to talk about marketing these days I spend increasing amounts of time explaining the notion of being found. Like it or not, generating leads by putting lots of valuable content in the places where people look for just such a thing is central to marketing success these days.

When looking for a simple way to illustrate the important relationship between content, social and SEO, I decided to forgo the obvious pyramid or Venn diagram and chose instead the uber trendy cupcake.



I mean, who hasn't stood in line these days outside an Airstream trailer in Austin or a chic little boutique in Soho, just to purchase one of these little delights? Okay, maybe you haven't jumped on this trend just yet, but for illustration purposes the cupcake serves well.

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Content – You can’t exactly have a cupcake without, well, the cup. The little wrapper is the foundation for the entire thing. Likewise, content is the underpinning of any attempt to score well in SEO – you need lots of it, in many flavors. In fact, there’s really no reason to preheat the oven without a firm commitment to the production of content.

Keywords – Now, if all you did were serve up wrappers of content you wouldn’t have a very tasty treat. We need to add the cake in your cupcake. We need to test out the flavor combinations that keep your customers coming back for more. Keywords, the actual stuff that prospects put into search engines to find a business like yours, are what give your SEO efforts tastiness and set the table for surfers and search engines alike.

Links – Of course, if you really want to attract the search engine spiders you’ve got to pile on the icing in the form of links pointing the way to your content. Creating great, keyword rich content, is the best way to attract lots of links and form a strong base for mounds of traffic fattening icing.



Social – There, you’ve got an awesome cupcake, now it’s time to add that all important finishing touch. Lots of folks get the connection between social and SEO, but they don’t fully appreciate that social without content turns a scrumptious desert into a health snack. It’s nice, but it won’t satisfy the surfer’s sweet tooth. In this case, one of the best reasons to even grow raspberries (participate in social) is to top off the cupcake and add a very attractive package to your overall content play.

Mastering Online Local Marketing

When people want to find a business, they go online and search. Whether you sell a product or a complex, high dollar service, that’s just how it’s done these days.



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For marketers, this means they must be very, very focused on winning searches that are done with the intent of finding something local – this includes showing up in mobile browsers and on maps.

Below are five areas that you should address to increase your chances of winning the local search game.

Do it now, before your competitors do.

If you work through each section and apply a few action steps each day, you’ll gradually accomplish the entire list and put your business on its way to building a strong local search presence.

1. Make your web pages scream local

There are many ways to make your website pages localized. This is one of the underlying elements that tell the search engines that yours is indeed a local business.



Here are a few steps to consider:

- Add your physical address to every page
- Add city names in navigation: i.e. Omaha Kitchen remodeling showcase
- Add suburb and neighborhood names into your content in natural ways
- Add a local event blog and list festivals and non-profit events
- Find relevant local bloggers using a tool like [placeblogger](#) to exchange links with
- Do keyword research with local terms to find the best phrases to add to your pages ([Google Keyword Tool](#) or [Wordtracker](#) are good resources)



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2. Claim and enhance your local search profiles

The local search directories at Google, Yahoo and Bing want you to claim and build rich information for local profiles. This makes their job easier when people search for local businesses.

If you haven't done it yet, go here now:

- [Google Places](#) (data drawn from Google Maps)
- [Yahoo Local Business Center](#)
- [Bing Local Listing Center](#)

Another local search directory to pay attention to is [Google Mobile Search](#). This is a separate directory with a great deal of cross over, but is the tool that mobile users access when they type coffee into Google Maps on a smart phone – yet another reason to make sure your listing is complete and up-to-date in Google Maps.

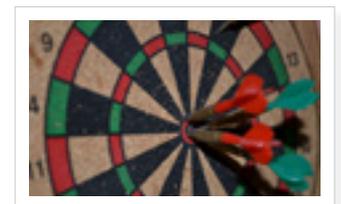
In each case, you will need to claim your profile by various means. After you complete this step you will be given the opportunity to enhance your profile with the appropriate business category, hours or operation, forms of payment, area served and brands carried.

Want more on search? Check these out:

- [7 Deadly Assumptions of Online Marketing Success](#)
- [4 Ways to Use Social Media to Kick Up Your SEO](#)
- [Search Marketing as Core Local Business Strategy](#)

3. Participate in the ratings and review game

Lots of local business directories exist with the added feature of user ratings and reviews. If you're not paying attention to the major sites and monitoring what's being said, you may be losing business because of one poor review.



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Your action step here is to claim and enhance your profiles in each of these directories and start engaging your customers in ways that actively stimulate reviews.

Here are the primary review sites to check out, although many industries also feature rating and review sites:

- [Yelp](#)
- [Local](#)
- [Insiderpages](#)
- [MerchantCircle](#)
- [Citysearch](#)

4. Update your listings and citations

Citations are mentions of your business and address that appear on other websites. These are a key component of the ranking algorithms because they help assure your business is truly local.

The listings you completed in the previous steps help in this category, but now it's time to go even deeper.



The following companies pull data from print versions of white and yellow pages and provide a great deal of core data to local directories. While it is likely that your business is listed in these directories it is a good idea to check for accuracy and add details that may not be listed.

- [infoUSA](#)
- [Localeze](#)

Getting listed consistently across the following Internet Yellow Page providers will also help with your local listing.

- [Internet Yellow Pages](#)
- [SuperPages](#)
- [SwitchBoard](#)
- [YellowBook](#)



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Two good sources of information for this topic are [GetListed.org](#) and [Universal Business Listing](#) (this site offers a service that will get you listed in numerous online directories and portals that are used by many applications and tools). It might be the best \$30 a year you spend.

5. Own a social network topic group

One powerful local play, and perhaps a good strategy to get some extra local links, is to start a local niche group and build a community of users around the local theme on social media sites such as Flickr, Facebook, LinkedIn, MeetUp or Biznik.

If you can find an area of interest to others, you might be able to build a useful and vibrant local tool while greatly enhancing your own local presence.

Here's a good example: The [Boston Networking Club on LinkedIn](#) was founded by Jeff Popkin, owner of [BostonEventGuide.com](#). With over 5,000 members, there's a pretty good bet this group serves as a conduit for Popin's main business locally.

Every little bit counts in this very important and increasingly competitive world of local search



3 Email Marketing

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3 Email Marketing

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Email Marketing is in many ways the pivotal lesson in our course. We cover list building, Email Service Providers, email newsletters, following up, segmenting lists and lead generation.

For this eBook enjoy a sample overview of the importance of Email Marketing.

Don't Bother With Social Media Until You Have Email Marketing Nailed:

Look, I know there will be those who dispute the idea I've put forth in the title to this post, but I've become more and more convinced of its validity over the past couple of years.

I think there's a hierarchy in the world of building a total web presence for your business, and mastering things like Facebook and Pinterest fall somewhere far behind getting your content strategy, SEO and email marketing machine oiled and ready for prime time.

It's not that I don't think social media is an important or effective part of the puzzle, it's just that without the proper foundation to build on, content to amplify and email strategy to convert through, your social media efforts will drain your focus and time with little opportunity for return.

An engaged email list, eager to hear from you, is the most valuable asset your can build. 1000 responsive email followers trumps 25,000 Twitter followers every day when it comes to actually promoting the things that make your money. (Unless you're Justin Bieber I suppose.)

Focus on building a list of email subscribers that want to hear from you and social media will become a tool set to help you do more of that.

3 Email Marketing

“An engaged email list, eager to hear from you, is the most valuable asset your can build.”
- John Jantsch

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So, if you're one of the many wrestling with how to get more deeply involved in this week's tactic for getting more fans, but don't have a strategy to attract and capture email leads, I'll let you off the hook – ditch social media for now and focus on email marketing first.

Your email marketing plan

One of the most important elements in your email marketing arsenal is a value filled eBook that motivates people to willingly give you their email address. Drop everything you're doing right now and come up with a plan to create or repurpose valuable, educational content into the form of an eBook, with an accompanying value laden title, and make that the foundation of your lead capture program.



This is a numbers game. You need to promote and highlight your eBook through blogging, guest posting and any participation you have on Facebook and Twitter for the primary purpose of building links, traffic and subscribers attracted to the topic of your eBook and blog content.

These subscribers won't all be hot prospects, but they will generate the momentum you need through their sharing, linking and otherwise supporting your continued marketing efforts.

In addition to your free eBook, you'll want to plan on consistent communication through the use of a weekly newsletter that offers additional and ongoing value.

You need to build a following first and then you can start to narrow your focus to conversion.

Basic email capture plan:

- Choose an email service provider (ESP) such as Constant Contact, GetResponse, AWeber, MailChimp or Infusionsoft.
- Use your ESPs form building tools and place a lead capture form on every page of your website. (Don't ask for more than name and email at this point).



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- Create an email subscription landing page – a page that describes and promotes your eBook and lists all the benefits of why a viewer might give you're their email address.
- Create a series of emails, delivered through your ESPs autoresponder function that provides additional information on downloading the eBook as well as related topics that they may find on your blog and in your newsletter.
- Consider using a pop-up form such as Pippity for WordPress that can be programmed to bring focus to your offer in smart ways.
- Many ESPs have “tell a friend” function that allows readers to easily email your offer to friends – use it!
- Some ESPs – Aweber specifically – have a feature that make it very easy for people leaving comments to your blog to add their name to your email list. Finding ways to integrate your email capture into other actions is essential.
- Work your networks online and offline and start telling people about your free eBook and newsletter.
- Ask any strategic partners or close associates to trade plugs in their newsletter for the same in yours.
- Promote your free eBook in social networks on a regular basis.

There are too many things to do and not enough time to do them. Don't divert your focus on the next shiny object that pops into view until you get your email marketing list and follow-up built.



4 Social Media Marketing

“Your social participation isn’t a stand-alone or even add-on activity, it’s a layer that allows you to do what you’re already doing more efficiently and effectively.”
- John Jantsch

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4 Social Media Marketing

Check out our Total Online Presence Program

While social media has been all the rage and in some cases the focus of most courses about online marketing, to us it’s just part of the overall mix. In the course we certainly cover practical ways to use Facebook, LinkedIn, Google+ and Twitter, but a great deal of the focus is on integration with all of your customer, lead and conversion processes.

For this eBook enjoy an overview of our simple approach to social media.

How to make social media pay

As I continue to try to help small business owners and marketers embrace all things social, I’ve begun to talk about it in different terms.

We’ve moved beyond the notion that social media is department or even a set of tactics, but what is it then.

To me, for the typical small business, it’s a layer – a layer of data, behavior, access, engagement, awareness, and trust. And, like a typical layer, it serves to add to the whole.



I do a fair amount of outdoor activities and layering is an essential practice when you are going to be out for long periods of time under changing or unpredictable conditions. Every layer of clothing or protection is intentional and in some way supports the other layers, but it’s the whole of the system that may make the difference between comfort, and at times even survival.

I think that is the best way to look at your social participation. It’s not a stand-alone or even add-on activity, it’s a layer that allows you to do what you’re already doing more efficiently and effectively. Taken in that light and done with intention, there should never be a question about the payoff – it’s practically guaranteed.

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Below are just five ways to view your social media activity as a layer of your entire system.

Move to email

Email is still the most effective form of marketing and relationship building. It is a tremendous tool for building the kind of long-term relationship that allows you to convert sales. While many have concluded that the same thing cannot be said for social media relationships, you can and should view your connections in these networks as a way to gain more email relationships. If you’re offering something valuable enough that people will exchange their email address to receive it, you can effectively promote that exchange in many social channels.

Find your referral champs

By appending your customer data with social media data, either by way of a service, API or CRM add-on, you can often discover your more active and potentially influential customers and prospects. It’s funny, but this information can hide in your standard customer profile because the way people act offline and the way they participate online is often dramatically different. A customer that buys very little from you currently may turn out to be your greatest potential referral champion, but go unnoticed and therefore un-groomed lacking this layer of data.

Understand your customers

I’ve often said that the ideal way to learn about the needs of your customers is to go home with them, hang out with them, find out what they like, don’t like, listen to, eat, drink and care about. Well, and you know where this is headed; guess what many people talk about in social media – yep, what they had for lunch today just might be important after all.

Improve your SEO

Great content isn’t great until somebody reads it, shares it and links to it. That’s the reality of the online inbound marketing world



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we live in today. It’s not enough to produce lots of great, education-based content; you’ve also got to do things that draw attention and links to it. Social media participation is yet another layer, perhaps one of the most effective, for enhancing your search engine optimization, drawing eyeballs and those all-important inbound links to your content.

Build PR muscle

One of my favorite uses of the social media layer is the ability to draw closer to the journalists that cover your industry or community. Today’s journalist relies on social media as a lifeline to real-time information and as a tool for collecting resources – it also makes them much more available through direct communication. By targeting key journalists and using the social layer to build a relationship as a resource, you can quickly enhance your overall chances of media coverage.



5 Online Advertising

“If your ads aren’t getting seen by your target audience, then you are basically throwing money away with nothing to show for it.”
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5 Online Advertising

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While online advertising comes with a cost, it can be one of the most potent forms of lead generation when combined with the Total approach. In the Total Online Presence course we cover ad networks, Google AdWords, Facebook advertising and mobile advertising options as tools to generate awareness for your online presence, products and services.

For this eBook enjoy some tips and trick for how to make online advertising pay.

5 Tips for Getting the Most Out of Online Advertising

Online advertising is quickly becoming the main advertising platform for all businesses. A study by Pew estimates that income from digital advertising will increase by 40% between 2011 and 2015. Within the next four years, online advertising could soon overtake all other forms of promotion.

Because of this trend, competition is getting fierce as the online marketplace begins to get overcrowded with ads. It is easy for small businesses to get lost in the crowd. If your ads aren't getting seen by your target audience, then you are basically throwing money away with nothing to show for it.

Whether you use Google AdWords, Facebook Ads, content marketing, or a combination of everything, you need to make sure you are using them to your best advantage. This will get your business seen and allow you to spend less in the process.

Below are a handful of tips to help you get more from your online ads.

5 Online Advertising

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Use Google AdWords Features

There are a lot of features available when you are using Google AdWords, and there are probably a few that you are not aware of. One of the most beneficial features is [ad site links](#). These let you add a few additional links to your website at the bottom of your ad. These links can say anything, like “Free Trial,” “Pricing,” “Locations,” etc.

The great thing about these different features is that most of them are free to include in your ad and simple to set up. You will see a boost in your click-through rates since adding features will increase the size of your ads. A bigger ad catches the eye (just think of those ads we used to run in the phone book).

Define Your “Negative” Keywords

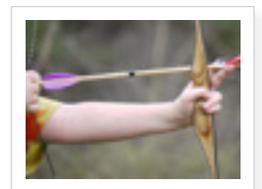
If you haven’t heard this term before, you’re probably scratching your head. [Negative keywords](#) are those that you do not want your ads to appear for. For instance, if you do not offer free trials, free software or free samples, then the last thing you want is for people to click on your ad in search of something free. That will just cost you money for zero return. That is why “free” should be included as one of your negative keywords.

I provide marketing consulting services, but I wouldn’t want my ads to show up for a search on “marketing consulting jobs” so jobs might be a good candidate for my negative keyword list.

Look through your current analytics detail to help find negative keywords and spend some time using the free Google Keyword Tool or the free [Negative Keyword Tool from Wordstream](#).

Be Clear About Your Facebook Ad Targets

The more targeted your ads, the more effective they are going to be. When you are creating your Facebook ads, you get to choose your targeting options, either broad categories or precise interest.



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Broad categories will get you a larger audience, but not a specific one. You can choose one of the predetermined categories that fit with your audience in a general way, like “baseball fans” or “single moms.”

Precise interest categories are broken down even further to help you capture a smaller, but more specific audience. These categories come from Facebook profiles and activities.

Attach Images to Your Facebook Calls to Action

The fact will always remain that images draw the most attention. When you need to get people to follow through on a call-to-action, add an image to it. Right now, the images you can attach are 100 x 72 pixels, so take full advantage of them. Do some testing to see which images get the most response. Typically, when the image includes a person, it performs better than just a brand logo.

Consider Retargeting

Retargeting, or what Google calls Remarketing, is a feature that lets you reach people who have previously visited your site, and show them relevant ads when they visit other sites on a particular ad network or in the case of Google, the Google Display Network.

Many businesses choose to pass over the [option of remarketing](#) when they set up their Google AdWords account. Research shows that 96% of website visitors do not follow through on a call-to-action, whether it’s signing up for a newsletter or buying a product. It’s hard to feel that the money you are investing is doing any good for the company.

With [retargeting](#), any time someone visits your site, they will be added to a list for retargeting. Once they leave your page for another that is also on the Display Network, then your business’s ads will appear on those other sites. This is a way to keep your name in front of prospects even after they exit your page.

Whatever method of online advertising you choose, remember that it is important to maintain a focus on quality content. You don’t want to be a pushy salesperson, constantly thrusting your products and services into the faces of your prospects. The right content can win over customers quickly, so always aim for quality over quantity in your advertisements.



6 Mobile and Location

“These days, just about every demographic is using a mobile device to access the Web. As a business, no matter your industry, you simply can’t ignore this reality.”
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6 Mobile and Location

Check out our Total Online Presence Program

Our prospects are on the go and they’re taking the Internet with them. Our Total Online Presence course teaches the important element of mobile, mobile web sites, mobile search, mobile coupons and mobile advertising as part of the entire puzzle.

In this eBook we’ve included the most important elements of mobile integration that small businesses need to consider right now.

Why Mobile Integration Must Be On Your Marketing Roadmap

These days, just about every demographic is using a mobile device to access the Web. As a business, no matter your industry, you simply can’t ignore this reality. It’s time to start adding mobile integration to your list of priorities.



Take out your phone and look up your company website. What about your iPad or tablet device? Pretend that you are a potential customer. How does the site look on your phone? Is it easy to find important information? Is it difficult to click on the links without having to zoom way in? Chances are that your website is not optimized for mobile yet, which could cause customers to close their browsers before finding what they need.

If your website is built on a content management system, like WordPress, you can make use of plugins, such as [WPTouch](#), which renders your site on a mobile theme. The mobile version will focus more on your site’s text than on the images. This will cut down on page load time and make the most important information easy to find.

Many local sites can also benefit by creating a custom, mobile-only version of their site using tools like the mobile builder from [Network Solutions](#).

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Having a mobile-friendly site is not the only step you can take to integrate mobility into your business. Let’s look at how mobile trends are affecting businesses and what else you can do to stay on top of each.

Mobile Visits

As of May 2011, the number of mobile visits to business sites and social media accounted for 20 percent of all Web traffic. This means that for every 100 people who visit your website, 20 of them may be doing so from a mobile device, such as a cell phone or tablet computer. If your site is not mobile-ready, how many potential conversions did you miss out on?

Mobile Shopping

As people become more dependent on their smart phones, mobile shopping is surging in popularity for a number of consumers. In 2011, Black Friday sales made from mobile purchases rose to 9.8 percent, more than triple the number of mobile sales from the same time the previous year.

Many consumers use their mobile devices to look between competitors for the best price before buying, either in person at the store or from the full website.

Mobile Search

Location is a key factor of mobile search, making more locally oriented content a must for your site. Use your major keywords in your titles and content, add appropriate tags, and use keyword-rich anchor text for your internal links, but make certain you are using the names of cities and suburbs as well.

Mobile-specific campaigns have also seen an average increase of 11.5 percent on click-throughs. According to Microsoft, approximately 53 percent of mobile searches on Bing were local, meaning that people are looking for what’s nearby. This means you should not overlook the potential of mobile search advertising and make sure you are optimizing your site for local consumers.



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Look to these services for mobile advertising options: [Google Mobile Ads](#), [MSNMobile](#) and [YP](#). Some advertisers are also starting experience success using [Twitter ads for mobile](#).

Mobile Messaging

Many organizations are starting to realize the value of mobile messaging as a part of their marketing campaigns. It is a fast and easy way to reach out to thousands of potential customers and deliver important information, coupon and discount codes.

Contrary to some reports or perhaps even your initial feelings about text messages for marketing, some consumers actually prefer them for things like reminders, alerts, sales and coupons, so don’t discount them simply because you received a spam text from someone.

Unfortunately, text-based messaging is the next area of focus for wide scale spam so don’t put yourself in that boat if you elect to use it. Make certain that you offer mobile notifications as an option for customers and work with a reputable service provider so you follow regulations and honor opt-outs properly. A couple of services to look at are [CallFire](#), [FanMinder](#) and [Trumpia](#).



Text messages are opened and read by more recipients than any other medium so take advantage of this awesome opportunity, but don’t abuse it or you’ll lose it as they say.

These mobile messaging techniques can allow your business to set up a targeted campaign for a lower cost than other traditional methods. You can set up mobile trivia, alerts for upcoming promotions and new products, and many other mobile campaigns. Nearly one-quarter of all Americans will take part in a mobile marketing campaign.

With mobile integration, you can reach out to all potential customers through e-mails, local search, social media as well as mobile messaging. Get started on implementing more mobile actions into your typical marketing efforts and watch the impact.



7 Analytics and Conversion

“There are plenty of tools out there that can turn all of that collected information into an easy-to-understand report that gives you much-needed insight into your unique Web visitors.”
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7 Analytic and Conversion

Check out our Total Online Presence Program

Creating a baseline of success and building on that is how you grow. Until you can analyze your success with hard numbers, you'll waste time and money chasing this week's idea. In the Total Online Presence course we cover Google Analytics, Web conversion, A/B Testing and Funnels as integral parts of the measurement of success.

In this eBook we share some of our favorite research and analysis tools.

The 10 Smartest Web Analytics Tools

Trying to understand your Web visitors can be a bit, well, confusing. Each individual visitor brings his own set of data that has to be collected, measured, analyzed and reported. If you don't know what you're looking at, it can feel a bit like being handed a Rubik's Cube.



Luckily, there are plenty of tools out there that can turn all of that collected information into an easy-to-understand report that gives you much-needed insight into your unique Web visitors. When you are armed with this knowledge, you get to see how effective your website is and what changes you need to make in order to make it even better.

Here are some of the top 10 tools that you can use to gain more understanding about your website traffic.

1. **Google Analytics.** [Google Analytics](#) is one of the best free tools that any website owner can use to track and analyze data about Web traffic. You get to see what keywords are bringing the most visitors to your pages and what aspects of your designs are turning them off. This tool will generate a report for your website that includes information about

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visitors, traffic sources, goals, content and e-commerce.

The downside of Google Analytics is that it can take time to update. (The real-time version is still in beta testing.)

There are other tools that offer real-time updates of your data now.

- 2. Spring Metrics.** [Spring Metrics](#) has taken the analytics tool and made it simpler. You don't have to be a professional data-miner to get the answers to your questions. You get real-time conversion analytics, top converting sources, keyword analytics, landing-page analysis, e-mail performance reports and simple point-and-click configuration. Unlike Google Analytics, Spring Metrics tracks a visitor's path through your website from the time he landed to the time he left. All of this is included in Spring Metrics' Standard Plan for \$49 a month. When you first sign up, you get to try it free for 14 days. The simplicity of this tool has a lot of website owners switching over from Google Analytics.
- 3. Woopra.** [Woopra](#) is another tool that offers real-time analytics tracking, whereas Google Analytics can take hours to update. It is a desktop application that feeds you live visitor stats, including where they live, what pages they are on now, where they've been on your site and their Web browser. You also have the ability to chat live with individual site visitors. This can be a great feature for your e-commerce site to interact with customers. Woopra offers a limited freebie plan as well as several paid options.
- 4. Clicky.** [Clicky](#) also offers a free service if you have only one website, and a Pro account for a monthly fee. You get real-time analytics, including Spy View, which lets you observe what current visitors are doing on your site. Clicky's dashboard is simple to use and presents all the information you want to see clearly. They also have a mobile version that makes it easy for you to check your stats anywhere.



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5. **Mint.** [Mint](#) is an analytics tool that is self-hosted and costs \$30 per website. You get the benefit of real-time stats, which you don't get with the free Google Analytics. You can track site visitors, where they are coming from and what pages they are viewing. And Peppermill, a part of Mint, lets you make any adjustments to make it more compatible for your use with tons of free add-ons.

6. **Chartbeat.** [Chartbeat](#) lets users get the most from their data with instant information. They keep constant watch on your visitors and what they are doing on your website. This gives you the information you need in order to make the adjustments necessary to your content or design. You get a free month when you sign up and after that plans start at \$9.95 per month.



7. **Kissmetrics.** [Kissmetrics](#) is another analytics tool that allows clients to track the movements of individual visitors throughout their websites. You can see how behaviors change over time, identify patterns and see the most typical and recent referrers, among other stats. It offers a “Timeline View” of visitor activity in an easy-to-understand visual format. You can try this service free for 30 days. Plans start at \$149 a month, depending on how many events are tracked.

8. **UserTesting.** [UserTesting.com](#) is a unique way to gather information about site users. You are paying for a group of participants of your choosing to perform a set of tasks on your site. The user and his activity will be recorded on video. In about an hour, you will have your feedback. You get to hear the actual thoughts of users in your target

demographic. The cost is \$39 per participant you choose. You may choose anywhere from 1 to 100 testers.



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9. **Crazy Egg.** [Crazy Egg](#) uses the power of Heatmap technology to give you a visual picture of what site visitors are doing on your Web pages. It shows you where people are moving their mouse on the page and where they click. There is a link between where people put the mouse and where they are moving their eyes. So, this kind of tracking helps you see what areas are catching the most attention and interaction from users. There is a free one-month trial with this service, and prices start at \$9 month for 10 Heatmaps.



10. **Mouseflow.** [Mouseflow](#) is somewhat of a combination of UserTesting and Crazy Egg. You can see video of users interacting with your website, including every mouse click and movement, scrolling and keystrokes. You also get to view heat maps from different time periods so that you can see the effect of changes that you make on your page. Pricing varies depending on how many sites you want to cover and how many sessions you want. For a single site and up to 100 recorded sessions, there is no cost. Over that, prices start at \$13 a month.



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Total Online Presence from Duct Tape Marketing

Since you've come this far, I'm guessing you realize how vital your online presence is to your ultimate success.

This eBook is meant to expand your thinking and help you begin to view your online work as a manageable system.

The following is the make-up of the entire Total Online Presence course. Each lesson includes video overviews, audio lessons workbooks, action steps, checklists, forms and resource recommendations.



Total Online Presence

Content Platform

- Listening
 - Creating a listening station
 - Listening Toolbox
 - Monitoring the web checklist
- Blog/Web Site
 - WordPress Core
 - Themes and Design
 - Plugins
 - Podcast/Vcast options
 - Blog launch checklist
- Keyword Research
 - Keyword Toolbox
 - Creating Your Keyword List
- Editorial Calendar



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- Crafting the chapters
- Planned repurpose
- Editorial Toolbox
- Lead Capture Content
 - Creating the core offer
 - Using landing pages
 - Plugins
- Amplify Content
 - Content amplification plan
 - Content curation/sharing
 - Content amplification routine

Organic SEO

- Keyword Research Revisited
 - SEO keyword checklist
- SEO Elements
 - URL/Domain
 - Onpage factors
 - Offpage factors
- SEO Toolbox
 - Research tools
 - Measurement tools
 - Update resources
- Acquiring Links
 - Backlink plan
 - Backlink checklist
- Local Considerations



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- Local content
- Local directories
- Local citations
- Local search
- Local checklist

Email Marketing

- Email Service Providers
 - ESP feature review
 - Autoresponders and lists
 - Social integration
 - A/B testing
 - List segmentation
- Lead Capture Campaigns
 - Forms
 - Landing pages
 - Plugins
- Email Newsletter
 - Email newsletter opt-in
 - Email newsletter best practices

Social Media Marketing

- Strategy Before Tactics
 - Customers first
 - Integration
 - Conversion
- Social CRM

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 - Best practices
- Facebook
 - Best practices
- LinkedIn
 - Best practices
- Twitter
 - Best practices
- YouTube
 - Best practices
- Picasa/LinkedIn
 - Best practices
- Pinterest
 - Best practices
- Review sites
 - Best practices
- Social media routine
- Social media checklist



Online Advertising

- Effective Online Advertising
 - The purpose of online ads
- Google AdWords
 - Getting started
 - Doing research
 - Testing

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 - Refining campaigns
 - Competitive research
 - Working with professional
- Retargeting
- Landing Pages
- Facebook Advertising
 - Getting started
- Coupons
 - Google
 - Smart offers
 - Group coupons

Mobile and Location

- Mobile future
 - Mobile site
 - Mobile search
 - Mobile ads
 - SMS
- Location services
 - Foursquare
 - Facebook
 - Twitter

Analytics and Conversion

- Google Analytics
 - Basic monitoring



Total Online Presence from Duct Tape Marketing

1 Content Platform

2 Organic SEO

3 Email Marketing

4 Social Media Marketing

5 Online Advertising

6 Mobile and Location

7 Analytics and Conversion

Outline of Total Online Presence Program

◦ Advanced monitoring

- Conversion Funnels

- Create

- Monitor

- A/B Testing Landing Pages

- Landing page test checklist

- Engagement Tools

- Online to offline

- Click to

- Conversion Tools

- Campaign set-up

- Conversion checklist





About John Jantsch

John Jantsch is a marketing consultant, award-winning social media publisher and author of two best-selling books, [Duct Tape Marketing](#) and [The Referral Engine](#).

His blog was chosen as a Forbes favorite for marketing and small business, and his podcast, a top ten marketing show on iTunes, was called a “must listen” by Fast Company magazine.

About the Ultimate Marketing System

Created by John Jantsch, the [Ultimate Marketing System](#) is a complete small business marketing system consisting of 5 modules that include audio, video, workbooks, worksheets and additional materials – the product of over 20 years of working with some of America’s most successful small businesses and independent professionals.



Hire a Duct Tape Marketing Consultant

John Jantsch also created [The Duct Tape Marketing Consulting Network](#) that trains and licenses small business marketing consultants around the world. These marketing consultants help you complete your ultimate marketing plan. You’ll receive one-on-one attention from a marketing pro that can help you craft a powerful marketing plan, hold you accountable for completing each step, and then show you how to implement the plan to grow your business.

To get started with a consultant complete a free [Signature Brand Audit](#) (a \$250 value) and Duct Tape Marketing will assign a consultant that best meets your needs.

