

Digital Marketing in the Global Economy

Dr. Gabrielle K. Gabrielli

For SGMP National Education Conference
20 May 2010

Objectives

1. Explain general consumer behavior
2. Leverage Web 2.0 and other technology for marketing and brand reinforcement
3. Write effective metadata and implement other effective search engine optimization strategies
 - FREE tools
 - Competitor analyses
4. Capitalize on the ability to create a sense of community and relationships including through:
 - Social networking
 - Customer reviews

Consumer Trends

- Technology-focused
 - Web 2.0
 - Social networking
 - Search-engine driven
- Information-driven, changing frequently
- Green
- Throwback
 - People want a voice, not a hard sell.
 - Consumers are tired of technology barriers.

Creative Marketing

- Businesses
 - Price products lower
 - Gain from new needs
 - Build sense of relationship
- Non-profit organizations
 - Hold fundraising events, silent auctions
 - Recognize volunteers
 - Hold media events
 - Create lower price points for sponsors
 - Build sense of community

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Creative Marketing

- Associations

- Adapt to new needs
- Provide membership incentives
- Increase retention efforts
- Develop creative ideas for new revenue
- Plan strategically for the future
- Build sense of relationship
- Create sense of community

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7 Online Marketing Trends - 2010

1. Improved lifecycle marketing provides customers with appropriate information.
2. Segmentation is essential to delivering relevant communications.
3. Social media marketing strategies mature.
4. Content is more shareable.

* *ClickZ, 2010*

7 Online Marketing Trends - 2010

5. Search marketing continues to evolve and expand.
6. Metrics continue to become more sophisticated.
7. Offline marketing continues to expand its reach online.

* *ClickZ, 2010*

Example of Email Campaign

From: Society of Government Meeting Professionals <noreply@mail.naylorcampaign10.com>
Subject: SGMP Show Guide
Date: May 20, 2010 10:11:08 AM EDT
To: Gabrielle Gabrielli
Reply-To: noreply@mail.naylorcampaign10.com

If you cannot see this e-mail properly, you can [view this page in your browser](#).



The banner features the SGMP logo on the left, a central image of the Kansas State Capitol dome, and a horse on the right. A red bar across the middle contains the text 'SGMP NATIONAL EDUCATION CONFERENCE'.

SGMP
SOCIETY OF GOVERNMENT
MEETING PROFESSIONALS

SGMP NATIONAL EDUCATION CONFERENCE

SGMP Homepage

Dear Reader,

We are pleased to announce the [2010 SGMP National Education Conference & Show Guide](#) digital edition is now available for viewing!

Designed to supplement the print publication, the digital edition comes complete with the same great content and visual appeal, plus convenient and interactive tools only found online.

Features from the guide:

- [Thing to do in Kansas City](#)
- [Schedule at a Glance](#)



[Explore the guide today!](#)

With the digital edition, you can:

- **NEW!** View digital edition on iPhone and BlackBerry.

Email Campaigns

- Personalize when possible.
- Make content visually appealing.
- Keep text to a minimum.
- Provide discounts or incentives to click.
- Keep frequency to less than once per 1-2 weeks.
- Include a call to action.

Email Rules of Thumb

- Customize for the individual and the group.
- Have powerful subject line & call to action.
- Watch frequency (1-2x) per month.
- Reinforce your brand.
- Provide unsubscribe with comments for people to tell you why they are leaving.
- Make adjustments as needed.

How Do People Find You?

Google

- Up to 70% of web traffic goes to top 3 results
- Paid clicks usually cost \$7-8 per click
- Free results are more credible than paid

SEO

- Search Engine Optimization



Pagerank

- Numeric value that represents how important a page is on the web
- Cross-linking is important

$$PR(A) = (1-d) + d(PR(t1)/C(t1) + \dots + PR(tn)/C(tn))$$

PageRank = 0.15 + 0.85 * (a "share" of the PageRank of every page that links to it)

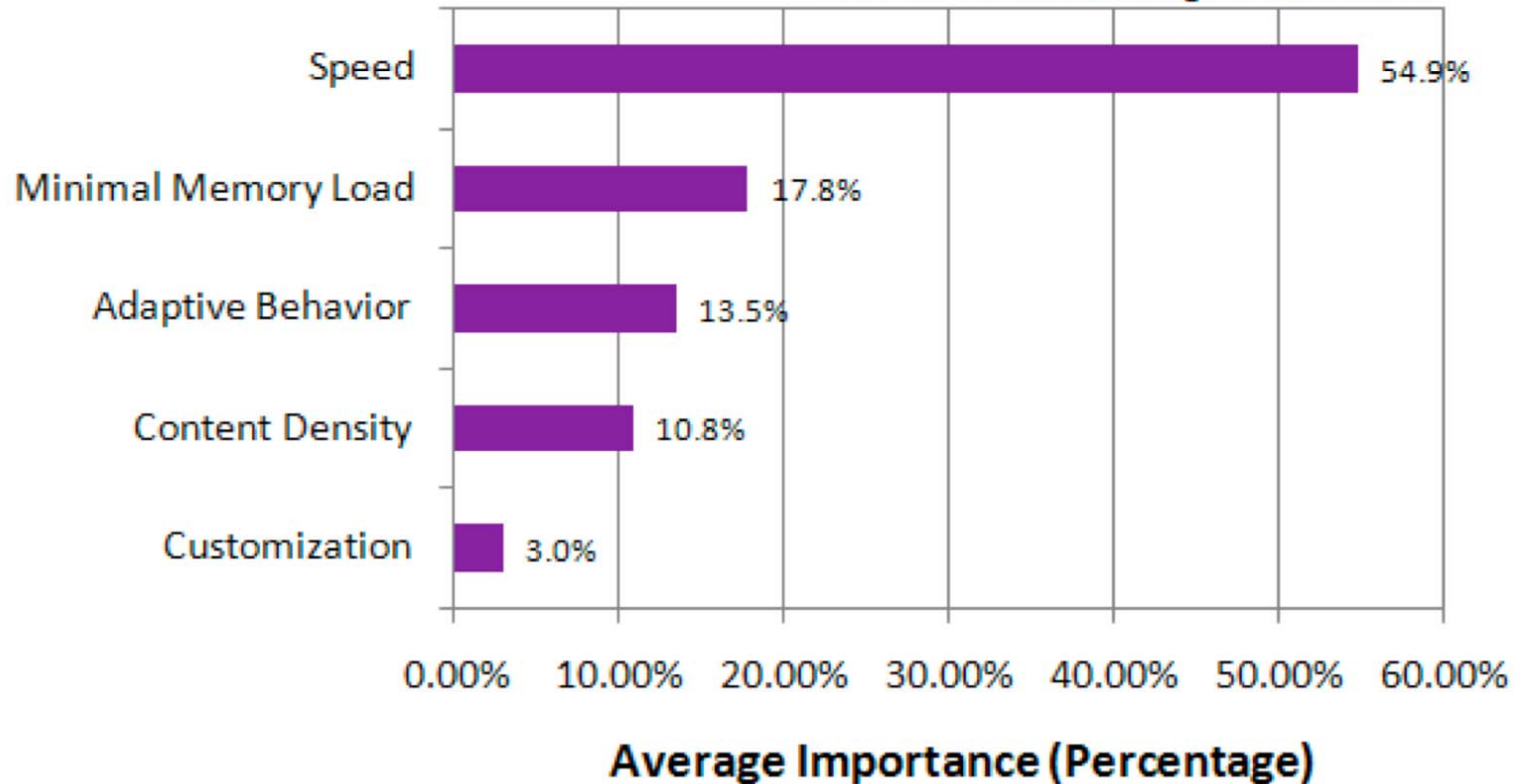
What To Do about Negative Consumer Ratings

- Monitor message boards, customer reviews.
- Address customer concerns.
- Resolve legitimate concerns.
- Report concerns that are efforts to sabotage.
- Offset negatives with positives.

Importance of Interface Features

Relative Importance of Interface Features

Source: Seneler, Basoglu & Daim 2009



Costs of Clickthrus, Impressions, and Leads

- Advertisers pay as little as \$8.95 per thousand impressions and an average of \$1.20 per lead.
- Advertisers pay much more for targeted traffic, with prices as high as \$50.00 per lead (including the contact information from someone interested in learning more).

Cross Promote

- Blogs
 - Keep them current
- YouTube
 - Get votes on videos
- LinkedIn
- Twitter
- Facebook
 - Don't update status too much



Value of Facebook Fans

- Vitruve calculated value at \$3.60
- Based on impressions from news feed
- 1 million fans equals at least \$3.6 million in equivalent media over a year
- Range .44 - 3.6 impressions
- Engagement increases value

AdWeek, 14 April 2010

Value of Facebook Communities

- Starbucks - \$20.7 million, 7 million likes
- Coke - \$4.6 million, 5.5 million likes

Vitruue's Social Page Evaluator- calculates potential worth based on *their* best practices

<http://evaluator.vitruue.com>

Marketing Your Website

- Check out your competition
- View source
- Ensure metadata (keywords, description, title, ALT tags, etc.) are effective
- Take advantage of free marketing options
- Consider industry publications and other paid marketing options

Website Rules of Thumb

- If your website is more than 3 years old, consider a redesign.
- If you still have a “splash” page, remove it.
- Don't have more than 2 moving items on a web page at any given time.
- Try to reduce volume of text to prevent scrolling on homepage.
- Cross-promote, cross-link, reinforce brand, market yourself with innovation!

Free Website Promotion

- Exchange links with other organizations and businesses
- Take advantage of free website submission tools like <http://addme.com>

Metadata

- Page Title
- Description
- Keywords
- ALT Tags

View Source

The screenshot shows a web browser window with the 'View' menu open, highlighting the 'Source' option. The browser's address bar shows the URL <http://tallysae.org/>. The website content includes a navigation menu with links for Home, Member's Login, Contact Us, Site Search, and Join. The main content area features the TSAE logo, a photograph of a building, and a silhouette of a group of people. A blue navigation bar contains links for About TSAE, Members & Membership, Events, Career Development, News & Information, Sponsors & Advertisers, and Members Only. Below this bar, a red italicized text reads: *TSAE appreciates the Hilton Family of Florida for their ongoing support over the past year.* The bottom of the page displays the Hilton Family logo and a row of logos for various Hilton brands: Hilton, Canopy, Tru, Hampton, Hampton by Hilton, Hilton Garden Inn, Home2 Suites, and Hilton HHonors.

Metadata Description

- Character Limit- Typically 200-250
- When limit is exceeded, some search engines may bump you

Metadata Description Examples

- The Society of Government Meeting Professionals is an organization of persons who plan government meetings and the individuals who supply services to them.
- Hyatt Regency Crown Center - official site. Discover a Kansas City hotel with Midwest warmth and a prime location. Located on the Skywalk, our Kansas City Missouri hotel makes it easy to visit clients, the convention center, attractions and more.

Metadata Title

- Character Limits- Google 160, Yahoo 165, MSN 200
- When limit is exceeded, some search engines may bump you
- Default page name in some software is “Home” - be sure to change it
- Unique title is needed for each page

Metadata Title Example

- Westin Crown Center - Kansas City, MO
Hotels - Reservations at westin.com
- Downtown Kansas City Hotels- Hyatt
Regency Crown Center- Kansas City
Missouri Hotel

Metadata Keywords

- Character Limits- No real limits on most search engines but figure first 20 words as most important
- No real consequence when limit is exceeded
- Doesn't carry as much weight as it once did with SEO, but still important

Keywords

- Don't use capitalization.
- Don't use plurals.
- Put most important search terms at the top of the list.
- For local organizations, regionalize search terms.
- Add unique descriptors.

Metadata Keywords Example

- "government meetings, government travel, SGMP, Society of Government Meeting Professionals, meeting planning, government per diem, conference planning"

DO NOT use words like retail, sale, etc.

Metadata Keywords Example

- "kansas city hotel, kansas city missouri hotels, downtown kansas city hotel, crown center kansas city hotel, hyatt kansas city hotel, kansas city hotel reservation, crown center kansas city missouri hotels, kansas city hotels, downtown kansas city hotels, crown center kansas city hotels, hyatt kansas city hotel, hyatt regency crown center"

Metadata Keywords Example

- “hotel near the crown center plaza, kansas city hotels, missouri hotels, meeting hotel in kansas city, wedding hotel in kansas city, hotel near hallmark crown center, shopping hotel kansas city”

Which hotel do you think this is?

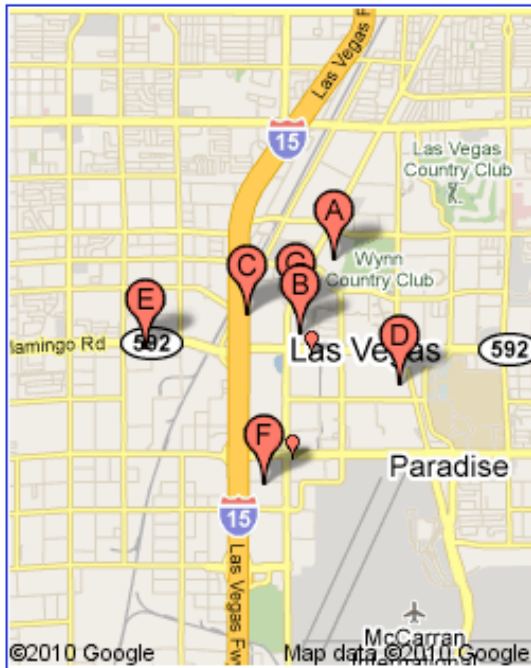
ALT Tags

- Help drive traffic to website and ensure Section 508 accessibility
- alt="Westin Hotels & Resorts Homepage - Reservations at Westin.com"



Top Hit on Google for “Las Vegas Hotel Casino”

Local business results for hotel casino near Las Vegas, NV



- A** [Wynn Las Vegas](http://www.wynnlasvegas.com)
www.wynnlasvegas.com - (877) 321-9966 - 2526 reviews
- B** [Flamingo Las Vegas Hotel & Casino](http://www.flamingolasvegas.com)
www.flamingolasvegas.com - (888) 902-9929 - 2817 reviews
- C** [Caesars Palace Las Vegas Hotel & Casino](http://www.caesarspalace.com)
www.caesarspalace.com - (866) 227-5938 - 1317 reviews
- D** [Hard Rock Hotel and Casino](http://www.hardrockhotel.com)
www.hardrockhotel.com - (800) 473-7625 - 841 reviews
- E** [Palms Casino & Resort: Las Vegas Hotels](http://www.palms.com)
www.palms.com - (702) 942-7777 - [713 reviews](#)
- F** [Luxor Hotel and Casino](http://www.luxor.com)
www.luxor.com - (702) 262-4400 - 3657 reviews
- G** [Harrah's Las Vegas Hotel and Casino](http://www.harrahs.com)
www.harrahs.com - (800) 214-9110 - 1346 reviews
- [More results near Las Vegas, NV »](#)

[Downtown Las Vegas Hotel & Casino - plazahotelcasino.com](http://plazahotelcasino.com) :: ☆

The **Las Vegas Club**. \$15000 Father's Day Slot Tournament ... Please visit our other property website -**PLAZA HOTEL & CASINO** Site Credits: Icon Multimedia.

[Hotel](#) - [Rooms](#) - [Amenities](#) - [Players Club](#)
vegascasino.net/ - [Cached](#) - [Similar](#)

[The Venetian - Resort, Hotel, Casino](http://www.venetian.com). ☆

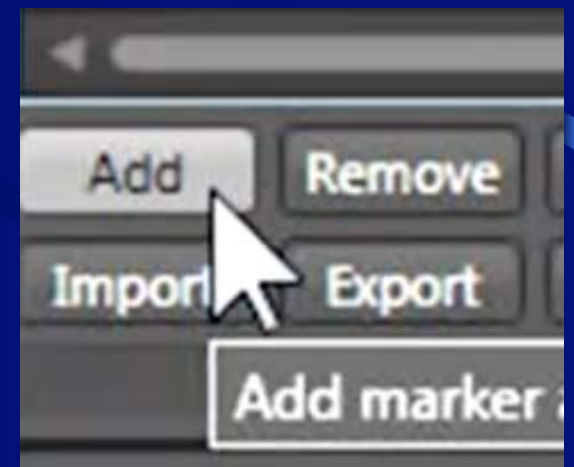
Of the top hotels Las Vegas offers, The Venetian **Las Vegas Hotel Casino** sets new luxury standards: Suites twice the size of other Las Vegas suites.

www.venetian.com/ - [Cached](#) - [Similar](#)

The Value of Great Content

...when a video goes viral on YouTube

- Connect with audience
 - Know who you want to reach
 - Create a relationship with them
 - Actively build audience base
- Add meaningful metadata



▼ Embedding

Yes, external sites may embed and play this video.

SGMP Blog- MOCAP

Welcome MOCAP Chapter Members!

No posts match your query. [Show all posts](#)

[Home](#)

Subscribe to: [Posts \(Atom\)](#)


SGMP MOCAP



SGMP National



Followers

 Follow
with Google Friend Connect



Web 2.0 Technology

Increases:

- Collaboration
- Creativity
- Secure information sharing
- Community
- Capability
- Reciprocal communication

Examples of 2.0

- Social networking <http://facebook.com>
- Video sharing <http://youtube.com>
- Wikis <http://wikipedia.com>
- Blogs <http://blogger.com>
- Folksonomy <http://flickr.com>

Target Marketing

- Geographic segmentation – based on location such as home addresses
- Demographic segmentation – based on measurable statistics, such as age or income
- Psychographic segmentation – based on lifestyle preferences, such as being urban dwellers or pet lovers

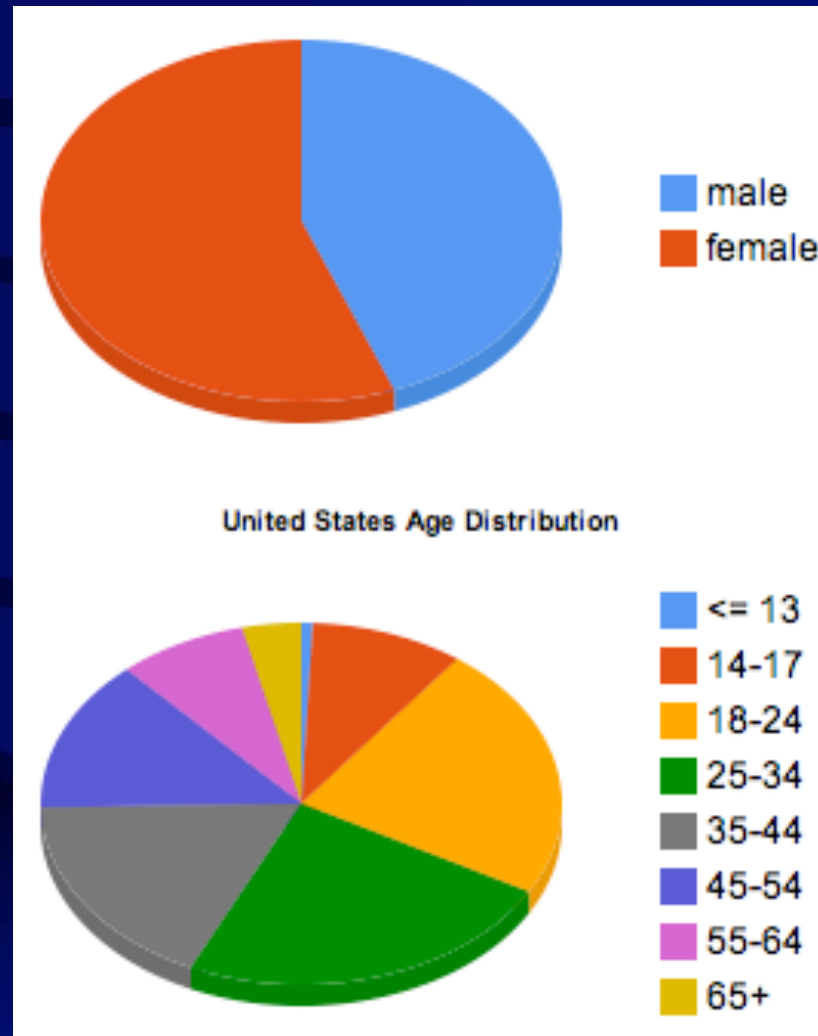
	Facebook	Twitter	LinkedIn
Founded	2004	2006	2003
Users	450 million	105 million***	60 million
Employees	700	141	480
Asks	What's on your mind?	What's happening?	Share an idea, article, question or update
Connections	Friends	Followers	Connections
Features	Wall posts, photos, video, links, groups, events, causes, fan pages, direct messages, applications	Tweets, retweets, direct messages	Professional networking, industry groups, recommendations, job classifieds, direct messages, premier paid subscription

	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
Gender					
US Males	17,747,880	42.2%	43,932,140	42.6%	147.5%
US Females	23,429,960	55.7%	56,026,560	54.3%	139.1%
Unknown	911,360	2.2%	3,126,820	3.03%	243.1%
Total US	42,089,200	100.0%	###	100.0%	144.9%
Age	Users	Percentage	Users	Percentage	Growth
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	29.0%	328.1%
55+	954,680	2.3%	9,763,900	9.5%	922.7%
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	Users	Percentage	Users	Percentage	Growth
New York	1,622,560	3.9%	2,934,580	2.8%	80.9%
Chicago	797,040	1.9%	1,803,620	1.7%	126.3%
Los Angeles	636,160	1.5%	2,166,840	2.1%	240.6%
Miami	627,840	1.5%	1,113,540	1.1%	77.4%
Houston	560,520	1.3%	1,361,820	1.3%	143.0%
Atlanta	535,300	1.3%	1,967,720	1.9%	267.6%
Washington DC	526,460	1.3%	1,429,760	1.4%	171.6%
Philadelphia	498,220	1.2%	1,181,760	1.1%	137.2%
Boston	440,500	1.0%	872,460	0.8%	98.1%
San Francisco	264,460	0.6%	583,460	0.6%	120.6%
Current Enrollment	Users	Percentage	Users	Percentage	Growth
High School	5,627,740	13.4%	7,989,620	7.8%	42.0%
College	7,833,280	18.6%	3,521,900	3.4%	-55.0%
Alumni	4,756,480	11.3%	32,350,260	31.4%	580.1%
Unknown	23,871,700	56.7%	59,223,740	57.5%	148.1%
Interests	Users	Percentage	Users	Percentage	Growth
Sex	72,100	0.2%	844,600	0.8%	1071.4%
Drugs	25,440	0.1%	28,800	0.0%	13.2%
Rock and Roll (Music)	3,901,600	9.3%	1,375,080	1.3%	-64.8%

Contact: Peter Corbett, Peter@iStrategyLabs.com

Source: Facebook's Social Ads Platform

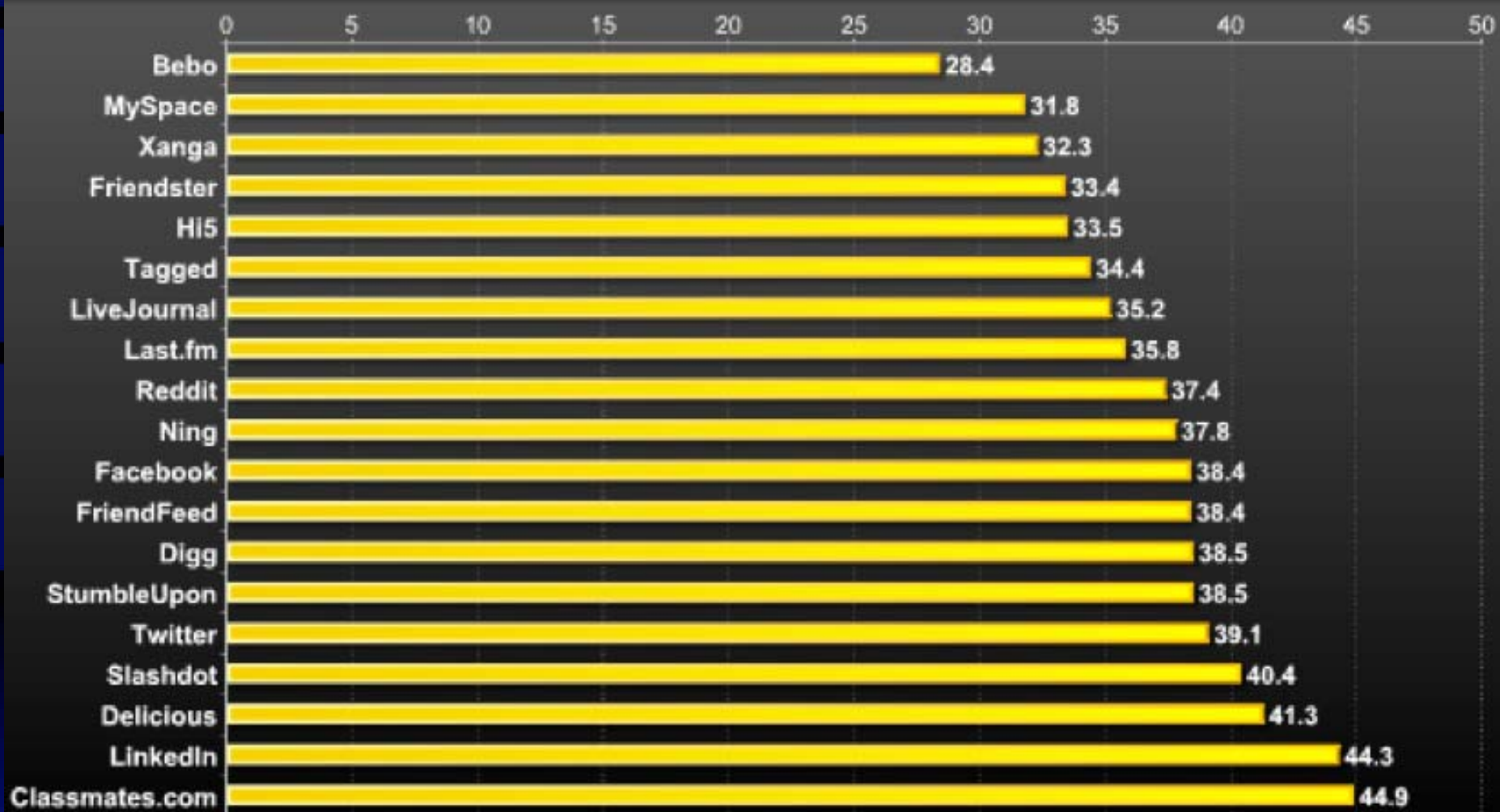
Distribution in U.S. on Facebook



Source: checkfacebook.com retrieved 20 May 2010

Estimated average age on social network sites

United States

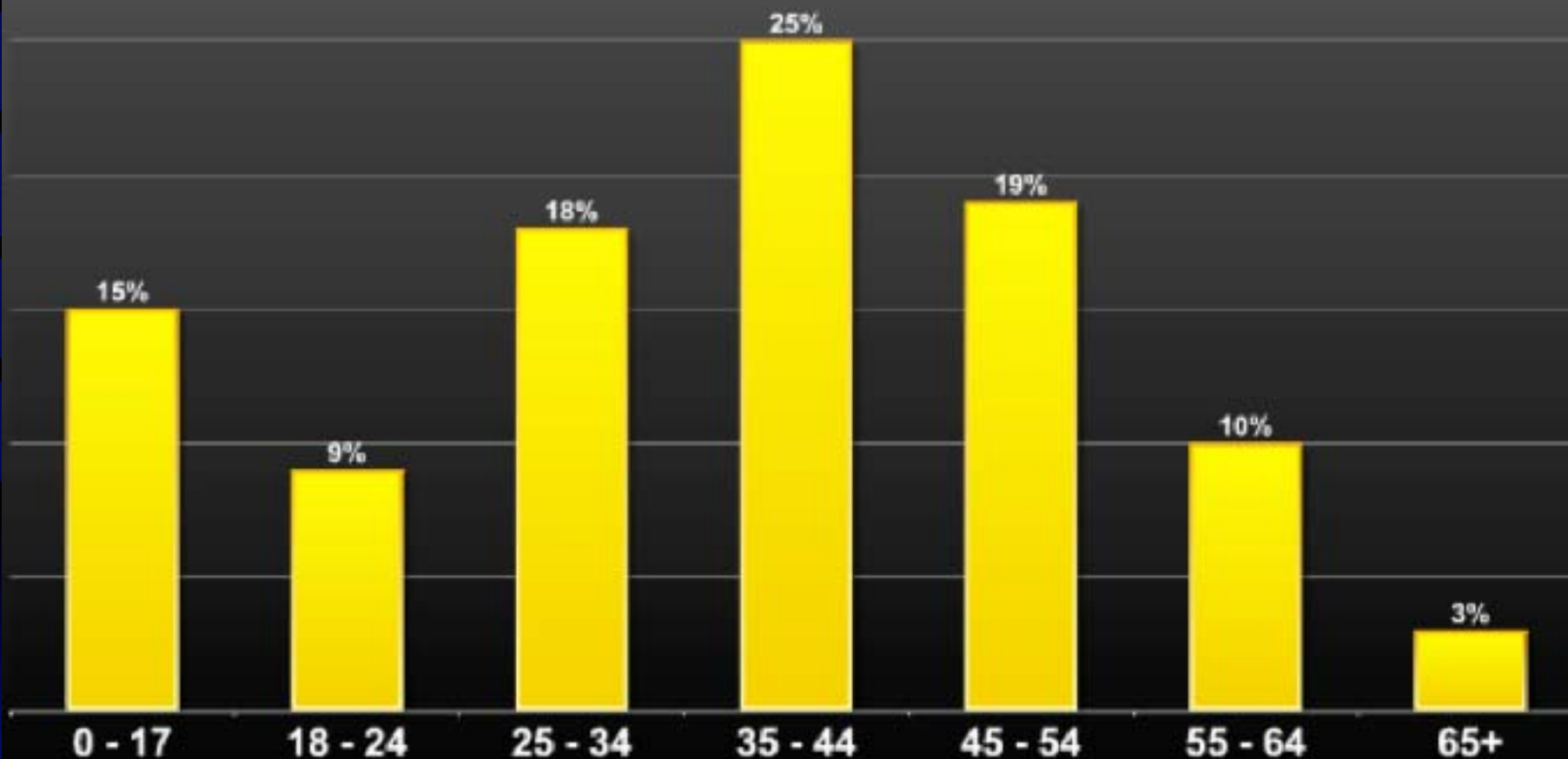


Data source: Google Ad Planner (United States demographics data)

Estimated average age on social network sites

Average age distribution across social network sites

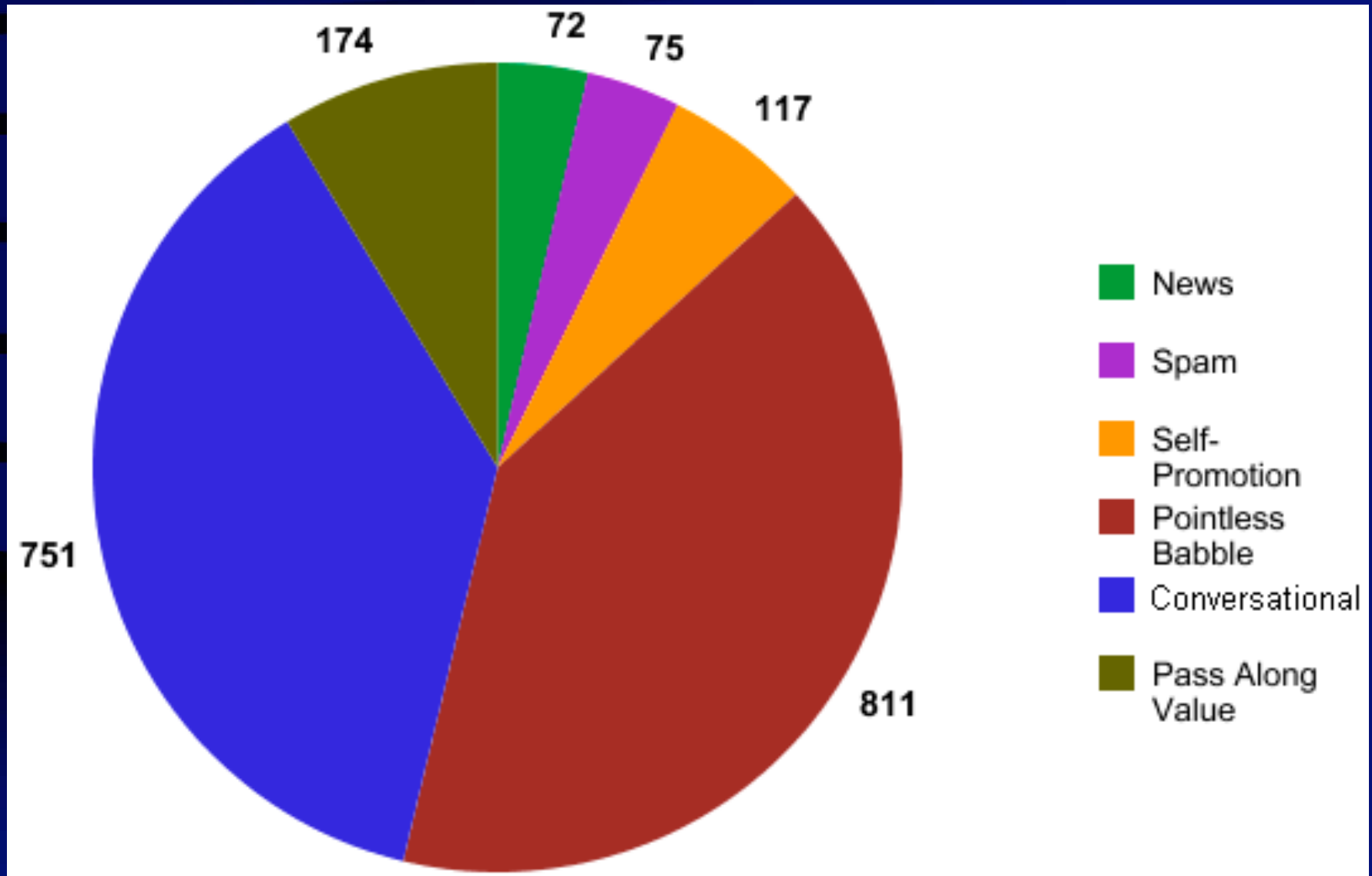
United States



Data source: Google Ad Planner (United States demographics data)

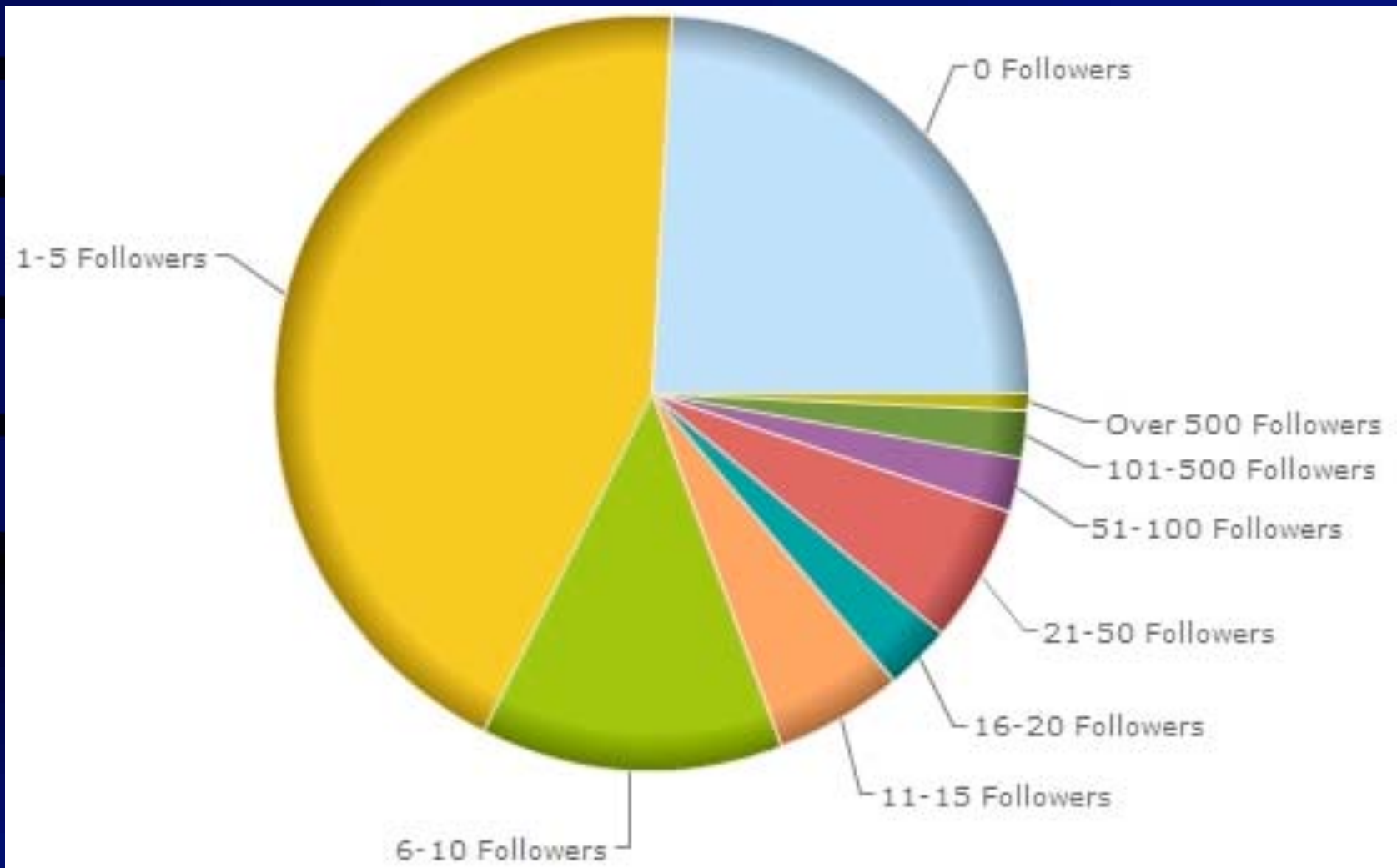
www.pingdom.com

Content of Tweets



Pear Analytics, 2010

Twitter Followers



RJMetrics, 2010

Things Change Every Day....

Introducing the Like button

Starting today people will be able to connect with your Page by clicking "Like" rather than "Become a Fan." We hope this action will feel much more lightweight, and that it will increase the number of connections made across the site. [Learn more.](#)

The screenshot shows the Facebook profile page for WebProNews. At the top left is the WebProNews logo (a blue cube with 'WN' on it). To its right is the name 'WebProNews' and a 'Like' button. Below the name are navigation tabs: 'Wall', 'Info', 'Follow WebP...', 'Extended Info', 'Video', and 'Photos'. A large grey banner with an orange arrow pointing to the 'Like' button contains the text: 'BECOME A FACEBOOK FAN', 'CLICK ON THE [Like icon] BUTTON ABOVE', and '(If you don't see the button - then you're already a fan)'. Below this is a blue 'follow webpronews' button with the 'WN' logo. At the bottom, there are six circular icons for social media and newsletters: Facebook, Twitter, Buzz, FriendFeed, WPN Newsletter, and RSS.

WebProNews Like

Wall Info Follow WebP... Extended Info Video Photos >>

BECOME A FACEBOOK FAN
CLICK ON THE  BUTTON ABOVE
(If you don't see the button - then you're already a fan)

 follow webpronews

 Follow WPN on Facebook

 Follow WPN on Twitter

 Follow WPN on Buzz

 Follow WPN on FriendFeed

 Get the WPN Newsletter

 Follow WPN via RSS

If I only had three choices....

1. Facebook

- <http://facebook.com>

2. LinkedIn

- <http://linkedin.com>

3. YouTube

- <http://youtube.com>

Why Facebook?

- Costs only time
- Facilitates networking with your target market
- Provides nearly 500 million potential customers
- Helped elect a President

Tip 1: Create Business Fan Page Username

- <http://www.facebook.com/pages/Naples-FL/Hilton-Naples/47156073601?ref=ts> should be
- <http://www.facebook.com/HiltonNaples>

Go to <http://facebook.com/username> to create a custom username for yourself or your business.

Hilton Naples Business Page



Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

Off-beach pricing, no resort fees, and countless amenities!
www.hiltonnaples.com

Information

Location:
5111 Tamiami Trail North
Naples, FL, 34103

Phone:
239-430-4900

1 Friend Likes This



Mandy
Lou Stark

873 People Like This

Hilton Naples

Wall Info Photos Boxes Reviews Video >>

Write something...

Attach:

Share

Hilton Naples + Others **Hilton Naples** Just Others



Hilton Naples Another great review on TripAdvisor: "This is a magnificent venue to hold a special event at or conduct an important business meeting."

Click below to read more:



This is a magnificent venue to hold a special event at or conduct an important business meeting. - R

www.tripadvisor.com

Hilton Naples: This is a magnificent venue to hold a special event at or conduct an important business meeting. - See traveler reviews, 14 candid photos, and great deals for Naples, FL, at TripAdvisor.

Yesterday at 2:48pm · Comment · Like · Share

3 people like this.

Write a comment...



Hilton Naples



What Father's Day is at the Hilton Naples Hotel

What being a Father is to the Hilton Naples Hotel Team, we asked our Director of Engineering, Jeff Marsh, father of two. "...

Yesterday at 5:04am · Comment · Like · Share

My Facebook Business Page

<http://www.facebook.com/GabrielleConsulting>

The screenshot shows a Facebook Business Page for Gabrielle Consulting, Inc. The page header includes the company logo, name, and a recent post about teaching at the American Gem Society Conclave. The main content area features a post with a text input field, attachment options, and a share button. Below the post, there are user interactions including a like from Robin C. Johnston and a comment from Akin S. Akinyemi. The right sidebar contains a 'Get More Connections' section and a 'Your Text Here' section. The left sidebar includes an 'Edit Page' section and an 'Information' section with contact details.

Gabrielle Consulting, Inc. Teaching in Boston today at the American Gem Society Conclave: Digital Marketing in the Global Economy then The "Wow" Factor: How to Effectively Present Information and Engage Your Audience! 11 minutes ago clear

Wall Info Photos Discussions Reviews Boxes +

What's on your mind?

Attach: Everyone Options

Gabrielle Consulting, Inc. Teaching in Boston today at the American Gem Society Conclave: Digital Marketing in the Global Economy then The "Wow" Factor: How to Effectively Present Information and Engage Your Audience! 11 minutes ago · Comment · Like

Robin C. Johnston likes this.

Write a comment...

Gabrielle Consulting, Inc. Gabrielle looks forward to teaching at the AGS in Boston: Digital Marketing in the Global Economy then The "Wow" Factor: How to Effectively Present Information and Engage Your Audience! Mon at 10:22am · Comment · Like

Akin S. Akinyemi Way to go Garielle, so proud of you! Mon at 10:50am · Delete · Report

Gabrielle Consulting, Inc. Thanks, Akin! Mon at 11:04am · Delete

Larry Coltharp Good going, Gabrielle! Mon at 12:10pm · Delete · Report

Get More Connections
Get more people to like your Page with Facebook Ads! Preview below.

Gabrielle Consulting, Inc.

Your Text Here
Gabrielle Go likes this.

Information

Location:
PO Box 12861
Tallahassee, FL, 32317

Phone:
850-321-8222

Insights

Tip 2: Don't Block Followers on Twitter



CraigsJewelry



Request sent.

You've sent a request to follow this person. If your request is approved, you'll be able to view their tweets.

Cancel request

Name Craig's Fine Jewelry

Location Ridgefield CT

Web <http://www.craigs...>

Bio Where jewelry is more than fashion... it's our passion!

124

following

234

followers

5

listed

Actions

[block](#) CraigsJewelry
[report for spam](#)

Following



[View all...](#)

Tip 3: Increase Engagement

KPIs - Key Performance Indicators

- Time spent on site
- Pages per visit
- Return frequency to site
- Page view
- Visitors per referrer
- Bounce rate

I've attracted visitors, now what?

- Website must:
 - Be well designed
 - Provide appealing headline, image
 - Attract clicks
 - Drive traffic
 - Include a call to action that leads to engagement



Bounce Rate Metric

- “Stickiness” of a website
- High number = lack of appeal or relevance from landing page

Ways to Improve Bounce Rate

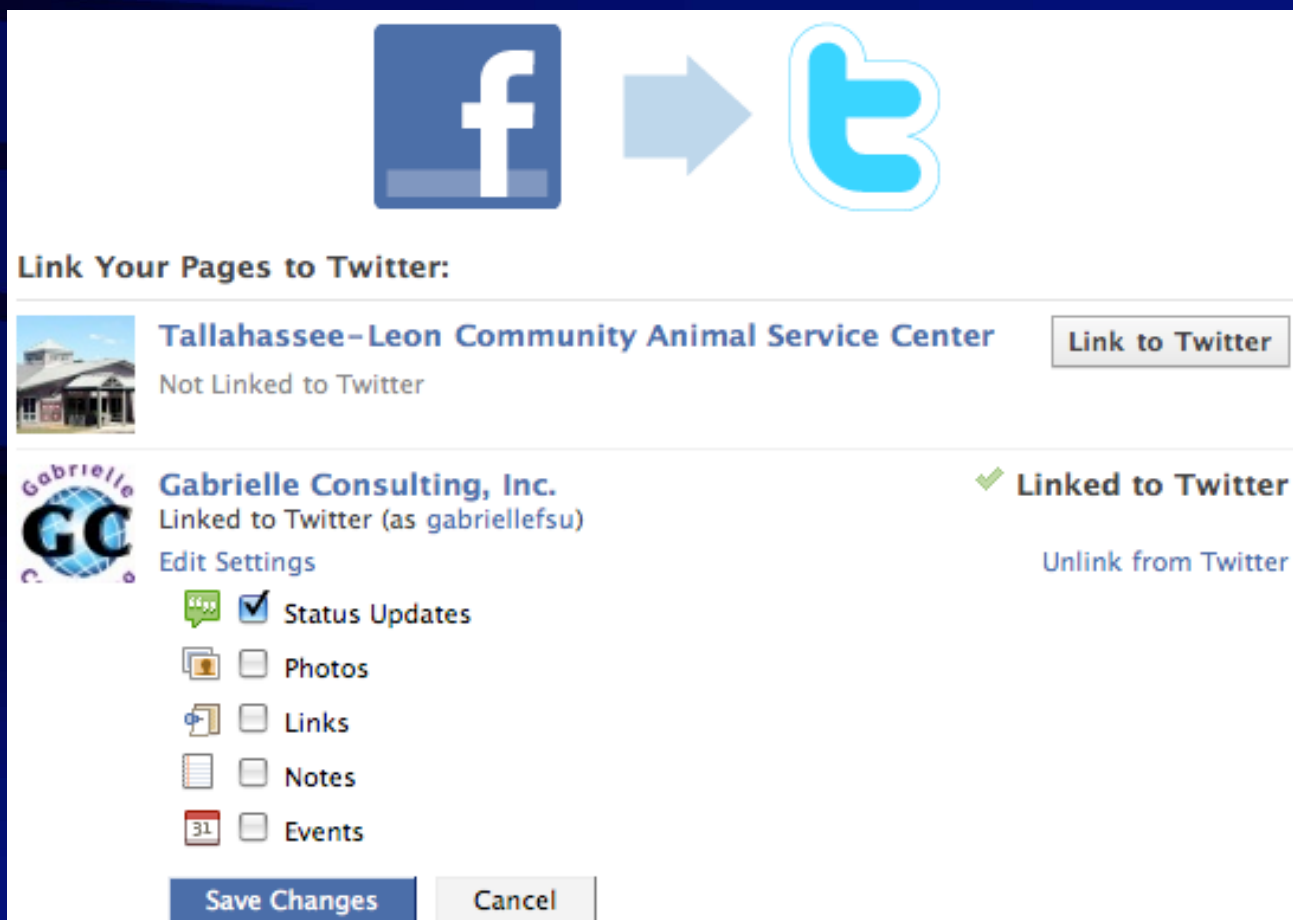
- Know your audience.
- Create more appealing web content.
- Keep text to a minimum.
- Include a call to action.
- Show them how you help meet needs.
- Track metrics and adjust accordingly.

Tip 4: Cross-Promote

- Connect all of your web presence sites to one another.
 - Social networking
 - Blogs
 - Website
- Connect with others through reciprocal links.

Tip 5: Save Time by Cross-Linking

- Facebook to Twitter link:
- <http://www.facebook.com/twitter>



The image shows a screenshot of the Facebook interface for linking pages to Twitter. At the top, there is a visual representation of the process: a blue Facebook 'f' logo, a grey arrow pointing right, and a blue Twitter 't' logo. Below this, the heading "Link Your Pages to Twitter:" is displayed. Two pages are listed:

- Tallahassee-Leon Community Animal Service Center**: The page is currently "Not Linked to Twitter". A "Link to Twitter" button is visible to the right of the page name.
- Gabrielle Consulting, Inc.**: The page is "Linked to Twitter (as gabriellefsu)". A green checkmark icon is next to the text "Linked to Twitter". Below this, there is an "Unlink from Twitter" button. Underneath, there are several sharing options with checkboxes: "Status Updates" (checked), "Photos", "Links", "Notes", and "Events" (all unchecked).

At the bottom of the interface, there are two buttons: "Save Changes" and "Cancel".

Tip 5: Save Time by Cross-Linking

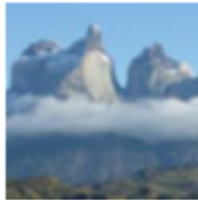
- WordPress to Facebook link:
- <http://wordpress.org/extend/plugins/share-on-facebook>
- LinkedIn and Twitter are easily linked to each other through a checkbox



Tip 6: Watch Customer Reviews

“Disappointment in the Big Easy”

Doubletree Hotel New Orleans



JustSchneider 2 contributions
Dallas, Texas

Save Review

May 17, 2010 | Trip type: Business **NEW**

When I found Doubletree Hotel New Orleans I was very excited about the location and price. I booked it right away for 3 nights. After the first night, however, I quickly lost all excitement and just got out as soon as possible. The toilet still held onto a few of the pubic hairs from the previous guest. I heard every sound in the hallway and many from people's rooms (the guy vomiting was the low-light). The morning of checkout, before the noon time, my wife and I went to get breakfast. When we returned, the toilet had been used, left unflushed, and smelled horrible.

The staff was great; the beds were comfortable. But that's not enough to make this more than a terrible stay.

My ratings for this hotel

●●●●○ Value

●●○○○ Rooms

●●●●○ Location

●●○○○ Cleanliness

●●●●○ Service

●●○○○ Sleep Quality

Date of stay May 2010


Visit was for Business

Tip 7: Track Data

- Simple analyses can be done easily and free <http://surveymonkey.com>
- Ask your customers how many are currently using facebook, LinkedIn, etc. before committing resources.

Survey Question Example

2. How would you rate the following?

	Poor	Fair	Average	Above Average	Excellent	Rating Average	Response Count
Meeting Location	1.7% (1)	8.6% (5)	22.4% (13)	34.5% (20)	32.8% (19)	3.88	58
Meeting Time	0.0% (0)	12.1% (7)	37.9% (22)	32.8% (19)	17.2% (10)	3.55	58
Membership Benefits	0.0% (0)	5.2% (3)	13.8% (8)	39.7% (23)	41.4% (24)	4.17	58
Knowledge of Others	0.0% (0)	5.2% (3)	17.2% (10)	41.4% (24)	36.2% (21)	4.09	58
Helpfulness of Others	0.0% (0)	1.7% (1)	1.7% (1)	46.6% (27)	50.0% (29)	4.45	58
Efficiency of Meetings	13.8% (8)	8.6% (5)	37.9% (22)	27.6% (16)	12.1% (7)	3.16	58
Refreshments	0.0% (0)	0.0% (0)	29.3% (17)	48.3% (28)	22.4% (13)	3.93	58
Meeting Topics	0.0% (0)	17.2% (10)	29.3% (17)	34.5% (20)	19.0% (11)	3.55	58
Other Comments (please specify) 							17
answered question							58

Tip 8: Take Advantage of Free Tools

- <https://adwords.google.com/select/KeywordToolExternal> - SEO Tools
- <http://www.submitexpress.com/analyzer>
- tools to check metadata, URLs, page load time, and more

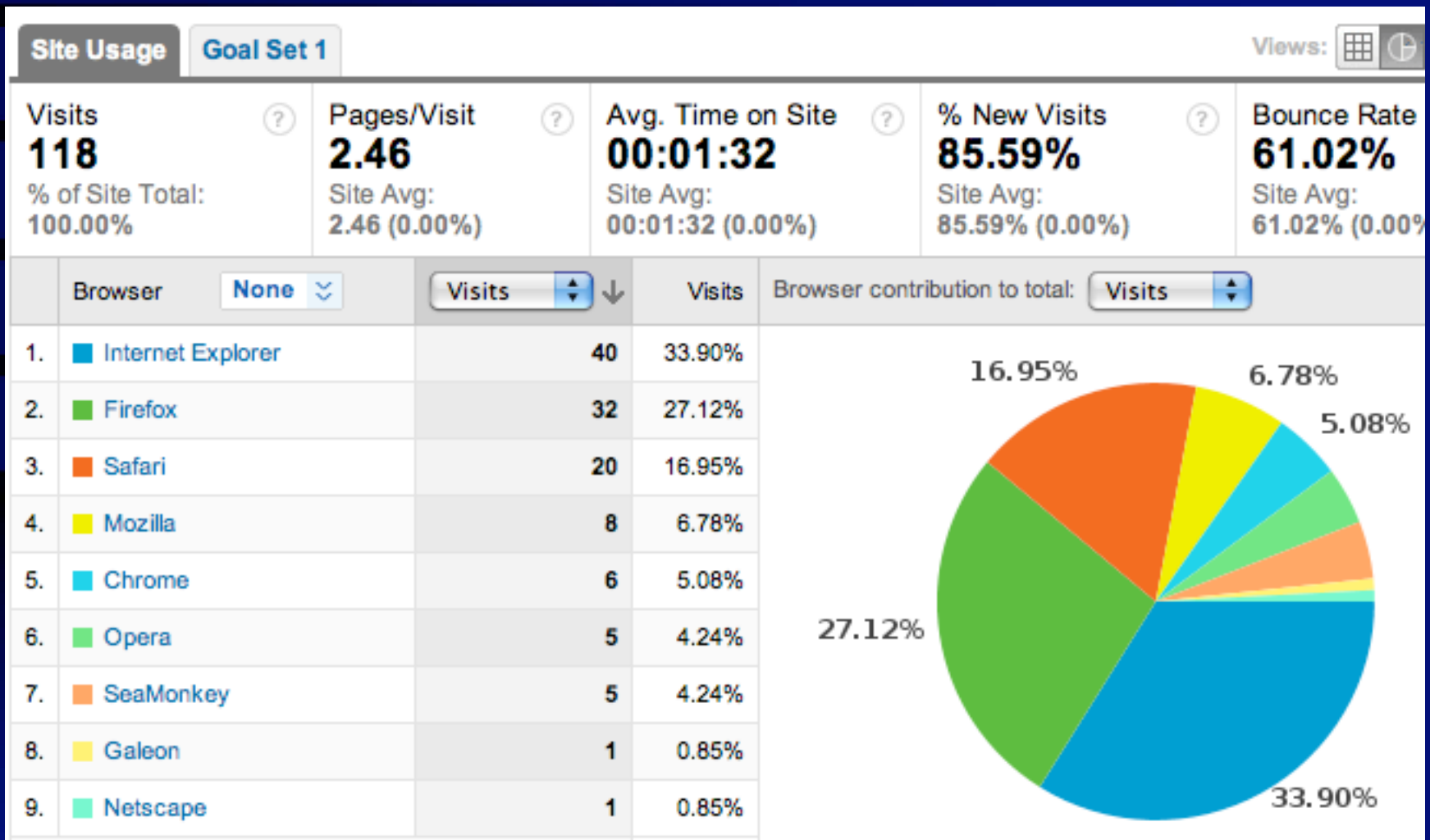
Free Google Tools

- Google Analytics (sign up first)

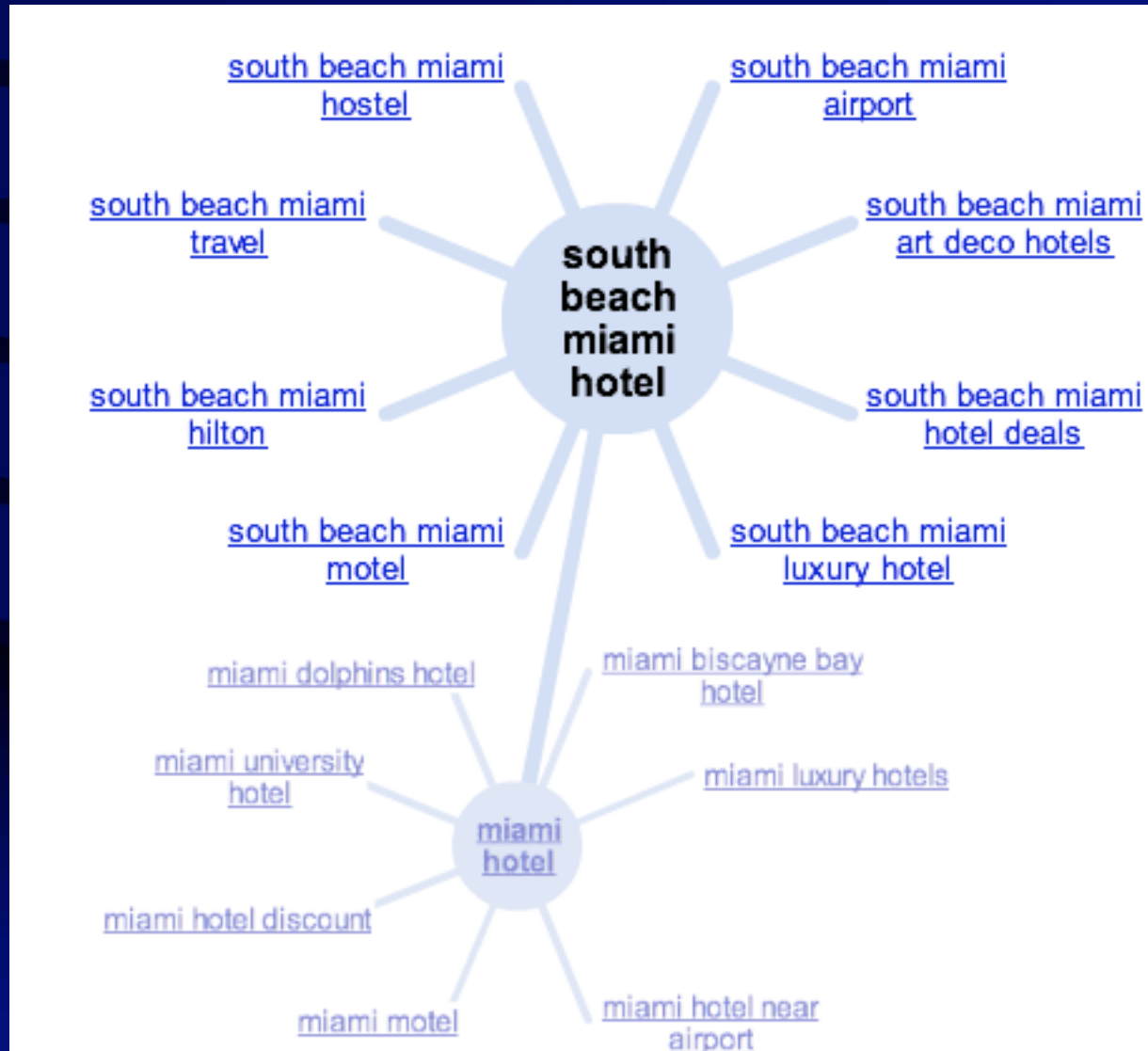
<http://google.com/analytics>

- Wonder Wheel
- Webmaster Tools

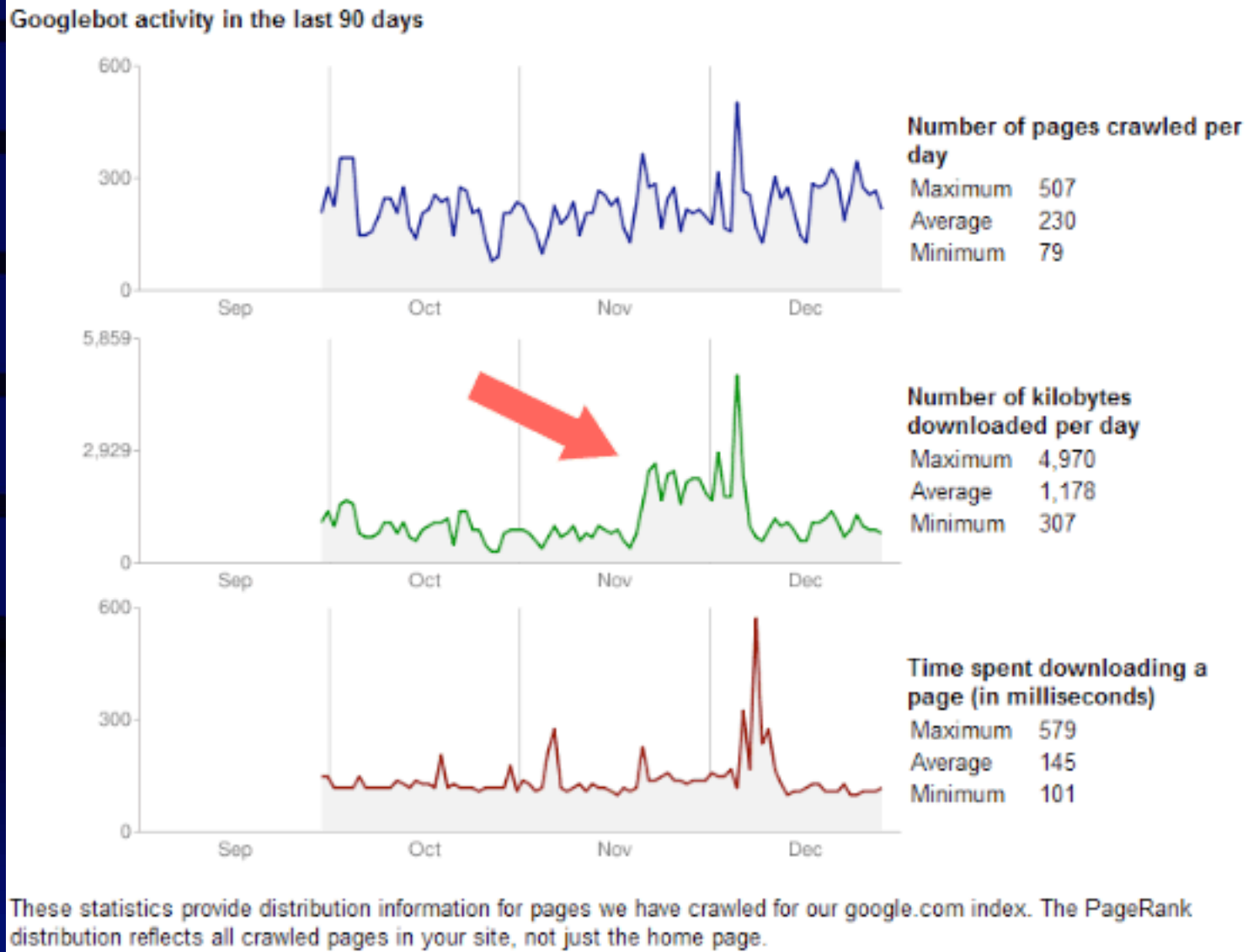
Google Analytics Example



Example of Wonder Wheel



Google Webmaster Tools



<http://dotnetperls.com>, 2010

Check Out Your Competition

- <http://keywordspy.com> - enter URL in top window, check out any website's keywords and more

Free Website Monitoring

- <http://internetseer.com> - ensure uptime

Your Website Reports

Monitoring stats for: <http://gabrielleconsulting.com>

Day	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Weekly Total
Date	04/13	04/14	04/15	04/16	04/17	04/18	04/19	
Outages	0	0	0	0	0	0	0	0
Time on error	00:00	00:00	00:00	00:00	00:00	00:00	00:00	00:00
% Uptime	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Connect time	0.11	0.11	0.11	0.11	0.11	0.12	0.11	0.11

Outages- number of times we were unable to access this URL

Time on Error- the total time this URL was not available (hr:min)

% Uptime- the percentage this URL was available for the day

Connect Time- the average time in seconds to connect to this URL

[Support-FAQ](#)

Free Website Speed Test

- <http://www.websiteoptimization.com/services/analyze> - free website optimization tool

Shorten URLs, Track Data

- <http://bit.ly> - includes analytics, tracks real time data
- <http://tinyurl.com> - create a custom, shorter URL (website address) for a long URL

Check for Accessibility

<http://contentquality.com> - Check ADA and ALT Tags to ensure accessibility

Verified File Name: <http://www.sheratonatlantahotel.com>
Date and Time: 5/20/2010 8:27:36 AM
Passed Automated Verification

Verification Checklist

Checkpoints	Passed		
	Yes	No	Other
508 Standards, Section 1194.22			
A. 508 Standards, Section 1194.22, (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content). <ul style="list-style-type: none">Rule: 1.1.1 - All IMG elements are required to contain either the alt or the longdesc attribute.<ul style="list-style-type: none">Warning - IMG Element found at Line: 138, Column: 61 contains the 'alt' attribute with an empty value. Please verify that this image is only used for spacing or design and has no meaning.Warning - IMG Element found at Line: 143, Column: 7 contains the 'alt' attribute with an empty value. Please verify that this image is only used for spacing or design and has no meaning.Warning - IMG Element found at Line: 148, Column: 17 contains the 'alt' attribute with an empty value. Please verify that this image is only used for spacing or design and has no meaning.Warning - IMG Element found at Line: 152, Column: 49 contains the 'alt' attribute with an empty value. Please verify that this image is only used for spacing or design and has no			Warning

Check for Accessibility

Verified File Name:

http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1144&EM=SI_SHERATONATLANTA.COM_1144

Date and Time: 5/20/2010 8:35:14 AM

Failed Automated Verification

Verification Checklist			
Checkpoints	Passed		
	Yes	No	Other
508 Standards, Section 1194.22			
<p>A. 508 Standards, Section 1194.22, (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).</p> <ul style="list-style-type: none"> o Rule: 1.1.1 - All IMG elements are required to contain either the alt or the longdesc attribute. <ul style="list-style-type: none"> o Warning - IMG Element found at Line: 165, Column: 64 contains the 'alt' attribute with an empty value. Please verify that this image is only used for spacing or design and has no meaning. o Failure - IMG Element at Line: 580, Column: 56 o Failure - IMG Element at Line: 581, Column: 56 o Warning - IMG Element found at Line: 2095, Column: 33 contains the 'alt' attribute with an empty value. Please verify that this image is only used for spacing or design and has no meaning. o Rule: 1.1.2 - All INPUT elements are required to contain the alt attribute or use a LABEL. <ul style="list-style-type: none"> o Warning - INPUT Element, of Type TEXT, found at Line: 1293, Column: 13 contains a non-empty 'value' attribute. This is a practice referred to as "self-labeling." Self-Labeling is argued to be accessible under Priority One or Section 508 guidelines/standards. We recommend using a Label as the Preferred method or the use of an 'alt' attribute to make this element accessible. 		No	

What is Next? Web 3.0

- The next iteration of the Internet
- More like a personal assistant
- Vastly expanded search functions
- Learned capabilities
- *Requires you to keep your finger on the pulse of search engine strategies and market with innovation*

Your Call to Action

1. Website

- SEO
- Metadata
- Stats

2. Social Networking

- Facebook
- YouTube
- LinkedIn

3. Web 2.0

Questions?

- gabrielle@gabrielleconsulting.com

