

The Power of Myetus

Strategic Internet Marketing Plan

Registering a Domain Name

A good domain name can deliver your marketing message instantly.

It can give your company

- name recognition
- branding opportunity
- achieving competitive advantage by conditioning.

Today almost all good domain names are taken

Your domain name is your on-line business sign

We will work with you to find a niche for you and get a good domain name based on that.

Selecting hosting company

Your hosting company is your virtual landlord. You usually pay a monthly fee (we take care of that for you)

Your hosting company needs to provide enough

- Speed
- Storage space
- Bandwidth
- E-mail Addresses
- MySQL Databases

to be able to build your solid web presence

They also need to be

- **Reliable** – Do they have multiple server farms (data centers)?
- **Secure** – Expert staff (do they sell SSL certificates)?
- How is their **Customer Support?** – What is their response time?

A good hosting company is of the most significant step for a solid and secure website. We work with a hosting company that we find to match all the criteria above.

Niche Selection

Your Products and Services

We will analyze your products and services and find a niche or different niches for you that could make you successful on-line.

Selling on the Internet does not mean that you are selling to the whole world. Only the biggest corporations can afford doing that.

With a **limited marketing budget** you need to find a product/product line or a certain service that would bring **limited number of carefully selected people** to you that are ready, willing and able to buy from you.

Your Target Market

Who are you customers? We want to work with you to offer different products and services to different segments of your target market on-line.

If your target market is sharply divided, we have to create separate web presence packages for each of them.

Creating and Maintaining a Blog

Once we selected your niche and matched it with your target groups that we think will be a good match for Internet Marketing, we will create a blog for you that will be attached to your domain name until your main website is in the works.

Once your full-blown website is ready, we will keep the blog as it has a central role in keeping in touch with your existing and potential customers.

It also has a crucial role in link building. Organic incoming links that generally come from other blogs are essential in achieving high ranking in the search engines.

We will write relevant articles in your blog on your behalf and start submitting these articles to e-zines, social networking websites and relevant discussion forums to build on-line trust, recognition and reputation.

We also voice your opinion in similar forums. A well-maintained blog is essential for a successful Internet marketing campaign. It is essential in link building and in customer relationship marketing (CRM).

Submitting to Search Engines

It is enough to submit to the most important search engines.

However, submissions need to be constantly monitored because search engines make changes frequently to “Slap out” irrelevant web sites

Some of our competitors still promise you to submit your site to thousands of search engines and they charge very high fees for it.

The truth is: most search engines are owned by the few big ones or if they are independent, they use the data that come from a big one.

Therefore, submitting to thousands of them is a waste of time and a waste of money

Pushing your company's information, products and services to some directories is helpful to achieve some more on-line exposure. This has to be done carefully as search engines penalize companies for repeat content.

Pay per Click Advertising

How does Pay-Per-Click work?

You select **targeted keywords** for you that best describe your niche and submit them for pay per click advertisement.

You **write a small ad** that contains the URL of your website that you want to show to your customers.

You decide how much money you want to spend

- each day (daily budget).
- when someone clicks on your ad using a certain search keyword or term (your bid on that keyword).

Money will be deducted from your account only when someone clicks on your ad

Once your daily budget is reached, your ads stop showing.

The position of your ad will depend on the size of the bid and the relevancy of the text of the ad to the keyword you just bid on.

The frequency of the showing of your ad will depend on the size of your daily budget.

Pay per click is one of the most essential tools to conduct a successful Internet Marketing campaign.

Landing Page Testing

Landing pages are certain web pages on your website where a visitor ends up ('lands') after they clicked on a pay per click ad

Landing pages must be very **concise, relevant, appealing** and **enticing** to **make your visitor** do a certain thing that YOU want him or her to do (in other words – **CONVERT**) after reading and looking at the content on the landing page.

You probably want them to

- Buy from you on-line
- Call your phone number
- Sign up to your e-mail list

All of the above is called conversion.

Initially we design landing pages that matches your needs.

We need specific, detailed and relevant information from you to set up good landing pages.

Then we start testing by tweaking the text and the graphics and eventually YOUR customers will tell you what versions they like the most.

It is the version that produces the highest return on investment (ROI) for you.

Web 2.0 Submission

What is web 2.0? It is a new way of looking at the Internet. The content no longer belongs to the companies, but to their customers. Good, relevant content is rewarded by search engines, therefore you can get your company ahead of your competition if you use any of these services below. We highly recommend e-zines.

An e-zine is a an on-line periodical that usually writes about a certain topic that interests people.

In a reputable e-zine it is strictly forbidden to write any kind of promotion in an article. The article must be relevant, current and well-written.

We have expert copywriters standing by who are more than happy to help you in this matter.

You should submit at least one article each month to at least one reputable e-zine each month to keep your customers up to date.

You should submit to as many e-zines, blogs, forums and utilize other web 2.0 tools, features and platforms as soon as possible because these help you in link building.

The other good way e-zines can be used is that most of them allow small, relevant ads and purchasing these ads will not break your budget and help you building your e-mail list fast.

Other forms of Web 2.0 solutions that we offer

- Social Bookmarking, RSS feeds
- Social Networking
- Podcasting
- Social Broadcasting

Link Building

Inbound, deep, clean, organic links from reputable websites increase your Page Rank in search engines

The better your Page Rank is, the better chance you have that your website will show among the first two pages in the search results for certain search keywords

When your website is high among the search results, you will have a LOT of free traffic

Link building takes time and patience and work.

You must participate in Web 2.0 submission to achieve any measurable success in your link building efforts.

Link building is an essential part of a successful on-line marketing campaign. It is just as important as Pay per click advertising.

Meta and Title Tags Creation

Meta tags contain certain search keywords and a short description that you want to associate with your website.

Title tags must contain relevant search keywords to the content of that actual webpage.

These devices are an essential part of a search engine friendly website that we create for our Clients.

There are certain tags in the website code where you or your web designer can insert certain keywords that help the search engines

- recognizing your website
- and figuring out what it is all about

Creating good, relevant tags is a continuous process as they need to be revised from time to time based on the landing page testing results.

Nowadays content is king, but some search engines still read these tags and we do recommend implementing them on your website

Final Keyword Optimization

This is the final step in your Internet marketing process

First through careful and meticulous testing we find converting keywords that provide you a positive cash flow.

This is a multi-step process we previously described in the pages before.

This process can last anywhere from

- a few weeks
- to a couple months
- to even for a year

depending on your

- Niche
- the size of your company
- and your competition

Finally, we write your message on your website using the keywords that we found.

Depending on your goals, we have to repeat this process from the very beginning until we reached the desired results.