

# Websketching On/Offline

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## Best of Salem County!



Thank you for voting  
Websketching  
2010 Best of Salem Co.  
Webmaster/Web Design!

### 25 New Websites Launched in 2010

This year, Websketching developed 25 new websites and we have 14 more in progress! We would like to thank you, our customers, for helping us have a very successful year.

Almost all of our website business, over 90%, is generated from referrals from our existing customers—we assume this high referral rate means that you are happy with our products and services.

We value your business and want to continue to provide you with a high level of customer service, or improve our service if it needs improvement. For that reason, we are asking for your feedback.

We have enclosed a short survey card. Please take a moment to fill it out so we can better serve you in the future.

Thank you,  
Larry and Christine

## Map Out Your Marketing Strategy for 2011

A good marketing strategy – the difference between life or death for a website.

Last year, we sent several newsletters defining the 3 key activities of online marketing:

**ACQUISITION** – Getting traffic to your website.

**Conversion** – Getting your visitors to take action.

**Retention** – Increasing the value of your visitors by deepening the relationship.

We expanded first upon **conversion**, because we believe there is no point in wasting time with acquisition if you currently have problems with getting your visitors to take action once they arrive at your site.

In this issue, we are going to talk about **acquisition**—driving traffic to your website.

*Traffic to your website is going to come from 3 major sources:*

**Direct**—These are the visitors who are demonstrating brand awareness by typing in your website address. A high proportion of direct traffic is usually an indicator that your combination of online and offline marketing efforts are working.

**Search Engines**—Google, Bing, Yahoo, MSN and others provide an excellent source of traffic for many websites. This type of traffic can either be



organic (“free”) or pay per click (NOT FREE). Getting highly ranked in the organic search engine results pages (SERP) involves initial search engine optimization (SEO) techniques and often ongoing efforts to keep you in the top of the results.

Websketching optimizes all of our clients’ websites as a practice and has achieved very good results for many of our clients’ sites; however, keeping your site ahead of the competition does require vigilance—and this translates into time or money or both, which is why we used “free” instead of “FREE”. Keep in mind that not every website can be in the top results, so most likely, the ones that stay “ahead of the curve” will be the

ones that are the most successful.

**Referring Sites**—When a visitor comes to your site by clicking a link or banner ad from another site or by clicking a link in an email, this is known as a “referring site.” By advertising, sending out email blasts, and/or acquiring links to your site, you can increase your visibility on the web and drive motivated visitors to your site.

Another benefit of referring sites is that Google and other search engines factor the number of links from other sites to your site. Known as “link popularity”, many search engines use this as a major factor in determin-

# Map Out Your Marketing Strategy for 2011 (cont.)

ing a site's position in the search results.

In the process of link building, quality is more important than quantity. Google assigns a number or rank to each web page "PageRank"—the basic purpose is to list web pages from the most important to the least, reflect on the SERP when a search occurs. If a page has links from websites that rank well, then it is more likely to receive a higher ranking.

**Acquiring traffic to your website requires a marketing strategy.** If you aren't sure how to begin developing a plan to drive traffic to your website, Websketching has some ideas we would like to share with you.

Over the next few weeks, we plan to look at each and every website in our portfolio and analyze how they are performing. In addition to looking at the number of visitors to your site, we are going to look for a healthy mix of direct, search engine and referring site traffic. Then, we are going to determine if we can help you improve your results.

**Our Plan**—Analyze your website and determine ways to increase traffic to your website for 2011.

## “Success Stories”

**Traffic!** One of our non-profit client's websites received over 216,000 visits so far in 2010 and more than 480,000 pageviews. This site has what we consider to be a nice healthy balance of traffic—54% from organic search results (115,000 visits), 16.5% from referring sites (35,500 visits), 15.5% from pay-per-click search results (33,500 visits), 14% from direct traffic (30,300 visits).

**SERP!** A prominent attorney in Philadelphia contracted Websketching to get as many pages on the first page of Google for his name and law firm. In less than a month, we had the results: 4 top 10 results, 6 top 20 and 7 top 30. We plan to keep working until we achieve 100%!

**Incredible!** Our online magazine, [www.SalemCountyWoman.com](http://www.SalemCountyWoman.com), is doing great with over 76,000 pageviews last year and an unbelievable amount of referring website traffic—44.5% (8,224 visits). It is also demonstrating huge brand awareness with 30.5% direct traffic (5,600 visits) and great results from the search engines as well with 25% (4,600 visits).

**The Goal**—Increase traffic to your website through a healthy mix of direct, search engine and referring site traffic.

**Marketing Strategy**—After you have had an opportunity to look over our plan, if you would like Websketching to work with you to develop a marketing strategy, give us a call. We will help you understand how to improve your offline marketing efforts to increase your direct traffic and we will take care of increasing your traffic online through the search engines and referring sites.

**Reports**—We will track and report the results to you each quarter.

**How much will this cost?** Our analysis and plan will be provided complementary as a thank you for being a valued customer. Even if you are not ready to have us provide this service for you at this time, feel free to try some of our recommendations on your own.

Please look for our plan in the mail in January and then let's get together and map out your marketing strategy for 2011!

**Did you miss one of our previous newsletters?** You can print them

from our website:

**September 2009:**  
[www.Websketching.com/092009.pdf](http://www.Websketching.com/092009.pdf)

**October 2009:**  
[www.Websketching.com/102009.pdf](http://www.Websketching.com/102009.pdf)

*You should be receiving monthly Google Analytics reports via email. If you are not receiving these reports, call (856) 769-5600 to let us know and we will set them up for you.*

## Does Your Facebook Page Stand Out From The Crowd?

The average Facebook user is connected to more than 60 pages, groups, and events... does your page STAND OUT? Give us a call to find out how we can make your page stand out from the crowd and get more people to like you!