

# How To Get Found On Google Using HubSpot

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HubSpot

# Agenda

- HubSpot Overview & Google Overview
- Traditional Marketing vs. Inbound Marketing
- Keywords & Content
- Competing for Keywords in your industry
- How HubSpot can help you get found on Google
- Q&A

# HubSpot



- Founded in July 2006 by Dharmesh Shah and Brian Halligan
- Grew out of research at MIT
- 1,900+ customers, 100+ employees
- World HQ Cambridge, MA
- Experts in Inbound Marketing



# Outbound Marketing

## Advertising



## Direct Marketing



# Inbound Marketing

## Blog

TechCrunch



YouTube

 Technorati™

## SEO

Google™



YAHOO!®


 Ask™  
.com

## Social Media

facebook

twitter

LinkedIn

 delicious  
social bookmarking

digg

# Rethinking Marketing

## Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

## Interruption



## Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Public Relations

## Permission





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Google™

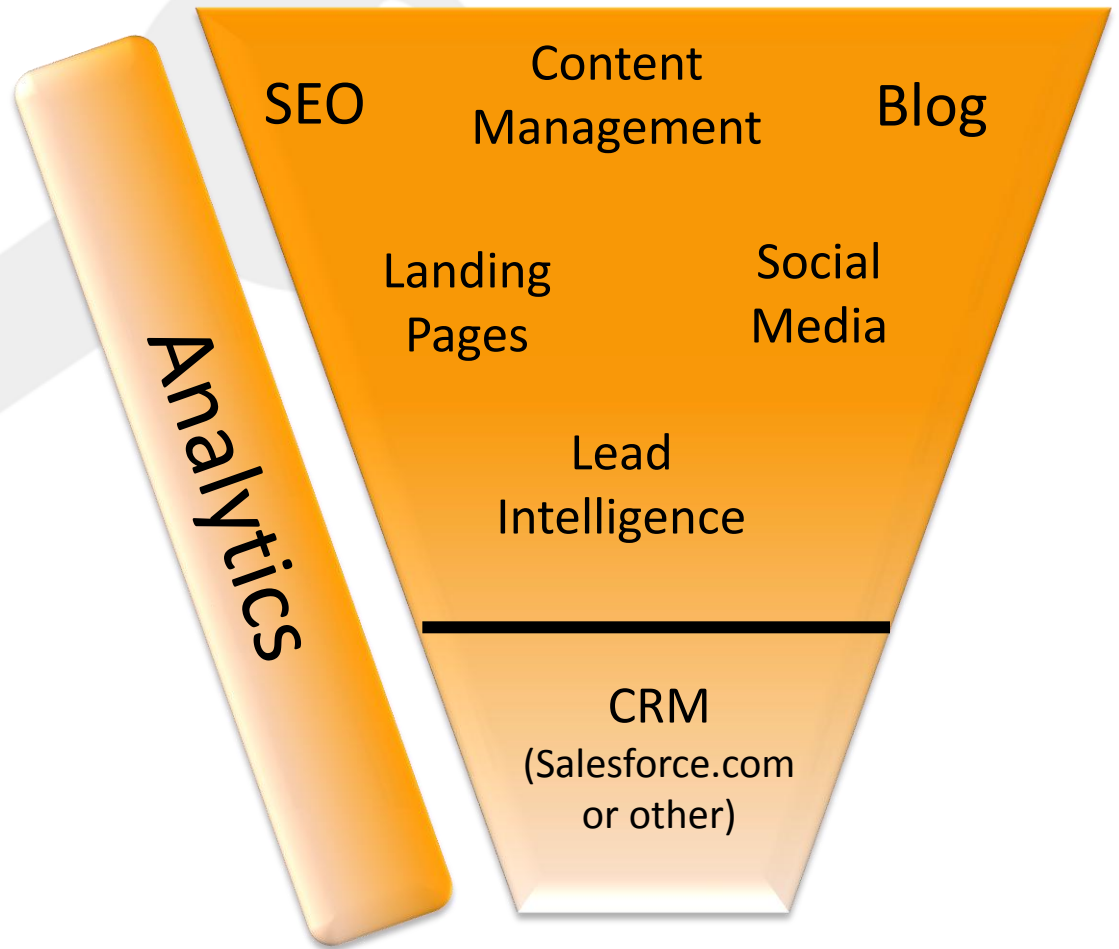
[Advanced Search](#)  
[Language Tools](#)

Google Search

I'm Feeling Lucky

# HubSpot Inbound Marketing System

- **Software**
- **Support + Expertise**
- **No IT Required**



# Getting Found: On-Page SEO

HubSpot MARKETER

Dashboard Create Optimize Promote Convert Reports Switch back to the old

### Keyword Grader

Determine which keywords are the best to use for your website

You are saving approximately **\$9,414.88** per month from your organic search traffic

Show Competitors View Show Keywords: Favorite

Add Keyword Search

KEYWORD	RELEVANCE	MONTHLY SEARCHES	DIFFICULTY	VISITS	HUBSPOT RANK	COST PER CLICK	
<input type="checkbox"/> internet marketing	5	29,000	97	154	7	\$5.77	♥ ⊖
<input type="checkbox"/> website marketing	5	4,700	95	0	13	\$5.99	♥ ⊖
<input type="checkbox"/> seo tools	4	3,400	90	0	100+	\$2.33	♥ ⊖
<input type="checkbox"/> marketing software	5	3,400	94	2	3	\$9.10	♥ ⊖
<input type="checkbox"/> seo software	4	3,400	89	0	100+	\$2.61	♥ ⊖
<input type="checkbox"/> marketing tips	5	3,100	93	0	100+	\$2.72	♥ ⊖
<input type="checkbox"/> increase website traffic	1	2,500	86	0	100+	\$5.56	♥ ⊖
<input type="checkbox"/> internet marketing online	2	2,400	91	0	100+	\$5.98	♥ ⊖
<input type="checkbox"/> seo training	3	2,000	85	0	100+	\$2.80	♥ ⊖
<input type="checkbox"/> b2b marketing	4	1,500	85	0	100+	\$4.48	♥ ⊖
<input type="checkbox"/> internet marketing software	5	1,300	92	50	1	\$7.35	♥ ⊖

## Keyword Grader

- Determine what keywords to optimize your pages around based on relevance, search volume, and how difficult it will be to rank on the first page of Google
- Identify critical long tail words (high conversion rates, low competition)
- Monitor your rank against competitors for each keyword/phrase
- Determine the specific page on your site that is ranking for each keyword(phrase) and how to make further improvements

# Getting Found: Updating Content

## Easy-to-Use Business Website Manager

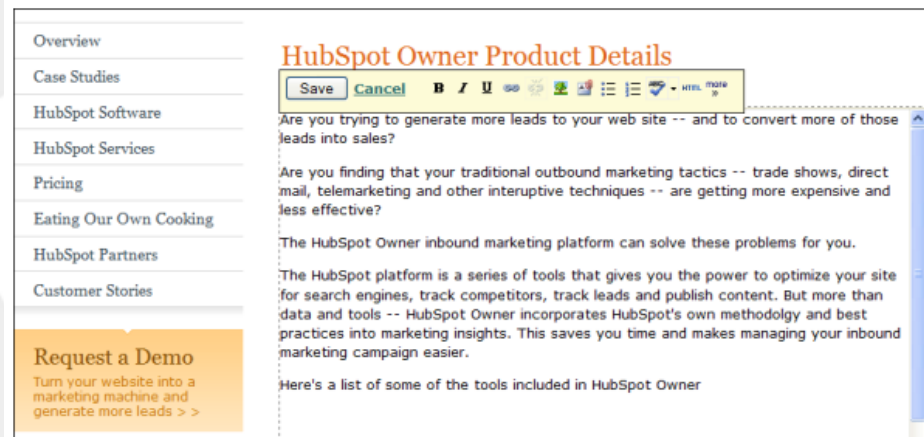
Quickly and easily edit your website, landing pages and forms.

Is your website difficult to update? Does your site end up with generic or out-of-date information because changing it is such a hassle?

HubSpot's easy-to-use website manager solves this problem. Updating your site becomes as easy as creating a Microsoft Word document. Any business owner or marketing professional can create new pages, update old pages, create landing pages and build data-collection forms.

With the flexibility HubSpot's website manager gives you, you'll be able to create specific content relevant to specific audiences or current market dynamics. This will improve your chances of converting website visitors into customers.

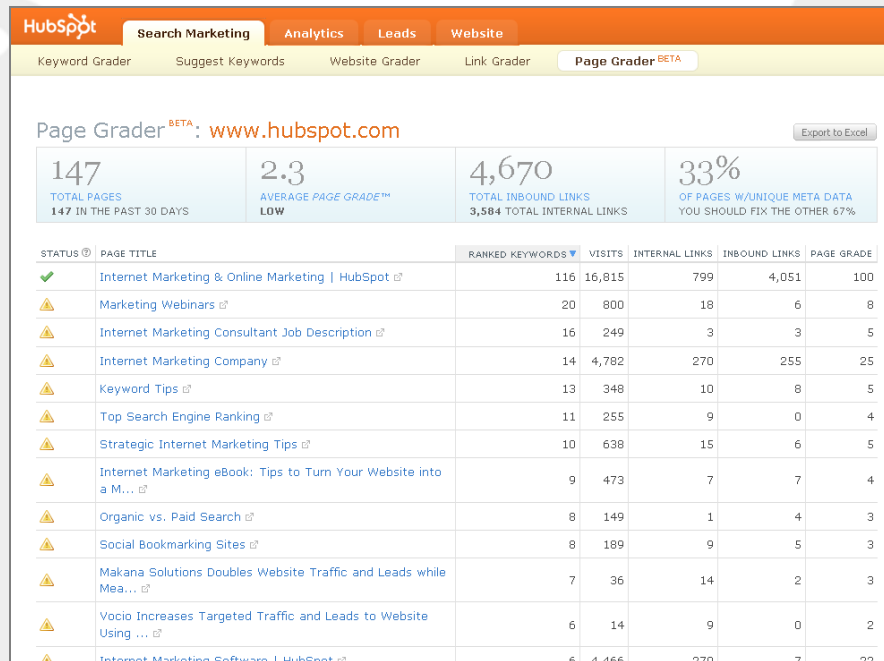
HubSpot's website manager uses a simple WSIWG (What You See Is What You Get) editing interface (below).



The screenshot shows a web editor interface for a page titled "HubSpot Owner Product Details". On the left is a navigation menu with items: Overview, Case Studies, HubSpot Software, HubSpot Services, Pricing, Eating Our Own Cooking, HubSpot Partners, and Customer Stories. Below the menu is a "Request a Demo" button with the text "Turn your website into a marketing machine and generate more leads >>". The main content area has a title "HubSpot Owner Product Details" and a rich text editor toolbar with buttons for Save, Cancel, Bold, Italic, Underline, Bulleted List, Numbered List, Link, and Unlink. The text in the editor reads: "Are you trying to generate more leads to your web site -- and to convert more of those leads into sales?", "Are you finding that your traditional outbound marketing tactics -- trade shows, direct mail, telemarketing and other interruptive techniques -- are getting more expensive and less effective?", "The HubSpot Owner inbound marketing platform can solve these problems for you.", "The HubSpot platform is a series of tools that gives you the power to optimize your site for search engines, track competitors, track leads and publish content. But more than data and tools -- HubSpot Owner incorporates HubSpot's own methodology and best practices into marketing insights. This saves you time and makes managing your inbound marketing campaign easier.", and "Here's a list of some of the tools included in HubSpot Owner".

# Getting Found: SEO for Your Whole Site

## Page Grader



The screenshot shows the HubSpot Page Grader interface for the website www.hubspot.com. The summary section displays the following metrics:

- 147** TOTAL PAGES (147 IN THE PAST 30 DAYS)
- 2.3** AVERAGE PAGE GRADE™ (LOW)
- 4,670** TOTAL INBOUND LINKS (3,584 TOTAL INTERNAL LINKS)
- 33%** OF PAGES W/UNIQUE META DATA (YOU SHOULD FIX THE OTHER 67%)

An 'Export to Excel' button is located in the top right of the summary section. Below the summary is a table with the following columns: STATUS, PAGE TITLE, RANKED KEYWORDS, VISITS, INTERNAL LINKS, INBOUND LINKS, and PAGE GRADE.

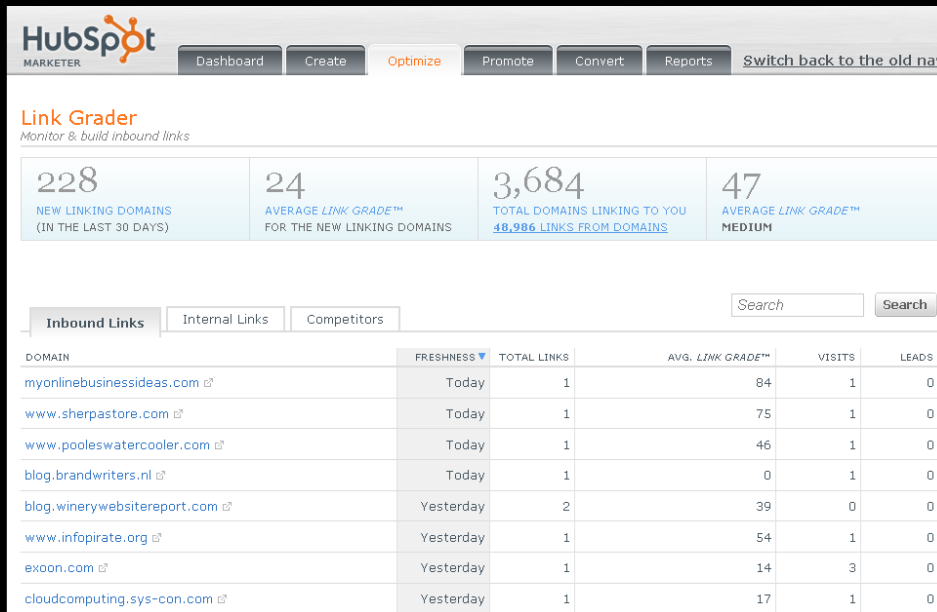
STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INTERNAL LINKS	INBOUND LINKS	PAGE GRADE
✓	Internet Marketing & Online Marketing   HubSpot	116	16,815	799	4,051	100
⚠	Marketing Webinars	20	800	18	6	8
⚠	Internet Marketing Consultant Job Description	16	249	3	3	5
⚠	Internet Marketing Company	14	4,782	270	255	25
⚠	Keyword Tips	13	348	10	8	5
⚠	Top Search Engine Ranking	11	255	9	0	4
⚠	Strategic Internet Marketing Tips	10	638	15	6	5
⚠	Internet Marketing eBook: Tips to Turn Your Website into a M...	9	473	7	7	4
⚠	Organic vs. Paid Search	8	149	1	4	3
⚠	Social Bookmarking Sites	8	189	9	5	3
⚠	Makana Solutions Doubles Website Traffic and Leads while Mea...	7	36	14	2	3
⚠	Vocio Increases Targeted Traffic and Leads to Website Using ...	6	14	9	0	2
⚠	Internet Marketing Software   HubSpot	6	4,466	270	7	22

- Analyze each page of your site to see which pages produce the most value for you (traffic, leads, ranked keywords, links)
- Automatically recommend improvements to optimize each page of your site

# Getting Found: Off-Page SEO

## Link Grader

- Identify opportunities to generate more return from your existing links
- Monitor your live inbound links and which inbound links are producing the most value for you
- Aggregate your competitors' inbound links to discover new link-building opportunities that you have not taken advantage of



The screenshot shows the HubSpot Link Grader interface. At the top, there are navigation tabs: Dashboard, Create, Optimize, Promote, Convert, and Reports. Below the navigation, the Link Grader section displays four key metrics: 228 New Linking Domains (in the last 30 days), 24 Average Link Grade for the new linking domains, 3,684 Total Domains Linking to You (with 48,986 links from domains), and 47 Average Link Grade (Medium). Below the metrics, there are tabs for Inbound Links, Internal Links, and Competitors. A search bar is present. The main table lists inbound links with columns for Domain, Freshness, Total Links, Avg. Link Grade, Visits, and Leads.

DOMAIN	FRESHNESS	TOTAL LINKS	AVG. LINK GRADE™	VISITS	LEADS
<a href="#">myonlinebusinessideas.com</a>	Today	1	84	1	0
<a href="#">www.sherpastore.com</a>	Today	1	75	1	0
<a href="#">www.pooleswatercooler.com</a>	Today	1	46	1	0
<a href="#">blog.brandwriters.nl</a>	Today	1	0	1	0
<a href="#">blog.winerywebsitereport.com</a>	Yesterday	2	39	0	0
<a href="#">www.infopirate.org</a>	Yesterday	1	54	1	0
<a href="#">exoon.com</a>	Yesterday	1	14	3	0
<a href="#">cloudcomputing.sys-con.com</a>	Yesterday	1	17	1	0

# Getting Found: Blogosphere

## Blogging & Blog Analytics

- Create or optimize a blog so you can achieve more frequent search engine crawls and improve authority
- Develop an audience of email and RSS subscribers
- Attract more inbound links (“link bait”)
- Assess and optimize your blog posts for top search engine rankings and maximum social media distribution.

The image shows two screenshots of the HubSpot Marketer interface. The top screenshot displays the 'Create' article editor with fields for Title and Article Body, and a sidebar with error messages: 'Missing Title', 'Missing Article Body', and 'Missing Meta Description'. The bottom screenshot shows the 'Blog Analytics' dashboard for 'blog.hubspot.com', featuring a stacked bar chart of Email and RSS subscribers, a summary of key metrics, and a table of recent articles.

**Blog Analytics: blog.hubspot.com**  
Measure the impact of your blog

1 Week Refresh

Date	Email Subscribers	RSS Subscribers
Tue 8/4	5,680	13,255
Wed 8/5	5,680	13,204
Thu 8/6	5,690	12,986
Fri 8/7	5,699	12,179
Sat 8/8	5,716	12,411
Sun 8/9	5,729	13,344
Mon 8/10	5,726	12,933
Tue 8/11		
Wed 8/12		

**18,659** BLOG SUBSCRIBERS  
5,726 EMAIL SUBSCRIBERS

**69,014** VISITORS (LAST 30 DAYS)  
62,343 FIRST TIME VISITORS

**900** COMMENTS (LAST 30 DAYS)  
59 ON MOST POPULAR ARTICLE

**1,365** BLOG RANK  
TOP 0.01 % OF ALL BLOGS

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS	INBOUND LINKS	PAGE VIEWS
<a href="#">Why Free Content Makes Sense for Marketers</a>	Today	Ellie Mirman	0	5	1	248
<a href="#">Retweeting in Real Life [Cartoon]</a>	Yesterday	Lauren Brown	0	9	7	991
<a href="#">Bernie Borges Cuts Through the Marketing 2.0 Kool-Aid</a>	Yesterday	Pete Caputa	0	5	0	362

# Beating the pants off your competition

## Local Banking Consultant Sees 430% Growth in Leads With HubSpot

Posted by Magdalena Georgieva on Wed, Jun 24, 2009 @ 08:45 AM

 [digg it](#) |  [reddit](#) |  [delicious](#) |  [StumbleUpon](#) |  [Facebook](#) |  [Twitter](#)

Tags: [De Novo](#), [bank consulting](#), [link analytics](#), [organic traffic search](#), [keyword targeting](#)



# How Does HubSpot Help me?

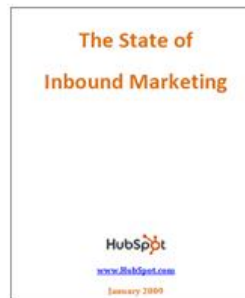


[Home](#) [Products](#) [News](#) [Resources](#) [Marketing Blog](#) [Demo](#) [Company](#)

## ROI from Inbound Marketing with HubSpot Software

- Average **6 times more leads in 6 months** if you are an active B2B HubSpot customer
- Businesses have a **61% lower cost per lead** if they focus on inbound marketing
- **93% of B2B companies report increased leads** when actively using HubSpot software

### State of Inbound Marketing Report



Data from businesses about what types of marketing programs deliver the best ROI.

### Marketing ROI Case Studies

HubSpot's inbound marketing software helps over 1,000 businesses get the maximum ROI from their marketing efforts.



[Cilk Arts Increases Leads 500%](#)



[Makana Solutions Triples Leads, Doubles Conversions](#)



[Vocio Pays for HubSpot 30 Times Over](#)

### MIT Study on ROI of HubSpot



An MIT MBA student completed independent research into the ROI of using HubSpot



# Step 1: Grow the Top of Your Funnel

## Get Found by Potential Customers

### Overview

Getting found means your best prospects find *you*. It's all about the top of your sales funnel and how you fill it with qualified traffic.

Getting found means that when your prospects do research on Google, Facebook, Twitter, LinkedIn, Technorati, or elsewhere in the blogosphere, they find *you*. Whether they are looking for information, advice, entertainment, thought leadership, analysis, predictions, tools, data or conversation, they find *your* content, *your* people, *your* brand, *your* products, and *your* company.

There are 3 steps to getting found:

First, you create remarkable content. That's the core of inbound marketing.

Next, you optimize your content for search engines (SEO) and other audiences.

Finally, you promote your remarkable content in the social mediasphere, through email marketing, and other channels.

# Step 2: Grow the Middle of Your Funnel

## Convert More Visitors Into Leads & Customers

### Overview

Getting found sure is fun. You're writing articles and producing videos (creating remarkable content), you're an SEO ninja by now (Optimize), and you're using all the social media sites and running email and ppc campaigns (Promote). At the end of the day, however, we aren't in this for fun. We're also not in this for traffic. The goal is quality sales leads and customers, so let's focus now on converting as much of your traffic as possible to leads and customers.

Note that there is potentially huge value if you can increase your conversion rate and generate more leads from existing traffic. If you only get a few hundred visits per week, increasing your conversion rate by 1% could generate 10-15 more leads per month. If you get a few thousand visits a week, you stand to increase your lead flow by 100-150 leads per month.

# Step 3: Measure & Optimize with Marketing Intelligence

## Analyze & Repeat

### Overview

You've done the setup and the basics. Congratulations. You joined the gym. Now it's time to work out every day!

HubSpot is like a treadmill, and the treadmill doesn't run by itself.

The statistic mentioned at the beginning of this methodology warrants reiteration: HubSpotters who thoroughly implement this methodology while regularly using HubSpot software achieve average growth in traffic and leads of 10-30% per month.

# Ready to Start Today?

- HubSpot Owner
  - \$750 first month (\$250 for software + \$500 for eight 30 minute sessions of consulting)
  - \$250/month second month
- HubSpot Marketer
  - \$6500/year (\$60,00 for the software + \$500 for eight 30 minute sessions of consulting)

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617-401-2431



# HTGFOGUH Offer

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**FREE TRIAL** of HubSpot

Try HubSpot free for 7 days.

Optimize your website to get found by more prospects and generate more leads online.

*Get Started*

Inbound Marketing Software

# HubSpot Q&A

# Step by Step Approach. Real Traffic, Real Leads, Real Customers.

## Sections

### A. [Get Found](#)

- I. [Create](#)
- II. [Optimize](#)
- III. [Promote](#)

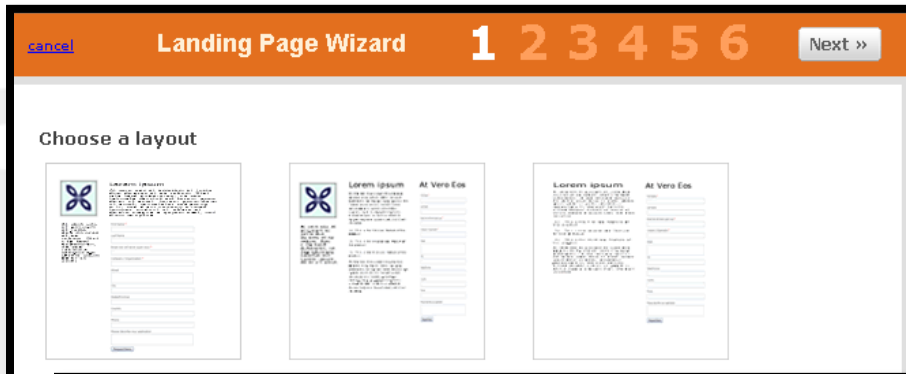
### B. [Convert](#)

- I. [Convert Visitors to Leads \(via Landing Pages\)](#)
- II. [Convert Visitors to Leads \(via Website & Blog\)](#)
- III. [Convert Leads to Customers](#)

### C. [Analyze & Repeat](#)

- I. [Use HubSpot Every Day](#)
- II. [Use HubSpot Every Week](#)
- III. [Use HubSpot Every Month](#)

# Create Landing Pages on the Fly



The screenshot shows the HubSpot Landing Pages dashboard. At the top, there is a navigation bar with tabs for Dashboard, Create, Optimize, Promote, Convert, and Reports. Below the navigation bar, the text 'Landing Pages' is displayed, followed by the subtitle 'Build and analyze landing pages'. The dashboard features four key metrics: 201 NUMBER OF LANDING PAGES, 845,521 TOTAL PAGE VIEWS, 234,322 TOTAL FORM SUBMISSIONS, and 27.71% TOTAL CONVERSION RATE. Below the metrics, there is a 'Create New Landing Page' button and a table of landing pages.

PAGE NAME	PAGE VIEWS	SUBMISSIONS	CONVERSION RATE					
Marketer Trial Test	38	40	100%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Partner Program: Lead Generation Webinar	427	317	74.24%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Free Trial - 30 Day	45	29	64.44%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Partner Program: Designing Websites for Lead Gener	665	416	62.56%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Nurture - How To Track Your Competition Using HubS	494	273	55.26%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Blogging for Business Webinar	3929	2169	55.2%	Duplicate	Get URL	View/Edit Page	Properties	Delete
Nurture - How To Build Business Blog for Lead Gen	987	544	55.12%	Duplicate	Get URL	View/Edit Page	Properties	Delete

## Landing Page Wizard

- Drag-and-drop interface makes it easy to create custom landing pages and conversion forms
- Landing page dashboard allows you to compare the effectiveness of landing pages
- Simplified process allows you to create more targeted offers