

**Internet Marketing Whitepaper:**  
**5 Tips to Turn Your Website**  
**into a Marketing Machine**

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## Part 1: How the Internet has transformed businesses

The Internet has profoundly transformed the way people communicate and interact with each other. This change has also dramatically affected the business world by altering the way people shop for products, both B2B and B2C. Ten years ago, companies reached their consumers through trade shows, print advertising, and other traditional marketing methods. Today, people start their shopping experience by looking on the Internet and, more specifically, search engines, especially Google. In order to remain competitive, businesses' websites need to be found on the web and in search engines. Businesses have the opportunity to leverage the Internet to reach out to customers effectively and inexpensively with targeted messages that customers seek out, not ignore.

Businesses must:

- Drive more quality traffic to their sites
- Capture visitors as leads
- Convert leads into customers
- Analyze the activity on their site to optimize online marketing efforts

For more on how the Internet is affecting small businesses, read Four Ways the Internet Is Transforming Small Business (<http://del.icio.us/HubSpot/article1>).

The Internet has changed the dynamics of the business world, necessitating a change from “old marketing” techniques to “new marketing” techniques.

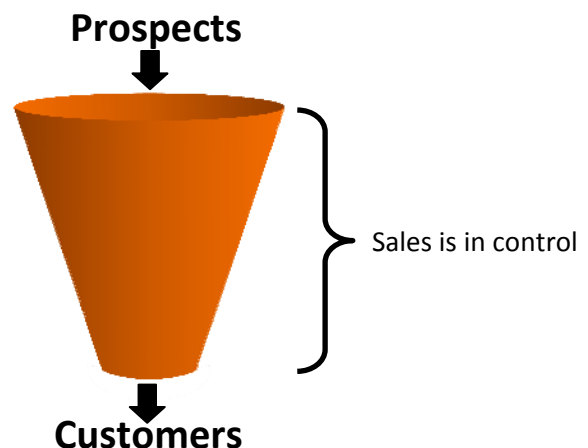
### “Old Marketing” = Outbound Marketing

With “old marketing” techniques, you are trying to reach a broad audience and hope for some small percentage (usually 1-3%) to respond. Looking at this another way, 97% of your marketing is wasted!

“Old Marketing” methods include:

- Inside sales
- Telemarketing
- Tradeshows
- Seminars
- Print Advertising
- Direct mail/email

The Traditional Sales Funnel:



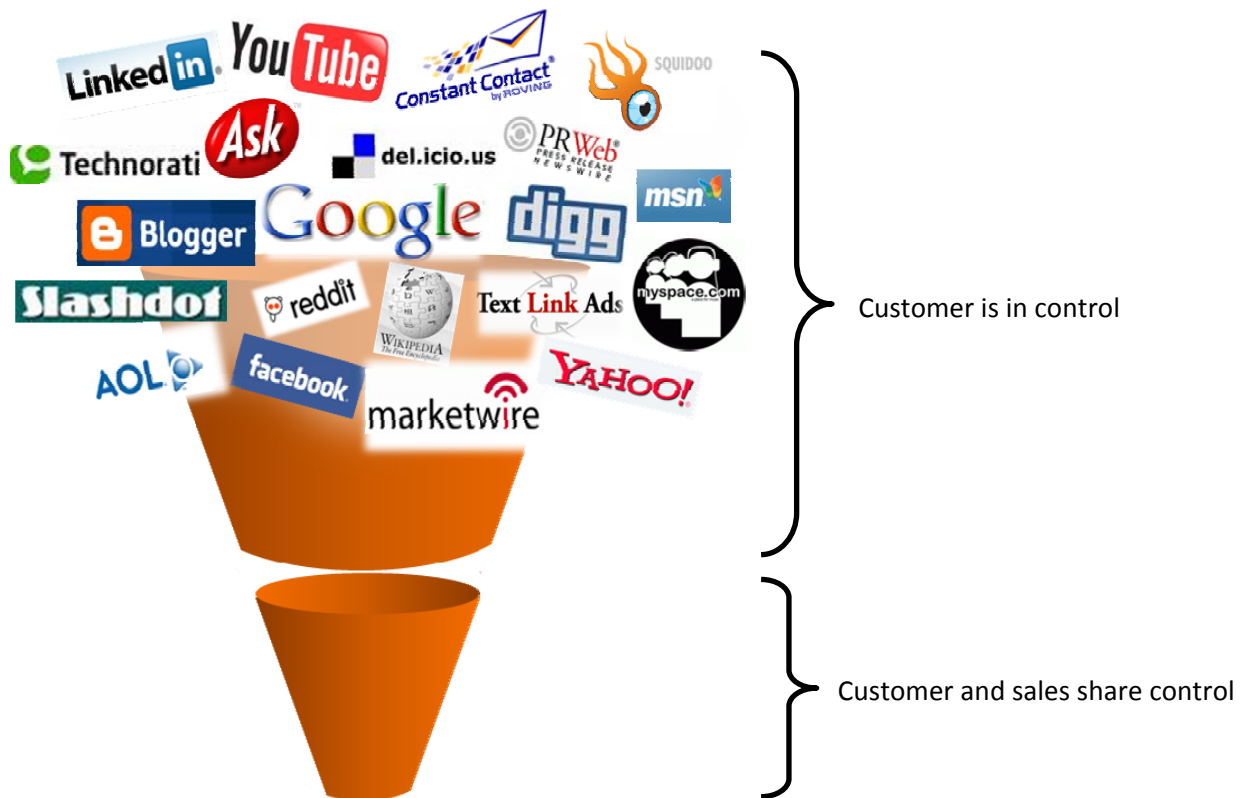
# “New Marketing” = Inbound Marketing

The way people shop has changed drastically – people are much more in control of what information they receive and how they receive it. The Internet and the emergence of sites like Google, Yahoo, MSN, digg, and del.icio.us has changed the dynamic of how people purchase products. People are now much more able to get information about different vendors, products, and industries themselves without interacting with your company directly. By the time they reach you, they are much farther along in the sales process but you know much less about them.

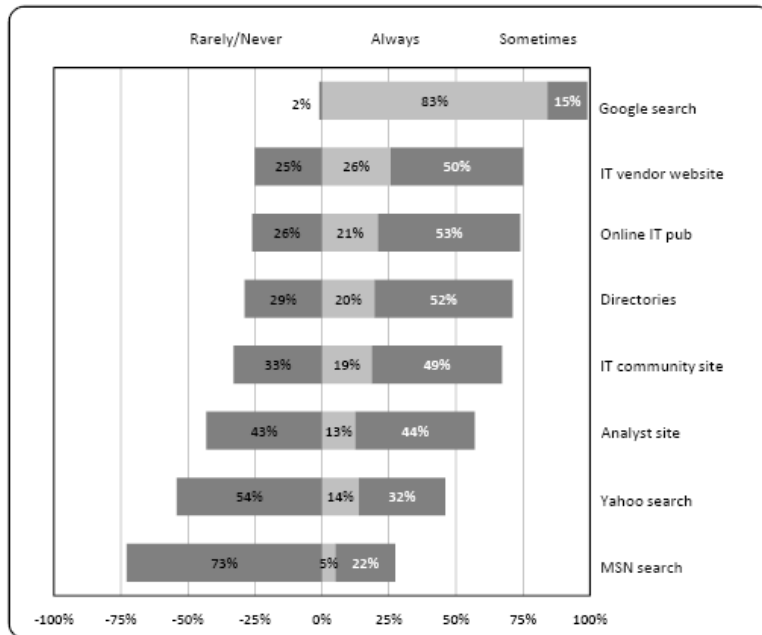
“New Marketing” methods include:

- Search engine optimization (SEO)
- Pay per click (PPC) advertising
- Blogging and leveraging the blogosphere
- Buzz marketing
- Targeted landing pages
- Conversion tools
- Sophisticated analytics

## The Modern Sales Funnel:



# B2B Buyers Start in Google



98% of B2B buyers search in Google

**Make sure you get found on the web so you can reach the people looking for your product or service.**

Source: Marketing Sherpa

## The Google Search Golden Triangle



This Google results page shows an eye-tracking heat map that shows where on the page people look and click on the page of search results.

What you see here is the phenomenon called the Google Search Golden Triangle – people focus on the top organic results that fall into a triangle at the top left corner of the screen.

**You want to get as close to this Golden Triangle as possible – top organic results translates into more web traffic.**

For more on what you can learn from heat map analyses, check out [3 Hot Marketing Tips from Heat Map Analysis \(Images\)](http://del.icio.us/HubSpot/article2) (<http://del.icio.us/HubSpot/article2>).



# Organic vs. Paid Search

There are two kinds of search results: paid results and organic (or natural) results.

**Paid results** are those listings that require a fee for the search engine to list their link for particular keywords. The most widely used form of paid listing is Pay Per Click (PPC), where you pay each time someone clicks on the link in your advertisement. The price increases with the competitiveness of the keyword. Google AdWords is one popular form of paid search advertisement.

## **HubSpot Tip** Get the most out of paid search listings

If you're going to do paid search listings, do it right. To get the most out of your paid search listings, check out:

- Expert Tips to Maximize Google AdWords Results (<http://del.icio.us/HubSpot/article3>)
- How to Waste Money on Google AdWords: Bid High for Top Spot (<http://del.icio.us/HubSpot/article4>)
- Detailed Keyword Tips (<http://del.icio.us/HubSpot/article5>)

**Organic results** are gathered by search engines' web crawlers and ranked according to relevance to the search terms. This relevance is calculated by criteria such as extent of keyword match and number of sites linking to that website. It is much more valuable to be listed highly in the organic results than in the PPC advertisements.

Benefits of being listed in organic results:

- No cost - organic results are listed based on the search engine's measure of your relevance and quality, not your advertising dollars, so you don't pay a "tax" per click
- Get more traffic - most people click the organic search results, not the paid advertisements
- Get visitors with a higher education - research shows those who click on organic search results more often have a higher level of education
- Longer lasting rank and traffic - search engines record your ranking history, helping you rank highly in the future, and they only reevaluate your rank every few weeks or months, allowing you to maintain your rank longer





→ Paid (Pay Per Click) Results  
(25% of Clicks)

→ Organic Results (75% of Clicks)

- Free
- More traffic
- Smarter people
- Longer lasting

Source: Marketing Sherpa & Enquiro Research

### HubSpot Tip Understand Google

If you understand how Google works, you will better be able to utilize it to your advantage.

- The Importance of Google PageRank: A Guide For Small Business Executives  
(<http://del.icio.us/HubSpot/article6>)
- Free Advertising on Google – A How To Guide (<http://del.icio.us/HubSpot/article7>)
- Stopping The Google AdWords Morphine Drip: How We Saved \$183 Last Week  
(<http://del.icio.us/HubSpot/article8>)

## Part 2: 5 Tips to Turn Your Website into a Marketing Machine

Using modern marketing techniques is essential to helping any business grow today – by helping you generate more website visitors, convert more visitors to leads, turn more leads into customers, and analyze every step of the process.

After talking to hundreds of people about this topic, five common themes emerged as the keys to turning their website into a marketing machine.

### Tip #1 – On Page SEO

Even if your website looks good to a human, search engines rule the Internet. You need to give search engines the right clues to help them understand what your website is about and what types of people should find your website. You need to make sure you use the right keywords in the page content. Your page title needs to be short and use the right keywords. You need to use the same keywords in the H1, H2 and H3 tags on the page as well, and if you can put the keywords into the URL, even better.

“Visible” On Page SEO – parts of your site to optimize that you can see

#### Page Title

(in the top bar of your browser) is very important in telling search engines what your site is about

#### Headings

with H1, H2, H3 HTML tags are seen by search engines as more important than other text on your site



#### URL

or website address can contain keywords that will be picked up by search engines

#### Page text

is also somewhat important, especially bold text



“Invisible” On Page SEO – parts of your site to optimize that you can’t see, but search engines can

**Description** – a brief description of what your site is about when you are listed in search engine results, for the reader’s (not search engine’s) benefit

**HubSpot Strategic Internet Marketing Software**

Strategic Internet Marketing Software: Get ranked higher in Google and search engines to get more traffic and capture more leads on your website.

[www.hubspot.com/Products/strategic-internet-marketing-software/tabid/8648/Default.aspx](http://www.hubspot.com/Products/strategic-internet-marketing-software/tabid/8648/Default.aspx) - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)  
[ [More results from www.hubspot.com](#) ]

**Keywords** – designated in your site’s HTML code, keywords give search engines a general idea about the content of your site

Meta	internet marketing software, hubspot, marketing saas, lead software
Keywords :	

Things to consider for on page SEO

- *People don’t like surprises* – make sure your titles, headings, keywords, description, and URL reflect the actual content on each web page
- *The web is all about unique content* – duplicating titles, keywords, and content on multiple pages may be interpreted as spam by search engines, so make each page of your site unique
- *The early bird gets the fatter worm* – words used earlier in the title, URL, heading, and page content are given more weight than later words
- *Keep it short and sweet* – the more words you add, the more diffused your power will be for each word, so use fewer and more focused words
- *Sell your page to the reader* – your page title and description will show up when you are listed in search engine results, so optimize them for click-through appeal by making them sell the content on the page

### HubSpot Tip Strategic keyword placement

For more SEO strategies for editing your metadata, domain names, or web page titles, check out:

- [SEO For Small Business Executives: Understanding The Magic Of Meta-Data](http://del.icio.us/HubSpot/article9) (<http://del.icio.us/HubSpot/article9>)
- [A Domain By Any Other Name Would Not Rank As Well](http://del.icio.us/HubSpot/article10) (<http://del.icio.us/HubSpot/article10>)
- [A Web Page By Any Other Title Would Not Rank As Well](http://del.icio.us/HubSpot/article11) (<http://del.icio.us/HubSpot/article11>)





## Tip #2 – Off Page SEO

One of the most effective ways to get more targeted traffic from search engines is to get more links into your website. Each link into your site is a “vote” that tells the search engine that your site is important. Not only do you want more links, but you want more links from more trustworthy websites. Try to avoid link exchanges (where you and another website agree to link to each other) because the search engines are getting better at detecting these types of links and will likely discount them. Be careful of directories, especially if they accept tons of free links and don't reject at least some listings. Also take note of the anchor text (the text that is in [the link](#) to you) – [your industry, product, or city](#) is better than [your company name](#) or [click here](#) because the link is now not only a vote but a vote in context. This will help you get ranked in searches on your industry, product, or city – broader and more competitive keywords – whereas you will probably rank highly for your company name anyway.

If you enjoyed these tips, please keep in mind that we have also created [internet marketing software](#) to help small businesses take advantage of these techniques much more easily, and we built a [free SEO tool](#) to help you figure out if you are doing a good or a bad job.

And don't forget to [attend our free webinar on September 25 called "5 Tips to Turn Your Website into a Marketing Machine"](#) if you want to learn more.

Article has 1 comments. [Click To Read/Write Comments](#)

*On our blog, we link to [www.hubspot.com](http://www.hubspot.com) with the anchor text “internet marketing software” and to [www.websitegrader.com](http://www.websitegrader.com) with the anchor text “free SEO tool.”*

### HubSpot Tip Generate “link love” for your website

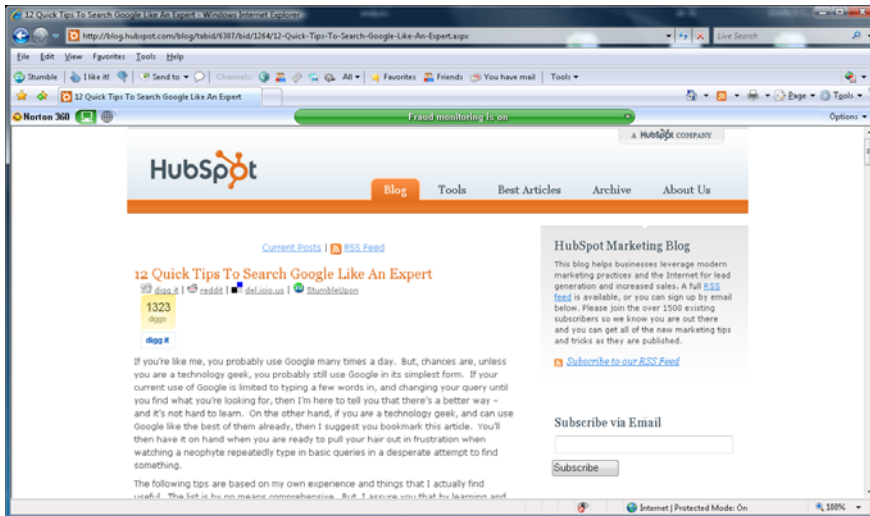
Check out these resources to understand how to optimize your sites by generating more inbound links.

- [Shortest Tutorial Ever on SEO \(http://del.icio.us/HubSpot/article12\)](http://del.icio.us/HubSpot/article12)
- [Link Building & SEO for the Internet Marketing Neophyte \(http://del.icio.us/HubSpot/article13\)](http://del.icio.us/HubSpot/article13)
- [No Website is an Island: Why & How to Link to Others \(http://del.icio.us/HubSpot/article14\)](http://del.icio.us/HubSpot/article14)

## Tip #3 – Start a Blog

Blogging is a great way to get more traffic from the right audience for three reasons. First, search engines will give your website more “love” if you have fresh content, and writing a blog is a great way to get more fresh content. Second, people typically just don't link to a boring corporate website, but they will link to an interesting blog article, so blogging can help you get more links. Finally, if your blog is set up correctly, each blog article is its own webpage and therefore is a unique SEO opportunity, so you can really capture a lot of long tail (i.e. highly focused and narrow) traffic using a blog. Additionally, blogs allow you to engage your customers in a dialogue and humanize your brand.





*Blogging allows you to engage in a conversation with your customers while improving your search engine rank.*

### **HubSpot Tip** Optimize your site with a blog

For more on why and how you should be blogging, see:

- [6 Reasons Every Small Business Should Be Blogging... Are You Missing the Boat?](http://del.icio.us/HubSpot/article15)
- [7 Beginner Blogger Blunders and How to Avoid Them](http://del.icio.us/HubSpot/article16)
- [Why Your Business Blog Shouldn't Be on Blogspot.com](http://del.icio.us/HubSpot/article17)
- [Social Bookmarking Marketing](http://del.icio.us/HubSpot/article18)

## **Tip #4 – Convert Visitors to Leads with Forms**

Once you are generating more traffic through SEO and blogging, you need to capture more of this traffic through lead capture forms. By doing a lot of testing on your forms, you can typically increase your conversion rate significantly, capturing more leads from the same overall amount of traffic. Some of the things you might want to test are the length of the form, putting a link to your privacy policy next to the email field, adding a customer testimonial with a picture, and removing the main navigation from the page

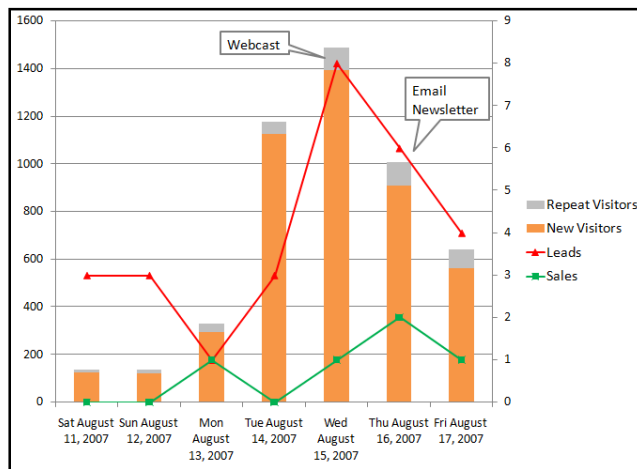
*Capture more leads by adding forms to your website.*



## Tip #5 – Analyze Every Step of the Process

Marketing is all about measurement and optimizing your activities based on the previous results. The Internet has given us all a lot of great tools to measure a lot more of our marketing activities, so you need to use them. Interesting things to measure are:

- Number of web visitors
- Website conversion rate (Leads / Visitors)
- Lead conversion rate (Sales from Leads / Leads)
- Cost per lead or per sale
- All of the above by source or marketing program



*Tracking visitors, leads, and sales against your schedule of marketing activities shows you the effectiveness of each activity.*

For more on what you should be measuring, see Marketing Metrics: What to Measure in Marketing – Part 1 (<http://del.icio.us/HubSpot/article19>) and Part 2 (<http://del.icio.us/HubSpot/article20>).

All of the links in this whitepaper are available in a simple format on one page online. Just go to this page and you can see all of the additional resources that we mention in the whitepaper.

<http://del.icio.us/HubSpot/whitepaper>



## **Part 3: Marketing Resources**

**Website Grader** ([www.websitegrader.com](http://www.websitegrader.com)) – Useful tool for measuring the marketing effectiveness of your website, get a free custom report in seconds with advice for your website

**Marketing Sherpa** ([www.marketingsherpa.com](http://www.marketingsherpa.com)) – A great resource for case studies and insights into marketing tactics

**Internet Marketing Blog** ([blog.hubspot.com](http://blog.hubspot.com)) – Articles about business strategy and Internet marketing

**Web ink now** ([www.webinknow.com](http://www.webinknow.com)) – Online thought leadership and viral marketing strategies from award-winning author David Meerman Scott

**HubSpot** ([www.hubspot.com](http://www.hubspot.com)) – Internet marketing software that helps you get more website visitors, convert more visitors to leads, turn more leads into customers, and analyze every step of the process

## **Part 4: Contact Us**

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