

Section 1: HTML and the Web

A website is a collection of files linked together on a server. When you go to a website you see HTML pages. What is html?

HTML IS A LANGUAGE FOR DESCRIBING WEB PAGES.

- HTML stands for **Hyper Text Markup Language**
- HTML uses **markup tags** to describe web pages (called HTML tags)
- HTML tags normally **come in pairs** like `` and ``
- The first tag in a pair is the **opening tag** the second is the **closing tag**

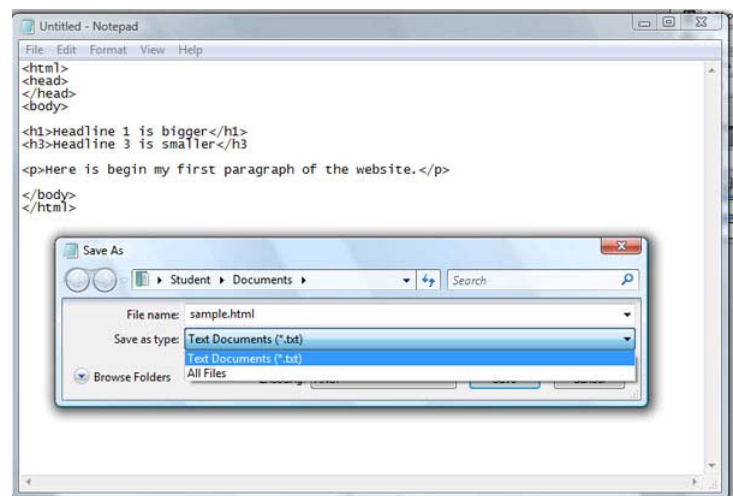
The purpose of a web browser (like Internet Explorer or Firefox) is to read HTML documents and display them as web pages. The browser does not display the HTML tags, but uses the tags to interpret the content of the page.

TRY A SIMPLE PAGE.

Copy the following code into notepad:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>Page Title Here</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<META NAME="description" CONTENT="description of website">
<META NAME="keywords" CONTENT="keywords to use">
<link href="style.css" rel="stylesheet" type="text/css">
<script language="JavaScript" src="script.js">
</script>
</head>
<body>
<h1>This is a Headline</h1>
<h2>This is a smaller Head</h2>
<p>This is a paragraph with <b>bolded
text</b></p>
</body>
</html>
```

Click “save as” and click the drop down “save as type” to “all files”. Then give the file a name with no spaces and ends with html. (example: sample.html). Save the file on your desktop. See image. Keep notepad open.

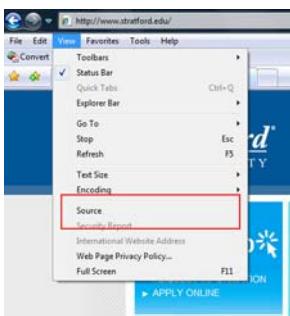
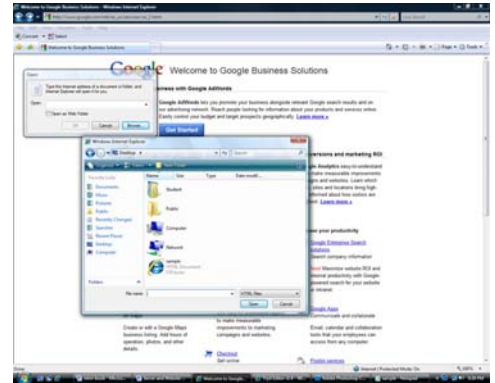


Now open your browser. From the desktop, open the file you just created in your browser.

You now have a very simple web page.

Next, return to notepad and change the words This is the Headline.. After you have made the change save the file and return to the browser. Hit refresh. You'll see your changes right away. You've now edited your first web page.

YOU'VE SEEN A WEB PAGE AS THE BROWSER VIEWS IT AND AS IT IS ACTUALLY CODED.



The code that makes up a web page is actually a set of instructions to the browser describing how to display that page. Go to <http://students.anson-bowles.com> click your right mouse button and select view page source from the drop down.

This is the code that created that page. You can view the source code of any website this way. Go to your favorite website and view the source code. After a while you'll start to see some similarities.

Note that every tag (code) has an open and a close. If a tag is not closed, the characteristics stay active. Now, start exploring text and formatting codes by making edits to the document you created in notepad. The best reference site is http://w3schools.com/tags/ref_byfunc.asp

The code that makes up a web page is actually a set of instructions to the browser describing how to display that page. Now click your right mouse button and select view page source. This is the code that created that page. You can view the source code of any website this way. Note that every tag (code) has an open and a close. When a tag is not closed, its characteristics stay active.

Effective websites are planned before they are coded. The planning phase helps determine what links go on what pages and how many pages are necessary for the site to achieve its goal. The content for the site needs to be written with keywords in mind (see below). Images need to be chosen and sized for the web. (see technical notes on images.)

Section 2: The Planning Phase

First question is always: What kind of website do you want? Or Why do you want a website? There are interactive and resource-driven websites, and some that have both. All have characteristics that make them successful.

Most interactive (or “active”) websites want you to do something in response to the content you see. Make a purchase, register for an event, sign up for a subscription, send comments to the writer. Most of those sites can be measured in the orders or information received.

The resource (or “passive”) website provides information for the public. Tutorials or bug fixes for software, information about diseases, types of materials, just about anything that you might want to know. We can put “portfolio” or “web presence” in this category. Website tracking software can tell you how often your pages are visited.

Website Goal: What do you hope to achieve with this website? Is it active or passive? Keep your goal simple at first. As you build your site, you can test your content against your goal.

KEYWORDS AND SEARCHES

It is important the you understand how a search engine works, and how keywords become the most important part of your content. Search engines have programs, called “spiders” that continuously roam the web, jumping from page to page, constantly feeding the data they gather to a search engine database. When you submit a search, the search engine looks through its database for pages that closely match the keywords that you have typed in. The more that combination of keywords are used in the title, headlines, links, content... the higher the page ranks. Ranking means how close to the first search results page a page is displayed. It is all based on “keyword relevance”. Developing a keyword list for your website is a good place to start.

Keyword List. Make a list of every word, phrase, and word cluster that describes your product/service.

Go to **Google’s keyword tool** and see how many people searched on those keywords in the past month. Look at word “clusters” that are similar. You can get a feel for how popular a keywords is by the totals and the number of people paying for keyword placement. You might want to revise your keyword list based on this information.

Competitive Analysis: Use your keywords in several searches to see what type of website they bring up, and if (and how many) companies are offering the same product/service using those keywords. You may find that your keywords bring up an entirely different type of website. In that case, you might want to edit your list. If you see many competitors in your search results, what can you do to stand out? What is your Unique Selling Point (USP) that would make your product/service stand out?

What makes your business special? (Your Unique Selling Point)

Keyword	URL	Product/Service	Company

Demographics

Who do you want to visit your website? Create a “profile” of the average visitor and/or buyer you want to attract. What product/service/information will they be looking for when they arrive at your site? Create a few profiles of your ideal customer:

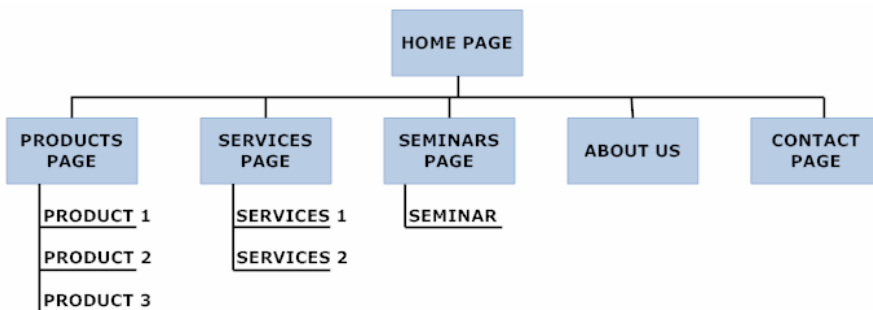
Age (range)	Gender (if important)	Familiar Culture	Attitude (hurry, busy, calm)	What problem can you solve?	Special Needs

What do you want your visitors to do? There’s nothing worse than arriving at a website and seeing nothing but navigation buttons and a mission statement. There’s nothing on the page to tell you what to do next. Be proactive. Create a plan to “lead” visitors to your goal. Plan how you will “sell the click” to motivate your website visitor to stay interested and keep moving to your goal. Your **site map** is the tool to use.

Site Maps:

Site maps help you plan the layout of your site, how the information is going to flow, and give you an idea of number of pages you’re going to need. When creating a site map with several people involved, it is often best to create a rough site map first. Site maps are basic flow charts and this is often where the website’s goal comes into play.

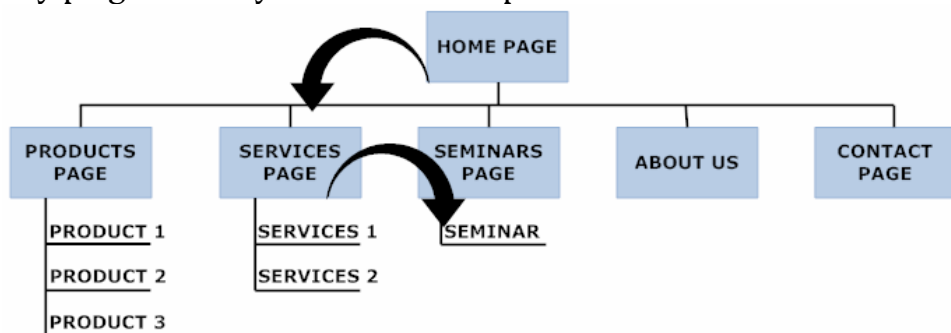
SAMPLE SITE MAP



Creating a rough site map.

Using large post-it notes, write a brief description of each page and lay them on a wall. You’ll have to move them about to get a sense of flow. Add blank ones for future pages (when you finish the workshop you’ll have the software and knowledge to add more pages).

Formalize the site map using boxes and lines so you know what belongs in what category. There is no ideal number of secondary links off the home page, a good range is between 4 and 7. You may not need a third level. If you make your secondary level a category, then your links off the secondary page take visitors to a third level. You'll need to mimic the layout in your directory structure, and consider text links at the bottom of all the pages. If you have specific goals (or pages) you might want to indicate that on your site map. This can be done in any program that you can draw shape in.



Web Page layout

The Building Blocks of a Web Page

Code: (markup), Content, Links (internal/external), Styles, Scripts

The structure of a web page is based on a rectangular grid. This analogy works the best: imagine an entire web page as a drawer full of items (words, pictures). You can place them nicely, but the moment you close the drawer, they move out of place. In order to keep images and blocks of text arranged neatly in areas, you have to use tables, just as you would use small containers for each item in your drawer.

Tables can be very complex and very often a set of tables have to be nested together to achieve the effect you want. To save time, we have created a number of table layouts for you to use as a base for your website. We will explain tables and how they work, but to make it easier, we've created table grids for you to start from. These table layouts are NOT TEMPLATES. Look at the layouts and pick the html file and style sheet that is the closest to your ideal. These table layouts can be easily modified later.

THE ELEMENTS:

Content

Content for websites are rarely static. They change weekly, monthly and a good site will keep customers coming back by offering new information. For Search Engine purposes, a page with approximately 225-300 words is necessary for your site to be indexed properly. That doesn't mean you need to write a novel, if only 3 files on your site have enough content, you will be ok. Use those keywords within page titles, in headlines, scattered in the text to make your site relevant.

Writing web content is different than writing reports or advertising pieces. You need to use the keywords you developed earlier as much as you can, keep your sentences short, and make your message clear and interesting. Large paragraphs of type are uninviting, so breaking up your text with bullet points and subheads is a good idea. Since a web page is viewed by one person, alone at their computer, it becomes more personal, so an informal style is appreciated. On each page use action words and invite people to click to another page. People want to know what to do when they get to your site, so putting your mission statement on the home page won't get you too far.

Use a content map document to organize all of your pages and their links, images and details.

Images

Why use images? What kind of images? Take some time and look at a variety of websites to see what graphics and photos they are using, and how they use them. Some are there to illustrate a product or a concept, some are icons to break up text. Even small icons and boxes can make a difference. You are encouraged to use your own photos, scan in drawings or logos that you have created. Your site will be viewed all over the world, so keep it simple.

Rules for using images: Images used for websites are in gif, jpg or png format. You must own the copyright or have permission from the photographer or illustrator. You cannot use images downloaded off the web, scanned from brochures or logo designs that are inappropriate.

Photos need to be sized to fit your website.

For use in navigation sidebars: 150 pixels wide

For use as a story illustration: 300-400 pixels wide

For use as a single-page demo/illustration: 600 pixels wide

Color Palette

Choose no more than 2 main colors, 1 secondary for your website design. Colors are coded with a hex number and it is easy to fill a background or color your text if you choose one of them. You can find a "color picker" list on our website. Keep in mind that no two computers or browsers will yield the same result, so allow for variations in your graphics.

Section 3: Structure, Formatting, Colors, Links

STRUCTURE:

Web site structure is planned using a site map, and executed by well placed links.

Web page structure is planned on paper, then coded using tables.

Website directory structure should be the same on your local computer as the server.

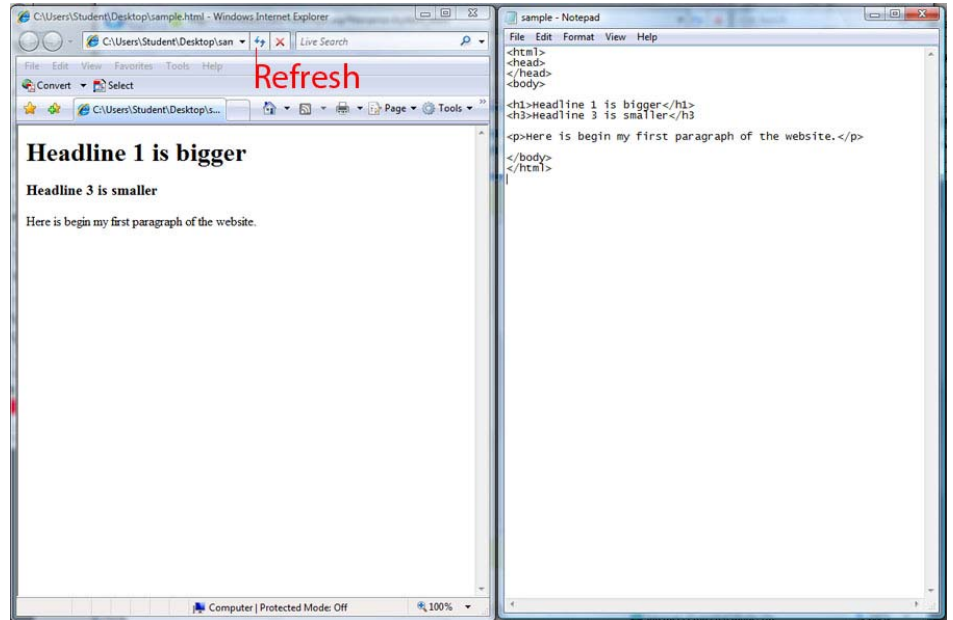
All web pages have this structure:

```

<html>
<head>
<title>Document name goes
here</title>
(all javascripts, style sheets,
meta tags go in the head)
</head>

<body>
Visible text goes here... *
</body>
</html>

```



All of the text and images you want your web page to display are placed between the open body tag (<body>) and the close body tag (</body>). The text is modified by tags, codes and attributes. Continue experimenting with the document you created in the last class, adding different attributes. Do not forget to close any tag you open. Refer to http://w3schools.com/tags/ref_byfunc.asp for a complete list and concentrate on the formatting section. You can move on ahead to the lists section as well.

Using notepad as a code editor and your browser as a viewer is a very simple way to build a basic website. Position both windows side by side to make it easier to save and refresh.

Linking

The ability to jump from page to page with links is what makes the web really “work”. And links are the most important part of a website. A “hyperlink” is html code that allows you to move through the site or to another site. Below is a diagram of how a hyperlink is structured.

```

<a href="sub/filename.html">What you click on to go there</a>
      ↑                               ↑
location of file and the name    this code ends the link

```

You will need to create a directory structure for all your files. The location of these directories need to remain intact so when the files are put on the server, all the links and images will display correctly.

Ordinary link: Link-text goes here

Image-link:

Mailto link: Send e-mail

A named anchor:

Tips Section

Jump to the Tips Section

Adding color to fonts, backgrounds and tables

Although the color attribute has been “depreciated” in standard html (and is now used with style sheets) Some browsers will display this attribute when coded. Tags that can have color added to them are:

`<body bgcolor="123456">` (adds solid color to background of entire page)

`<table bgcolor="123456"> <td bgcolor="123456">` (adds solid color to table or table cell)

`` (type is displayed in color until close font tag is used ``)

http://w3schools.com/tags/ref_colorpicker.asp

File names and Directory structure

Servers are quite strict about the file names and their location within a website. There are only a few basic rules: File names can not have any spaces or punctuation in them, and should be no longer than 9 characters. Every file has to have the correct extension or it will not display correctly.

Web pages are .htm or .html

Images are .gif .jpg or .png

Style sheets are .css

Javascrpts are .js

And of course, Adobe Acrobat files are .pdf



Directory file structure.

Adding images to your web page.

In HTML, images are defined with the `` tag. To display an image on a page, you need to define the src attribute. Src stands for "source". The value of the src attribute is the URL of the image you want to display.

Syntax for defining an image: ``

The URL points to the location where the image is stored. An image named "boat.gif", located in the "images" directory on "www.w3schools.com" has the URL:

<http://www.w3schools.com/images/boat.gif>.

The browser displays the image where the `` tag occurs in the document. If you put an image tag between two paragraphs, the browser shows the first paragraph, then the image, and then the second paragraph.

Section 4: Web Page layout using tables

The Building Blocks of a Web Page:

• **Code: (markup)** • **Content** • **Links (internal/external)** • **Styles**

The structure of a web page is based on a rectangular grid. This analogy works the best: imagine an entire web page as a drawer full of items (words, pictures). You can place them nicely, but the moment you close the drawer, they move out of place. In order to keep images

Note how the tables define blocks and the position of the images in the screen shot and look for the tags in the code.

A table is divided into rows (with the <tr> tag), and each row is divided into data cells (with the <td> tag). td stands for "table data," and holds the content of a data cell. A <td> tag can contain text, links, images, lists, forms, other tables, etc. Tables cells can span rows and columns, have background colors and images. You can review an interactive tutorial on tables online at http://w3schools.com/html/tryit.asp?filename=tryhtml_tables

Navigation

Visitors to a website need to find their way to a certain section of the site. Navigation bars/buttons/menus are handled differently depending on the site structure and personal preference. Each table layout has a cell for the navigation text and/or images. Each navigation element has a link to another page.

Section 5: Let's Get Hands-On

Attendees will choose from one of the table grids shown to use as a starting point for their website. A .css file is included with each layout. These table layouts are NOT TEMPLATES. They can be edited easily. You are expected to replace the graphics with your own images. The color and graphics in the layout is only for your convenience. With these layouts you can:

Modify the layout you have chosen to suit your page design.

Fill table cells with your content and images

Add color, modify the type, build your page.

We have created table bases in easy to edit layouts (to save you time):

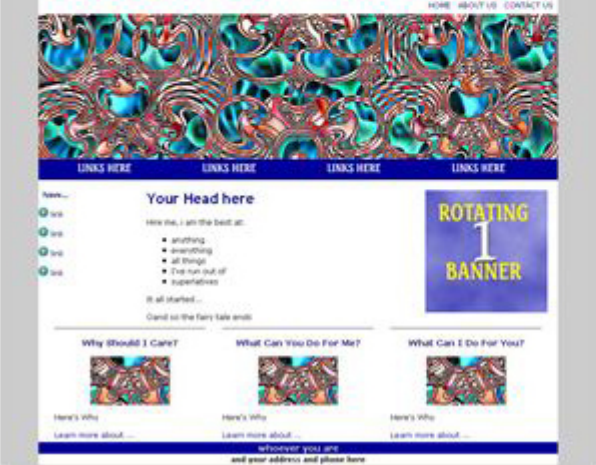
Navigation bar across the top, down the side, or a combination of both

3 Column pages and 2 column pages

Logo Banner with essential contact information at the top. Images on the side and 3 boxes at the bottom.

After choosing the table bases, attendees will map out on paper where photos should go, and text should flow. When

100.0			NJP Grid: Get html file here Get css file here
100.0	COLUMN 1 HEADLINE	COLUMN 2 HEADER	
100.0	text	text	
100.0	SALES STATEMENT		
100.0	NAVIGATION 0+ NAVIGATION 1+ NAVIGATION 2+ NAVIGATION 3+ NAVIGATION 4+ NAVIGATION 5		
100.0	Copyright 2011. All rights reserved. www.kimberly.com		

HOME ABOUT US CONTACT US			
			
LINKS HERE	LINKS HERE	LINKS HERE	LINKS HERE
Item...	Your Head here		ROTATING BANNER
• link	Here the, I am the best at:		
• link	• anything		
• link	• all things		
• link	• Don't run out of		
	• superlatives		
	It all started...		
	Send to the fairy tale ends		
Why Should I Care?	What Can You Do For Me?	What Can I Do For You?	
Here's Why	Here's Why	Here's Why	
Learn more about...	Learn more about...	Learn more about...	
whoever you are and your address and phone here			

most are satisfied that they are ready, an instructor will lead the class in a slow step by step manner:

where and how to place and format text.
(Attendees will have reference sheets)

How to place images and backgrounds

Create internal and external links.

How to modify your style sheet

Uploading your page to the server.



YCB Grid:
Get **html file** here
Get **css file** here



NV Grid:
Get **html file** here
Get **css file** here

Style Sheets (CSS)

- CSS stands for Cascading Style Sheets
- Styles define **how to display** HTML elements
- External Style Sheets are stored in **CSS files**

Styles are saved in .css files.

CSS files are “linked in” to your web page with one line of code in the head of the document.

```
<link rel="stylesheet" type="text/css" href="mystyle.css" />
```

All your web pages use the same style sheet. You can change the appearance and layout of all the pages in a Web site, just by editing one single file! Review the tutorial and references at http://w3schools.com/css/css_reference.asp

RULES:

A website becomes “live” when it is loaded on the server.

All files related to the html pages need to be uploaded on to the server in the correct directories.

Web pages use “style sheets” to make coding easier and add functionality.



4COL Grid:
Get **html file** here
Get **css file** here

Section 6: All Dressed Up, But No One Comes To Visit

Getting folks to your website is key to success. Courtesy of Kathryn McGeehan are some suggestions for building website traffic.

Step One: Define Your Purpose for Being Online.

What are your key objectives for your Internet presence? Your key objective could be to:

- * Generate leads for new business
- * Sell a product or service
- * Keep existing customers (or members) informed
- * Make product and/or customer service information available
- * Attract visitors and sell advertising
- * Build a community
- * Sell memberships, etc

Step Two: Define Your Target Audience and Their Information Needs

If you have an existing Web site, look at your Web traffic reports.

Some reports will give you an idea of the:

- * pages your visitors visit most frequently
- * pages they leave immediately (pages with the highest bounce rates)
- * origin of most of your visitors (by country for example)

Web site traffic data gives you an idea of how engaged your visitors are with the content on your site. If you do not have a good Web site stats package, install Google Analytics.

If you do not yet have a Web site, interview your best customers or your potential customers. No matter your audience, think about your target group's decision process. If you want to build community, you will want to know the type of information your target audience is seeking.

Step Three: Conduct Keyword Research and Set Your Keyword Focus

Keyword research is the heart and soul of successful Internet marketing.

Since Google gets the lion's share of the search market. You can use Google's external keyword tool to conduct basic keyword research.

<https://adwords.google.com/select/KeywordToolExternal>

This tool shows the number of searches and volume of advertisers for each keyword within Google's system. You can see how many Web sites target a specific keyword by conducting a phrase match search (search with the "keyword phrase" in quotes) and look at the number of Web sites listed in the Results section of the Google tool bar.

For example conduct a search on "Internet Marketing Specialists" in Google and you'll notice around 40,000 Web sites target this phrase. Also notice that Google ranks marketwise.net in the top 10 on the search results page.

Based on the number of searches and competitors, select your keyword “sweet spot”. You’ll want to focus on keywords that are popular and relevant and those that have the least competition. How will you use the keyword “sweet spot”? Use those keywords in the tactics you select. Examples: in an SEO campaign –develop pages with your keyword focus in mind; in article marketing –write an article focused on your keyword phrase, etc.

Step Four: How are you going to spread your message online?

After you define your objective, your target audience and their information needs, you are ready to think about tactics. How are you going to spread your message online? You can use a combination of the following:

- * Writing articles/white papers (learn more in our online pr section)
- * Offering free reports or e-books (learn more in our online pr section)
- * Publishing E-newsletters (learn more in our e-newsletter section)
- * Pay-per-click (PPC) advertising (learn more in our section on PPC)
- * Launching a SEO initiative (learn more in our section on SEO)
- * Hosting a Forum or Blog
- * Reaching out to the top bloggers in your industry
- * Running contests
- * Conducting a viral marketing program (YouTube contest for example)
- * Using social media (twitter, Face book, LinkedIn, etc.)

You should choose your tactics based on your target market’s profile, your budget and your timing needs.

Step One: Research Your Keywords

Start with good, thorough Keyword research (see our [Internet Marketing Best Practices Page](#) for details on keyword research). Keywords will define the themes for your SEO campaign.

Step Two: Identify the SEO pages on your Web site.

You do not need to optimize every page on your site for search marketing. Select the few that will carry the SEO campaign. For your SEO-targeted pages:

Include the SEO phrase in the file name, if possible. Example: mysite.com/keyword.html

File naming is not critical, but it helps. Use a dash “-“ and not a “_”underscore in the file names. Use the keyword in the page title. A browser shows the title in its top bar. It is a behind the scenes code. Most of your viewers will not notice the title on your page, but the search engines will.

Write the page as you normally would, then optimize the content on the page for SEO. By writing it for viewers before you optimize it, you keep your writing style consistent throughout your site. To optimize the content:

Include the search phrase in the headline

Sprinkle the search phrase throughout the text, especially the beginning and ending paragraphs.

Do not overuse it or you risk getting bad marks from Google. As you know Google rules the search world, so we recommend you stay in the system's good graces

Use the keyword phrase in the anchor text of the links within your site to the SEO page.

Step Three: Register with the Top Directories

After you write and launch your pages, register with the two main directories. We recommend dmoz and yahoo's directory (dir.yahoo.com). Choose the category that best reflects your SEO focus.

If you have a large site, develop an XML site map. You can also point the XML site map to your "robots.txt" file. You can find many free tools online for creating an XML site map.

Do not register your site with the search engines and certainly do not pay anyone to do it. Google works best if it finds you. If you build your Web site correctly, the google.bot will find you.

Step Four: Launch a Link Building Campaign

Google considers the quantity and quality of in-bound links in determining the ranking order on the search engine results page (SERP). The SERP is the page searchers see after they submit a search.

One tactic for increasing in-bound links (other sites linking to your site) is to use online public relations for SEO. Inbound links help with search engine rankings and increase traffic to your Web site.

Develop a listing (by keyword focus) of the Web properties, blogs, e-newsletters, etc. that you can approach to gain visibility by posting a comment, placing an article, or providing information on your e-books, etc. Identify the top relevant blogs and obtain their audience demographics (age, income, print materials they read, resident countries, etc). For more information on this, visit our page [on best practices for online PR](#).

Step Five: Evaluate Your SEO Success

About a month after you complete your initial SEO campaign, start checking your your search results — on a weekly basis.

Check for:

The number of your pages in Google's database. You can see your Web site pages in the Google index by entering "Site:myurl.com" in the Google search box. Google will typically

index a new site in about 30 days. It can take a little longer and it may not index all pages on the first pass.

The number of new visitors coming to your site. Pay special attention to your referrer report. This tells you keywords and properties the searchers used to find your site.

Watch your bounces. A page that gets a 100% bounce frequently indicates visitors are not finding the information they are seeking on that page.

Keyword Research Tools

Primary use: To uncover the keywords (or keyword phrases) your customers are searching for right now.

Basic Information: A keyword (or keyword phrase) is the search string that people use when searching on Google, Yahoo, Bing, etc. Most searchers use at least 3 words. If the phrase is longer than the typical number of keywords, it is called a “long tail keyword”. These long tail keywords are very useful for search marketing because they are often face less competition.

Why Use: Internet marketing is a race to the top of the search engine results page. When your ideal customers need to solve a problem, they will search on the Internet for information, tips and even vendors. Searchers enter their query on a search engine (SE) and the SE displays a page with results matching that query.

You want to understand the language of your target searchers and how much competition you face on each potential keyword. The best tools will give you a list of keywords that individuals use in their searches. The top tools also provide details on each keyword’s competitive landscape. You should select keywords that are highly relevant to your message and less competitive.

Some of the top keyword research tools for Internet marketing include:

Google’s External Keyword Tool
Keyword Discovery by Trellian
Wordze

Competitive Research Tools

Primary use: Tools used to see the keywords your competitors target can help you determine the volume of traffic your competitors’ Web sites receive. Some of these tools can also identify the sites linking to your competitors’ sites.

Basic Information: Competitive Research tools gather a variety of information on Web sites. These tools will often use “inferred” information based on search patterns. For example, some competitive research tools aggregate data from a participating panel of thousands of Internet searchers. Others actually place JavaScript (with permission) on an individual web site and provide aggregate data from those web sites.

Why Use: If you want to rank well for a particular keyword, you will need to choose words with the least or the weakest competition. Also, if you find a competing site constantly outranks your site, these tools can help determine why. Many of the best tools will tell you the keywords for which a competing site ranks. Some tools will also reveal the strength of a competitor's positioning.

Essentially, you want to study web sites that rank high for your target keywords in order to improve your own rankings. Competitive research is crucial during two phases of the SEO campaign. First, when you start the process, information about competitors and competitor's strengths help you select the best keyword focus. Secondly, after you complete the first phase, you can use this information to increase (or maintain) your rankings.

Some of the top competitive research tools for Internet marketing include:

Compete

Trellian Competitive Intelligence

Yahoo Site Explorer

Link Analysis and Link Building Tools

Primary use: To analyze the backlinks (in-bound links) coming to your site from other sites and to manage the process of acquiring backlinks.

Basic Information: If you want to drive more traffic to your Web site, backlinks are important for two reasons. First, backlinks can bring more visitors to the Web page to which they link. Secondly, Google and other search engines look at the quantity and quality of inbound links to a page to determine a page's rank. You should have an ongoing effort to attract quality inbound links, especially from relevant, authoritative Web sites.

Why Use: Analyzing your competitor's inbound links and acquiring inbound links for your Web site can be a time consuming process. The best link analysis and link building automate some of the more tedious tasks of link building.

Article Marketing Tools

Primary use: To place articles online to acquire quality backlinks to your SEO-targeted pages.

Basic Information: Google and the search engines value quality incoming links to a Web site. These search engines discount (or ignore) reciprocal links and link pages. The search engines prefer one-way links in the body copy of a page. One great way to generate these types of links is writing articles with links to your targeted pages.

Why Use: The Internet includes hundreds of article directories that will allow you to publish articles (often for free). The challenge now is that most directories are so crowded, you must submit a lot of articles to really see results. With each article directory requiring a different protocol for submitting articles, you can easily spend a lot of time just on the submission process. These tools can make the article submission process easier.

Web Site and Search Analytics Tools

Primary use: Search analytics tools give you an idea of how well your Web site is performing. These tools enable you to set a baseline and measure performance toward reaching your goals

Basic Information: You will find two basic types of Web site analytics tools. The first type resides on your server. Many ISPs provide these packages as part of their hosting package. With the second type, you install code on the pages of your Web site. You can then access the information and reports from the off-site programs through your browser by entering your ID and passwords. With some search analytics programs you can capture information about your potential audience.

Why Use: As the old saying goes if you cannot measure it you cannot manage it. You really must know what is happening on your Web site in order to make good strategic decisions. Did that last article marketing campaign drive a lot of new traffic to your Web site? Has your search engine results improved since you added new SEO copy? Good analytics packages will give you the information you need to answers these questions and more. In addition to helping with analyze your Web site, you will find very valuable nuggets for market research.

Use Social Media Marketing Tools to Maximize Your Online Presence

Social media has exploded in popularity recently. It can be a useful e-marketing tool as long as you track the results. Below we list a few of the most popular social media tools along with some of the best tools for measuring results.

The top tools for social media include:

Blogs, great for interacting with your target market and as an SEO tool, Google loves blogs

Facebook, works well for companies selling to consumers

LinkedIn, a good tool for building and communicating with a network of professionals

Twitter, useful for micro-blogging, taking surveys and promoting blog posts or webinars