

MY

IDENTITY

"Branding and Making a Name for Your Company"

Presented By:



Video BIZ

Branding

- Logo
- Identity Package
 - Business Card
 - Envelope
 - Letterhead
 - Mailer
 - CD







Apparel

Custom Apparel



Newsletters

- Format
- Methods of Delivery
- Audience





Sales Kit

- Folder
- Brochure
- Business Card
- Newsletter
- Capabilities Statement
- Flyer
- Letter



Trade Advertising

Consumer-product advertising intended not for the consumer but for the various entities who influence consumer availability, such as distributors, wholesalers, retailers, brokers.

Also called business-to-business advertising.

Brochures



Annual Report



Annual Reports enable investors to stay up to date on a company's yearly outlook

Promotional Items



- Artwork
- Color
- Set-up
- Printing

Tradeshow Display



- Exhibiting
- Venue
- Location
- Audience



Powerpoint Template

- Backgrounds
- Templates
- Theme Designs
- Charts & Graphs
- Music
- Video

Your Small Business Website



- Web Hosting
- Web Tools
 - Self Design
 - Guest Book
 - Message Board
 - User Polls
 - Online Communications
- Custom Web Development

Domain Name

- Search
- Renew
- Transfer
- Who Is
- Private Registraton
- Web Forwarding
- Backorder
- Expired Domain
- Bid on Domain
- Parked Domain



Web Page



REACH Thousands of Employers Instantly!

[Home](#) [Blast Ads](#) [Red Hot Jobs](#) [Get Started](#) [For Employers](#) [Contact Us](#)



The Concept is Simple!

**Job Seekers Post a Job Ad
We Blast Thousands of Hiring
Employers Daily**

(online, email, text & video email)



Email



- **EMAIL**
- **Secure EMAIL**
 - **Who Should Use?**
- **Sending Secure Email**
- **What is Identity Based Encryption (IBE)**
- **Video Email**



Email Campaign



Email marketing is an easy and affordable way to drive more visitors to your Web site. To help you create and send eye-catching e-mail communications

- **Create eye-catching e-mail communications with do-it-yourself bulk Email marketing.**
- **Professional e-mail communications - Create newsletters and announcements easily and affordably. No technical skills required.**
- **Expanded prospect and customer list - Have visitors sign up on your site, import existing customer lists or add names individually.**
- **Attractive Email marketing campaigns created in minutes - Use the step-by-step wizard to quickly develop and send customized promotions and other communications.**
- **Measure e-mail campaign results instantly - Review click-through rates, new subscriber information and more.**



Blogs

- **A blog, short for Weblog,** is an online journal that allows you and your visitors to quickly and easily post comments and entries. These "posts" are generally shown in reverse chronological order, with the most recent posts listed first. Most blogs focus on a particular topic, which can range from personal to business to politics and everything in between



Benefits of Blogs

- ***Blog and Be Found - Search Engine Optimization***
 - Used to boost the search engine rankings
 - Search engines recognize that blogs are generally updated more frequently than Web sites
 - Blogs are rich with relevant content
 - Make it easy for blog visitors to access your Web site by placing links to your site within your blog.
- **Blogs can improve search engine optimization through:**
 - **Trackbacks.** Trackbacks, or links to your blog from other bloggers, may be seen as valuable recommendations of your site when search engines calculate the relevancy of your Web site. These "referrals" can add credibility to your business in the eyes of search engines.
 - **Keywords.** Relevant keywords, which are vital to search engine optimization, are often abundant throughout your blog postings. With a blog, you can add more keywords when you talk about your company or your products. Once again, you are adding value to both your Web site and your blog, in terms of search engine optimization.
 - **Navigation structure.** Blogs have a defined structure of navigation that can be easily indexed by search engine spiders.
 - **Viral marketing component.** If you can create a buzz among your customers, they will help spread the word about your blog, your Web site and your business. They will even handle distribution for you by sending the links to your Web site and blog to others!

Online Marketing – Search Engine Visibility

- **Submission of your Web site to national and local search engines and directories should include: Google®, Yahoo!®, and MSN®**
- **Expert consultation including search engine optimization (SEO) recommendations to increase your site's search engine "friendliness"**
- **SEO tools including:**
 - **Link Popularity Tool**
 - **Meta Tag Generator**
 - **Search Results Ranking**
 - **Keyword Suggestion Tool**
- **In-depth traffic reports and site analysis**
 - **Page views**
 - **Unique Visitors**
 - **Referrers**
 - **Visitor Detail**
 - **Search Engine Referrals**
 - **Search Engine Keywords**



Online Marketing – Pay Per Click



Why Choose Performance Clicks?

Put your online business in front of customers who are searching for your products and services.

What is Pay Per Click Advertising?

- Pay per click advertising, also known as paid search advertising, is a quick way to drive targeted traffic to your Web site. When people search for a product or service on search engines, related ads appear on the search results page. You can bid on search keywords which then automatically display your Web site URL when someone searches using the keyword. This means that customers looking for products and services related to your business will see your ad when they search.

How Pay Per Click Advertising Works

Customers go to major search engine to find products and services. When someone searches on a keyword targeted to your ad content, your pay per click ad appears. If a visitor clicks on the ad, they will then be directed to your Web site.

What is the difference between PerformanceClicks™ - Guaranteed and PerformanceClicks™ - Maximized?

- Both Performance Clicks pay per click marketing plans will drive traffic to your Web site from your ads placed on the major search engines.
- The Guaranteed plan offers a fixed number of guaranteed clicks per month based on the number of clicks you purchase. The Maximized plan brings you the most optimized, relevant clicks for a fixed amount of money you budget for each month that is focused on converting traffic to leads and sales.

What should I expect from my PerformanceClicks campaign?

- Increased traffic to increase the potential for leads and sales.
- More targeted leads, i.e., customers who are looking for the products and services you sell.
- Traffic to your Web site every month that your ad campaigns are live.

Online Marketing - Example

The screenshot shows a Microsoft Internet Explorer browser window with the title "website advertising - Yahoo! Search Results - Microsoft Internet Explorer". The address bar contains the URL "http://search.yahoo.com/search_ylt=A0geu9.xw8Ht.BaA7yN0Ny0A7p=website+advertising&fr=slv8-mdp". The search bar contains the text "website advertising" and the "Search" button is highlighted. The page displays search results for "website advertising" with 110 of 274,000,000 results found in 0.17 seconds.

Also try: [website advertising rates](#), [website promotion](#), [internet advertising](#), [More](#)

Website Advertising
[www.wpromote.com](#) - Drive Traffic From All Major Search Engines. Listed in 2 Days. \$99/mo.

Free Advertising Application
[www.tyBit.com](#) - Increase revenues, simplify your search Free Download Get Started Now.

Web Site Advertising
[www.Trafficvance.com](#) - Target Ads to Content You Choose; 100% Self Serve Advertising System.

Web Publishers Wanted
[www.joinaccess.com](#) - Top publishers earning maximum dollars since 1999.

1. **Website Advertising, Website Traffic, Website Advertising Help**
Website Advertising, Website Traffic, Website Advertising Help ... website, or using your website as a vehicle for someone else's advertising to ...
[tools.devshed.com/cb/Website-Advertising](#) - 75k - Cached

2. **website advertising**
[website-advertising.blogspot.com](#) - 473k - Cached

3. **Web**
Website advertising is one side of natural search engine optimization. ... **Website Advertising**

SPONSOR RESULTS

Yahoo! Hosting Only \$7.77
For a Limited Time Only. Includes.
[webhosting.yahoo.com](#)

Professional Web Site Advertising
SEO experts since 1997. Top Rankings High Traffic Guaranteed Results.
[ReinventBusiness.com](#)

Advertising a Website
Sign Up for Microsoft adCenter and Reach Your Target Audience Today.
[adCenter.Microsoft.com](#)

1st Page Yahoo & Google from \$10 a Day
Free Consultation for your Web Site
Call us now 866-274-4065
[www.higherposition.net](#)


Local Internet Advertising
360-Degree Web Promotion & Tracking. Free Website Analysis.
[www.AdsNext.com](#)



Online Marketing - Optimization

Overview of Search Engines and Online Directories - How They Work


- **Search engines help people find relevant information on the Internet**
- **Major search engines maintain huge databases of Web sites that users can search by typing in keywords or phrases.**
- **Compile databases, search engines rely on computer programs called "robots" or "spiders." These programs "crawl" across the Web by following links from Web site to Web site and indexing each one that they visit.**
- **Search engines use their own set of criteria to decide what to include in their databases and each search engine is different. There are several ways to organize results and most search engines use a combination of them.**



Online Marketing – Optimization of Title

Title: The title tag is the most important element.

- Should include the top 3 primary keywords selected for the site
- Should include the location (City, State) but not the company name




Online Marketing – Optimization

Meta Tags

Meta Description: The Meta description is used by crawlers to summarize the Web site it is searching.

- Include all of your primary keywords, as many other keywords as practical
- Logical sentences using keywords, essential information first, should be a call to action
- Include the location (City, State) but not the company name
- Limit to 200 characters (15 -20 words max), avoid subject matter not keyword related




Online Marketing – Optimization

Keywords

Keywords: Think like a search engine user. What would people type to find your Web site.

Generate effective keywords:

- Target keywords should be at least two words long, "dog grooming" as opposed to just "grooming"
- Select no more than 20 keywords/keyword phrases for the site, not overused but still popular
- Less than 20 keywords is acceptable if the business/data warrants less
- Each word/phrase should be used multiple times on the site.




Online Marketing – Optimization

Links

Links: Every major search engine looks for links, so add them on the Web site.

- Linked text should be keywords if possible, if not, link page names
- Search engines rank pages higher when they are linked to external pages.



Online Marketing – Optimization

Body Copy

Body Copy: A Web site is ranked based on location and frequency of keywords used on the page.

- Write 250 to 300 words or more per content page, text needs to be persuasive and flow
- Should include ALL keywords/keyword phrases multiple times, as practical
- Since important information comes first, search engines favor keywords high on the page
- For custom sites ideally, all pages should include some body copy with keywords

Online Marketing – Optimization

ALT Tag

ALT Tags: Search engines can't read images, but can read ALT tags, so make them descriptive.

- Should be separated in 2 parts: Image description and brief keyword/keyword phrase description
- Parts should be separated by a space hyphen space (--) Example: Dog - Pet store offering dog food, pet toys, crates, and health supplies



E-Commerce

E-commerce software geared towards small online stores selling products that don't offer variation in size, color, etc.

- Build your storefront with pre-formatted designs and a step-by-step wizard
- Integrates with QuickBooks®
- Promotions, coupons and discounts
- Expanded shopping cart product catalog
- Advanced inventory and shipping tools

Online Marketing – SSL Certificate



What is an SSL Certificate?

- A Secure Sockets Layer (SSL) Certificate creates an encrypted link between a Web site and a visitor's Web browser. This link ensures that all data passed between the Web site and the browser remains private and secure.
- The Certificate also demonstrates to your visitors that your Web site is owned by a legitimate business. This is done through a validation process performed by a Certificate Authority (CA) prior to issuing you an SSL Certificate.
- Finally, the SSL Certificate puts the "s" in "https" in the Web site address (URL), and puts the closed padlock on the browser — items most consumers look for when transacting business online.

Why does my business need an SSL Certificate?

- The encryption provided by SSL Certificates helps to prevent hackers from stealing private and confidential information sent via the Internet. A Web site secured with an SSL Certificate provides a safe place for customers to enter sensitive data such as credit card information, bank account numbers, etc. If you transact business on your Web site, you need an SSL Certificate!

How do I choose an SSL Certificate provider?

- Things to consider when evaluating SSL Certificate providers include the data encryption level, Web browser compatibility, price, and customer support.
- The highest available encryption level—up to 256 bit
- Compatibility with over 99% of Web browsers worldwide.
- Free, 24/7 Person Customer Service



Media

- Television
- Radio
- Newspaper
- Magazine



Nideo BIZ

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