



# ADAPTING ONLINE

Internet Consulting and Website Design





# INTERNET MARKETING

WEBSITE DESIGN, CONTENT SEO, PAID ADVERTISING,  
SOCIAL MEDIA, DIRECTORIES, REVIEW SITES &  
HOW TO MAKE IT ALL WORK FOR YOU





Connect With Us



Google  
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## ABOUT US

**WE HAVE THE MARKETING EXPERIENCE AND  
WE WANT TO SHARE OUR KNOWLEDGE WITH YOU**



### **We've Been Around**

Collectively we have 30+ years of internet & marketing experience.



### **Google Certified**

We have managed over \$15 million dollars in internet ad spends. We have met Google.



### **We Are a Team**

We come from both sides of the marketing world – design and functionality.

# 7 Steps to Mastering Internet Marketing

To master internet marketing you must first know internet marketing.

## Website Design & Mobility



To have a great website is only half the battle.  
To have a successful website you must learn the rest from the best.

## Content Curation, Distribution & SEO



Words are great, but if no one reads them do they make a difference? How great words can make a great website.

## Paid Advertising - PPCs



Don't be ashamed to pay for ads. Everyone is doing it. This is how the game is played.

## Social Media



Who would have thought you could be social from behind a computer screen, much less make money doing it.

## Directories and Review Sites



Let's be honest, you have used Yelp! Even though you don't believe all those reviews.

## Authority



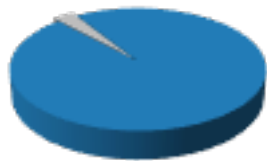
That sweet spot where all the pieces come together in Zen to make your internet marketing plan a triumph.

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The advancements in advertising technology are far out-pacing the changes in other areas of business development. With the evolution of the internet, social media, smart phones and tablets many business owners have let their business marketing strategies fall behind the times, and the times are changing rapidly. Back in the day business owners bought ads in the phone book or advertised in newspapers and on T.V. The ability to mass mail letters, flyers or brochures to prospective customers allowed a more direct approach. Then the internet came along and everyone needed a website address that they hoped people would remember when they needed it. Now with search engines like Google and Bing you can show a specific ad to a specific person in a specific town searching for a specific service. How's that for direct advertising? You can show ads to people based on their internet habits, their social connections, their language or hobbies. The best part is that, in many instances, you can reach these prospective customers for free!

## Interesting Stats from 2014

In case you needed more convincing.



**97%**

**Of consumers  
search online for  
products and  
services.**



**91%**

**Have visited a store  
because of an online  
experience.**



**88%**

**Have been  
influenced by an  
online review.**



**70%**

**Compared prices or  
read reviews before  
purchasing.**



**37%**

**Use the internet to  
find a store at least  
once a month.**

Source: 2014 Small Business Customer  
Friendly websites – Post -Gazette

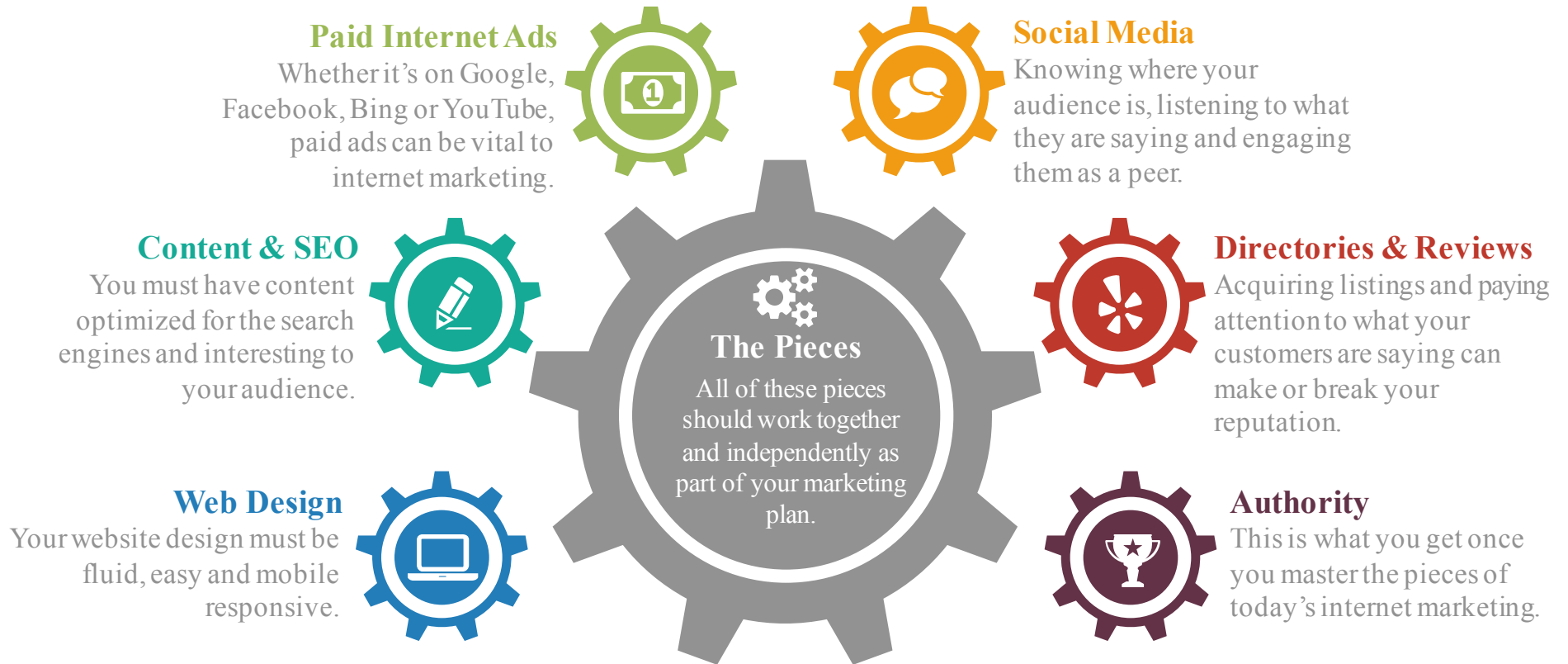
# Before We Get Started . . .

What does Internet Marketing look like these days?



# 7 Components to Internet Marketing

What makes your Internet Marketing tick?





WEBSITE DESIGN





# Website Design & Usability

There are 6 basic parts of a great website.

## DOMAIN NAME & HOSTING

Tips and hints for picking a good domain name and hosting company.



## BACK END

What your website is built on can effect its success and yours.



## FRONT END UX

Your design should be easy to navigate, understand and should have a great call to action.



## IMAGES & VIDEOS

Properly optimized videos and images creates 'stickiness' and user interaction.



## LINK BUILDING

Links to, from and within your site give the search engines a map of your content and guide them through your website.



## MOBILE RESPONSIVE

With smart phone and tablet use increasing, a mobile-friendly website is critical.



## The Mobile Difference



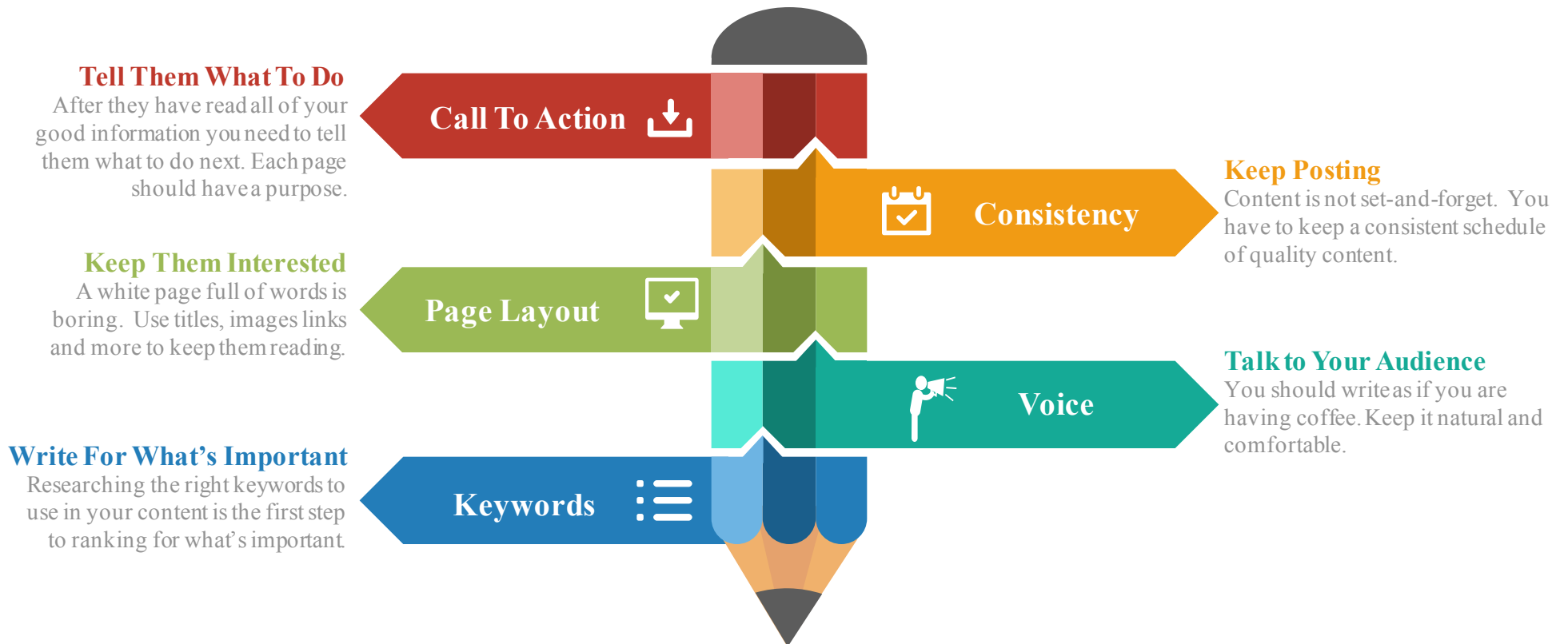


## CONTENT & SEO



# What Makes Great Content?

How can content impact SEO and sales?



# Shout It Out Loud

You need your voice and your content to be heard.



## eMail Marketing

You collect emails from sales, shows, contacts and more. You can use them to promote good content.



## Send a Newsletter

If people opt in to hear from you, make sure they get your good content along with your sales pitch.



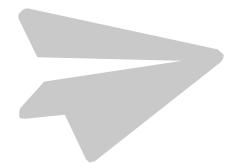
## Spread the Word

Social media sites are a great way to share content, create brand awareness and grow a following.



## Blog and Guest Blog

Whether it's your own blog or guest blogging, putting your content out there gets your name out there. Be the authoritative voice in your industry and build your brand..





# PAID INTERNET ADVERTISING



# You Have to Pay to Play the Game

Learn how to target the customer you want.



## Set Your Budget

You determine how much or how little you want to spend. As well as what time and what days.



## Cookie Them

Use cookies to make sure your ads are shown to qualified prospects. That's how those stores follow you around the internet.



## Pinpoint Your Target

Use specific targeting to only show your ads to the people you want to see them.



## Ads Where Your Clients Are

You can buy ads on YouTube, Google, Bing, Facebook, Twitter, Pinterest and Instagram (coming soon).





## SOCIAL MEDIA





# The Numbers Don't Lie

Social media stats that may blow your mind.



**300 Million**

Instagram grew by 50% in the second half of 2014 and is now bigger than Twitter.



**284 Million**

88% are on mobile devices and there are 500 million tweets per day.



**1.4 Billion**

47% of all internet users are on FB. Facebook video uploads now exceed YouTube.



**347 Million**

Started in 2002, it is one of the oldest. It is primarily used by professionals, students and recent grads.



**70 Million**

80% of all users are female. 88% of people on Pinterest purchase a product they pinned.



# Putting Social Media Together

Let the talking work for you.

## Profiles

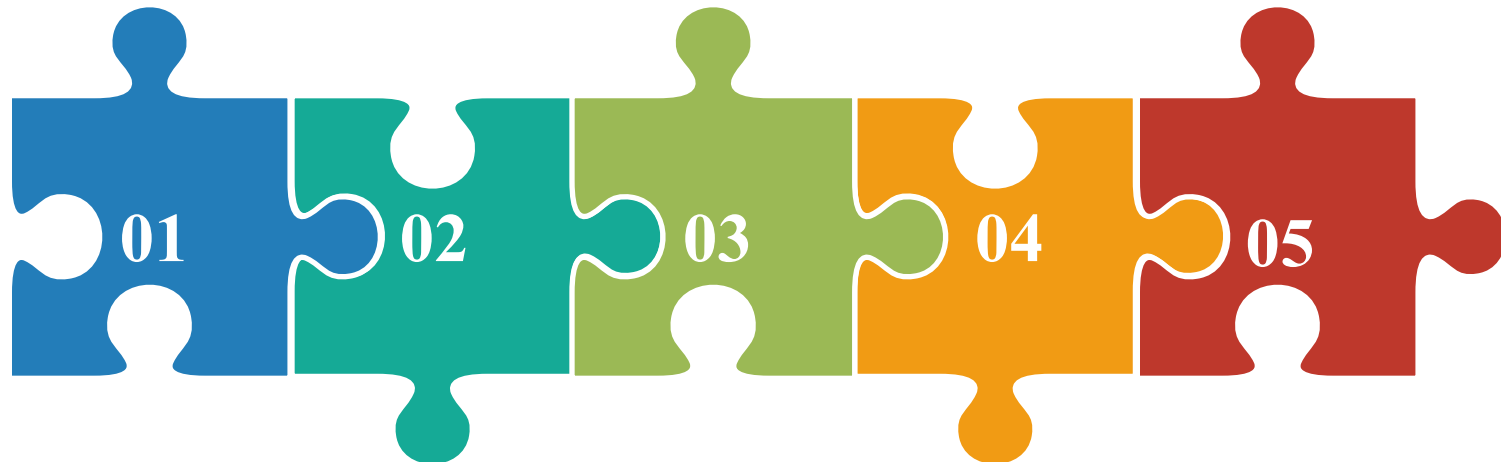
Make sure your profiles are created and optimized for your business.

## Post!

Consistent posting is important. Determine the best time to post on each network and keep at it.

## Review, Adjust Repeat

Like content, social media is not set-and-forget. It takes a plan, diligence & patience-but it can pay off big time.



## Branding

Use profile and header images that showcase your brand or products.

## Engage

Pay attention to comments, likes and shares. Engage in conversations with your audience, but keep it professional.

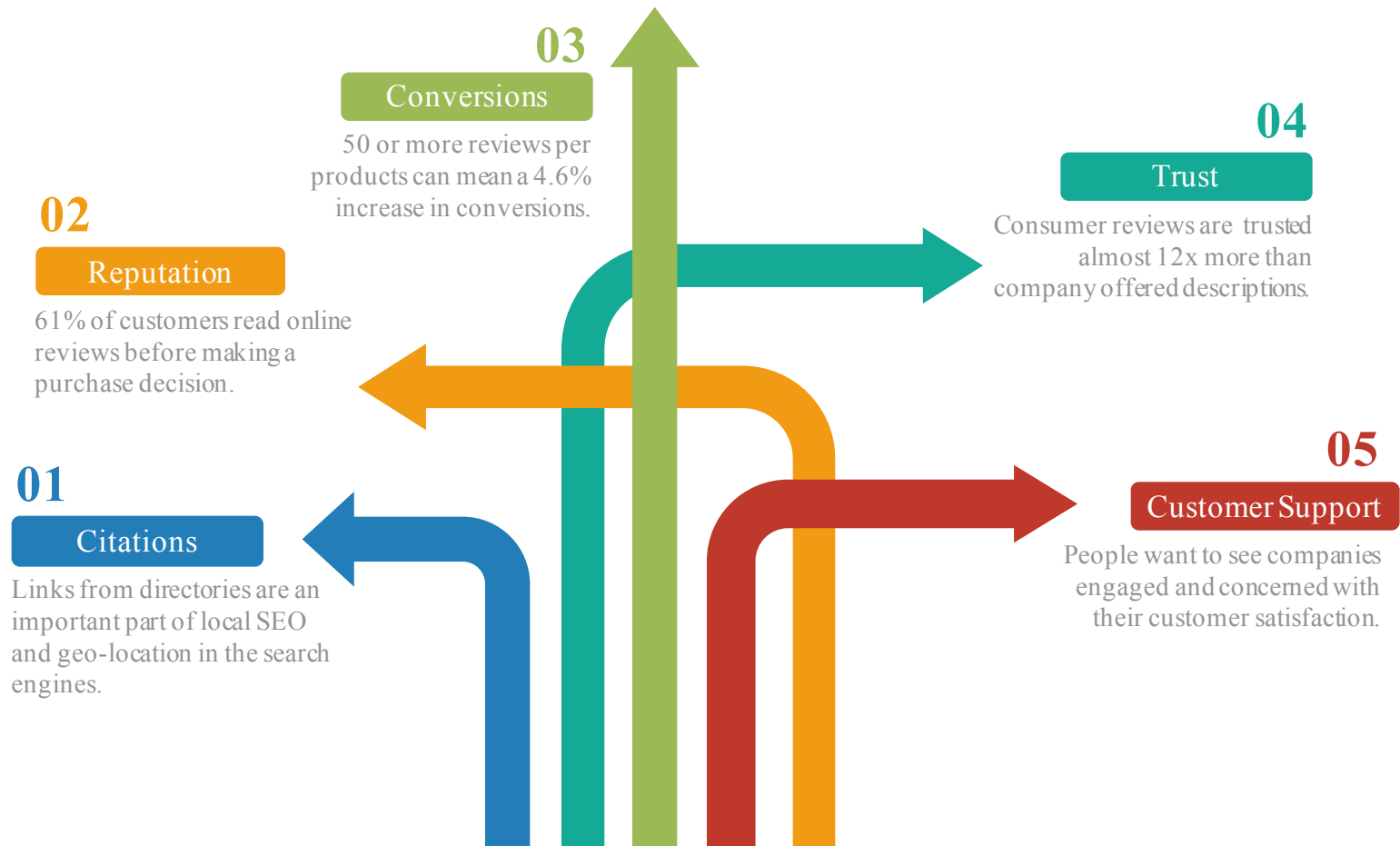


## DIRECTORIES & REVIEWS



# Directories and Reviews

Driving people to - or from - your brand.





VERTICAL AUTHORITY



# Growing Your Internet Authority

Plant it, tend to it and watch it produce.

## Vertical Authority

Reached when all aspects of internet marketing come together.

## Using Reviews & Directories

To promote your brand, products and services. Listening to and caring for your customers and their opinions.

## Creating & Sharing Content

That people want to read. This keeps them coming back to you as the go-to person in your vertical.

## Using Social Media to Sell

To your market where they are. This is the fastest growing area of internet marketing.

## Paying to Get Targeted Clients

Making your own qualified prospects by creating ads for specific people in specific areas at specific times for their specific needs

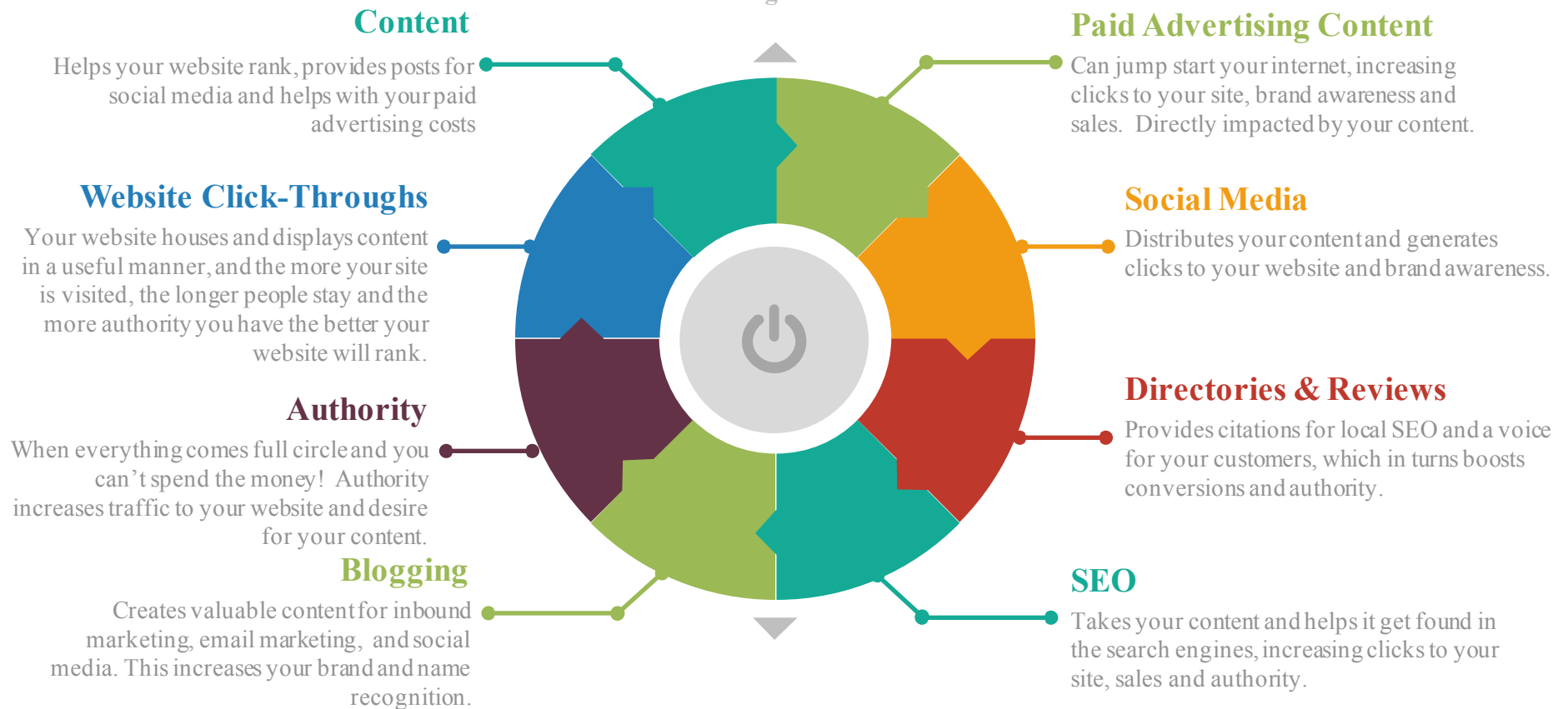
## Your Website is Step #1

A good website, with good visibility, good functionality and mobile responsiveness should be your first priority.



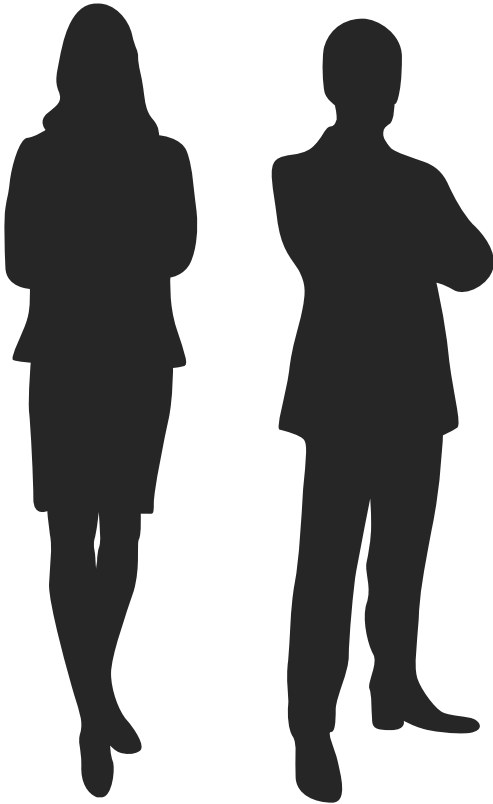
# The Circle of Internet Marketing life

How it all goes around



# ADAPTING ONLINE

Let's start a conversation



## We would love to talk to you

Whether it's today or whenever you have a question, we would love to hear from you. We love talking about all things internet so, so don't hesitate to call or connect with us via social media.



512.993.9993



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