

## Expand Your Brand

Simple Strategies to Increase  
Website Traffic and Build Buzz Online



Stephanie Chandler

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## American Express OPEN

Powering Small Business Success



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## Be Free For Me.com

Living Gluten and Allergy Free



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## Small Biz Thoughts.com

For IT Consultants

The screenshot shows the homepage of Small Biz Thoughts.com. At the top, there's a navigation menu with links for Home, SBT Blog, Events, Karl's SMB Email, Buy Karl's Books, SMB Hybrid Cloud, and SOP Friday. The main content area features a featured article titled "Cloud Recovery as a Service for your Clients. No Risk Trial." with a DOYENZ logo. Below this is a section for "Upcoming Podcasts and Webinars" with a featured webinar titled "Channel Experience With Doenz" on October 5, 2011. There are also search bars and social media links.

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## What Do You Want to Be Known For?

Get Ready to Step on to the Virtual Stage

1. Define Your Target Audience
2. Identify Their Wants/Needs
3. Establish Your Authority by Teaching
4. Become a Resource



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## Grow Your Audience

Tap into the Power of Community

- Community is vital
- Find your target audience
- Figure out where they spend their time
- Engage in existing communities
- Start your own
  - Meetup.com
  - LinkedIn Groups
  - Ning
  - Yahoo Groups



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## How the Search Engines Work

And Why it Matters

17 Billion Searches Per Month:

Google = 64.8%

Yahoo = 16.13%

Microsoft Sites (Bing, MSN) = 14.7%

Ask = 3%

AOL = 1.3%

Source: Comscore.com, August 2011

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## Search Engine Optimization (SEO)

Increase Your Chances of Getting Found

### Keywords/Key Phrases

- Page Title
- Meta Tags
- Description
- Images
- Repeated on Page
- Page URL



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## SEO Best Practices

Small Changes Make a Big Difference

- Keyword Concentration
- Relevant Incoming Links
- Anchored Links
- Minimal Use of Flash
- Frequent Updates
- Content is King



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## The Power of Blogging

Your Secret Weapon

- Great SEO
- Build Your Audience
- Media Potential
- Content from Customers, Peers, Employees



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## The Big Secret: Content

Showcase Your Expertise

- Articles/Blog Posts
- Product Reviews
- Industry News
- How-to Tips
- Case Studies
- Interviews with Executives
- Editorial Commentary
- *Enlist Peers, Clients, Employees*
- *Hire Writers*



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## Podcasts, Teleseminars, Webinars

Expand Your Reach

- Single events, series or conferences
- Be a guest on other people's programs
- Host your own
- Promote via social media
- Archive on your site
- Distribute via iTunes



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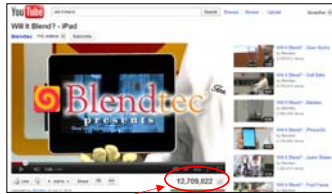
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## Video

Potential to Go Viral

- Generate traffic
- Attract target audience
- Establish expertise
- Add interest to your website
- Inexpensive to produce



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## Information Products

Give Away or Sell for Profit

- Special Reports
- Whitepapers
- Tips Sheets
- Workbooks
- Ebooks
- Books



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## Social Media

Why it Matters

- Build brand awareness
- Engage past clients
- Attract new clients
- Immediate impact
- Create community
- Viral marketing



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## American Express OPEN

Building Community, Creating Access

facebook

American Express OPEN

About  
American Express OPEN is where you can discover insights, make connections...  
More

219,352  
Like this

1,111  
talking about this

Libraries  
Small Business Saturday  
American Express  
Flowers Project from American Express

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## Facebook Strategy

Engage Your Audience

- Start with a Personal Profile
- Launch a Fan Page
- Share Blog Content, Tips, Articles, Links, Videos, Photos
- Ask Questions
- Daily Participation
- Promote on Your Site, E-mail Marketing, Ads, etc.



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## Comcast Cares

Reinventing Customer Service

twitter

Bill Gerth  
@comcastcares Philadelphia, PA  
My name is Bill Gerth also known as @comcastcares. My wife and I are here to Make it Right for our customers.  
Hi @comcastcares, Gerth@comcast.com  
http://www.comcast.com

42,119  
Tweets

84,262  
Followers

1,864  
Likes

Recent images

You and @comcastcares

Similar to @comcastcares

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## Twitter Strategy

Microblogging in 140 Characters or Less

- Create a Profile
- Follow Others: Businesses, Authors, People You Admire
- Follow Those You Want Following You
- Share Great Content: Links to Blog Posts, Resources
- Retweet Often
- Post Often – 5+ Times Per Day
- Repeat Your Tweets



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## LinkedIn Groups

Find Your Audience

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## LinkedIn Strategy

Find Professional Connections

- Your Profile: Lots of Detail, Work History, Keywords
- Import Contacts
- Find Groups
- Get Introduced
- Ask for Endorsements
- Pay to Use LinkedIn Mail



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## Steps to Success

Commit a Little Time Each Day

- Define Your Target Audience
- Leverage Community
- Become a Resource
- Optimize Your Site
- Blog Often
- Add Content: Videos, Podcasts, Webinars
- Distribute Information: Ebooks, Books, Reports
- Join Social Media



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## Thank YOU

I Appreciate Your Time!

### Questions?

[www.AuthorityPublishing.com](http://www.AuthorityPublishing.com)

[www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com)

[www.StephanieChandler.com](http://www.StephanieChandler.com)

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*New Book Coming January 2012!*

### OWN YOUR NICHE:

Hype-Free Internet Marketing Tactics to  
Establish Your Authority and Promote Your  
Service-Based Business Online and Beyond



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