Websites that Convert More Customers

ACCELERATE YOUR RESULTS

David Reske, President, Nowspeed Marketing
Jay Kramer, VP Marketing, Sepaton

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Internet Marketing Services that Maximize Demand Generation

SEO 2.0: ADVANCED SEO TIPS & TECHNIQUES

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Nowspeed's team of experts develops and executes marketing programs that deliver exceptional, measurable results on behalf of today's leading businesses. Learn more about us by exploring our service offerings below...

SEARCH ENGINE MARKETING | WEBSITE DESIGN & CREATIVE SERVICES | SOCIAL MEDIA MARKETING | OTHER SERVICES

DAVID RESKE
Founder and Managing Director

Are you leveraging organic and paid search to get the most traffic and leads at the lowest cost per lead?

RELATED SERVICES:

- SEARCH ENGINE OPTIMIZATION
- PPC SEARCH ENGINE MARKETING
- SEO COPYWRITING
- LANDING PAGE DEVELOPMENT
- OFFER COPYWRITING & DESIGN
- CAMPAIGN BUDGET OPTIMIZATION

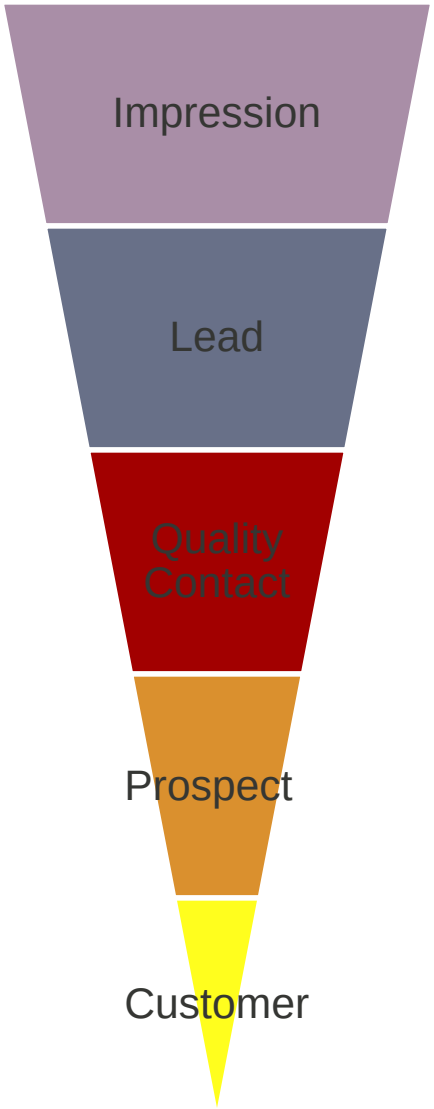
INTERNET MARKETING STRATEGIES AND SECRETS:

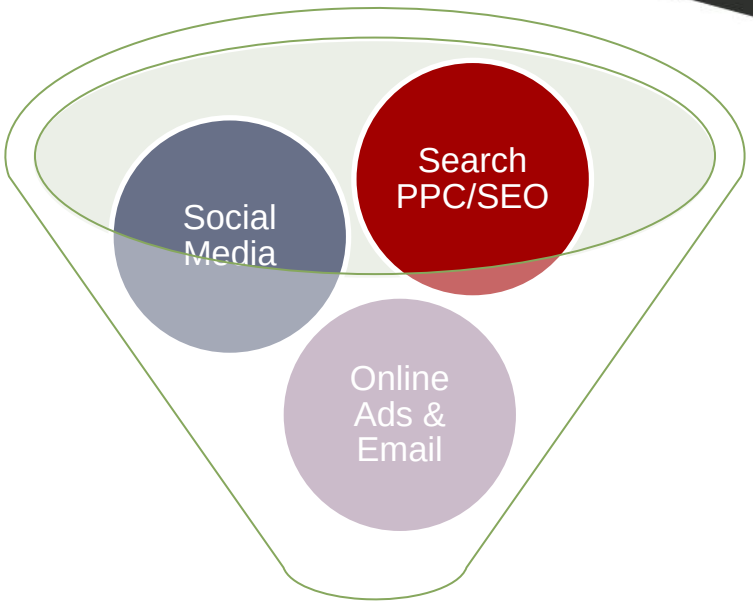
- SEO 2.0: BEYOND KEYWORD INSERTION & META TAGGING
- THE VISIBILITY EQUATION FOR SEO
- CAN WE PUT TO REST THE META KEYWORD AND META DESCRIPTION TAG DEBATE?
- 5 WAYS YOU CAN SOCIAL MEDIA OPTIMIZE YOUR WEBSITE TODAY
- HOW TO INCORPORATE ENEWSLETTERS INTO YOUR CONTENT STRATEGY

ADD THIS

Optimized Internet Marketing Programs

Lead Generation Goals





Internet Marketing Strategy
-Positioning
-Segmentation
-Competition
-Budget Planning
-Content Architecture

Website, Content & Landing Pages

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Agenda

- 3 reasons why you should think about your website strategy now
- Improving your website's effectiveness in 10 key areas:
  1. Branding & Messaging
  2. Information Architecture
  3. Copywriting & Content
  4. Design
  5. Landing Pages & Lead Capture
  6. Functionality & Coding
  7. CRM Software Integration
  8. Content Management System
  9. Search Engine Optimization
  10. Social media integration
- Examples of these ideas in practice from Sepaton

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Reason #1: The Social Web has arrived

- Your marketing messages are far less influential than the real conversations from your community of customers and potential customers

Why did I buy that garage door opener last weekend from Lowes instead of going to the Home Depot closer to my house?

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Reason #2: Your website can seriously affect your bottom line

- It can show your prospects and customers the strength of your company, product and brand
- It can be the hub where your visitors transact, learn about your offerings and convert into sales leads
- It can drive web traffic into your social networks, events and thought-leadership activities

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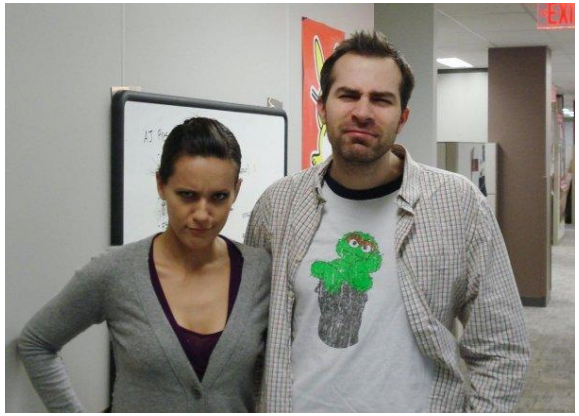
Reason #3: Your visitors aren't impressed by your 3-year old site

- If the **only** faces of your business are generic stock photos, you're looking pretty opaque in the www of YouTube and Facebook
- Your potential customers want to see your face, hear your voice, see directly into your business practices, meet your other customers—all before they even consider entering into your sales pipeline
- If you don't get transparent before your competitors, you'll be following their lead soon enough

Can you spot the real people? Who do you want to find out more about?



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Question: Is your website optimized for demand generation?

- **Demand Generation**, according to Wikipedia, is the focus of targeted marketing programs to drive awareness and interest in a company's products and/or services…demand generation involves multiple areas of marketing and is really the marriage of marketing programs coupled with a structured sales process.

1. Does your website do all it can to convert visitors into sales leads and ultimately into paying customers?
2. Is it fully set up to address your prospects' needs with content for each stage of the buying cycle?
3. Does it add the maximum revenue in cross-sell and up-sell opportunities?
4. Does it exponentially multiply the effectiveness of your sales and marketing efforts?

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Answer: Outlook not so good

- Every website can become a better demand generator
- Though the 8-Ball disagrees, there's really no magic formula: Your target market is unique and their needs are constantly changing
- Knowing where to start can save you some serious $$$ that you can spend on driving more traffic to your site (or some high-tech fortune telling device)…

"Hey 8-ball, is there a magic formula for optimizing my website?"

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Assessing Branding & Messaging

- **Key Concept**: You can take advantage of the market's ability to quickly shape and positively influence your brand. But if your website isn't in line with your market's key purchase criteria, and you're not setting visitor's expectations correctly, you're more vulnerable than ever to brand denigration.

1. When you land on your website, especially on your homepage but also on interior pages, is it instantly obvious what your company does, what problems your products or services solve and for whom?

2. Is there an overall persuasive idea about your company that reveals your unique value proposition to your customers, one that is applicable to all of your products and services?

3. Is this idea fundamentally true, meaning that in using your products or services your customer will come to the same conclusion about the value and quality of your company?

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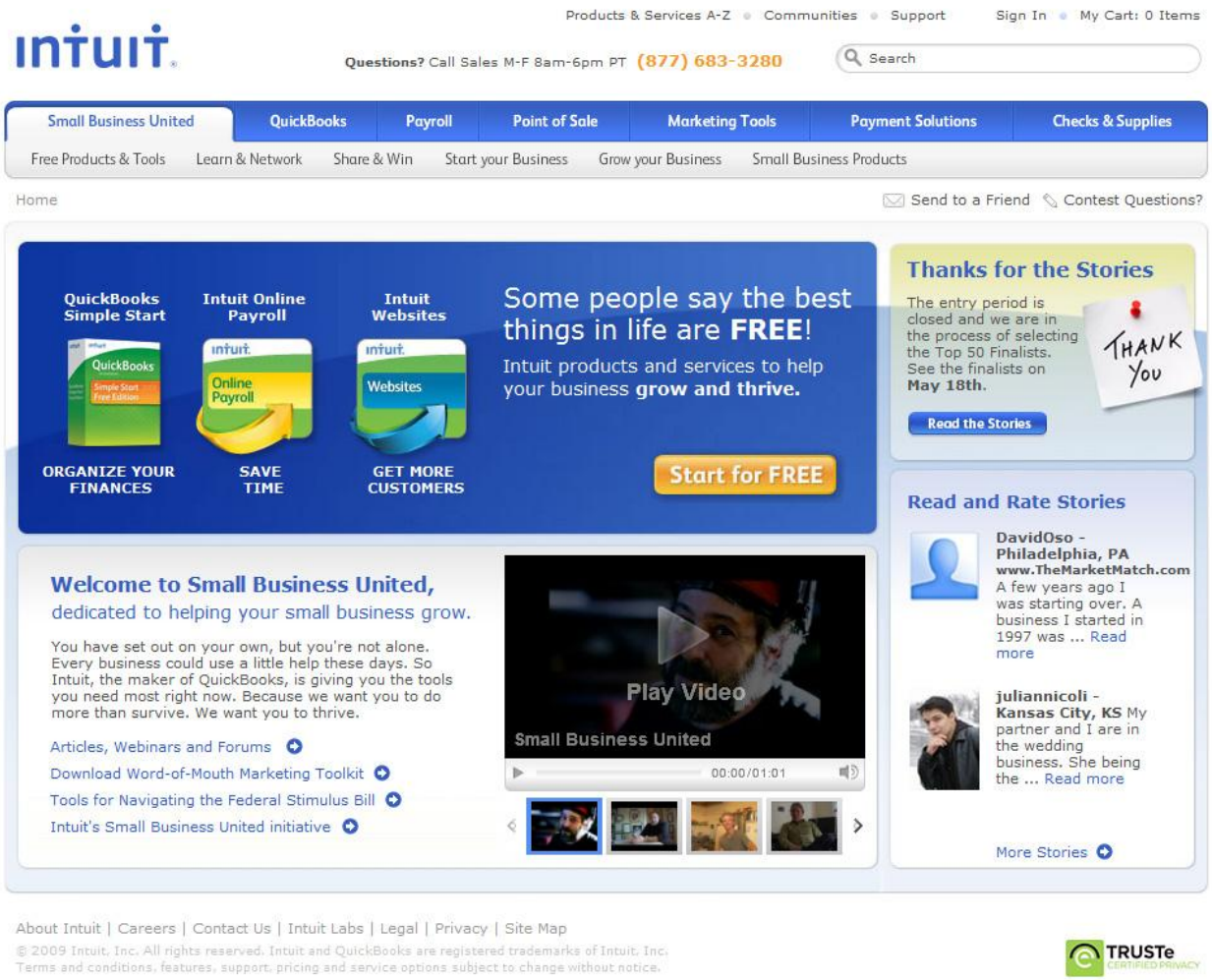
Branding & Messaging Example



Visit, smallbusiness.intuit.com, and you'll quickly understand why QuickBooks® is the #1 accounting software for small business. Intuit® features a specific resources section to meet the needs of this target market.

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Assessing Information Architecture

- **Key Concept:** Visitors care much more about usability than aesthetics. Clever design with poorly organized content will ultimately frustrate your visitors and undermine any positive initial impression based on design.

1. Does your site's content line up with what your target market is searching for? Is this corroborated by analytics and keyword data?

2. Have you defined specific primary, secondary and/or tertiary goals (target click-paths) for each of your target visitor's profiles? (If you don't know where your best prospects should be going on your site, chances are they won't, either.)

3. Is there a clear path to next steps for achieving any or all of these goals for each visitor profile on every page of the site?

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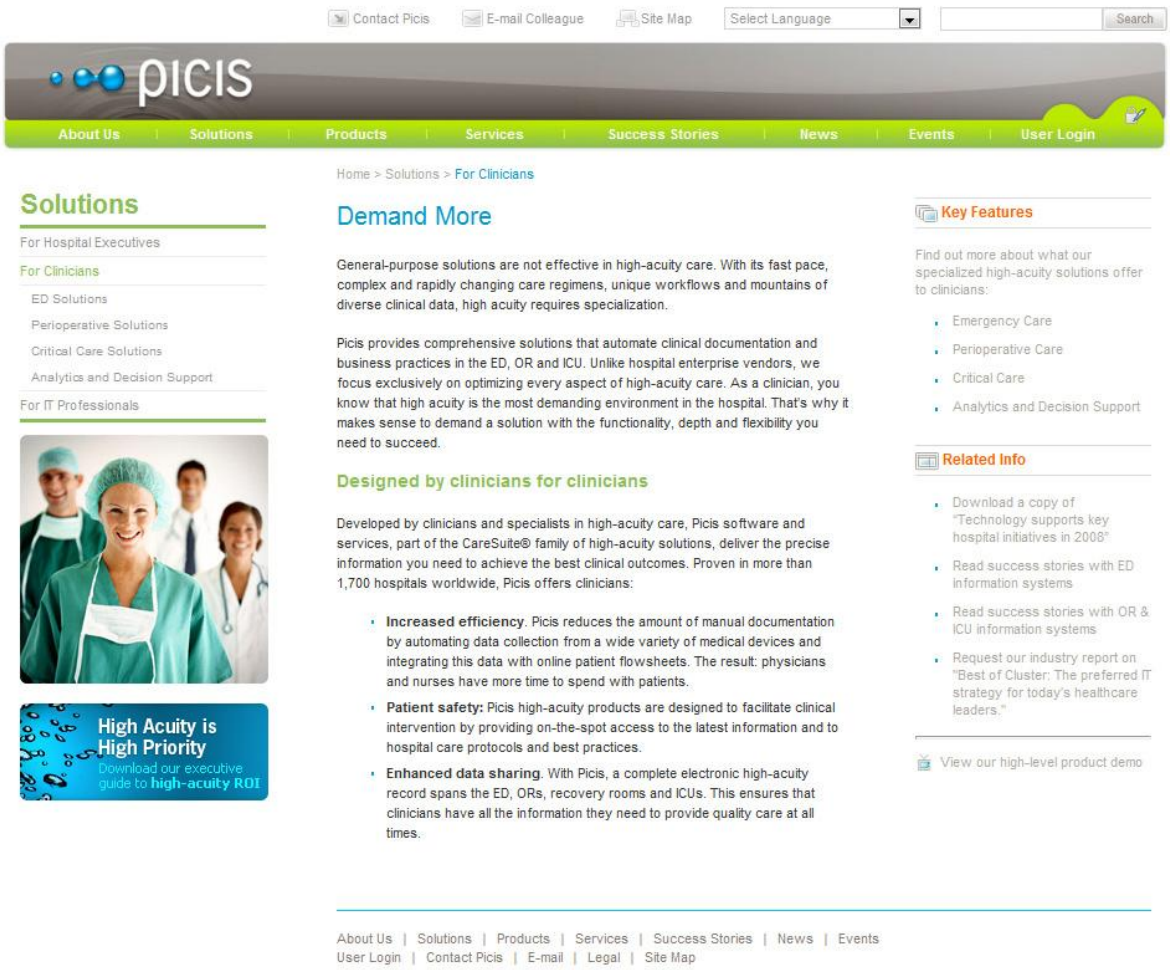
Information Architecture Example



PICIS, www.picis.com, makes it easy for their three target markets to find relevant information and resources. This self-selection and specificity means that more visitors will choose a path toward the right website goals – and achieve those goals upon arrival.

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Assessing Copywriting & Content

- **Key Concept:** Content has to be much more than just contextually relevant; it has to be compelling enough to warrant multitudes of links from website visitors who deem it worthy.

1. Is your copy overly self-aggrandizing and self-serving? Shouldn't it address the needs of the person reading the page over making unsubstantiated claims about your business?

2. Is there objective information, credentials, testimonials and/or customer conversations to corroborate claims made in the copy?

3. Are there compelling resources, offers, interactive content and/or social network RSS feeds that will encourage potential customers of each target market to move forward in the buying cycle? Is this true for all phases of the buying cycle for each audience?

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Content Along the Buying Cycle

eBook / White Paper
Analyst Report / Publication
Blog / Article / Tweet / Podcast

Case Study / Video Testimonial
Guided Tour / Product Demo
Webinar
Press & News
Glossary / ROI Calculator

Free Trial / Free Consultation
Help Desk / Chat / Forum
Training / Usage Tips
Contact Information

- Where else can visitors get these resources?
- Are they current, of high-quality, updated often?
- How well do they competitively position you?

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Copywriting & Content Example

Capella University, www.capella.edu, understands the importance of providing compelling content to its visitors. These videos and links to online communities address different stages of the buying cycle, from research to validation, and help convert visitors into prospective students.

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Assessing Design

- **Key Concept:** Form follows function is a key principal for effective design. A website's function is the dissemination of content and information through user interaction with your brand, your content, your products, your community and whatever else will engage your target visitor.

1. Does form follow function? Are actionable links that funnel visitors toward website objectives (See Information Architecture question #2) highly visible and above the fold on every page of your website?

2. Does your design reflect the defined order of importance of key value propositions, messages, target audiences, buyer profiles, offers and content?

3. Are design templates consistent from homepage to inner page and in different sections of the site? Are there noticeable inconsistencies, especially in the position of interactive content elements, like menus and navigation?

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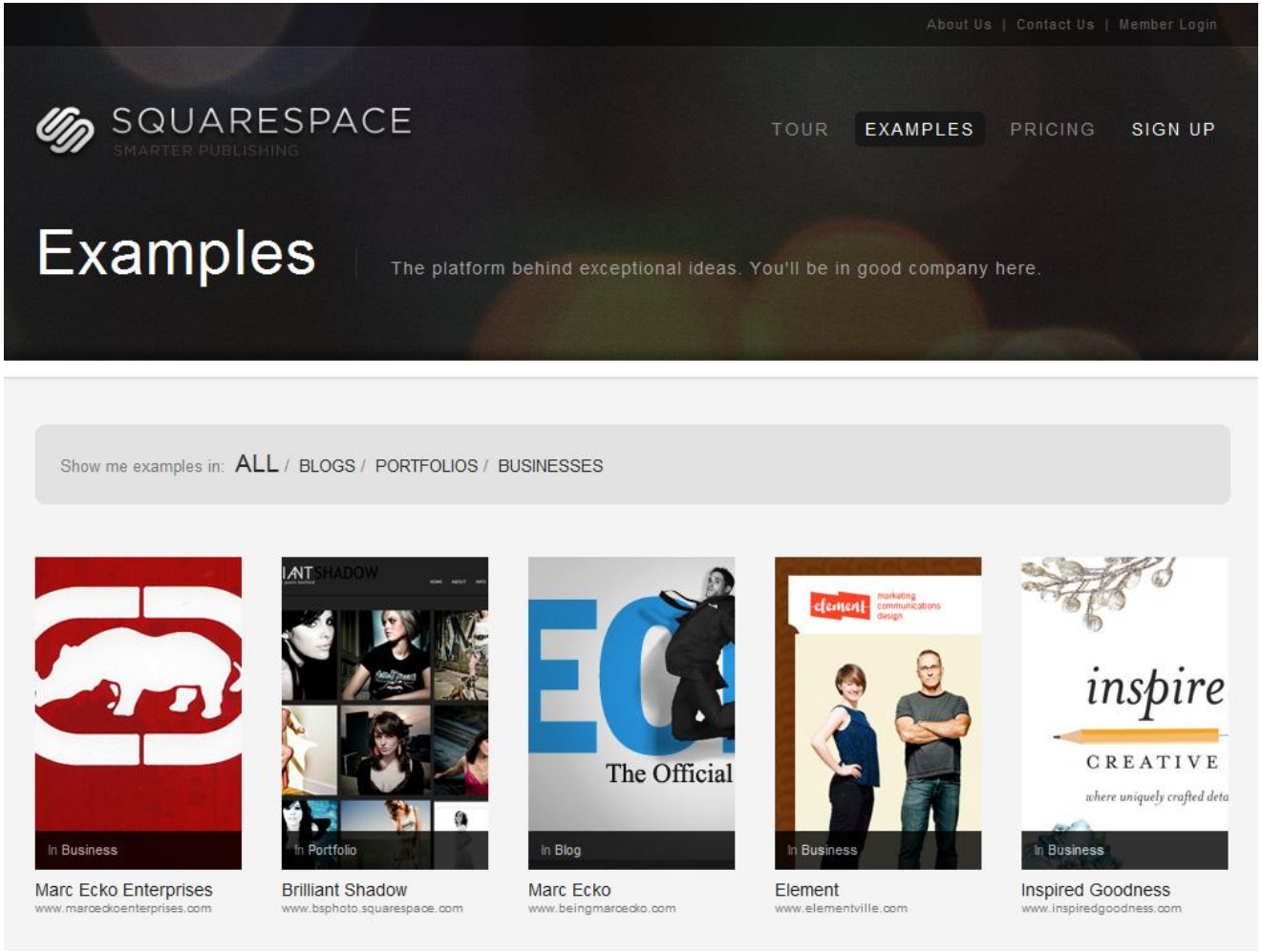
Design Example



The folks at Squarespace know exactly what they want you to do when you get to their website, www.squarespace.com. They want you to try their innovative product. Form follows function with a layout that leads the visitor toward a free trial from left to right. There's little to no chance of getting lost along the way.

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Assessing Landing Pages

- **Key Concept:** Since your landing page's purpose is to encourage a transaction, it's critical to create a perception of even exchange. You need to offer your visitor something of equal or greater value to what you're asking them to give you.

1. Is your offer aligned with the needs of your target audience? Is it compelling to your prospects in consideration of where they are in the buying cycle?

2. Is your offer overly self-serving in subject matter? Does it promise real value to your visitor with highly relevant, current and useful information or functionality?

3. Are you violating the rule of even exchange by asking your visitor for too much information? If you have more than eight form fields to fill out, are those extra fields necessary? Are there questions that are potentially irrelevant or unnecessary? (Remember that a landing page is a bad place to do lead qualification.)

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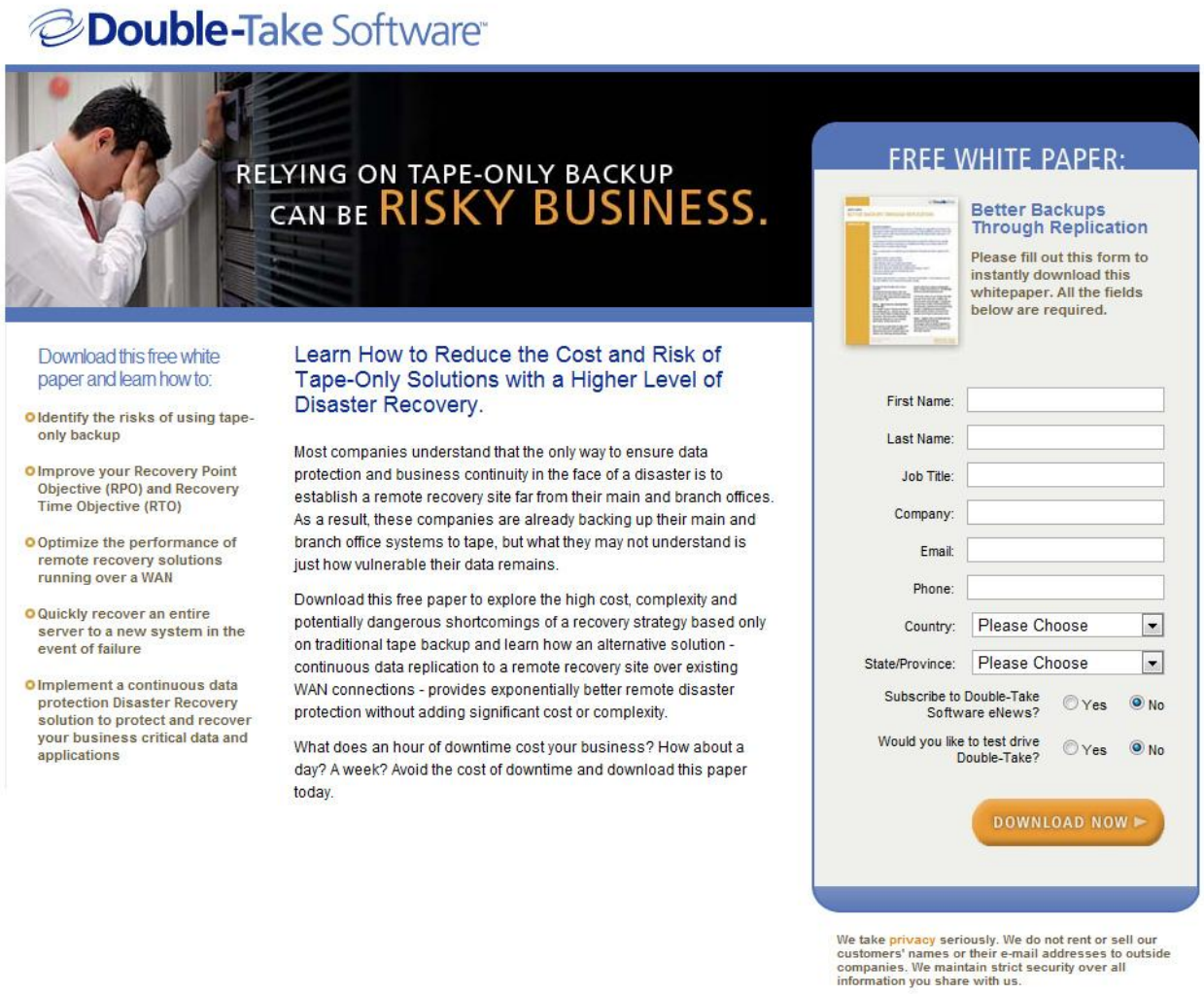
Landing Page Example



This landing page from Double-Take Software stays focused on communicating the key value of the white paper being offered. It's totally in line with the principle of even exchange with a no-frills summary of what's contained in the offer, an easy-to-complete form, a compelling call-to-action and a clear privacy statement.

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SALES

Generate Business Faster

- ✓ Accelerate sales prospecting
- ✓ Improve win rates with better prep
- ✓ Find targeted contacts

FREE TRIAL

first name

last name

email

Get My Free Trial

SALES | MARKETING | CRM SOLUTIONS | RESEARCH | DATA SOLUTIONS

THE BUZZ: UK Credit Insights: Evaluate Vendors & Monitor Key Customer Ratings »go

b2b Sales Lounge

Insights on Demand

Sales 2.0 and Social Media

For My Industry

- Technology
- Telecom
- Computer Software
- Recruitment

I Need to...

- ✓ Generate Sales Leads
- ✓ Research Companies & Industries

Assessing Functionality & Coding

- **Key Concept:** You may not often consider the functionality of the websites that you enjoy most. That's precisely because those sites are coded well: Their functionality doesn't get in the way of usability.

1. Are the interactive elements of your site such as navigation easy to use? Do they work with a single mouse movement and click?

2. Do pages, images, Flash animations, or other specific elements of pages take a long time to load (>5 seconds is an eternity on the Internet!)? Is there a significant time delay before important interactive elements can actually be used?

3. Is there evidence that search engines aren't indexing your entire website? When you search on your company name, does your homepage show up in search results?

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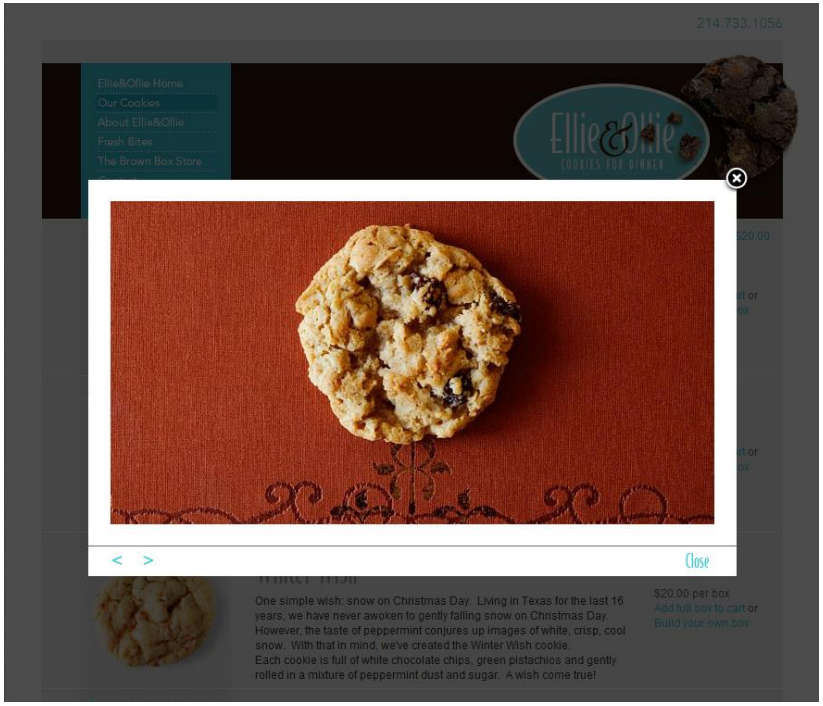
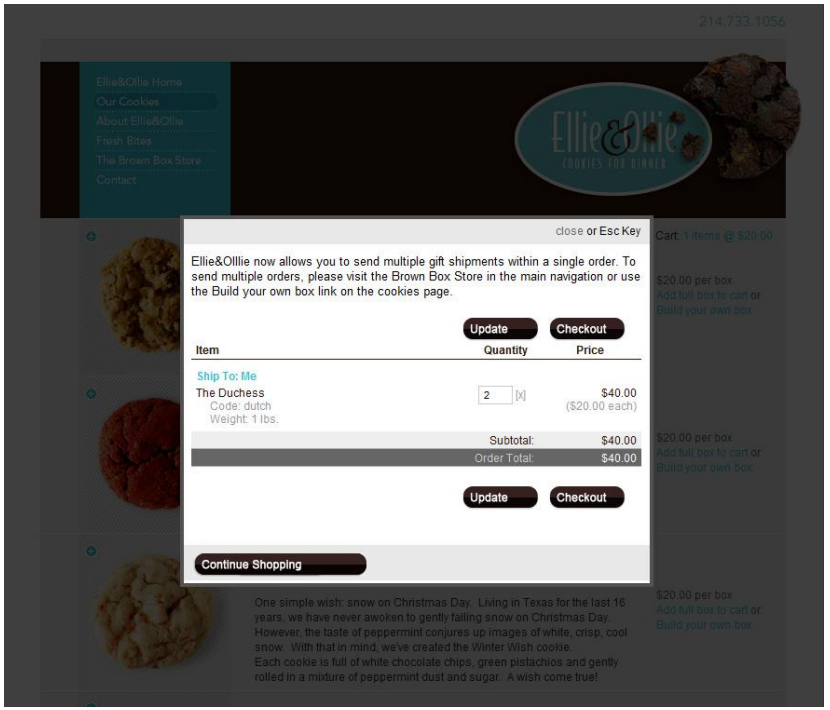
Functionality & Coding Example





There's no greater opportunity for achieving direct ROI through interactivity than a shopping cart. Ellie&Ollie cookies, www.ellieandollie.com, uses a simple but easy-to-use cart technology, foxycart (www.foxycart.com). In a very smart twist, the site allows you to interact with its products in a fun and creative way that mirrors the functionality of the shopping cart. Standardizing functionality across your website is critical for usability.

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Assessing CRM Software Integration

- **Key Concept:** When a good potential lead is sitting on the precipice of your sales funnel, the last thing you want to do is discourage them from diving in, or even worse, cause them to climb right back out after testing the waters.

1. Are the lead capture mechanisms on my website such as web forms easy to use for visitors? Is there one simple step that can be completed in less than a minute?

2. Am I sacrificing ease-of-use for valuable lead qualification information unnecessarily? A major symptom of this is applying questions unilaterally to different stages of the buying cycle. For example, early-stage leads may not know their budget or purchase time frame yet, and asking these questions could discourage them from completing your form.

3. Is the promise of the call to action on my lead capture form fulfilled when a visitor hits the submit button? For example, does “Get the free trial now” result in instant access to a free trial? The distance in time and effort between what is promised and reality is indirectly proportional to the trust and confidence you’ve established at this touch-point.

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CRM Software Integration Example

It is crucial to deliver on the promise of your landing page in a way that is immediate and satisfying for your newly acquired lead. SolidWorks does this with its online tour and goes one step further—anticipating visitors' needs by offering a best practices guide, a free trial or a quote request.

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Assessing a Content Management System

- **Key Concept**: The web is evolving toward transparent, user-generated content, and your visitor's expectations are following this trend. An older web page filled with brand messaging and static information will be marginally effective compared to a page updated every day with conversations from actual customers and employees.

1. Would giving multiple departments and individuals the ability to produce and publish content improve the website experience for your visitors?
2. Do you have valuable content on social media channels that you'd like to aggregate on your main website?
3. Are you looking to optimize your website to promote cross-sell and up-sell opportunities?

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The Top 5 Ways to SMM Optimize your website today

1. Let your website visitors share and bookmark your content with “add-this” www.addthis.com or “share this” www.sharethis.com
2. Build transparency and the human element into your website with videos, photo sharing and profiles of your team, customers profiles, video case studies and/or product reviews
3. Add unique RSS feeds from your social networks like Twitter, Facebook, LinkedIn and blogs in categories that align to your website’s content, and open your thought-leadership content like white papers and articles up for discussion on those networks
4. Build gateways into your social networks like hub pages and newsrooms, and add persistent links out to social networks on every page of your website
5. Implement a CMS system with modules or extensions that allow for 2-way communication, so that your website can become a place where a community of your team and can interact with comments and content sharing

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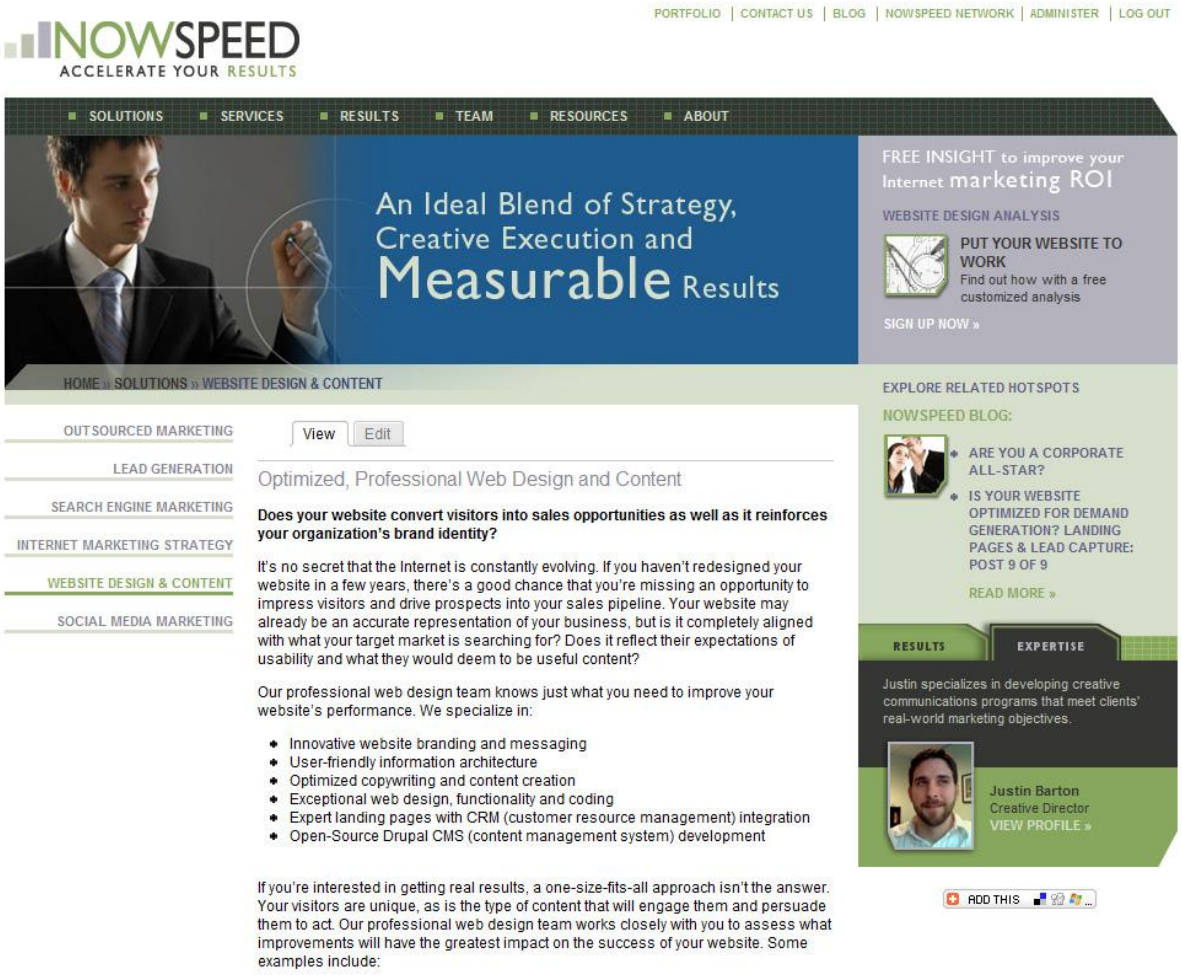
Content Management System Example



My company's website, www.nowspeed.com, was built on Drupal's open source content management platform. Not only has this made it easier for us to keep our site up-to-date, it has enabled us to aggregate valuable content created in our social media networks alongside descriptions of our services.

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SEO Steps to Good Rankings

- Keywords
  - High Traffic, Low Competition, Good Fit for Business
- Website Content
  - Must be relevant to search term and contain quality information
  - Body Copy, Title Tag, Meta Keywords, Meta Description, Alt Tags

- Link Popularity
  - Directory Submissions
  - Press Releases
  - Blogging
- Make it Easy to Crawl
  - Clean HTML
  - No “Black hat” techniques

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ESG Lab Report: SEPATON S2100 **Virtual Tape Library** with Data Deduplication **...** With a SEPATON **VTL**, you can restore your valuable data at the fastest rates **...**
www.sepaton.com/ - Cached - Similar

Searches related to **virtual tape library**

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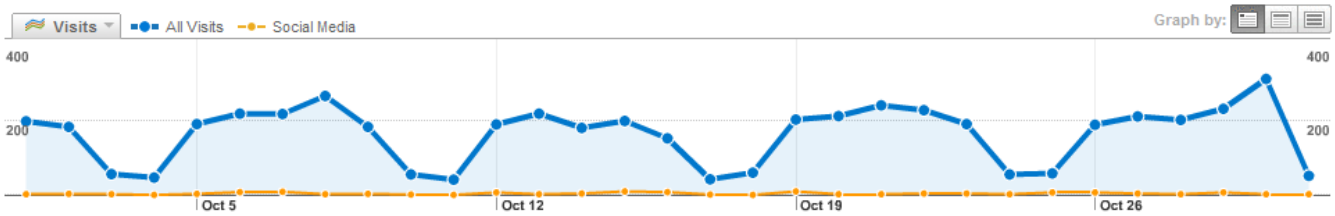
Website Analytics

Dashboard

Oct 1, 2009 - Oct 31, 2009



Site Usage

All Visits : **5,084 Visits**
Social Media : **111**

All Visits : **41.37% Bounce Rate**
Social Media : **30.63%**

All Visits : **17,523 Pageviews**
Social Media : **434**

All Visits : **00:03:42 Avg. Time on Site**
Social Media : **00:03:56**

All Visits : **3.45 Pages/Visit**
Social Media : **3.91**

All Visits : **54.09% % New Visits**
Social Media : **43.24%**

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
111	**3.91**	**00:03:56**	**43.24%**	**30.63%**
% of Site Total: 100.00%	Site Avg: 3.91 (0.00%)	Site Avg: 00:03:56 (0.00%)	Site Avg: 43.24% (0.00%)	Site Avg: 30.63% (0.00%)

	Source/Medium (None)	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	linkedin.com / referral	62	4.29	00:03:59	51.61%	17.74%
2.	aboutrestore.com / referral	31	2.84	00:04:58	32.26%	58.06%
3.	twitter.com / referral	15	3.87	00:01:19	33.33%	33.33%
4.	facebook.com / referral	3	6.00	00:05:30	33.33%	0.00%

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Sepaton Examples

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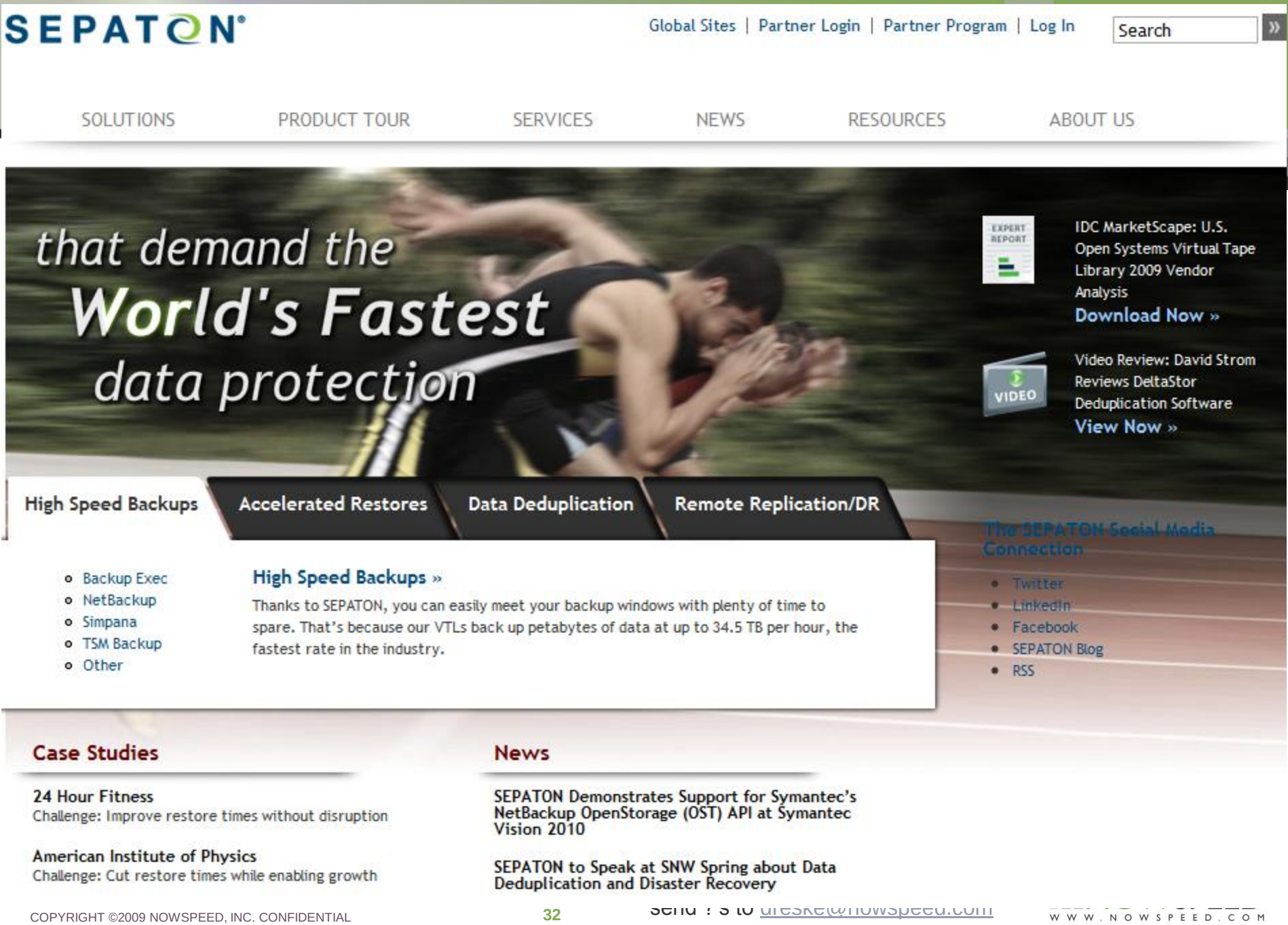

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24 Hour Fitness
Challenge: Improve restore times without disruption

Case Study

Brookhaven National Lab
Challenge: Shrink backup/restore times without adding complexity

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- LinkedIn
- Facebook
- SEPATON Blog
- RSS

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Improving TSM: Eliminate Primary Disk Pool, Speed Performance

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- Resources By Product
- Resources By Industry
- Resources By Type

Improving IBM Tivoli Storage Manager Performance with an Enterprise VTL

UIC Medical School cut its backup window by 50%.

A leading telco reduced restore times by 90%.

In this white paper, learn how SEPATON has built its virtual tape library system to take advantage of the advanced features of TSM, including support for LAN-based or LAN-free backups, collocation, and reclamation, to deliver dramatic improvements to enterprise backup and recovery.

Simply click "Download Now" to the right to download your copy today.

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Purpose-Built to Achieve the Highest Level of Performance and Scalability

WHITE PAPER

SEPATON DeltaScale Architecture
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- The SEPATON Difference
- S2100-ES2 Virtual Tape Library
- S2100-MS2 Virtual Tape Library
- DeltaStor Data Deduplication
- DeltaRemote Replication

The SEPATON Difference

SEPATON specializes in delivering enterprise backup solutions.The world's most data-intensive enterprises rely on SEPATON for their data protection because SEPATON is the only disk-based data protection company with a scale-out enterprise backup and recovery system built to achieve the performance and scale requirements of today's data-driven organizations.

Enterprise Data Protection Solutions

For today's enterprises, data protection means far more than simply backing up data. It means mitigating risk of data loss; keeping end-users productive; and maintaining the flexibility to accommodate mergers, acquisitions, and divestitures without business interruption. It also means keeping business operations running through faults, failures, and disasters.

Enterprise data centers need to back up enormous volumes of data within shrinking windows; control exponential data growth; replicate terabytes of data to remote DR sites without slowing network operations; and restore whole volumes and individual files with equal speed and efficiency. They need to manage policies and implement procedures for backup, retention, and restore to comply with increasingly complex regulatory requirements and business standards. That's why the SEPATON S2100® virtual tape library (VTL) was purpose-built to help enterprise data centers meet their data protection needs.

DeltaScale™ Architecture

The SEPATON Social Media Connection

- Twitter
- LinkedIn
- Facebook
- SEPATON Blog
- RSS

twitter
Have an account? Sign in
Get short, timely messages from SEPATON.
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @SEPATON.
Join Today ›
Get updates via SMS by texting follow SEPATON to your local code.
Codes for other countries
SEPATON
RT @CIOonline New blog post: IT Is A Business Unit Too http://bit.ly/cKh37E
about 10 hours ago via web
New post by @SEPATONJay on his blog, About Restore... "Video Demo: SEPATON and Symantec OST" http://bit.ly/b7fDPT
7:19 AM Apr 14th via bit.ly
RT @Knieriemen Infosmack Podcast - SNW Special #3 - Solid State - http://bit.ly/axbs5x - #SNWUSA
2:10 PM Apr 12th via web
Name SEPATON
Location Marlborough, MA
Web http://www.sepato...
Bio SEPATON helps enterprises reduce risk and improve efficiency in the data center with the fastest, most scalable virtual tape library and data deduplication.
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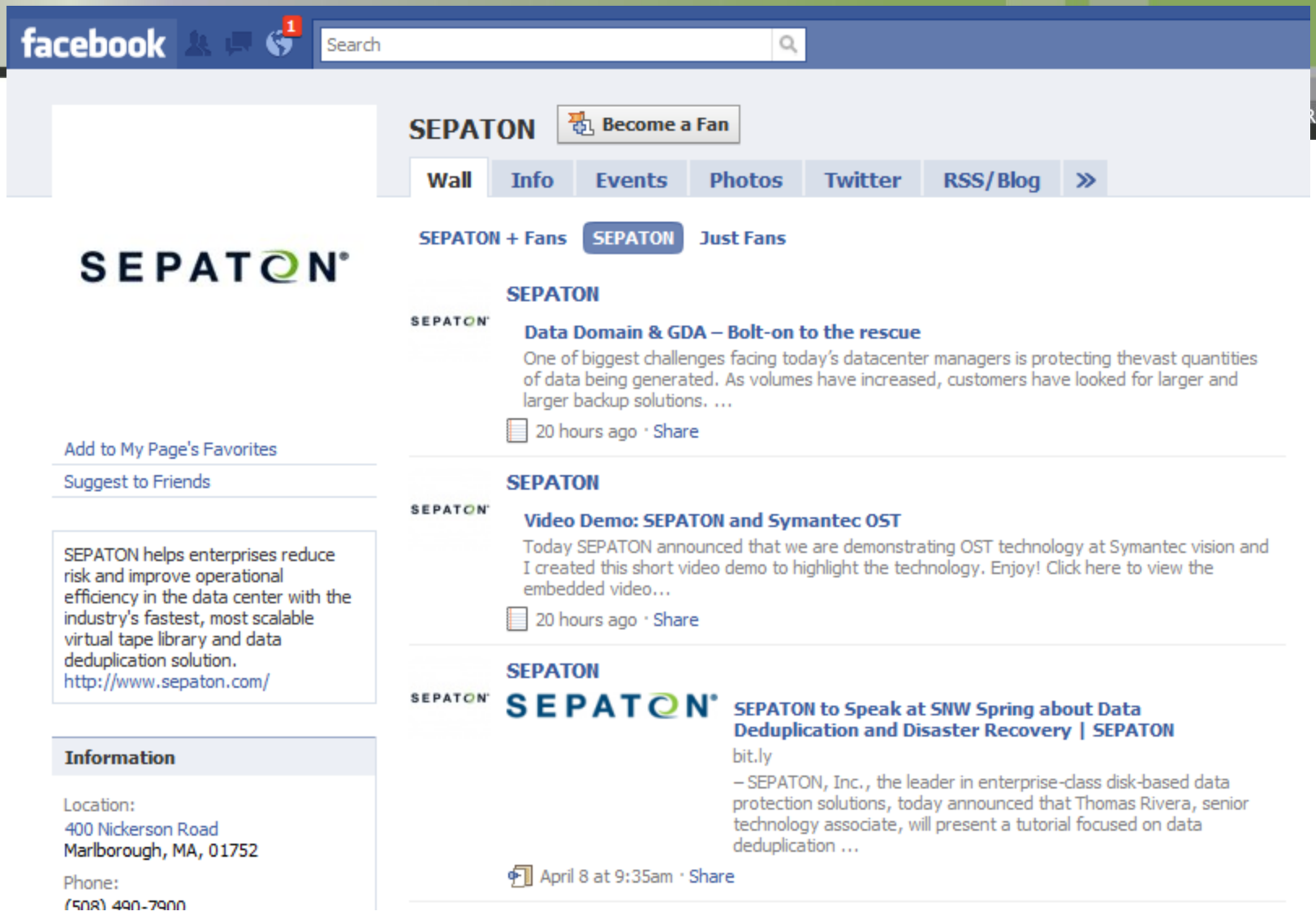
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Data Domain & GDA – Bolt-on to the rescue

April 14, 2010 – 12:53 pm by Jay Livens

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One of biggest challenges facing today's datacenter managers is protecting the vast quantities of data being generated. As volumes have increased, customers have looked for larger and larger backup solutions. Multi-node global deduplication systems have become critical to enable companies to meet business requirements and EMC/Data Domain's response to these challenges has been "add another box" which is their answer to all capacity or performance scalability questions. It appears that Data Domain has acknowledged that this argument no longer resonates and has reverted to Plan B, bolt-on GDA.

The use of the term "bolt-on" stems from a previous blog post by EMC/Data Domain's VP of Product Management, Brian Biles. In the entry, he characterizes other deduplication vendors as bolt-on solutions, and the obvious implication is that Data Domain is better because it is not a bolt-on. Few would agree with this assertion, but it is an interesting opinion and I will return to this later.

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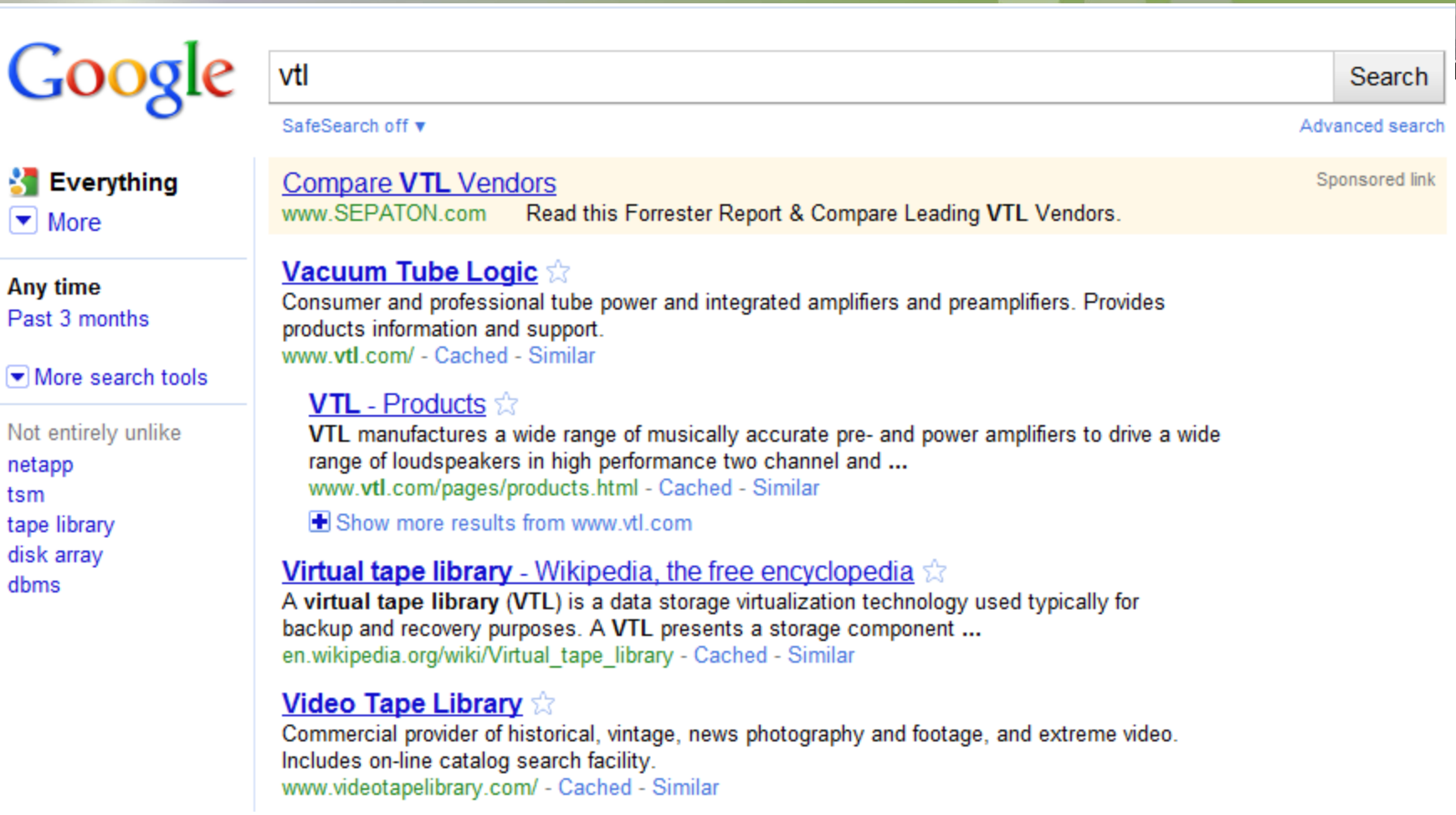

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