



OPTIMIZING YOUR WEBSITE.
Inbound Marketing Certification Class #1





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Customer Training

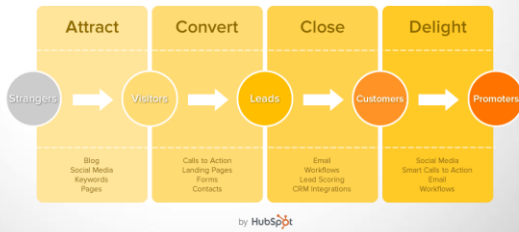
owns a craft beer blog for
girls.

#INBOUND

AGENDA.

1. WHAT IS OPTIMIZATION AND WHY YOU NEED IT
2. WHO ARE YOU OPTIMIZING YOUR SITE FOR?
3. HOW TO OPTIMIZE YOUR WEBSITE
4. KEY TAKEAWAYS AND RESOURCES

Inbound Marketing Methodology



1 WHAT IS OPTIMIZATION AND WHY YOU NEED IT.

WHAT IS OPTIMIZATION?

Noun: An act, process, or methodology of making something as fully perfect, functional or effective as possible.

OPTIMIZING YOUR WEBSITE
IS ABOUT...

SETTING UP YOUR
SITE FOR
SUCCESS.

WEBSITE OPTIMIZATION.

HOW TO GET PEOPLE TO
YOUR SITE & WHAT TO DO
WITH THEM ONCE THEY
GET THERE.

DEPENDING ON YOUR
COMPANY'S GOALS,
YOU MAY FOCUS ON
DIFFERENT TYPES OF
OPTIMIZATION.

UN-OPTIMIZED SITES
DON'T ATTRACT,
CONVERT, CLOSE OR
DELIGHT.

2 WHO ARE YOU
OPTIMIZING YOUR
SITE FOR?

1. WEBSITE VISITORS &
2. SEARCH ENGINES

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2. SEARCH ENGINES





More visitors means more opportunities for leads and customers.

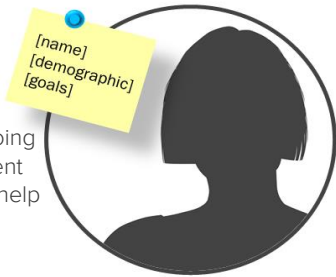


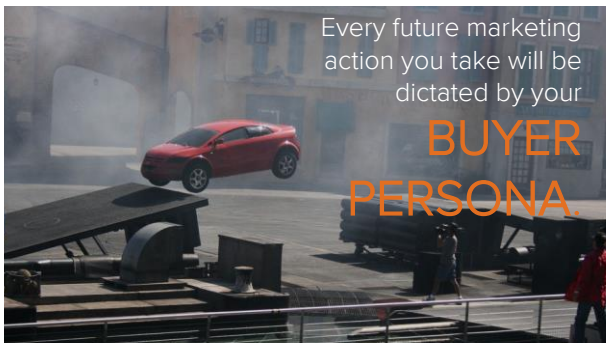
How do we get not just *any* visitors, but the **right ones**?

FOCUS ON BUYER PERSONAS.

BUYER PERSONAS

are fictional characters marketers create by doing research. They represent your ideal customer & help you to refine your marketing activities.





EVERYTHING.

- Blog posts
- Offers
- Calls-to-Action
- Landing pages
- Thank you pages
- Lead nurturing
- Automation
- Sales techniques
- Product/service development
- Everything



MUST SPEAK
TO YOUR
BUYER PERSONA.

OTHER BENEFITS OF BUYER PERSONAS.

1. Create a website experience that speaks to them.
2. Use the language they're comfortable with.
3. Create marketing content and offers that interest them.
4. Guide them throughout a specific path on your website
5. Encourages alignment for entire company.



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Simply put, they make you a **better marketer.**





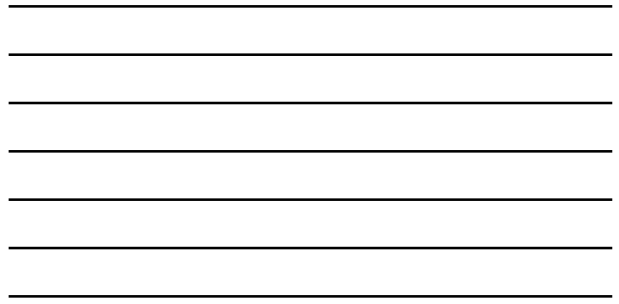


Google logs over **2 billion searches** a day. 

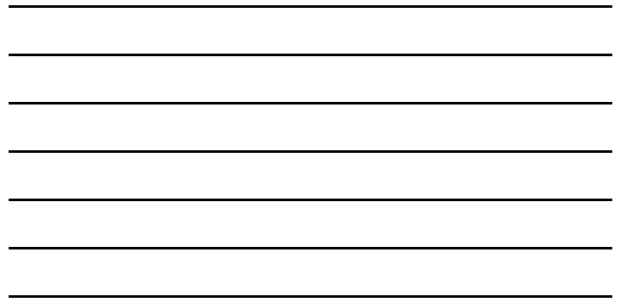
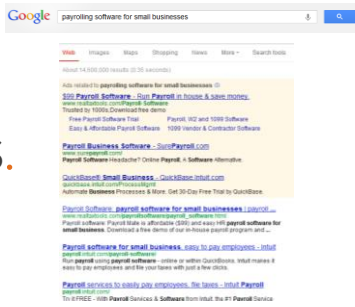
70% of the links search users click on are organic – not paid.



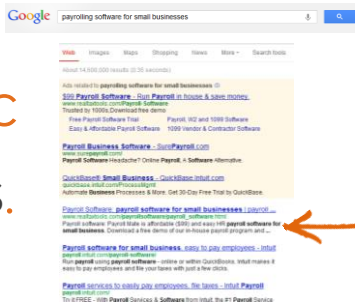
Marketingsherpa, February 2007



SEARCH RESULTS.



ORGANIC SEARCH RESULTS.





75% of users
never scroll
past the first
page of
search results.

Marketshare.hitslink.com,
October 2010

Optimizing your website for
buyer personas and search
engines opens up
opportunities.

3 HOW TO OPTIMIZE
YOUR WEBSITE.

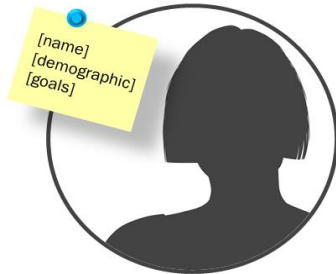
OPTIMIZING YOUR WEBSITE.

In two steps:

1. Understand your buyer persona(s) & prioritize them
2. Build website and user experience that speaks to them – and search engines

step 1
**UNDERSTAND YOUR BUYER
PERSONA(S) & PRIORITIZE THEM.**

**PERSONAS
ALLOW YOU
TO KNOW
WHO YOU'RE
MARKETING
TO.**



SOME ARE
MORE
EVIDENT OR
LUCRATIVE
THAN
OTHERS.



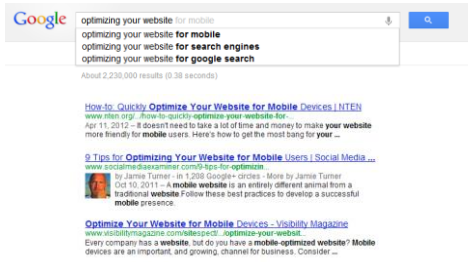
PRIORITIZE THEM

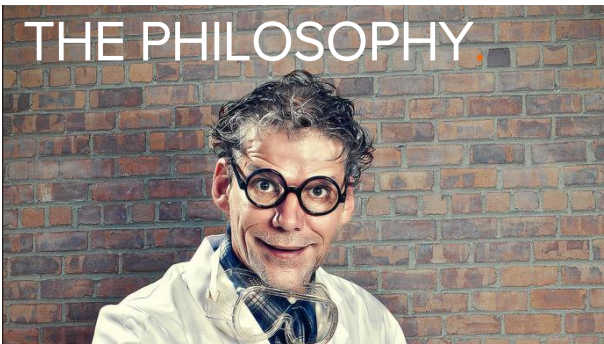
- Which is your most lucrative?
- What services/products appeal most to them?

WE'LL USE THIS
INFORMATION IN BUILDING
OUR WEBSITE.

step 2
BUILD **WEBSITE USER EXPERIENCE**
THAT SPEAKS TO THEM – AND
SEARCH ENGINES.

THIS IS WHERE IT GETS DIFFICULT.





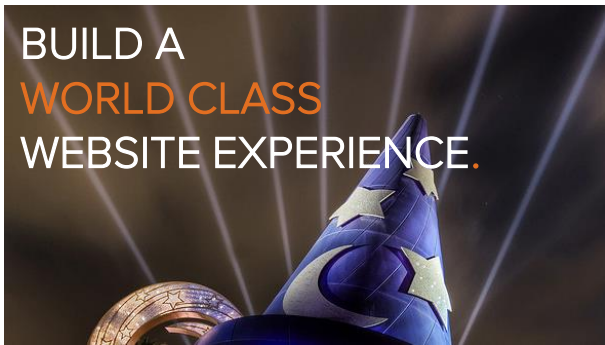
“

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

”

MAYA ANGELOU.

BUILD A
WORLD CLASS
WEBSITE EXPERIENCE.



TELL YOUR COMPANY'S
STORY.



SHOW THEM THAT YOU
UNDERSTAND
AND CARE.

EXPERIENCE IS KEY.

1. **CONTENT:** Modules and guidance to next logical step
2. **DESIGN:** Simple, website navigation, color schemes
3. **OPTIMIZATION:** Keywords to attract website visitors and search engines

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HubSpot Academy Coaching

"Teach a man to fish, and you feed him for a lifetime"

There are several reasons that you may not be catching fish with inbound marketing.

- Maybe you are committed but you are overwhelmed with the amount of work.
- Maybe you are doing the work but you are in need of some design or best practice breaks.
- Maybe you struggle with the technology or the tools you need to succeed at inbound marketing.

Let me share a story with you....

I grew up on the water: surfing, water skiing, and sailing... anything to be in or on the water. Over the years I traveled the globe seeking waves that were larger than New Hampshire surf. Being on the water all the time, I eventually discovered fishing.

I was Hooked.

Once I was committed to fishing, I jumped in with both feet. I read every book.



FREE CASE STUDY

"One new customer a month pays for HubSpot coaching. We do that no problem."

-John Gauthrey
CEO/Owner of
The Motor Coach

DOWNLOAD NOW

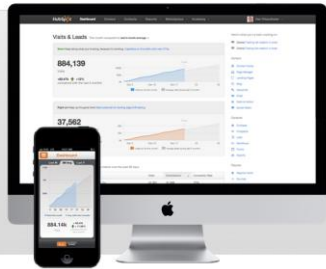
Create marketing people love.

All the software you need to do inbound marketing.



Watch the Video
Founders Brian Halligan and Dharmesh Shah explain HubSpot and inbound marketing.

Talk to Sales or View All Features



What's Possible With HubSpot's All-in-One Marketing Software?



Blogging

Create blog content quickly while getting SEO tips and best practice pointers as you type.



Search Engine Optimization

Improve your rank in search engines by finding and tracking your most effective keywords.



Social Media

Publish content to your social accounts, then nurture leads based on their social engagement.



Calls to Action

Increase conversion rates with calls to action personalized according to your visitors' actions.



Landing Pages

Create landing pages that are beautiful on any device and personalized for each visitor.



Lead Management

Track leads with a complete timeline-view of their interactions with your company.



Email

Send personalized, segmented emails based on any information in your contact database.



Marketing Automation

Nurture leads via email, your website, or any other channel you choose.



Closed Loop Analytics

Analyze your web traffic and see which sources are generating the most leads.

World class features, integrated to save you time & money. Tools that work together are easier, faster, and more effective.

See All Features

Tools that work together are easier, faster, and more effective.



"HubSpot is a perfect marketing tool for our business because it has the marketing automation power to help us grow our sales pipeline, market presence, and provide effective analytics to understand what's working and how to fix what's not."

Mark Pendleton
NEC Corporation of America

See Mark's Story

Learn from our inbound marketing resources.

Attract Visitors



Attract Customers With Twitter
Extend HubSpot with great templates, services, & apps.

Convert Leads



Align Sales and Marketing for Quality Leads
Short but inspirational nuggets of marketing knowledge, all by leading marketing experts.

Close Customers



Optimizing Email Marketing for Conversions
How to grow your email list, increase engagement, and ensure delivery.

Over 75 world-class inbound marketing ebooks.
Learn as deeply as you want to in our enormous and complete library.

Marketing Resources

HubSpot Marketplace: templates, apps, and services.



EXPERIENCE IS KEY.

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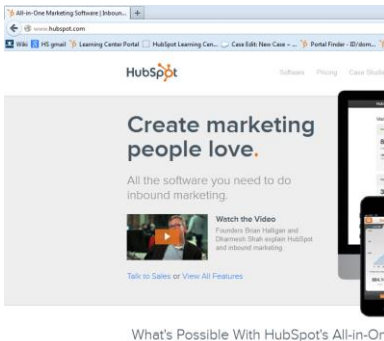
ON-PAGE SEO IS ABOUT:

1. Consistency (for buyer personas).
1. Ease of crawl-ability (for search engines).

ATTRACT VISITORS.

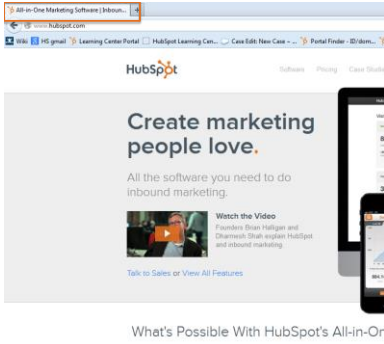
1. Select quality keywords that your buyer personas use.
2. Structure pages to make your keyword or topic easily understood.
3. Structured pages using keywords make it easy to crawl.





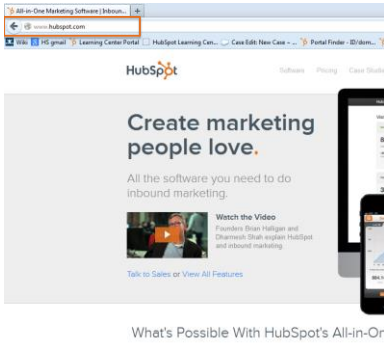
IMPORTANT ON-PAGE SEO ELEMENTS

1. Page Title
2. URLs
3. Page Headers
4. Content
5. Meta Description



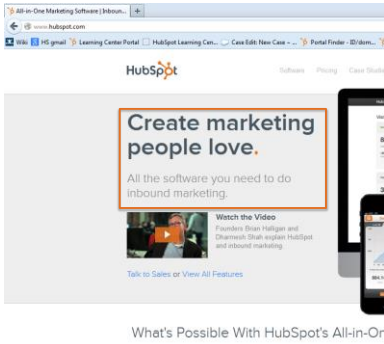
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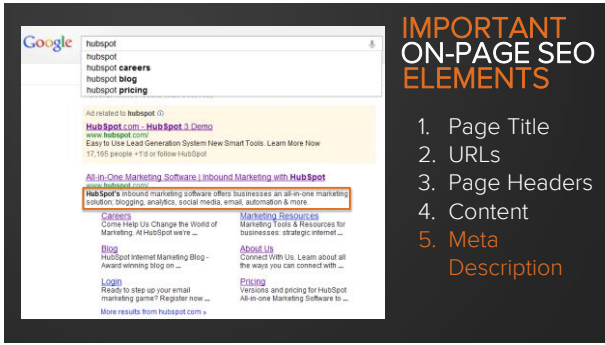
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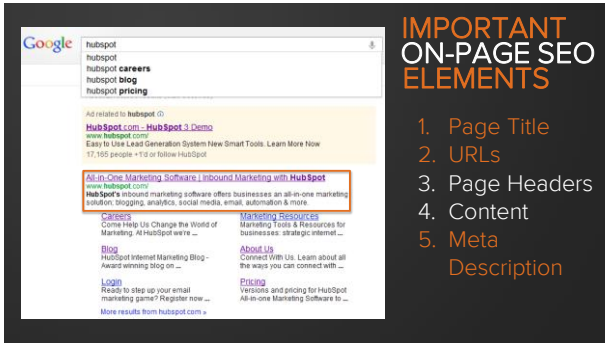
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HOW TO THINK THROUGH OPTIMIZATION OF YOUR SITE.

1. Define your buyer personas & prioritize them
2. Build the website
3. Structure on-page SEO so they get found

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- Developing buyer personas is the first step in optimizing your website.
- Invest in building a user-friendly website experience
- Optimize your pages with keywords to attract search engines, and keep visitors on your site once they get there.

RESOURCES

1. 17 SEO Myths You Should Leave Behind in 2013:
<http://offers.hubspot.com/17-seo-myths-leave-behind-in-2013>
2. How Google Changes its Search Algorithms for the Better [Video]:
<http://blog.hubspot.com/blog/tabid/6307/bid/23584/How-Google-Constantly-Changes-its-Search-Algorithms-for-the-Better-Video.aspx>
3. Beginners Guide to Optimization:
<http://www.seomoz.org/beginners-guide-to-seo>
