



**Image Media**  
PARTNERS

At The Convergence of  
**Art & Technology**

# 25 Ways to Drive Traffic to your Website

Center for Nonprofit Success

September 13, 2011

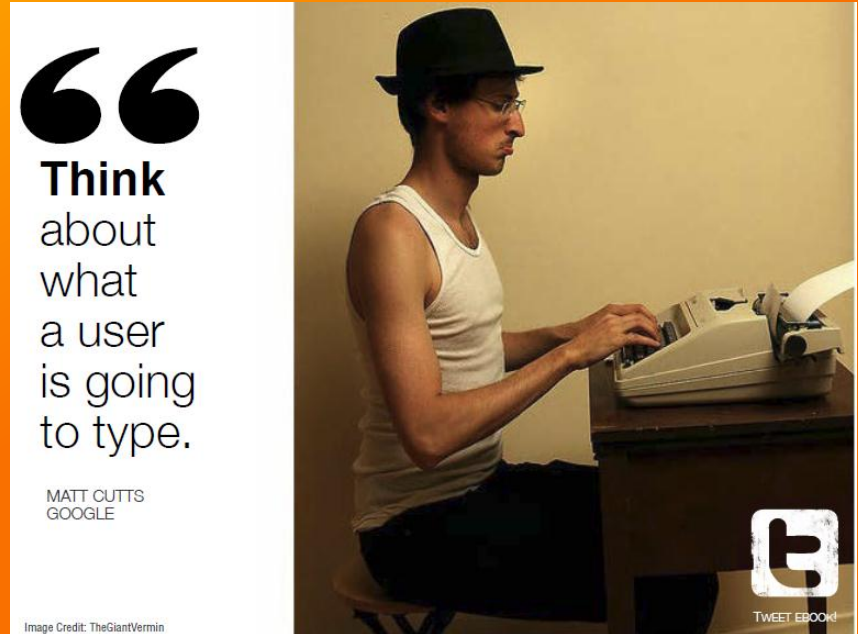
# 1. Write a Blog

- [Copyblogger](#)
- [Blog Marketing HubSpot](#)
- [Who's Blogging What: Better Business Blogging in 2011](#)
- [How to Achieve Business Growth through Blogging](#)
- [13 Business Blogging Mistakes & Their Easy Fixes](#)
- [Image Media Partners on Blogging](#)
- [Blog Grader](#)



# 2. Key Word Strategy

- [Google AdWords](#)
- [Wordpot; WordStream; Keywordfinder](#)
- [Search Grader](#)
- [Key Word Myths and Social Media Marketing](#)
- [4 Helpful Tools for Identifying the Right Keywords](#)
- [Keyword Targeting: The Essential Guide for Website Owners](#)



# 3. Search Engine Optimization

- [SEOMoz.org Blog](#)
- [Introduction to Search Engine Optimization](#)
- [How to Spot Bad SEO Services](#)
- [Learning SEO From the Experts: A Step-By-Step Guide](#)
- [Search Engine Optimization for YouTube Videos](#)
- [SEO Optimization Kit](#)
- [The Cat in The Hat Teaches SEO](#)





# 4. Inbound Links

- [Link Building from A to Z](#)
- [Did You Graduate From Link Building High School Yet?](#)
- [5 Tips for SEO Link Building](#)
- [The importance of SEO Link Building](#)
- [Blog Directories](#)
- [Website Directories](#)
- [Open Site Explorer-SEOMoz](#)
- [Uniting Creatives](#)



# 5. Offer Valuable Content

- [Content Creation Tips from Guy Kawasaki](#)
- [3 Content Creation Tips - Let Analytics Be Your Guide](#)
- [The Essential Guide to Writing and Launching Ebooks That Generate Leads](#)
- [How to Write and Launch an Ebook That Generates Leads](#)
- [How to Brainstorm Content That Rocks and Converts](#)

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Remarkable social media content and great sales copy are pretty much the same — plain spoken words designed to focus on the needs of the reader, listener, or viewer.

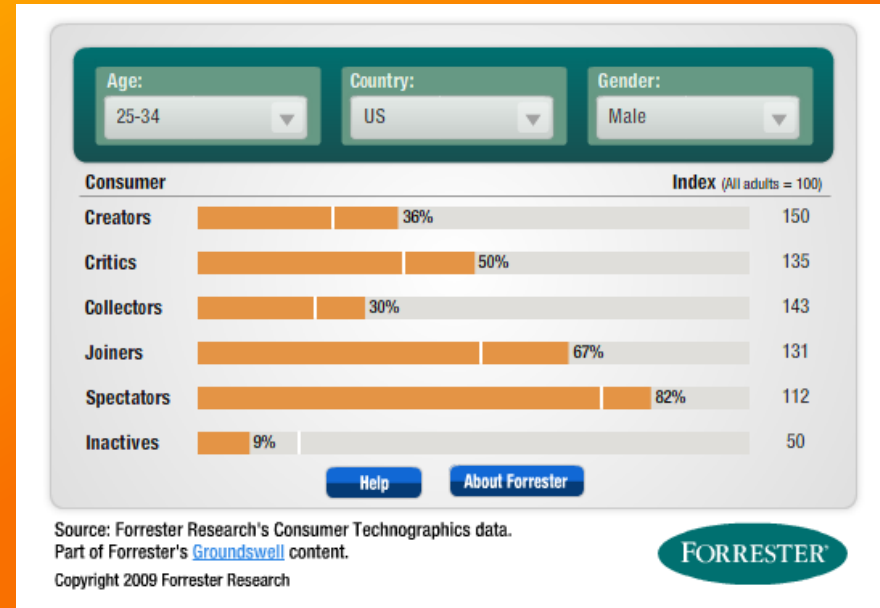
BRIAN CLARK  
FOUNDER, COPYBLOGGER

Image Credit: Chiceaux



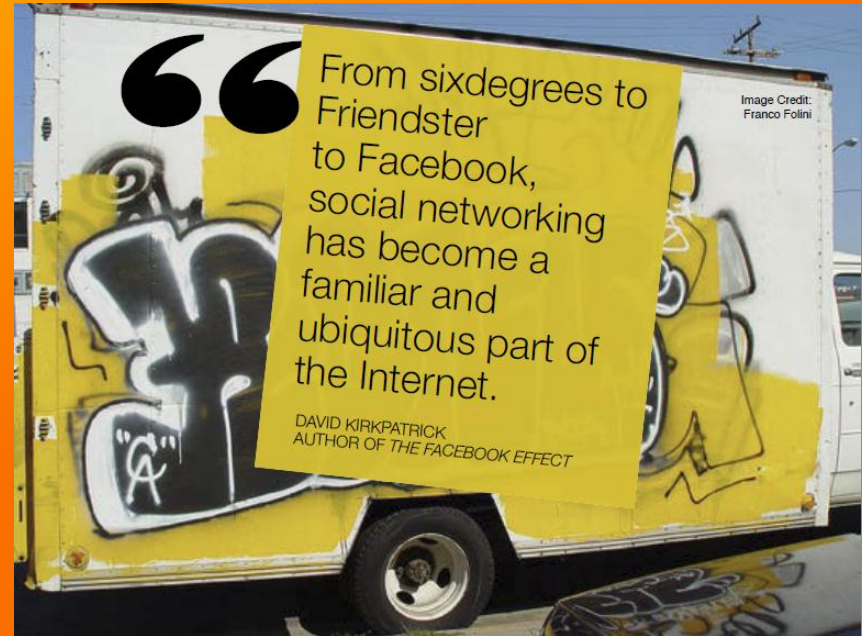
# 6. Promote with Social Media

- [Webinar on Social Media for Non-profits](#)
- [5 Steps for Successful Social Media Marketing](#)
- [How to Enhance Your Internet Presence with Social Media](#)
- [Forrester's Social Technographics Profile Tool](#)
- [Groundswell](#)



# 7. Facebook Page

- [Blogs on Using Facebook Pages](#)
- [How to Use Facebook for Business: An Introductory Guide for 2011](#)
- [Non-Profits on Facebook](#)
- [Facebook Marketing Update](#)
- [A B2B Marketer's Guide to Great Facebook Pages](#)
- [How to Use Facebook for Business](#)
- [Facebook Pages from Facebook](#)
- [Causes-Nonprofits on Facebook](#)
- [Facebook Grader](#)





# 8. Twitter

- [Blogs on using Twitter](#)
- [How to Use Twitter for Business – An Introductory Guide \(for 2011\)](#)
- [How to Use Twitter for Business: A Beginner's Guide](#)
- [Twitter for Business-Twitter](#)
- [10 Twitter Apps for Nonprofits](#)
- [Five Nonprofits That Have Found Their Twitter Voice](#)
- [Twitter Grader](#)
- [HootSuite, TweetDeck](#)



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The **biggest mistake** we see companies make when they first hit Twitter is to think about it as a channel to push out information.

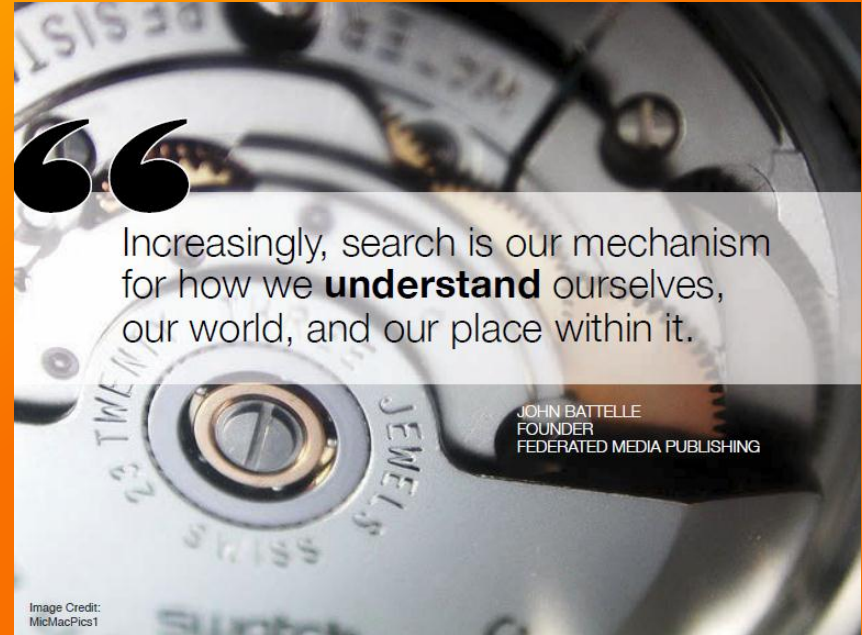
TIM O'REILLY & SARAH MILSTEIN  
CO-AUTHORS OF *THE TWITTER BOOK*

Image Credit: LarindaME



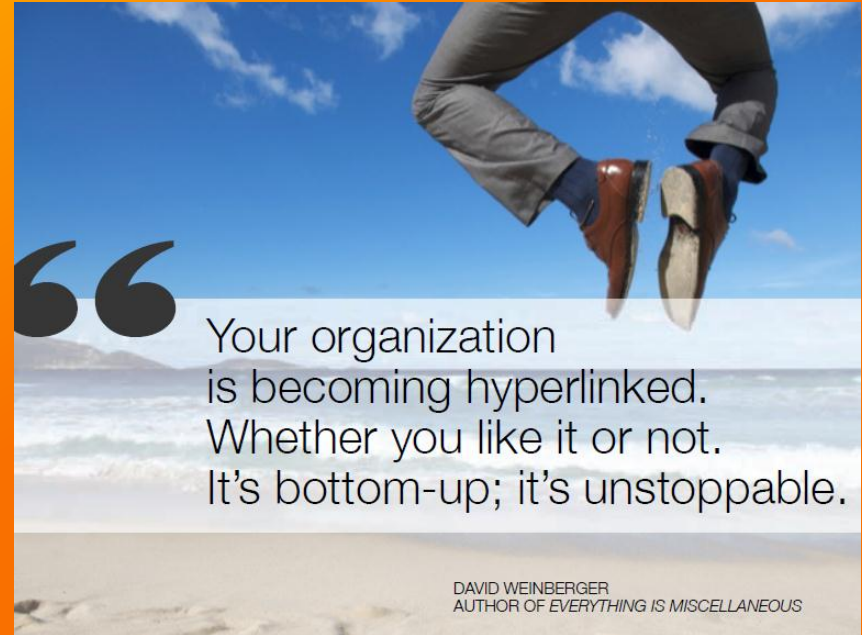
# 10. Google

- [8 Google Tools to Improve Your Marketing Effectiveness](#)
- [10 Awesome Google+ Presentations to View Today](#)
- [An Early Overview of Google+ As A Content Marketing Platform](#)
- [How Non-Profits Can Get the Most Out of Google Grants](#)
- [Google Grants](#)



# 11. Social Media Platforms

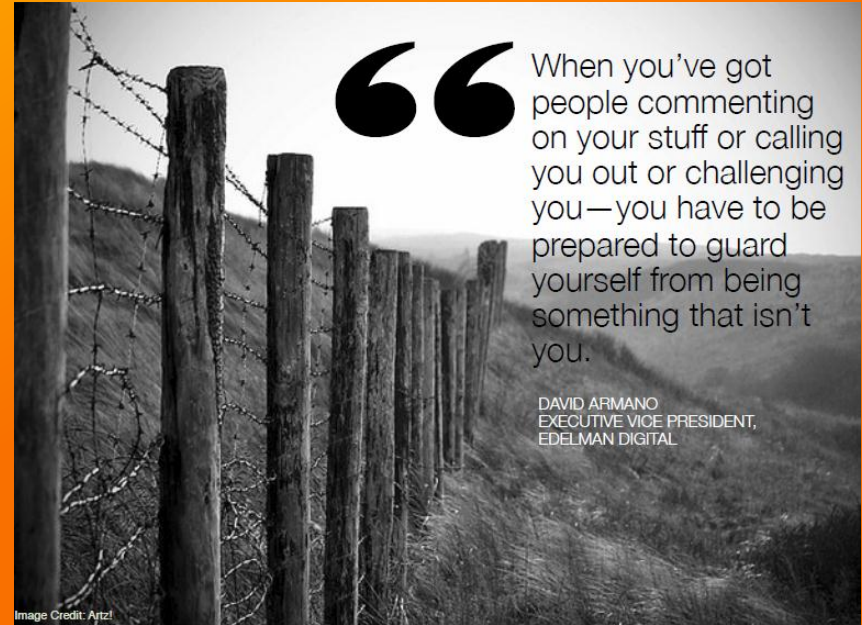
- [What Social Network Should You Use to Grow Your Business?](#)
- [10 Beautiful Social Media Infographics](#)
- [Ignite's 2011 Social Network Analysis Report](#)
- [edison research: The Social Habit 2011](#)





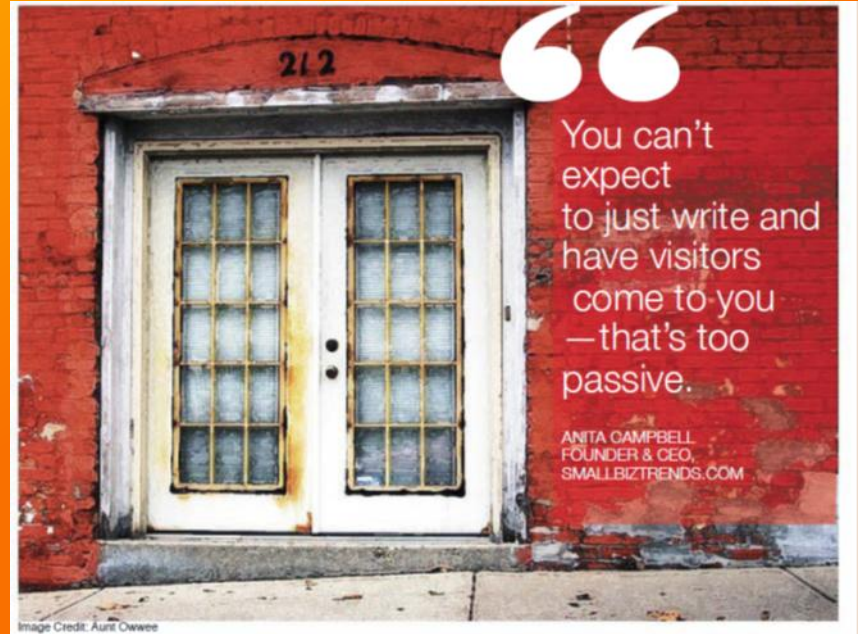
# 12. Engage in the Discussion

- [Grow Bigger Ears in 10 Minutes](#)
- [How to Monitor Your Social Media in 10 Minutes a Day](#)
- [Google Reader](#)
- [What Are The Best Social Media Monitoring Tools? \[Infographic\]](#)
- [Red Cross Social Media Handbook](#)



# 13. Places & Locations

- [Google Places Blogs](#)
- [Claiming Your Google Places](#)
- [How To Use Facebook Places For Your Business](#)
- [21 Unique Location Examples from Foursquare, Gowalla, Whrrl, and MyTown](#)
- [How to claim your foursquare venue](#)
- [Foursquare Grader](#)
- [What is Yelp?](#)



# 14. Website Design

- [Website Redesign Kit](#)
- [What Do 76% of Consumers Want From Your Website?](#)
- [5 Items to Delete From Your Website Today](#)
- [Colors on the Web](#)
- [Creative Commons](#)
- [MorgueFile](#)
- [Favicon Maker](#)



“

Authenticity, honesty, and personal voice underlie much of what's successful on the Web.

RICK LEVINE  
CO-AUTHOR *THE CLUETRAIN MANIFESTO*

# 15. Calls To Action

- [25 Ways to Increase Sales and Lead Generation](#)
- [The Science of Lead Generation](#)
- [7 Tips for Effective Calls to Action](#)
- [4 Tips to Supercharge Call-To-Action Buttons](#)
- [3 Places You Can Add Calls-to-Action on Facebook](#)





# 16. Capture Information

- What Is a Landing Page and Why You Should Care
- Discover the Key Components of a Successful Landing Page Optimization Strategy
- Is "Contact Us" the Only Lead Generation Form on Your Website?
- 7 Habits of a Highly Effective Landing Page

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...one way to sell a consumer something in the future is simply to get his or her permission in advance.



SETH GODIN  
AUTHOR OF PERMISSION MARKETING

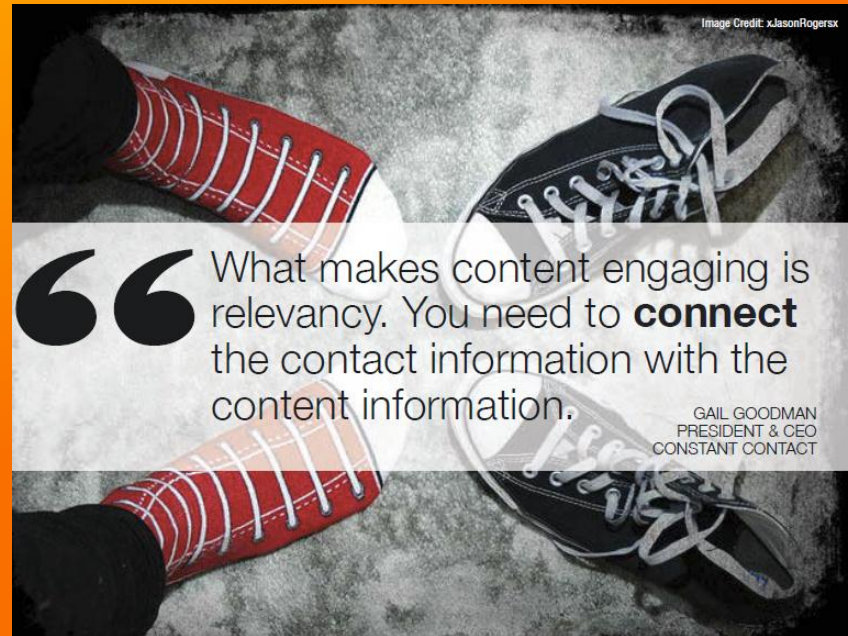
# 17. Thank You

- [9 Benefits of Lead Nurturing](#)
- [From Prospect to Evangelist: Optimizing Relationships with Social Media](#)
- [Customer Evangelists/Church of the Customer](#)
- [6 Reasons Lead Nurturing Wins Over Email Blasts](#)
- [How to Despamify Lead Nurturing Emails](#)



# 18. E-mail Marketing

- [7 Steps to Jump-Start Your Email Marketing Strategy](#)
- [Top 7 Inspirational Email Tests](#)
- [The Definitive Guide to Integrating Social Media and Email](#)
- [Dirty Dozen: Email Newsletter Mistakes Nearly Everyone Makes](#)
- [Mail Chimp](#) and [Constant Contact](#)



# 19. Video

- [Image Media Blogs on Video](#)
- [How to Use Online Video for Marketing](#)
- [10 Things you can do with Video on the Internet](#)
- [Search Engine Optimization for YouTube Videos](#)
- [Causecast.org](#)
- [Intelligent Video: The Top Cultural & Educational Video Sites](#)

“

You've probably got a device on you that can shoot decent video, so what's stopping you?

**Capture and share some moments.**

STEVE GARFIELD  
VIDEO BLOGGER  
AUTHOR OF GET SEEN

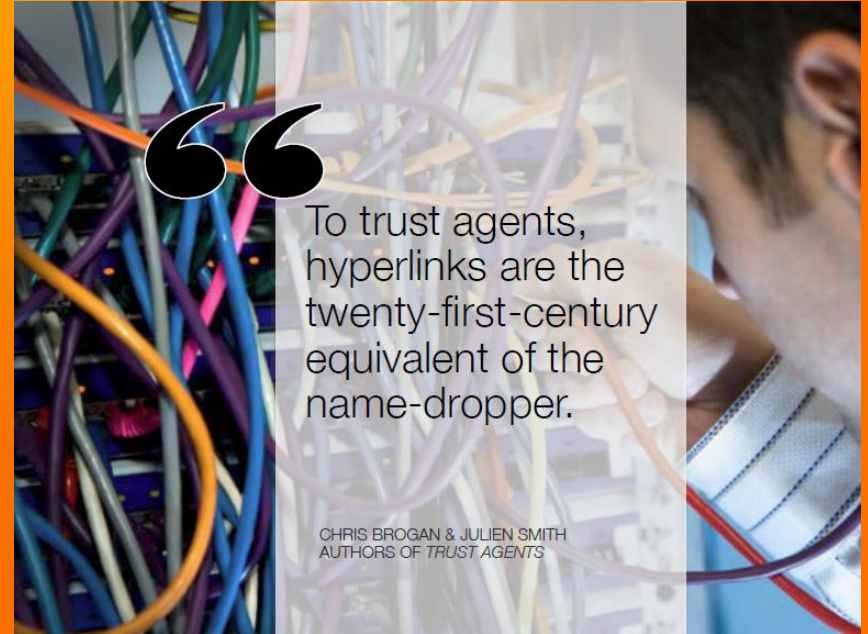


Image Credit:  
KTvee



# 20. Press Releases/News

- How to Leverage Social Media for Public Relations Success
- Press Release Grader
- 5 Common Press Release Mistakes, And How to Avoid Them
- Help A Reporter (HARO)
- Expert Clicks
- Pitch Rate
- Reporter Connection



# 21. Mobile Website

- [33 Nonprofit Mobile Websites](#)
- [Google Mobile Templates](#)
- [Is Your Business Prepared for the Mobile Browsing Takeover?](#)
- [10 Key Considerations for Your Mobile Web Design Strategy](#)
- [Linkblots Mobile Web Pages](#)
- [QR Codes and Mobile Websites](#)
- [How are Mobile Phones Changing Social Media? Infographic](#)

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Good content should be at the heart of your strategy, but it is equally important to keep the display context of that content in mind as well.



TIM FRICK  
AUTHOR OF *RETURN ON ENGAGEMENT*

Image Credit: Lee Ann L.

# 22. Mobile Marketing

- [QR Code Blogs](#)
- [Top 5 Mobile Marketing Case Studies & How-tos](#)
- [Free Chapter - Mobile Marketing: Tapping into Billions of Cellphone Users](#)
- [Connecting QR Codes with Consumers](#)
- [Mobile Marketing Association](#)
- [QR Code Check List and Fact Sheet](#)

Image Credit: Ziebol

“Smartphones are reinventing the connection between companies and their customers.”

RICH MINER  
PARTNER, GOOGLE VENTURES  
CO-FOUNDER, ANDROID



# 23. Have a Plan

- [Building the Marketing Plan: A Blueprint for Startups](#)
- [Online Marketing Blueprint](#)
- [The Essential Step-by-Step Guide to Internet Marketing](#)
- [The Ultimate How-to Marketing Guide](#)



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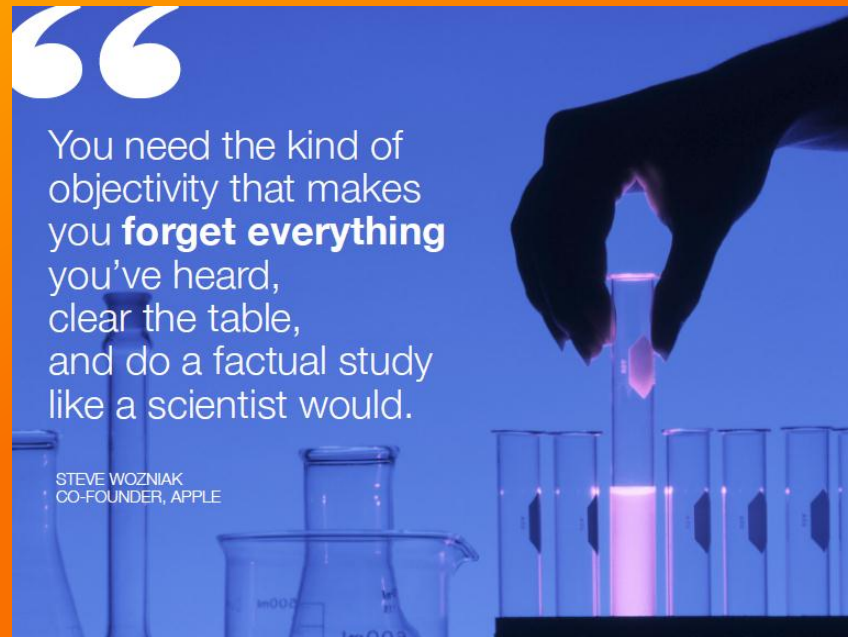
There is no black magic to successfully attracting customers via the Web.

RAND FISHKIN  
FOUNDER, SEOMOZ



# 24. Analytics

- [How to Review Your Marketing Analytics in Just 10 Minutes](#)
- [Website Grader](#)
- [The Science of Analytics: Dan Zarrella](#)
- [5 Must-Test Internet Marketing Tactics and Metrics](#)
- [5 Vanity Metrics to Stop Measuring \(And Better Alternatives\)](#)
- [Google Analytics](#)
- [HOW TO: Get Started With Google Analytics](#)



# 25. Odds and Ends

- [Jumo Beta](#)
- [Kudos Community](#)
- [Donordigital](#)
- [PayPal for Nonprofits](#)
- [Socialize your cause](#)
- [Marketing Fact vs. Fantasy](#)
- [Non-Profit Inbound Marketing Kit](#)
- [Evaluation for your Nonprofit Website](#)

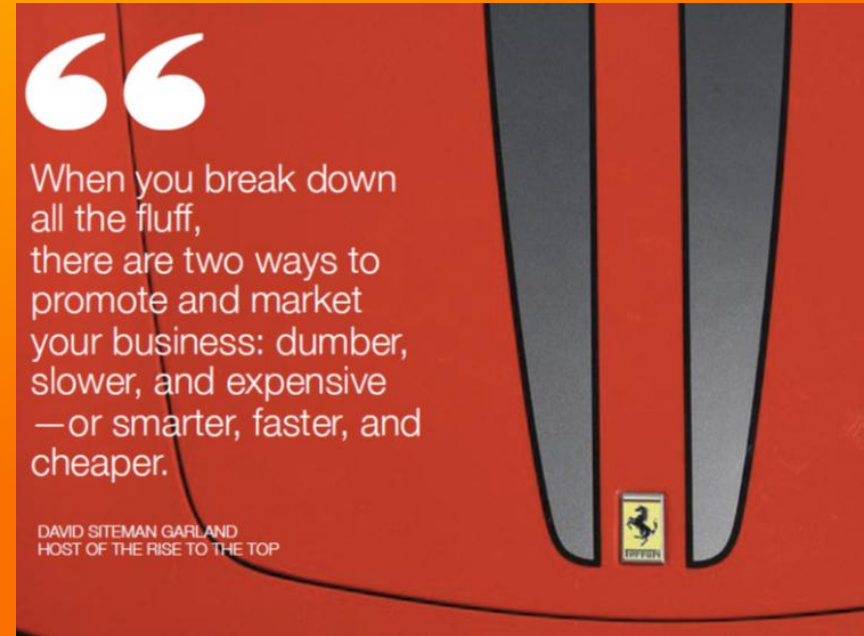


# Thank You

Image Media Partners provides consulting, implementation and support services for on-line and inbound marketing.

Authorized reseller and support services for HubSpot software  
Consultant for inbound marketing and on-line marketing  
Implementation specialist for HubSpot software  
Deploy and manage online marketing tools such as:

- Blogging
  - Social Media
  - E-mail campaigns
  - Lead nurturing and conversions
- Image Media Partners is a private consulting company based in Seattle, Washington. Learn more how we can help your business with Google Places and increase your reach on the internet and attract more customers. Contact us for a free evaluation of you web site and on-line marketing efforts at: [www.imagemediapartners.com](http://www.imagemediapartners.com) or <http://bit.ly/CFNPS-25>



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