



E-Commerce ~ Week 6

John Montét

MontetJ@westernnc.edu

608.785.0000



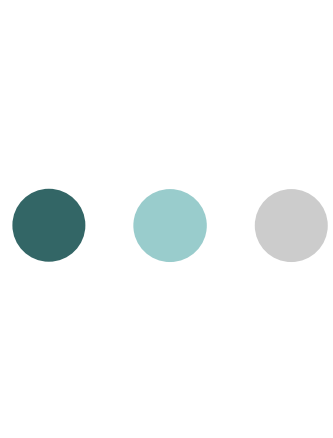
Last week, we covered

- **Web sitemaps**
- **Write content for the Web**
- **Legal requirements**
- **Web Statistics**
- **Defining Users**
- **User Expectations**



This week...

- **Marketing Techniques**
 - **Differences in marketing**
 - **Search Engine Optimization**
 - **Google AdWords**
 - **Google AdSense**
- **Maintaining Dialog**
 - **Email Marketing**
 - **RSS Feeds – Keeping things current**
 - **Search Engine Optimization**



Online Marketing

Everything has changed



Online vs. Traditional

Traditional Marketing

uses demographics to attempt to narrow a large population down to a targeted 'potential' viewer.

Internet Marketing

is the reverse because it is the very targeted viewer (consumer) searching for very specific content.

Source: http://www.dsdwebworks.com/internet_marketing.html



Online Marketing Elements

- Dialog
- Channels
- Targeting



Online Marketing Elements

- Dialog

- Traditional: talks *to* customers
- Online: talks *with* customers



Online Marketing Elements

- Channels

- Traditional: One channel at a time
- Online: Multiple-channels



Online Marketing Elements

- Targeting
 - Traditional: blanket advertising
 - Online: targeted to specific needs

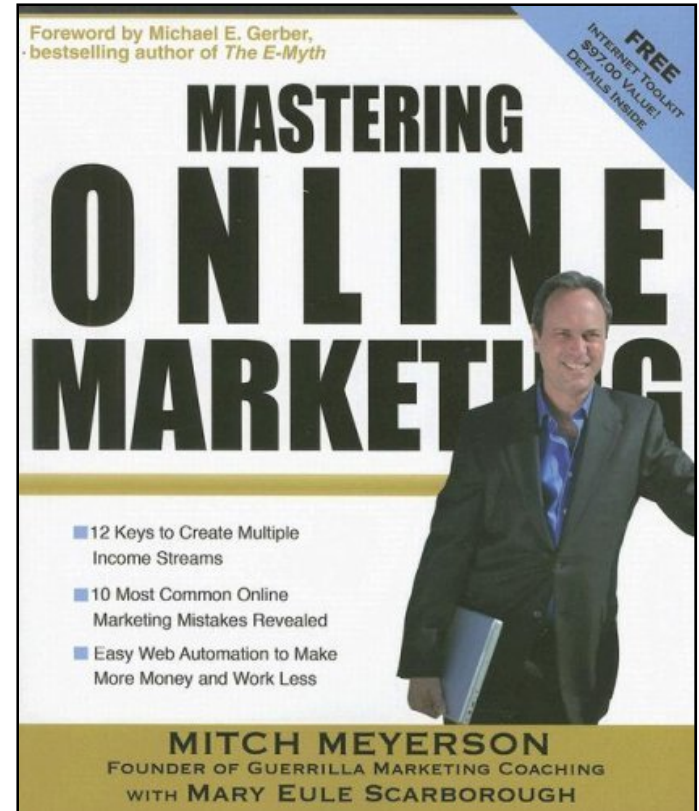
Great Resource

Mastering Online Marketing by Mitch Meyerson

Guerrilla Marketing Coaching
founder

ISBN: 978-159918151-6

\$14.93 on Amazon.com





Search Engine Optimization (SEO)

Cracking the code



Search Engine Optimization

- The harsh reality
 - You can't predict how search engines will react



Search Engine Optimization

- Two principals of SEO
 - 1: Showing up in search results
 - 2: Making it easier to index your page
- Work off pages
- Use specific set of words
 - GoogleAd words allows for pulling a potential set of key words



Search Engine Optimization

- 1: Showing up in search results
 - Google Webmaster tools
(www.google.com/webmasters)



Search Engine Optimization

- 2: Making it easier to index your page
 - Pick a search term for each page
 - <title> tag
 - In content 6 times



Search Engine Optimization

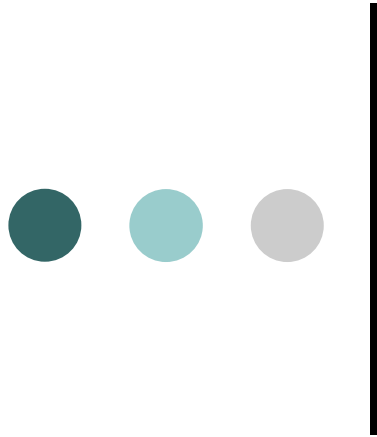
- Google's Webmaster's guidelines
 - <http://www.google.com/support/webmasters/bin/answer.py?answer=35769>



Search Engine Optimization

- Remember
 - This is largely tail-chasing
 - No one knows how they work
- The best advice...
 - "Make pages for users, not for search engines."

~ Dave Taylor



AdWords

Paid search in pure form

AdWords: What it is

The screenshot shows a Google search results page for the query "ecommerce". The search bar contains the text "ecommerce" and the search button is labeled "Search". The results page shows "Results 1 - 10 of about 76,200,000 for ecommerce [definition]. (0.08 seconds)".

Sponsored Links (Left Column):

- Ecommerce Solution** (Sponsored Links)
www.NetSuite.com Manage Your Entire Online Business with One System. CODiE Winner.
- Shopping Cart System**
www.3dCart.com Sell online with Paypal, Checks, and Credit Card. Free Trial.
- AspDotNetStorefront**
www.AspDotNetStorefront.com Complete C# or VB.NET shopping cart Source Available. No Monthly Fees!

Sponsored Links (Right Column):

- Ecommerce Web Design** (Sponsored Links)
Ecommerce Website Design & Hosting. Catalogs, RFQ, Product Configurator
TopFloorTech.com
La Crosse-Eau Claire, WI
- Contact Vcommerce.com**
Your on-demand ecommerce platform! The leader for today's top brands..
www.vcommerce.com
- Start A Business Online**
Sell your products online
It is easier than you think
rapidstart.solidcactus.com
- Sterling**
Get Infosys white paper on growing profits through multi channel mgmnt
SterlingCommerce.com
- Ready To Sell Online?**
Our State-Of-The-Art Shopping Cart Is Everything You Need To Succeed!
www.NetworkSolutions.com

Organic Search Results:

- Electronic commerce - Wikipedia, the free encyclopedia**
Electronic commerce, commonly known as **e-commerce** or **eCommerce**, ... Another form of **e-commerce** was the airline reservation system typified by Sabre in the ...
en.wikipedia.org/wiki/Electronic_commerce - 48k - [Cached](#) - [Similar pages](#)
- E-Commerce Times: E-Business Means Business**
Everything you need to know about doing business on the Internet. Information for C-Level executives and small-to-mid-sized business managers.
www.ecommercetimes.com/ - 48k - [Cached](#) - [Similar pages](#)
- Ecommerce, Inc.**
Ecommerce, Inc. is a global organization working towards developing and deploying new content delivery services to meet the ever-growing demands of the ...
www.ecommerce.com/ - 11k - [Cached](#) - [Similar pages](#)
- e-Commerce | drupal.org**

The browser's address bar shows "Internet" and the zoom level is set to "100%".



AdWords: What it is

- Ads show up in search
- Businesses pay per click
- Pay by Search term



AdWords: How it works

- You create the ads
- Bid on search terms
- Cost based on relevancy
- [Keyword tool](#) helps
- Can be targeted to a specific location rather than national



AdSense

Making money the old fashioned way,
by doing nothing. (Okay, very little.)

AdSense: What it is

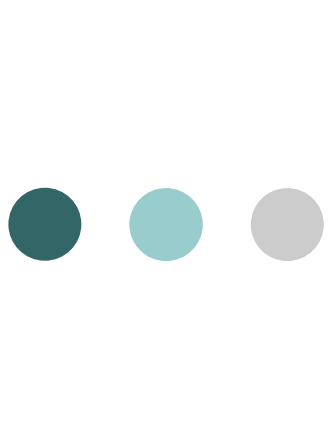


The screenshot shows the teAchnology website interface. At the top left is the logo for teAchnology. To its right is a search bar with a green 'Search' button. Further right is a newsletter sign-up section with the text 'Newsletter: Enter Email' and a green 'Subscribe' button. Below the logo and search bar is a navigation menu with buttons for 'Home', 'Lesson Plans', 'Printables', and 'Rubrics'. A large banner image shows a teacher and students at a computer, with the text 'The Online Teacher Resource' overlaid. Below the banner is another navigation menu with buttons for 'Subjects', 'Themes', 'Tips', 'Tools', 'Worksheets', and 'Memberships'. On the right side, there is a vertical list of lesson plan categories: 'Lesson Plans', 'Arts & Health', 'Holidays', 'Language Arts', 'Math', 'Physical Education', 'Science', 'Social Studies', 'Web Quests', 'World Languages', and 'All Lesson Plans'. At the bottom of the page, there are three promotional boxes for lesson plans, each with a red border. The first box is for 'Elementary Lesson Plans' with the text 'Find Lesson Plans For Any Subject Plan Within Minutes. Free Sign Up! www.HotChalk.com/Elementary'. The second box is for 'K-12 Lesson Plans' with the text 'Search 200,000 Free Lesson Plans! All subjects - K-12 - Join Today www.lessoncorner.com'. The third box is for 'Lesson Plans' with the text 'Instant Lesson Plans Access. Free Download! eWossToolbar.net'. In the bottom right corner of this section, it says 'Ads by Google'. Below the promotional boxes is a breadcrumb trail: 'Home > Teacher Resource > Lesson Plan Center'. At the very bottom, there is a paragraph of text: 'In our **lesson plans** center you will find your way to well over 28,763 lesson plans. You may want to consider signing up for our FREE **newsletter** which highlights this weekly feature, along with other great teacher specific content. You may use the search tool below to search for specific types of lesson plans or worksheets. The search tool also has the ability to search our "**Teaching Tips**" and "**Teacher Tools**" Areas. You can also find **teacher submitted lessons here**.'



AdSense: How it works

- Crawls your site
- You chose text or image
- You can customize - to a degree
- Ads from AdWords customers
- You filters out competitors
- Pays through EFT
- Place on Blogs too



Email Marketing

Hittin' them in their homes



Email Marketing

- Email Service Provider (ESP)
 - SilverPOP
 - The Biggest
 - Campaign Monitor
 - More reasonable choice



Email Marketing

- Most HTML rather than Text
- HTML for emails is backwards (poor CSS support)
- [Campaign Monitor resources](#)
- More email clients than browsers
- Don't forget mobile devices



Email Legal Requirements

- Controlling the Assault of Non-Solicited Pornography and Marketing Act
- **CANSPAM**
- Enacted 2003
- Federal Trade Commission governs



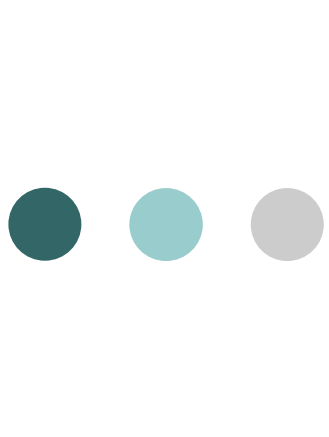
CANSPAM Requires...

- No false headers
 - "From" and "To" and domain
- No misleading subject lines
- Opt-out method
 - 30-days after sending
 - Comply within 10-days
- Sender's physical address



CANSPAM

- Fines of up to \$11,000
 - Also subject to misleading advertising laws
- Who is affected? §3-4(1037).b.2
 - 20 or more falsified documents (emails)
 - 2,500 in 24-hour or...
 - 25,000 in 30-day or...
 - 250,000 in 1-year
 - Aggregated \$5,000 in loss



RSS feeds

Keeping it easy for customers

RSS

- Rich Document Format Site Summary
- Really Simple Syndication
- XML documents
- Indicated by icon



Let's take a look...

A decorative graphic consisting of three circles (dark teal, light teal, grey) and a vertical line to their right.

RSS

- Requires a reader
- Browser
- Email clients
- RSS reader software
- Widgets



RSS – other notes

- RSS audio/video = Podcast
- Hard to track users
 - Log files
 - [FeedBurner](#)



RSS – other notes

- Why?
 - Automatic information transfer
 - Easy to update
 - Usually automatic
 - Ubiquity