
WEBSITE MARKETING IMPROVEMENT OPPORTUNITIES FOR ARKANSAS MANUFACTURERS

A study to determine the current state of website marketing techniques used by the state's manufacturers and provide improvement recommendations.

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Executive Summary

Overall Assessment

Arkansas manufacturers have done a good job with their websites by providing a fairly good user experience with effective navigation, no use of frames, and limited use of FrontPage which is no longer supported by Microsoft. However, they have significant opportunities for improvement in search engine visibility and selling methods as shown by poor keyword use and lack of a sitemap to direct search engines to their web pages.

Most visitors to a manufacturer's website will progress through the steps shown in the Sales Funnel of Figure 1. The sales funnel shape represents the reduction in number of visitors at each step as visitors move toward conversion. For most Arkansas manufacturers, a large number of potential leads are missed at the Search Engine Visibility step. Even when visitors manage to find a site, the lack of emphasis on the Selling Methods step prevents the manufacturers from converting visitors to sales or warm sales leads. Note that each of the 23 assessment components in the study is categorized by how they fit in each step.

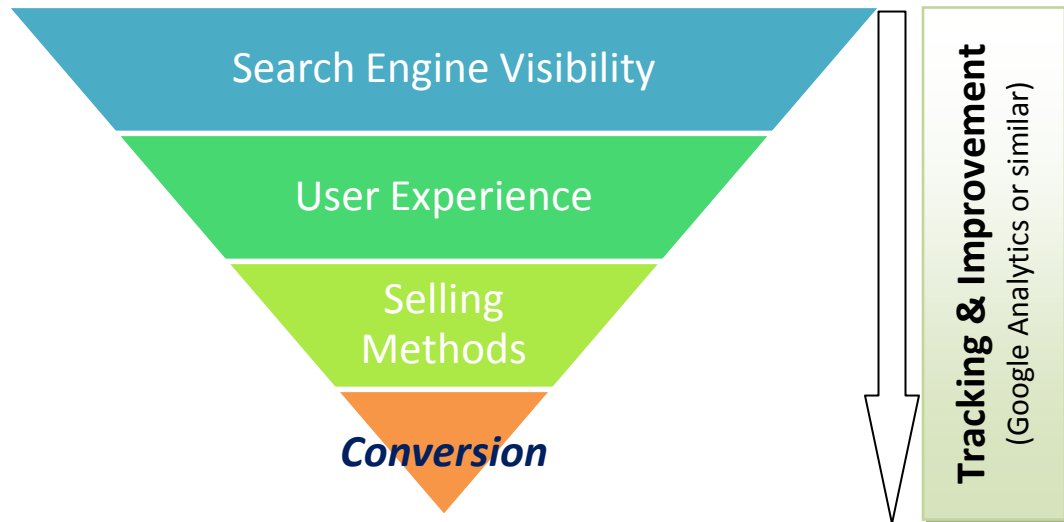


Figure 1: Sales Funnel for Website Marketing

The Next Step for Arkansas Manufacturers

Because of the significant opportunities for improving sales by improving all steps in the sales funnel shown in Figure 1, Arkansas manufacturers should invest time improving their website's weakest areas - Search Engine Visibility and online Selling Methods. Selling Methods, such as adding Calls to Action and contact information to the top of each page, can be the easiest improvements and can have the quickest impact. For Search Engine Visibility, each company should add the free Google Analytics service to their website and add a SITEMAP.XML file to show search engines where web pages are located.

Each company received an individualized assessment. The assessment provides a list of website specific recommendations that they should consider for implementation with their developer or with MarketingForManufacturing.com.

Introduction

This assessment study could not have not been completed without the active participation of Arkansas manufacturers and the help of regional leaders that communicated the project to their local manufacturers. Your support is appreciated.

This study provides specific improvement ideas that manufacturers can implement. If you have unusual success or unusual difficulty, please let us know.

Study Design

The study was designed with the following specifications:

1. Limited to 50 manufacturers based on a self-selection process of signups.
 - a. NOTE: At the end of the enrollment period, 43 of the total companies who signed up were qualified as participants.
2. Each sign-up had to be qualified before entering the study based on these requirements:
 - a. You are a manufacturer in Arkansas,
 - b. You have five(5) or more employees,
 - c. You have an active website, and
 - d. You submit your information before all 50 available spots have been taken

Goals of the Study

Because of time limitations and a large amount of data, the goals of the study were limited to these two items:

1. Identify the greatest opportunities for website marketing improvements for the small and mid-sized manufacturer.
2. Assist Arkansas manufacturers by providing actionable recommendations to improve their sales leads and potentially impact the economy of Arkansas.

Summary of Results

Before data was extracted from the websites of the 43 manufacturing participants, a phone interview was used to gather information not available on the website. The two study components, the phone interview component, and the website component, are listed below.

Phone Interview Component of Study

The phone interview revealed the following information about the study group:

1. Companies had between 5 and 200 employees.
2. Pay-per-click advertising was used by 31% of the companies with Google Adwords being the most commonly used service.
3. Pay-per-click budgets ranged from \$31 per month (Google Adwords minimum) to \$1000 per month.
4. Industrial website directories (Global Spec, Process Register, Thomas Register, etc) were used in a limited way with 60% of the companies not using the listings at all. The free listing approach

was used by 16% while 24% pay to have preferred listings. The budgets range from \$3000 to \$6000 per year for those who pay for listings.

- a. Recommendation: If you pay for industrial website listings, make sure to validate which visitors and websites are driving sales for your company. Google Analytics can show this information.
 - b. Note that of the 24% who pay to have listings, only 16% track their visits with Google Analytics. This means that 8% of the companies are spending online ad money without knowing the results of the cost.
5. Website hosting is done internally in 8% of the companies surveyed, while 92% use a website hosting service.
 6. Manufacturers hired a developer to design their website in 80% of the companies and 20% did their own website development.

Website Component of Study

For the website component of the study, there were 23 assessment components (shown in Tables 1 and 2) and two additional data sets. The additional data sets were for general comments made while the assessment was being processed and for individualized improvement recommendations. Note that "#" in the left column is the original component number.

Table 1: Yes / No Components

#	Criteria	Yes	No	Primary Classification
1	Use of Headings <H1>	26%	74%	Search Engine Visibility
2	Meta Theme Use	7%	93%	Search Engine Visibility
3	CSS Formatting	51%	49%	Search Engine Visibility
4	Effective Keyword Use	0%	100%	Search Engine Visibility
8	ROBOTS TXT file present	33%	67%	Search Engine Visibility
9	SITEMAP XML file present	12%	88%	Search Engine Visibility
11	Effective Navigation	65%	35%	User Experience
12	Significant Text (content)	56%	44%	User Experience
13	Text Instead of Flash	93%	7%	Search Engine Visibility
14	Contact Forms	42%	58%	User Experience
15	Products or Services Described	56%	44%	User Experience
16	(-)Large Amount of PDF Use	5%	95%	User Experience
17	(-)Internal Focus (Vision, etc)	35%	65%	User Experience
18	(-)Use of Frames	2%	98%	Site Function
19	(-)FrontPage Based	16%	84%	Site Function
20	Calls to Action Present	26%	74%	Selling Methods
21	Overt Benefit Described	12%	88%	Selling Methods

22	Contact Information at Top	14%	86%	Selling Methods
23	Google Analytics	16%	84%	Tracking & Improvement

Table 2: Percentage and Count Components

#	Criteria	Avg	LOW	HIGH	Median	Primary Classification
5	Pages Indexed by Google	71%	0%	100%	80%	Search Engine Visibility
6	Pages Indexed by Yahoo	62%	0%	100%	80%	Search Engine Visibility
7	Pages Indexed by MSN	41%	0%	100%	35%	Search Engine Visibility
10	Inbound links (Google)	8	0	187	1	Search Engine Visibility

Assessment Overview

The assessment looks specifically at 23 important components tied to the effectiveness of website marketing for Arkansas's manufacturers and this information is shown in the **“Results by Assessment Component”** section. After looking at these components, a list of individualized improvement recommendations was developed for each company to assist them in determining what additional steps to consider for a redesign or update.

Note that items 16 through 19 are marked with *(negative)* to indicate that an answer of Yes is a problem. An explanation of the importance of each element in the assessment is provided in the section titled **“Assessment Components Explained.”**

NOTE: This assessment does not address all potential improvements! Multiple additional improvements can be discovered by looking at visitor data through Google Analytics, performing competitive analysis, or by doing optimization with testing.

Results by Assessment Component

1. Use of <H1> Headings Format

26% of the companies participating in the survey effectively use the H1 tag.

2. Meta Theme Use

Only 7% are using a Meta theme effectively.

3. CSS Formatting Use

More than half (51%) are using Cascading Style Sheets to effectively display their website.

4. Effective Keyword Use

No single company has used keywords to their full potential. A good use of keywords would include 1 to 3 keyword phrases per page with the keyword Meta tag, content, page title, <H1> heading, and image alt tags aligned to the selected keyword.

5. Pages Indexed By Google

On average, 71% of the pages of a company were indexed by Google with a median of 80%, a low of 0%, and a high of 100%.

6. Pages Indexed By Yahoo

On average, 62% of the pages of a company were indexed by Yahoo with a median of 80%, a low of 0%, and a high of 100%.

7. Pages Indexed By MSN

On average, only 41% of the pages of a company were indexed by MSN with a median of 35%, a low of 0%, and a high of 100%.

MSN's limited performance may be tied to limitations on how they spider websites (find pages by looking at internal links) or possibly a less structured approach to using SITEMAP.XML files to index pages. They may also just be selective with what they choose to include in their index.

8. ROBOTS.TXT File Present

Only 33% of companies are effectively using ROBOTS.TXT, which is needed before search engines try to index web pages.

9. SITEMAP.XML File Present

Only 12% are using SITEMAP.XML effectively.

10. Inbound Links

The average number of inbound links is 8. Most companies only have 1 inbound link. One company had 187 inbound links.

11. Effective Navigation

A majority of the websites (65%) have effective navigation.

12. Significant Amount of User Readable Text Present

44% of the companies have a limited amount of readable text. A limited amount of readable text reduces the ability to being found through searches.

13. Text is Used Instead of Flash

Only 7% were using excessive Flash animation which can be detrimental to a website.

14. Contact Forms Present

Less than half of the companies (42%) were using contact forms effectively to interact with customers and potential sales leads.

15. Products or Services Described

A good description of products or services was present in 56% of websites.

16. Large Amount of PDF Use **(negative)**

Only 5% were using PDF in an excessive way that could reduce website usability.

17. Internal Focus **(negative)**

Approximately one in three companies (35%) focused on company information rather than focusing on the needs of the customer.

18. Use of Frames **(negative)**

Only 2% of the companies studied were using frames that damage credibility and greatly reduce the potential of being located online.

19. Website is FrontPage Based **(negative)**

Nearly all companies (84%) are using something other than FrontPage to develop their websites.

20. Calls to Action Present

About one in four companies (26%) are actively engaging potential customers through calls to action.

21. Overt Benefit Described

Only 12% of the companies describe the overt benefit of their products to help customers understand how their company can be helpful.

22. Contact Information at the Top

Only 14% of the companies had contact information at the top of each page to drive sales and increase trust.

23. Google Analytics Present

Only 16% of the companies in the study used the free Google Analytics service to look at how their site is performing.

Recommended Actions for Each Assessment Component

Start your improvement work with the components where your website has the greatest need or risk. If you are developing a website for the first time or doing a total redesign, this information can serve as a checklist of items to complete before the website goes live.

1. Use of <H1> Headings Format

Recommended fix: Go through the website and define a heading for each page.

Potential benefits: Several experts consider this the most important search engine optimization component for getting your website listed in search engines.

Potential risk without change: Limited visibility online

2. Meta Theme Use

Recommended fix: Select a page, possibly a popular product, and optimize it so that the keyword phrase, <H1> heading, content, page title, and picture alt tags are all aligned to a single meta theme. For each element, the keyword phrase should be a part of the text.

Also, select a keyword that fits your product and is actively searched for in search engines.

Potential benefits: This single improvement method is difficult, but can lead to the most significant results - possibly even a page 1 search result on some search engines.

Potential risk without change: Continued online obscurity.

3. CSS Formatting Use

Recommended fix: In most cases, if you do not already have Cascading Style Sheets (CSS) as part of your website design, a total redesign is recommended. The total redesign can produce better results than simple corrections and should take less time.

Potential benefits: Easier to update entire website, faster download times, and more consistent formatting. CSS may even improve how well search engines can see your website.

Potential risk without change: Visitors may be disappointed with usability problems and stop using the website. A website that does not use CSS takes much longer to update, takes longer to download to a visitor's computer, and will have formatting variations that damage user experience.

4. Effective Keyword Use

Recommended fix: Get online keyword recommendations with Nichebot Classic

(<http://nichebotclassic.com/>) or Google Adwords Keyword Tool

(<https://adwords.google.com/select/KeywordToolExternal>), customer surveys, and Google Analytics to determine what keywords potential customers are using to search for your product. Start by developing 1 to 3 keyword phrases for a single page and optimize that page to match the most important keyword phrase.

Potential benefits: Improved ranking position in search results that may lead to more visitors.

Potential risk without change: Lack of visibility online.

5. Pages Indexed By Google

Recommended fix: Setup a SITEMAP.XML file through <http://www.xml-sitemaps.com/>, copy the file to your website, and then use Google Webmaster Central at

<http://www.google.com/webmasters/> to validate the file. Also add a ROBOTS.TXT file to your website while you are there.

Potential benefits: Improved indexation by Google.

Potential risk without change: Low index levels and no visitors.

6. Pages Indexed By Yahoo

Recommended fix: Setup a SITEMAP.XML file through <http://www.xml-sitemaps.com/>, copy the file to your website, and then use Yahoo Sitemaster at <http://siteexplorer.search.yahoo.com> to validate the file. Also add a ROBOTS.TXT file to your website while you are there.

Potential benefits: Improved indexation by Yahoo.

Potential risk without change: Low index levels and no visitors.

7. Pages Indexed By MSN

Recommended fix: Setup a SITEMAP.XML file through <http://www.xml-sitemaps.com/>, copy the file to your website, and then use Live.com (MSN) Webmaster Center at <http://webmaster.live.com> to validate the file. Also add a ROBOTS.TXT file to your website while you are there, which may be even more important for LIVE than Google or Yahoo. NOTE: Live.com Webmaster Center is in beta at the time this study was published.

Potential benefits: Improved indexation by MSN.

Potential risk without change: Low index levels and no visitors.

8. ROBOTS.TXT File Present

Recommended fix: Create a ROBOTS.TXT file and copy it to your website. See <http://www.robotstxt.org/> for advice on creation and other options.

Potential benefits: Improved indexation by multiple search engines.

Potential risk without change: Some search engines will not look at your website without the presence of the file.

9. SITEMAP.XML File Present

Recommended fix: Setup a SITEMAP.XML file through <http://www.xml-sitemaps.com/>, copy the file to your website, and then submit it to the major search engines. See items 5, 6, and 7 above for specific website links.

Potential benefits: Improved indexation.

Potential risk without change: Low index levels and no visitors.

10. Inbound Links

Recommended fix: Begin an inbound link campaign. Start by submitting the page to search engines and website directories. Ask others to add a link to your page on their website. Use www.GetList.org to establish local search listings for your company. Use the free submission on industrial directories. Link building can be the most difficult thing to do in website marketing but is also critically important. Inbound links define Google Page Rank which dramatically affects where your website shows up in search results.

Potential benefits: More visitors coming through the inbound links and more visitors from improved position on the search engines.

Potential risk without change: Invisible online.

11. Effective Navigation

Recommended fix: Total website redesign.

Potential benefits: User experience is improved and search engines can more easily see what pages exist on your website. Some companies that used Microsoft Publisher to develop their website (not recommended) did not appear in any search engines.

Potential risk without change: Traffic can drop dramatically or even cease.

12. Significant Amount of User Readable Text Present

Recommended fix: Start with one page and write engaging text that is customer focused. If you do not have a writer, hire one who understands manufacturing and has experience with website business writing. MarketingForManufacturing.com can assist in writing content.

Potential benefits: Visitors stay on your website longer, tend to trust your company more, and are more likely to buy from you.

Potential risk without change: Limited online visibility.

13. Text is Used Instead of Flash

Recommended fix: If your website is all Flash based, a total redesign is required. Note that some Flash, used properly, can be effective.

Potential benefits: Search engine visibility jumps dramatically, pages load faster, and the design focuses more on the needs of customers instead of just being attractive.

Potential risk without change: Bad user experience and problems with search engines finding information on the Flash based website.

14. Contact Forms Present

Recommended fix: Work with your developer to create a Contact Us form and a Request a Quote form. The forms should not require much information, but should try to prequalify sales leads. Many experts recommend a maximum of three required fields: Name, e-mail (or phone), and comment (or question).

Potential benefits: Better communication with customers and more sales leads.

Potential risk without change: Limited communication with customers.

15. Products or Services Described

Recommended fix: Write a description of products and services that emphasize benefits more than features. Try to write the initial information for an uninformed potential customer. Deeper information can be made available later or through additional links.

Potential benefits: Improved understanding of what you offer, more visitors through search engines, and an increase in customer satisfaction.

Potential risk without change: No creation of new customers.

16. Large Amount of PDF Use (negative)

Recommended fix: Convert PDF files to web pages and make the PDF available as a free download at the bottom of the web page.

Potential benefits: Greatly reduces frustration of users that have to wait for Adobe Reader to load instead of the web page that they expected.

Potential risk without change: User experience issues will tend to reduce the number of visitors and how long visitors stay on your website.

17. Internal Focus **(negative)**

Recommended fix: Replace vision and mission statements on the home page with a description of benefits to the customer. Internal information can be placed on the About Us page and has some value for some of your visitors. Most people, however, care more about how well you meet their needs instead of how you manage your company.

Potential benefits: Increased customer satisfaction, reduced bounce rate (people leaving your website), and increased sales.

Potential risk without change: Declining visits to the website to a point that it is no longer used.

18. Use of Frames **(negative)**

Recommended fix: Total website redesign.

Potential benefits: Dramatically improved user experience and search engine visibility.

Potential risk without change: Declining visits and a perception that your company is out of touch with website standards.

19. Website is FrontPage Based **(negative)**

Recommended fix: Total website redesign. Some companies move to Expression Web. The new website should not be an import of existing FrontPage material. A lot of companies are looking at Content Management System (CMS) software which makes website edits quick and fairly easy. Some popular CMSs are WordPress, Joomla!, and Drupal.

Potential benefits: Improved perception of a modern website, improved search engine results, and faster edits.

Potential risk without change: Forms may cease to function, navigation may crash, and easy uploads may no longer work. Microsoft no longer supports FrontPage and multiple companies have had troubles with websites losing functionality early this year.

20. Calls to Action Present

Recommended fix: Add calls to action at the top right portion of pages. Examples include: Call now to order, Click here for a free quote, Download our new product catalog, and Send us a question about one of our products. The Live Assistant you see on some websites is also a strong call to action technique. Lack of a good call to action is the single biggest problem seen on manufacturing websites with the biggest potential for improvement with minimal effort.

Potential benefits: Increase sales with minimal effort.

Potential risk without change: Slow or declining online sales leads.

21. Overt Benefit Described

Recommended fix: Try to determine what your overt benefit is in terms of what a customer thinks. Take a look at Doug Hall's [Eureka! Winning Ways](#) concepts.

Potential benefits: Improved sales.

Potential risk without change: Limited sales growth.

22. Contact Information at the Top

Recommended fix: Have your developer add text based contact information that includes company name, physical address, and phone number. You may also want to have a picture of the primary e-mail address that is linked to your Contact Us form.

Potential benefits: Improved trust in your website and company. Improved sales conversions tied to having information immediately available no matter where a person is at on your website.

Potential risk without change: Limited visitor trust and sales

23. Google Analytics Present

Recommended fix: Note that you will need to be able to edit files or settings on your website to make this work. Signup for a Gmail account at <http://gmail.com> for free - a Gmail account is no longer required to use Google Analytics, but can be helpful for rapid website project rollout. Setup your Gmail account as "yourcompanyname"@gmail.com." Go to Google Analytics at <http://google.com/analytics/> and follow the instructions to setup your analytics account. It will take about 2 days before you start to see data.

Potential benefits: Marketing intelligence that guides you to make decisions that are based on actual data.

Potential risk without change: Lack of understanding of what happens on the website. This leads to uninformed decisions and costly mistakes. One company eliminated an \$8000 per year industrial directory cost when Google Analytics showed that none of their leads came from the industrial directory.

Assessment Components Explained

Component	Best Result To Get In Assessment	Importance
1. Use of <H1> Headings Format	YES	The H1 heading is considered highly important to search engines because it is used to describe the central concept of a page. If it is not present, the search engine has to guess what the page is about
2. Meta Theme Use	YES	A meta theme is a consistent page focus. If you have a meta theme, it will tend to move your website page higher in the search engine rankings which will increase the number of qualified visits to that web page. A meta theme aligns page title, the <H1> heading, readable content, alt tags for images, and even file names around a single keyword phrase.
3. CSS Formatting Use	YES	CSS, or Cascading Style Sheets, is a shortcut for setting the format of pages in an entire website by only changing a single file. As an example, the CSS file may say that H1 should be Bold, Red, and Italicized. Instead of having to change 100s of pages manually, changing the CSS file would update every format that has the H1 format tag.
4. Effective Keyword Use	YES	A keyword phrase should be the focus of a page. "Effective Use" means that a single keyword phrase is defined for a page and all elements on that page are aligned with that single keyword phrase.
5. Pages Indexed By Google	100%	Google receives about 70% of the searches in the U.S. If your pages are not indexed, that means the search engines do not know they exist. Search engines cannot list your non-indexed pages in search results.
6. Pages Indexed By Yahoo	100%	Yahoo receives about 20% of the searches in the U.S.
7. Pages Indexed By MSN	100%	MSN (or Live.com) receives about 10% of the searches in the U.S.
8. ROBOTS.TXT File Present	YES	This file tells search bots that analyze your site what locations are OK to search. Some search engines will not look at your website until this file exists.
9. SITEMAP.XML File Present	YES	This file tells the search engines what pages exist in your site and using it tends to improve the number of pages that are visible to the search engines.
10. Inbound Links	High number of quality links.	Inbound links are the links to your website that others have shown in their website. You can think of inbound links as votes that say your site is valuable. As you increase the number of good quality inbound links, your site will tend to receive additional visitors.
11. Effective Navigation	YES	One of the top reasons visitors get frustrated with a website and leave is lack of good navigation. It should be easy for visitors to move around and find what is needed.

12. Significant Amount of User Readable Text Present	YES	People (and search engines) are searching for information. Good readable text is critical to the success of most websites. Search engines and many people will not value images as much as text in most cases.
13. Text is Used Instead of Flash	YES	Flash animation can be overused and is not read by search engines. Text is preferred when communicating simple information.
14. Contact Forms Present	YES	The most important reasons to use a contact form instead of a linked e-mail are that it pre-qualifies sales leads and makes the action easier for the user to complete. Using a linked e-mail address increases spam e-mail. Plus, many users have not properly configured their computers to launch their preferred e-mail program when a linked e-mail address is clicked.
15. Products or Services Described	YES	The primary reason to develop a business website is to sell products and services, not promote how wonderful a business might be. Unfortunately, companies often communicate their internal strengths instead of product or service information. Visitors usually are seeking product or service information.
16. Large Amount of PDF Use (negative)	NO	Using PDF files as part of the browsable part of a website causes users to become frustrated with the pause time to launch Acrobat Reader and the extra effort required to get back to the main web browser. PDF files are still valuable for printing with good formatting.
17. Internal Focus (negative)	NO	Potential customers are interested in what you can do for them. They are not interested in your internal information: vision statements, quality perception, or biographies of executives. Internal information can be provided on the website; it just should not be the first thing visitors see.
18. Use of Frames (negative)	NO	Frames are difficult for people and search engines to use effectively and are now considered obsolete. This is a serious problem for a website to have.
19. Website is FrontPage Based (negative)	NO	Microsoft FrontPage extensions are no longer supported by Microsoft as of 2008. Also, there are multiple issues with FrontPage that prevent it from being considered a good design platform.
20. Calls to Action Present	YES	If you ask your visitors to click, read, or call, they will tend to do those actions more often. Calls to action can be one of the most powerful sales methods available to your website.

21. Overt Benefit Described	YES	An overt benefit is a benefit customers enjoy, stated in an obvious way. Overt Benefit, Real Reason to Believe, and Dramatic Difference are 3 elements used by Arkansas Manufacturing Solutions' Eureka Winning Ways growth coaches to help increase sales and develop new product lines. See http://tinyurl.com/45TRGB to determine if this might be helpful to your organization.
22. Contact Information at the Top	YES	Having your physical address and phone number at the top of every page has been shown to increase trust in your website. The contact information also captures more sales leads than burying the information on a Contact Us page.
23. Google Analytics Present	YES	If you cannot see what visitors like, you cannot make strategic decisions for improvement. Google Analytics is free and it provides number of visitors, source of visits (type in visits, search engine visits, etc), geographic location of visitors, and much more.
24. Other Comments:	-	<i>Individualized comments</i>
25. Improvement Recommendations for the Website	-	<i>Individualized recommendations</i>

End of Study

MarketingForManufacturing.com SERVICES (click to go to website for newest listings)

This is a list of our most frequently requested services. Depending on your needs, we can develop a custom offering that best meets the improvement needs of your organization.

Web Marketing Strategy Improvement Session

We discuss your goals and ideas about a revised or new website. As the discussion progresses with your team, suggestions are made to maximize your return on investment and to reduce costs and hassle. A follow-up report is provided with recommended improvements with step-by-step instructions. Typical meeting participants can include executives, marketing personnel, IT personnel, and your website developer. Some of the most recent benefits that companies have received in these sessions include:

- Avoidance of a marketing method that would get their website blacklisted and eliminate nearly all possibility of getting new sales leads.
- Dramatic reduction in planned development costs.
- Elimination of non-effective advertising costs while increasing revenue impact. Annual savings have been between \$3,000 and \$40,000.
- Substitution of free marketing methods that outperform high priced methods.
- One minor change brought 3-10 online sales leads per week after years of having no online sales leads.
- Addition of quick easy changes that dramatically increase sales leads.
- Some websites only are visible for 20-40% of their pages. We provided a quick approach that increased visibility to 100% for major search engines.
- Shift advertising budgets to higher performing methods with improved tracking on what works and what doesn't.
- One change that reduced abandonment rate from 90% down to 30% – an increase of visitor traffic by 700%.

Competitive Website Marketing Assessment

The client's website is assessed in detail and compared against 3 competitors selected by the client. The full assessment contains over 50 pages of recommendations and analysis that provides useful information in several technical and strategic areas. The assessment can be used to strategically position the company and improve business performance. Several companies use the assessment as an implementation outline when working with their website developer.

Domain Name Research and Selection

A new website or redesign provides the opportunity to establish a strong domain name (website name). Keyword research and the company's product information are inputs for the research. This process gives you four highly qualified domain names to consider that address three (3) core requirements of a good

domain name: 1) Memorable, 2) Keyword based, 3) Aligned to your business. A bad domain name will reduce visits, drive traffic to competitors' websites, and increase customer frustration. A well researched domain will drive search based traffic and type-in visits for more qualified sales leads.

Google Adwords Campaign Development (Pay Per Click Advertising)

Setup of multiple keywords in a Google Adwords account to increase qualified sales leads. The Adwords campaign will be tied into Google Analytics to track effectiveness. Note that continual management of the campaign is not a part of this project. All pay-per-click (PPC) fees are the responsibility of the client. This service can be combined with Google Analytics Setup and Keyword Research Development services for improved performance. A Google Adwords campaign budget can be as low as \$31 per month and still provide useful marketing intelligence and sales leads.

Google Analytics Setup

Setup Google Analytics on a website so that company representatives can track visits, geographic source of visitors, popular pages, keywords used for searching, and more. A training overview and recommended techniques are included. This is highly recommended for companies that want to know if their website or most recent update is effective or not. It should be the first step taken in any website development or redesign to track results.

Inbound Link Development

This service submits the client's website to multiple search engines and uses other methods to improve inbound links that tend to increase the number of visitors to your site and the number of sales leads generated. The company website will be configured for Google Webmaster Central, Live.com (MSN) Webmaster Center, and Yahoo Site Explorer to ensure that all web pages are properly indexed and major search engines can direct search results to the company's web pages. The manufacturer's website will also be submitted to industrial directories and localized search engine components to drive sales leads.

Keyword Research Development

This service determines optimum keywords to use for improving sales performance tied to increases in qualified visitors to your website. The keywords are developed by looking at the number of searches for the keyword, how much competition there is for the keyword, and how well the keyword aligns to the products and services in your business. The keywords can then be used to optimize the website for improved search engine visibility and increased visits. Website page updates are not included as part of this service but can be added at the client's request.

Sales Conversion Improvements Development

This service looks at your website and suggests changes that can be implemented quickly to increase your potential for online sales leads. Examples of the changes include adding targeted Calls To Action, rewriting of page titles, form development methodology for gathering sales leads, improvements in contact information presentation, and more.

Website Marketing Assessment

The Website Marketing Assessment looks at a company's website configuration for 23 critical website marketing elements. Company performance is compared to numbers from the 2008 study of Arkansas manufacturers' website marketing techniques. Company specific recommendations and comments for the website are included to allow companies to quickly begin improving their website. This is highly recommended for companies considering a website redesign or new site content.

Website Marketing Development

This can be revision of an existing website or a completely new website. A revision project restructures the website completely with improvements made to improve website visibility, improve sales techniques, and improve sales leads. A new website project builds an optimized site from the ground up that is designed to gather sales leads and get your website in front of the customers that are looking for your product.

If you have more specific needs or just have some questions, [contact us](#) to discuss how we might help. The discussion is free and you may get some great tips to start improving your site today!

MarketingForManufacturing.com CLASSES (click to go to website for newest listings)

Google Analytics

This course shows companies how to use Google Analytics to see how their website is performing. Beginning through advanced Google Analytics techniques will be taught throughout the course. You will also see multiple examples on how companies have used the information to help make highly informed strategic marketing decisions that increased sales.

Google Analytics Applied: Learn How to Improve Sales Leads with Google Analytics

Google Analytics is a free tool that allows you to gather marketing intelligence. Recognizing where this marketing intelligence is located and knowing how to best use it can be very valuable. Companies have used the information to change product offerings, locate new offices, setup new sales representatives, modify pricing, and change how products are described to increase sales conversions.

Website Marketing to Improve Sales Leads

This 8-hour course is offered once or twice per year. The course covers Search Engine Optimization, HTML improvements, how search engines work, strategic improvement planning, technical specifications for optimizing content, how to perform keyword research, free online tools, most common web marketing mistakes, and more. All registered companies receive a free website assessment (\$250 value).

Using the Web to Drive Sales Leads

This 2.5 hour overview of website marketing techniques is designed to demonstrate how the Internet can be used to drive sales leads and improve business performance. This course is very popular with Chambers of Commerce. Multiple useful tips and references are provided throughout the course. One or two companies will be randomly selected to receive a free Website Marketing Assessment or a free marketing discussion visit.

Are You Growing Your Business with Blogging and Social Media? Your Competitors Might Be.

Find out why Facebook, blogging, and Twitter are being examined by all types of companies. We will look at which methods provide the best results for your needs. Class discussion will provide you recommendations that apply to your company specifically. In some cases, use of social media can dramatically increase sales leads and visibility without consuming all of your time.

7 Easy-to-Follow Steps for Boosting Online Manufacturing Sales Leads

Looking for the steps to improve your online sales leads? This course provides detailed steps on how you can improve your sales leads through improvements that provide the best possibility of increasing online sales leads.

If you have more specific needs or would like to schedule a class, [contact us](#) to discuss how we might help. The discussion is free and you may get some great tips to start improving your site today!

Website Marketing by Joe McCoy (MarketingForManufacturing.com)

Website assessments and the study were performed by [Joe McCoy](#). For assistance in increasing manufacturing leads & sales using website marketing, contact him directly at Joe@BestProgress.com or (479) 719-1580.

Joe McCoy graduated with a mechanical engineering degree before obtaining masters degrees in business administration and information systems. He has been working with websites since 1994 and started business consulting in 1991. His current work focuses on maximizing manufacturers' online sales leads through website marketing techniques, optimizing business processes, and improving information technology (IT) systems. He is the only registered member of SEMPO (Search Engine Marketing Professional Organization) in Arkansas and the only Yahoo! Search Engine Marketing Ambassador in the state. He is currently working on projects with non-profit Manufacturing Extension Partnerships to improve sales leads for U.S. manufacturers by improving their website marketing strategy.

