



the online circle

Common Internet Marketing Mistakes People Make

by Jeff Richardson and Lucio Ribeiro

Brought to you by:

www.theonlinecircle

www.internetmarketingacademy.com.au

© Copyright 2009, You can share and mention us, or change its content and mention you've changed.



the online circle

Introduction.

Most people are confused and / or feel threatened by the idea of promoting their business online.

Internet Marketing is complex and it's becoming more so every day as:

- the tools that are most important continue to develop technically (think of Google),
- more options for marketing online become available, and
- customers and prospects become more involved with and use more options.

You can't do everything and so it is essential that what you do is done well to maximise your investment in time and money.

- This eBook outlines some common mistakes people make with their Internet Marketing efforts.



the online circle

PROMOTING YOUR BUSINESS WITH A WEBSITE





the online circle

6 Website mistakes some people make – and how to avoid them.

The Internet, and specifically the building of a web site, can be a confusing task. Below are the six common website mistakes and suggestions on how to avoid them.

1. Acting first and thinking later.
2. Forgetting balance; neither too small or too big is good for anybody.
3. Too much glitz and glamour, too little content.
4. Narrow mindedness.
5. Not enough understanding or commitment to the ongoing requirements.
6. Not measuring results



the online circle

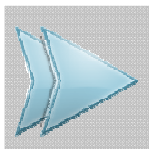
1. Acting first and thinking later.

Too often we find businesses of all sizes and shapes that decide 'we need a web site'.

Why? "Because some-one told me I should".

So we encourage you to ask yourself a few simple questions:

1. What is your objective in building a web site?
 - Sales? Lead generation? To build awareness?
2. Do you really understand what the Internet has to offer you?
 - There is more to the Internet than a simple website.
3. Do you know what will be required to make the web site – and the Internet – work for you after the web site is live?
 - A good web site – and Internet Marketing approach – is NOT Set and Forget.



The solution.

The simple solution is to spend a little time determining what you can reasonably expect from a web site. Then you use this expectation to set your strategy in terms of the size, shape, and content of your web site.



the online circle

2. Forgetting balance.

The tendency by business owners and managers seems to be to think that either the Internet:

- a. is a bit player that warrants minimum effort,
 - i. and they build a very basic site themselves or have a family member do it,

or

- b. that it's the Holy Grail where everything must be sacrificed to achieve ALL
 - i. and they allocate and spend disproportionately large budgets on fancy sites that don't meet their core objectives.

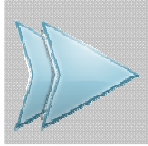
In reality it's neither a bit player nor the Holy Grail

The amount of search that is undertaken every day on a myriad of topics, the new generations of young people that have known the Internet all their lives, and the amount of information you can impart means this is NO bit player.

But then, things don't happen overnight and expecting the Internet to be your everything tomorrow is a mistake in itself.



the online circle



The solution.

Be very clear on your expectations and the value it can bring to your business. Then you can budget accordingly.

Having set the budget you can then talk with a company you trust to discuss how they can best help you.

3. Too much glamour and glitz, too little content.

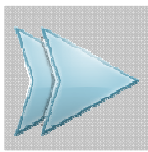
Some people think that bells and whistles will do the job for a web site. Because a certain technology is available they assume they should use it. For example:

- Most visitors find music on web sites a distraction at best and an annoyance at worst. Don't include music just because you can or because you like. Try this [website](#).
- Flash technology is not search engine friendly and in most cases the visitor wants content not fancy dancing bears. Furthermore, most of the users will not have installed the last gadgets required to run these fancy technology.
- Occasionally we see a single landing page that has no content but is the site's home page. They're often nice to look at – but they perform no meaningful task. You might love them but the visitor and the search engines just find them a nuisance requiring one extra click to get to what they've come for. How often do you see a shop where you have to walk through two separate doors to get in?



the online circle

People want content. And by the way, so do search engines. The trick to a profitable, well ranked web site is information and content that makes sense and adds value.



The solution.

Put yourself in the shoes of your visitor. Why are they there?

How patient will they be before they leave? What are they

looking for, is it the same as what you want them to find, and how easily will they find it?

Forget the bells and whistles. Look at your objectives and develop the content that addresses those objectives.

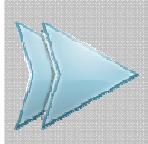
4. Narrow Mindedness.

Let's broaden our minds. A successful Internet presence is not just a website.

- Will you be you listed in the right online directories (there are over 1,000)?
- How will you leverage web 2.0 community web sites like www.squidoo.com, www.stumbleupon.com, and www.twitter.com
- Will your content have interesting and valuable content that other web sites will choose to link to?



the online circle



The solution.

Read and learn about the Internet. If you do not embrace it fully you will not only be missing opportunities but potentially wasting the resource you do put in to it and in some cases even damage.



the online circle



Don't be too simplistic or narrow minded.



the online circle

5. Not enough understanding or commitment to the ongoing requirements.

Web sites should be refreshed regularly. Search engines look for, respect, and value fresh content when they are ranking web sites.

You should be listed in the relevant online directories and inbound links should be cultivated from relevant, quality websites.

A web site is NOT a set and forget exercise.

The solution.

A realistic Internet Marketing strategy will address the issue of resource management for refreshing your web site content, for monitoring your industry blogs and forums, and for working various Social Media opportunities.



the online circle

6. Not Measuring Results.

Most businesses have 2 challenges in common:

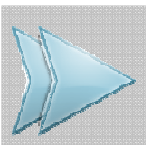
- The number 1 challenge is **time / human resource**: they don't have enough of it.

- The number 2 challenge is **money**: they don't have enough of it.

So, even after they've put money and effort into building a presence online 92% is not measured.

Everything in the Internet can and should be tracked. The exercise of tracking is not as complicated or difficult as it may seem and it can add huge value in helping you refine future development and strategies., However it does take commitment and effort.

Tracking your online presence using tools such as analytics will help you maximise the time and money you have already invested in your online presence.



The solution.

A good place to start is by installing Google Analytics on your website. This is the most popular tracking system available and is a free resource via Google.



the online circle

Google Analytics, if well interpreted, will help you learn which online marketing initiatives are cost effective and you can see how visitors actually interact with your site. It will help you make informed website design improvements, drive targeted traffic, and increase your conversions and profits.

Conclusion.

We hope you've found this information both interesting and helpful. If you're interested in finding out how you can put a marketing system to work for you and your team, access our [Internet Marketing Academy](#) to learn more about our system or access our [The Online Circle](#) consultancy website

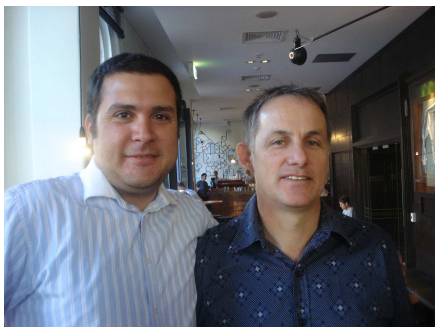
If you have any questions or comments please feel free to contact us.

jeff@theonlinecircle.com

or

lucio@theonlinecircle.com.au

+61 3 9016 9530.



P.S. – Any thoughts or feedback about the ebook? We'd love to hear them! Just [click here where you can submit your comments.](#)

This will help us a lot.