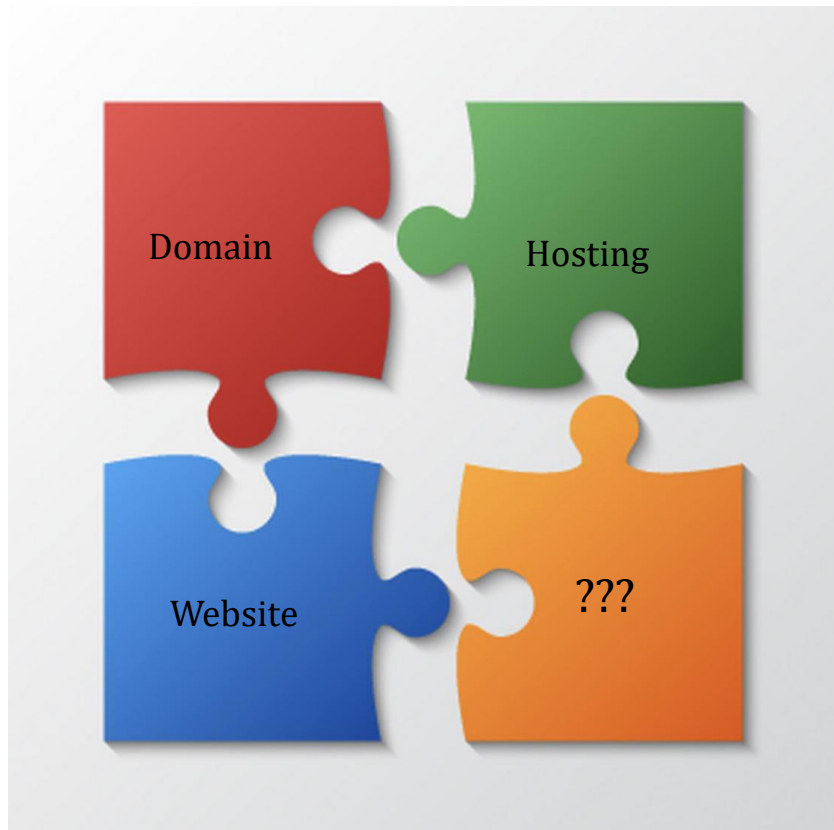


Introduction to Internet Marketing

SCORE – Greater Hartford Workshop

Presented by Jeffrey Cohen from ImageWorks LLC

4 Parts of a successful Website



It's about the BUYER

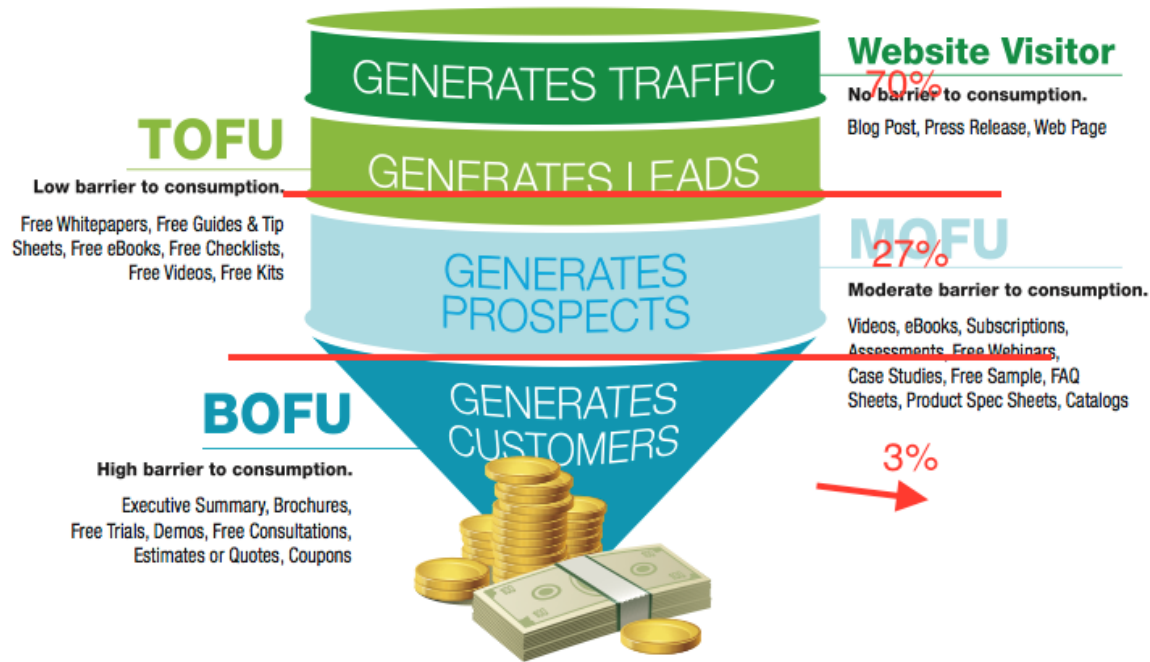
The launch of the Website is the BEGINNING of the process, not the end.

And...THINGS HAVE CHANGED

"The vast majority of small business owners want nothing to do with figuring out a Website. They are neck-deep in their business, trying to keep it going."

Andrew Yang

MARKETING! - The Sales Funnel



Your Buyers Point of View.

Bottom of the funnel. People who know what they want and where they want it from.

Middle of the funnel. People who think they know what they want, but want more info.

Top of the funnel. People who don't know what they want.

The content delivered in a lead nurturing campaign should reflect this reality.

About 391,000,000 results (0.67 seconds)

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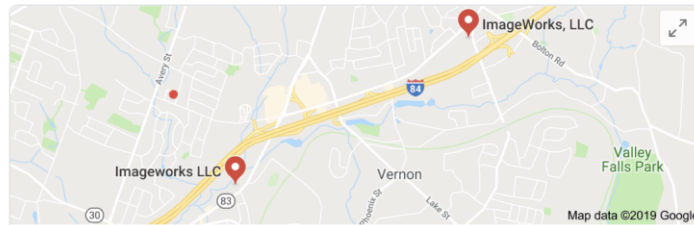
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WEBSITE



DIRECTIONS

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WEBSITE



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Google SERP Organic Vs. Paid

- Completely independent from Organic Search
- Incredibly Complex
- Accounts for 30% of all clicks on Google
- Running in conjunction with Organic SEO lifts BOTH!
- Allows for A/B Testing
- Average inhouse management wastes 60-70% of budget.

Content and SEO

- Start with an offer!!! (what kind? For whom?)
- Then write a Blog (actually, lots of them!)
- Then use social Media to announce
- Then MEASURE (You are measuring, yes???)
- Update often. (did you know you can train Google)
- Lather, rinse, repeat.

Some Fun Facts

- Google, 63,000 searches per second
- 50% of search queries are 4 words or longer
- 72% of consumers who did local search visited a store within 5 miles.
- Updating and republishing old Blog posts with new content and images can increase organic traffic by as much as 111%
- Like fingerprints, everyone's tongue print is different.

Contact Info

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860-454-0582

Some Fun Facts

- 22 yrs in business
 - Multiple Platforms
 - ALL Verticals
 - No outsourcing
 - New York to Boston
 - All sizes
 - NOT OSFA
 - In Switzerland, it's against the law to own just one guinea pig.
- ## THANK YOU!
- Cap'n Crunch's full name is Horatio Magellan Crunch.
 - All swans in England belong to the Queen.
 - No piece of square paper can be folded more than 7 times in half
 - There are more plastic flamingos in the US than real ones.
 - At any one time 0.7% of the world's population is drunk.
 - 315 entries in Webster's Dictionary are misspelled. (1996)