

**Part II: Marketing on the World Wide Web ..... 63**

Chapter 4: Mastering Your Domain ..... 65

Chapter 5: Planning Your Business Web Site ..... 89

Chapter 6: Marketing on Your Web Site ..... 105

Chapter 7: Getting the Most Out of Your Web Site ..... 125

**Part III: Marketing with Search ..... 141**

Chapter 8: Optimising Your Web Site for Search Engines ..... 143

Chapter 9: Understanding the Power of Google ..... 155

Chapter 10: Getting to Grips with Paid Search ..... 167

Chapter 11: Checking Out Affiliate Marketing ..... 181

**Part IV: Even More Digital Marketing ..... 193**

Chapter 12: Controlling the Message with Online Advertising ..... 195

Chapter 13: Spreading the Word with Internet PR ..... 207

Chapter 14: The Emergence of Web 2.0 ..... 217

**Part V: The Part of Tens ..... 227**

Chapter 15: Ten Advantages of Digital Marketing ..... 229

Chapter 16: Ten Disadvantages of Digital Marketing ..... 237

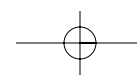
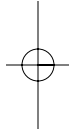
Chapter 17: Ten Online Marketing Resources ..... 245

**The Digital Marketing For Dummies**

**Internet Directory ..... 253**

**Index ..... 265**

COPYRIGHT BY BOOKBOON.COM



<http://www.pbookshop.com>

# Table of Contents

<b><i>Introduction</i></b> .....	<b>1</b>
About This Book.....	1
Conventions Used in This Book .....	1
How This Book Is Organised.....	2
Part I: Getting Started with Digital Marketing.....	2
Part II: Marketing on the World Wide Web .....	3
Part III: Marketing with Search .....	3
Part IV: Even More Digital Marketing.....	3
Part V: The Part of Tens.....	4
The <i>Digital Marketing For Dummies</i> Internet Directory .....	4
Icons Used in This Book.....	4
Where to Go from Here.....	5
<b><i>Part 1: Getting Started with Digital Marketing</i></b> .....	<b>7</b>
<b>Chapter 1: Getting Net-Savvy</b> .....	<b>9</b>
Marketing on the Internet .....	10
Introducing the Web.....	11
E-mail and mail lists: Unsung online heroes .....	14
Online messageboards and forums: The threat and the promise...15	
Online advertising.....	16
Wireless access.....	17
Considering whether You Need to Market on the Internet.....	18
Finding Your Online Market .....	19
Internet user profile .....	20
Working in the Online World.....	22
<b>Chapter 2: Market Size Matters</b> .....	<b>23</b>
Using Internet Marketing Resources .....	24
Building up your bookmarks .....	26
Search tips and tricks .....	27
Search engines are your best friends.....	28
Following the experts .....	30
Sizing Up a Market .....	31
Identifying customer characteristics.....	32
Customer characteristics and the Internet.....	33
Sizing up the competition .....	34

**Chapter 3: Your Digital Marketing Plan . . . . . 37**

Assessing Your Current Marketing Efforts.....	38
Assessing your current company-level marketing efforts .....	38
Digital marketing at the company level.....	41
Assessing current product marketing efforts .....	42
Marketing your product on the Net .....	44
Net marketing for the one-man band .....	45
Matching Your Customer Base to the Online Community .....	46
What if my customer base is typically not online? .....	49
What if my business is local? .....	50
What if my business is global?.....	51
Assessing the Competition .....	51
Creating a comparison chart .....	51
Using your completed chart .....	53
Sizing up your pure-play competitors .....	54
Sizing Your Digital Marketing Effort.....	55
Creating a Written Plan.....	57
Implementing Your Digital Marketing Plan .....	61

**Part II: Marketing on the World Wide Web.....63****Chapter 4: Mastering Your Domain . . . . . 65**

Choosing an ISP for Digital Marketing .....	66
Discovering How Domain Names Work.....	68
Breaking down domain names.....	70
The competition for domain names.....	72
Why domain names are so important.....	73
Possible new domain names .....	74
Choosing Your Domain Name(s).....	75
Domain name follies .....	75
Good and bad domain names .....	77
Choosing a company domain name .....	79
What if you're local?.....	83
Registering Your Domain Name(s).....	83
Registering your domain name yourself .....	84
Having an ISP or Web-hosting service register your domain name for you .....	87

**Chapter 5: Planning Your Business Web Site . . . . . 89**

Guiding Principles for Business Sites .....	90
Specifying Your Site Content .....	91
Creating a Look and Feel for Your Site .....	94

Having Your Site Done For You.....	97
Getting engaged .....	97
Projecting your management style .....	99
Beating the wrap-up .....	102
Making your site accessible .....	102
<b>Chapter 6: Marketing on Your Web Site .....</b>	<b>105</b>
Your Web Site as a Marketing Vehicle.....	105
Co-ordinating your Web site with your overall marketing plan ...	106
Designing your Web marketing effort .....	108
Marketing Information on Your Site.....	111
Understanding the vital role of press releases .....	112
Putting product information online .....	116
Telling Web surfers where to buy.....	118
News on Your Site .....	120
<b>Chapter 7: Getting the Most Out of Your Web Site .....</b>	<b>125</b>
Gathering Information about Site Visitors.....	125
Techniques for gathering visitor information.....	126
Uses for visitor data .....	128
Improving Your Site .....	129
Getting Found with Search Engines .....	132
Getting the best out of search engines .....	132
Publicising Your Site.....	136
Developing an effective publicity strategy.....	136
Expanding your publicity efforts.....	138
<b><i>Part III: Marketing with Search.....</i></b>	<b>141</b>
<b>Chapter 8: Optimising Your Web Site for Search Engines .....</b>	<b>143</b>
The Power of Search.....	143
Getting to grips with how search engines work.....	144
Understanding what SEO is.....	144
Using SEO on your site .....	145
Do's and don'ts of SEO.....	146
Using an Expert .....	150
Deciding whether you need to outsource.....	150
Choosing an SEO expert .....	151
<b>Chapter 9: Understanding the Power of Google .....</b>	<b>155</b>
Planning for World Domination.....	155
Google and the Small Advertiser.....	157

Why Should You Advertise on Google? .....	159
Getting the Best Out of Google.....	160
Using AdWords .....	160
Using AdSense .....	162
When Google Bites Back .....	164
<b>Chapter 10: Getting to Grips with Paid Search .....</b>	<b>167</b>
What Is Paid Search?.....	167
Paid Search Options .....	169
Picking a search engine .....	170
Choosing local or global search .....	171
Deciding between in-house or agency.....	171
Discovering How to Bid on Keywords.....	174
Optimising your campaign.....	176
Looking out for trademark pitfalls .....	178
Integrating Paid Search with Other Channels .....	179
<b>Chapter 11: Checking Out Affiliate Marketing .....</b>	<b>181</b>
Getting Others to Do the Work For You .....	182
Deciding where to go .....	183
Asking the right questions .....	185
Understanding Google AdSense and MIVA .....	186
Google AdSense .....	187
MIVA .....	188
Controlling Your Affiliate Marketing.....	189
Agency creative and brand guidelines .....	189
Gaining a measure of success .....	190
Avoiding Affiliate Marketing Dangers .....	190
Click fraud .....	191
Spamdexing.....	191
Keyword bidding .....	191
<b>Part IV: Even More Digital Marketing .....</b>	<b>193</b>
<b>Chapter 12: Controlling the Message with Online Advertising .....</b>	<b>195</b>
Working Out Your Goals .....	195
Finding the Right Format.....	196
Banner ads .....	197
Site sponsorships .....	198
E-mail lists .....	199
Search engine keywords .....	201

Clinching the Deal .....	201
A few words about words .....	201
The purchase process .....	203
Bartering banners on your site.....	204
When to call in a professional.....	204
Measure by Measure.....	205
<b>Chapter 13: Spreading the Word with Internet PR .....</b>	<b>207</b>
Whom Do You Want to Influence? .....	207
Targeting the right contacts.....	208
Using the right touch .....	209
Planning an Internet PR Campaign .....	210
Messages are key.....	211
Excuse me, did you say something? .....	211
PR agency or not?.....	212
Getting Your Release Distributed.....	213
Ready for release .....	213
Putting it on the wire .....	214
Tracking Your Release .....	215
<b>Chapter 14: The Emergence of Web 2.0 .....</b>	<b>217</b>
Grasping the Basics of Web 2.0.....	217
Understanding Blogging.....	219
Getting started in the blogosphere.....	220
Getting your blog seen.....	222
Maintaining a company blog.....	222
Mastering Podcasting.....	223
Networking with the MySpace Generation .....	224
<b>Part V: The Part of Tens .....</b>	<b>227</b>
<b>Chapter 15: Ten Advantages of Digital Marketing .....</b>	<b>229</b>
Digital Marketing Has Low Barriers to Entry.....	229
Digital Marketing Is Informational Marketing.....	230
The Online World Enables You to Respond Rapidly.....	231
The Internet World Highlights Marketing's Role.....	231
Internet Innovations Are Marketing Opportunities .....	232
The Internet Makes Research Easier .....	232
The Online World Forgives Mistakes .....	233
The Internet World Is Currently English Centric.....	234
Digital Marketing Removes Geographic Barriers.....	234
Web 2.0 Marketing Gets You Closer to Your Customers Than Ever Before .....	235

**Chapter 17: Ten Offline Marketing Resources ..... 245**

The Fabled Long Tail..... 245  
Trade Associations ..... 246  
Marketing: An Introduction and *Marketing For Dummies* ..... 246  
Trade Publications ..... 247  
News Radio ..... 247  
Any Big Magazine Rack..... 248  
Permission Marketing ..... 248  
Television Advertising ..... 249  
Direct Marketing – Direct Mail..... 249  
The Immutable Laws..... 250

***The Digital Marketing For Dummies***  
***Internet Directory* ..... 253**

***Index* ..... 265**

<http://www.pbookshop.com>

