

WELCOME



“Google Love”

WWW.THENEXTWAVE.BIZ



<http://www.thenextwave.biz/downloads/blogzilla.mov>

WELCOME

TO THE MY SESSION. WE ARE THE BEST
SESSION ON WEBSITES IN THE ENTIRE WORLD,
GIVEN BY THE WORLDS GREATEST AD
AGENCY. OUR CEO, PRESIDENT, CHIEF
CREATIVE OFFICER, FUTURIST AND HEAD
TECHNOLOGIST, DAVID ESRATI IS HERE TO TELL
YOU ALL ABOUT HIMSELF.

RULE # 1

**IT'S NOT ABOUT YOU, YOUR
COMPANY, OR ABOUT HOW
GREAT YOU ARE.**


RULE # 2

CUSTOMERS ARE NOW IN CONTROL.

DO NOT MAKE THEM MAD

[THEY CAN HURT YOU]

THERE ARE ONLY 4 WAYS PEOPLE COME TO YOUR SITE

- You spend a lot of money promoting your url. i.e. www.sony.com
- Someone links to you.
- Search
- RSS 



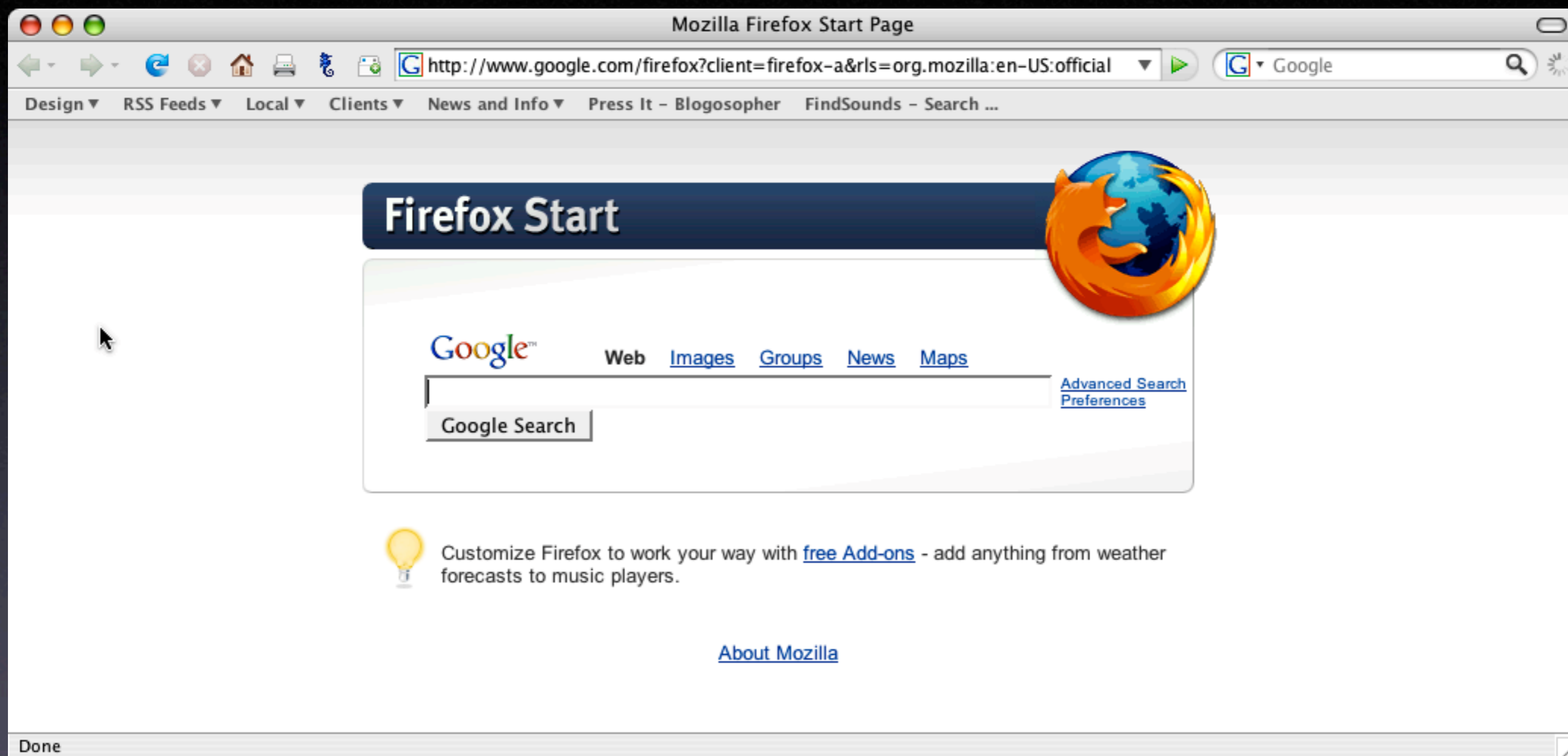
SEARCH IS CRITICAL

- 80% of internet traffic begins at a search engine.

source: Harris Interactive

- 41% of web users use search for simple navigation, even when they know the url

source: DoubleClick

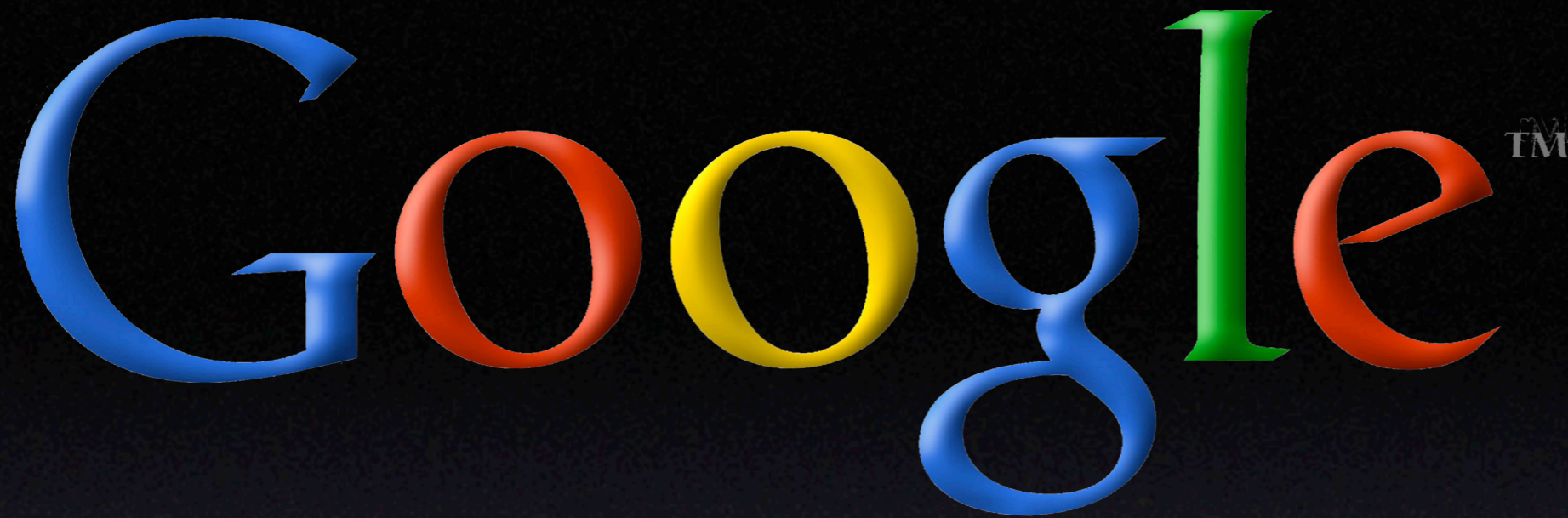


GOOGLE IS ALL THAT MATTERS

92.4%

Links from an Internet Search Engine				
15 different refering search engines		Pages	Percent	Hits
Google		5113	52.1 %	5225
Google (Images)		3961	40.3 %	6286
Unknown search engines		397		417
Yahoo		179	1.8 %	225
AOL		55	0.5 %	60
MSN		51	0.5 %	57
Netscape		14	0.1 %	15
Dogpile		13	0.1 %	13
AltaVista		11	0.1 %	11
Ask Jeeves		6	0 %	6
Earth Link		4	0 %	4
InfoSpace		2	0 %	2
MetaCrawler (Metamoteur)		2	0 %	2
Kvasir		1	0 %	1
Go.com				1

**NOTE: THESE STATS ARE BIASED BY:
TYPE OF SITE, TYPE OF VIEWER,
TECHNOLOGY USED.
GOOGLE IS CURRENTLY GROWING FASTER
THAN ANY OTHER SEARCH ENGINE.**



- Originally called “BackRub”
- “Page Rank” = Larry Page’s algorithm
- Bill Gross had the big revenue idea
- Customer experience is paramount

IT'S NOT A SEARCH ENGINE!

- Google is a results engine
- Results come from Cache
- Algorithms predict what they think you want
- Page rank changes often
- 2 types of results: paid and organic

Paid Placement vs. Organic

Google [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 226,000 for **discount contact lenses**. (0.16 seconds)

Discount Contact Lenses
www.discountcontactlenses.com/ Save up to 70% on contacts. Fast, convenient and inexpensive.

Buy Contact Lenses Online
www.VisionDirect.com/Contact_Lenses Free Shipping – No Minimum. Lowest Prices Guaranteed. Acuvue 2 \$10.20

Discount Contact Lenses
www.1800contacts.com/ Limited time rebates up to \$80 and free shipping at 1800CONTACTS.com!

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Acuvue Advance 1-2 week disposable **contact lenses** are available from \$16.99/box. ...
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Find the cheapest **contact** retailers
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Contact Lenses - Cheap
Low Prices. Fast Shipping.

20% of clicks

70% of clicks

**Remaining 10% go
to the other links,
abandonment, or a
new query**

SEARCH = USE = COMMERCE

- “Search Engine optimization” = voodoo
- “Sites” and front doors are now history
- Google isn’t a beauty contest

I Google, therefore I am.

HOW TO EVALUATE YOUR CURRENT SITE:

- Go to google, type in: site:yourdomain.tld
- Evaluate results- compare to your competition
- Can you bookmark every single page?
- Is there an RSS feed?
- Is there a place for your customers to contribute?
- Do you have webstats? Do you check them?
- Is there a search box

WHAT YOU HAVE TO DO:

- Build a site that everyone can use
- Understand and optimize for search
- Create community with your customers
- Maintain and update it yourself
- Outsmart your competition
- Save a ton of money

WHAT IS A BLOG?

WEB LOG

**I HATE THE WORD BLOG AND
WISH IT WOULD DIE A QUICK
DEATH.**

**It is a website.
Utilizing a sophisticated
Content Management System
(CMS)**



- Makes making posts easy: Press It/ Press This
- Easy to categorize (Table of Contents)
- Easy to tag (index)
- Allows multiple authors- and privileges
- Creates legal code automatically (no code to learn)
- Easy trackbacks
- Pingomatic



**Which makes it easy to add content,
because content is all that matters.**

THE “TOP SECRET” REASON WHY GOOGLE LOVES BLOGS FOR CONTENT



9 Tips to get to the first page:

- Categories as search terms
- Search your terms- then write about top pages
- Google Alerts on terms
- Directory of your competition
- Describe every jpg, mov, mp3 for a blind person
- Watch your stats for keyword trends- react fast
- Comment, and follow incoming links backwards
- Stay on topic, in character

WRITING FOR AN AUDIENCE

according to Seth Godin:

- Candor
- Urgency
- Timeliness
- Pithiness
- Controversy
- Utility

COMMON MISTAKES

- Static entry page, static content
- **FLASH**- a language that adds motion and sound never gets updated
- Removing content (or moving it)
- Not updating often

Cluetrain Manifesto Thesis #12:

**"THERE ARE NO SECRETS. THE NETWORKED
MARKET KNOWS MORE THAN COMPANIES DO
ABOUT THEIR OWN PRODUCTS. AND WHETHER
THE NEWS IS GOOD OR BAD, THEY TELL
EVERYONE."**

HOW IS YOUR ONLINE HEALTH?

- Is the content customer focused?
- Is your content updated often?
- Is your brand message consistent?
- Are you checking your stats daily?
- What are people saying about you?
- Are all your ads available online?

**IS YOUR SITE THE FIRST
PLACE PEOPLE LOOK TO
LEARN ABOUT YOUR
COMPANY?**

THANK YOU.



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