

**tips to start your
online strategy**

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0 GENERAL CONSIDERATIONS

**Rome wasn't
built in a day**

neither your online strategy
constant daily work is the key

0 GENERAL CONSIDERATIONS

**when I have nothing to
say my lips are sealed**

no more noise, add value
please, listen then talk

0 GENERAL CONSIDERATIONS

instant success?

run away from snake oil
sellers and fortune tellers

0 GENERAL CONSIDERATIONS

**your service / product
is not awesome** well, maybe

highlight what makes a
difference, think as a user

0 GENERAL CONSIDERATIONS

**think globally,
act locally**

who is your audience?
where are they?

0 GENERAL CONSIDERATIONS

**competitors
are your friends**

keep an eye on
good competitors

0 GENERAL CONSIDERATIONS

~~**shoot first ask later**~~

think first, think wider
coherency is key

1 WEB SITE

**having a web site
is not the goal,
it's the beginning**

1 WEB SITE

domain?

if not your brand

keywords in domain

local? **.ca** global? **.com .net**

1 WEB SITE

www.weopendoors.ca

what this site is about?

a) exporter company

b) personal coaching

c) locksmith

1 WEB SITE

www.weopendoors.ca

it is about “personal coaching”

can you believe that?

1 WEB SITE





**content first,
design later**

structure the content
name things naturally
crystal clear concise writing

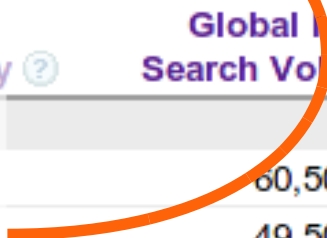
1 WEB SITE

writing for the web

“We are fully dedicated to bringing you happiness and fulfilment through different series of dialogues to enrich your awareness and your experience”

Keywords	Advertiser Competition ?	Local Search Volume: February ?	Global Monthly Search Volume ?
personal coach		74,000	60,500
personal coaching		10,500	49,500
personal life coach		5,400	6,600
personal life coaching		3,600	6,600

where are the keywords?



1 WEB SITE

**low budget?
open source CMS**

get a professional host



**WordPress + template
+ SEO plug-ins**

2 BLOGGING

**the personal
part of you
in corporative
communication**

2 BLOGGING

technical

mydomain.com/blog/

~~blog.mydomain.com~~

~~myotherdomainforblog.com~~

2 BLOGGING

frequency

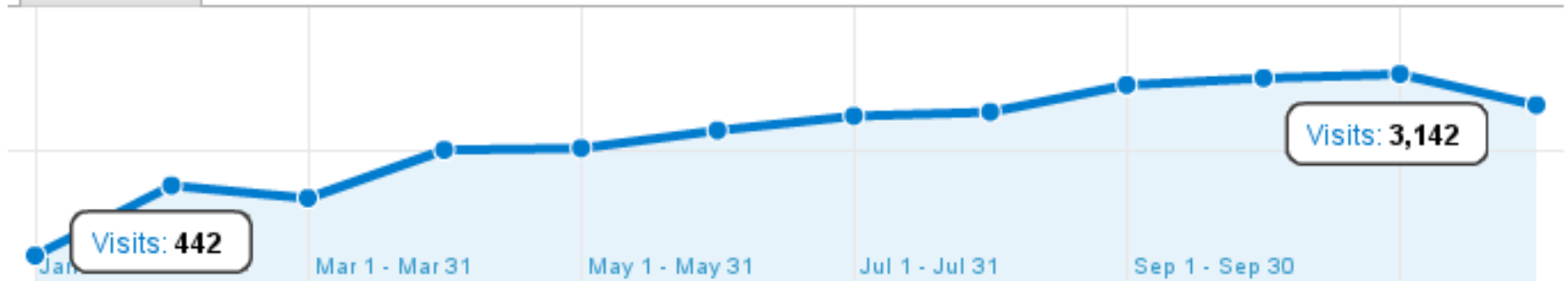
1 or 2 posts a week

Traffic Sources Overview

Jan 1, 2008 - Dec 31, 2008

Visits

Graph by:



2 BLOGGING

style

every audience requires
a different writing style

be authentic, be personal

2 BLOGGING

topics

reality of your surroundings

subscribe to Google alerts

2 BLOGGING

links

link good content, add value

inbound links from same
thematic neighbourhood

3 NEWSLETTER

effective but...

can you offer something really interesting in a newsletter?

mailchimp.com



4 SOCIAL MEDIA

**it is not pushing
information,
it is a dialogue.
first listen, then talk**

4 SOCIAL MEDIA

good for:

brand exposure

build reputation

customer communication

4 SOCIAL MEDIA

Linked 

personal / professional branding

find people, networking

sales tool

4 SOCIAL MEDIA



+



~~tons of followers~~, just the real ones

~~I follow 8.261~~, follow the relevant

inter actuate, they will follow you

4 SOCIAL MEDIA

still have time for more?

nobody has so many things to say

keep it for friends

4 SOCIAL MEDIA

process

google for companies

check info at LinkedIn

twitter, follow specific workers

4 WEB ANALYTICS

**not measuring
success is failure**

Google Analytics is free



4 WEB ANALYTICS

data overdose

collect data from day 0

focus in 'visits' and trends

try to set a goal

when doubt:
less is more*

*Mies van der Rohe

Thanks

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*a link to <http://dynamical.biz/blog/> would be great



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