



# website

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# SET GOALS

## and Watch Your Findability Soar



Heather Lutze has spent the last 10 years helping business owners get their enterprises noticed on the Web by their target audiences. She is the author of "The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing." Visit [FindabilityFormula.com](http://FindabilityFormula.com) for tools and resources to increase your site's findability.

After 10 years in the Search Marketing industry, one of the most common questions I receive is, "How can I get my brand new website found in search engines?"

Many website owners feel they only have a few options:

1. Attend a search engine conference, read a large number of reference guides and attempt to become a search marketing expert.
2. Take out a loan or rob a bank in order to hire an Internet marketing firm to help dominate the search engines in paid search, search engine optimization (SEO), social media marketing, etc.
3. Ignore the problem and watch a beautiful site go to waste.

As a busy entrepreneur you are limited on time and resources; especially considering the fact that you just invested a large sum into a new website. Most website owners are more than willing to learn the ropes of search marketing, but between pay-per-click (PPC), SEO and social media marketing there is way too much to do and not enough time.

Here's the advice I like to give to new website owners: Consider a "goal-oriented" approach, where you achieve success by setting and reaching small, incremental goals over the course of a year. To do so, make a month-by-month plan to increase your search engine visibility and keep pushing for better optimization as you progress through the year.

With this goal-setting theme in mind, our subject for this month's Findability Makeover is GoalForIt.com.

Michael Murdock created GoalForIt to give Internet users a free way to set and track goals. GoalForIt allows users to sign up for a free account and access awesome goal setting tools and charts. Their most popular service to date has been the "Chore Chart for Kids." However, they offer goal charts and tracking for users of all ages. GoalForIt's marketing goal is to get as many free signups as possible.

As a brand new website without a huge marketing budget for search, GoalForIt needed a gradual approach to search engine marketing (SEM). Michael knew that trying to implement all the moving pieces of a complex Internet

marketing program represented an unrealistic goal. Instead, Michael decided to walk his own talk by setting realistic goals to achieve total Internet Findability over time.

### Problem:

How do you brand and build search presence with a new website and very little marketing budget?

GoalForIt.com's first goal was to create a community based on building relationships and setting goals online. That part was easy, as his website is set up for just such a goal.

GoalForIt's second goal was to get exposure for their social community. After all, if they could achieve domination by keyword phrase under terms like "kids goal chart" or "kids chore chart," they could start branding and gaining attention from potential advertisers and users alike. We developed an action plan designed to slowly build their online presence:

### Step 1 – Test, Test, Test – Start Testing PPC Keywords for best performance

We used PPC to test every keyword string possible and then trimmed the list to determine the best-performing keywords. We built out a campaign with more than 650



**To-Do Lists For Kids**  
**Fun & Free Chore Charts For Kids.**  
**Create A Chart In Just 5 Minutes!**  
[www.GoalForIt.com](http://www.GoalForIt.com)

40% (almost half) of the people who clicked on this ad created a free chore chart.

keywords and, after some testing and optimizing, cut the list to the 500 best performers. We also built a list of more than 200 negative keywords, including “book,” “cards” and “game.” In addition, we tested and refined our ad text to figure out to what marketing copy consumers most positively responded.

Tracking keywords in PPC and learning which had the best conversion rates took about three months. The results of meeting this goal:

- We identified approximately 20 keyphrases that worked really well, including “Free goal setting charts” and “Goal setting chore charts.”
- Great cost per click (\$.35) and cost per conversion (\$1.65), which meant we had really refined the best user experience possible. A targeted list of keywords results in a consistent, targeted user experience and a seamless experience from ad click to landing pages.
- Sixty-percent of AdWords visitors are new to the site, and they are spending, on average, 7 minutes and 42 seconds on the site — an impressive number for any website much less a brand new one.
- We found our best marketing text in “To-Do Lists for Kids.” Forty-percent of users who clicked on that text created a free chore chart.

### **Step 2 — Use Successful PPC Keywords to plot and implement a SEO plan**

Our next objective was to take the best keywords identified through PPC and optimize the website to get page-one ranking under those keywords. The original GoalForIt site was filled with charts that were beautiful, but unfortunately none of which were SEO-friendly. Remember — search engines love text. So, if your website is graphic-heavy, consider adding text descriptions and paragraphs for ranking purposes. To overcome our SEO challenge, we added pages with content on the website so it could be optimized. Additionally, we added and edited title tags, meta tags, meta descriptions, and various other aspects of SEO with each particular keyword in mind, using one keyword per page.

In total, it took eight months to cross this goal off our list. As a result of accomplishing this goal, some of the places you will find GoalForIt ranking are:

- #9 under “Free Goal Setting Charts”
- #1 under “Goal Setting Chore Charts”
- #5 under “Goal Tracker” (2,900 searches/mo)
- #4 under “Kids Goal Chart” (1,900 searches/mo)

“Going through the process of refining our chore chart landing page helped me clarify the benefits for the potential member,” says Murdock. “And as a result, our conversion rates doubled and we reduced bounce rates by 75

percent. Additionally, many bloggers found GoalForIt.com through our PPC campaign, which has generated a significant amount of back links to the site.”

### **Step 3 — Dominate Search Results — Use successful PPC and SEO Keywords and optimize social media to rank in search results.**

Now that GoalForIt has identified their best keywords, optimized their website, and achieved page one ranking under their primary key phrases, Michael plans to get the buzz going about their website in the online community and dominate search by having more than one link on each search results page. This is the newest and most current goal the company is going to be tackling.

Why this goal? There are two compelling reasons why social media is a natural “next step” for Michael:

- (1) Even from a simple targeting standpoint, the types of consumers who enjoy using social communities (like Facebook and LinkedIn) are likely to also enjoy using GoalForIt’s free social community.
- (2) The more links you have on page one on search engines, the more qualified traffic you get to your website and the less traffic your competitors get.

Therefore, as GoalForIt carries out this goal, here’s how I recommend they break the goal up so it’s more manageable:

- a. **Network blogs for more organic ranking opportunities** — For example, we wrote a post on our blog and optimized it for “Kids Daily Chore Chart” (one of GoalForIt’s keyphrases). The blog post held its own positioning in the search engines, separate but in addition to our website. GoalForIt can take advantage of current and future partnerships by asking them to use “Kids Chore Charts” in the titles of their blog posts and in anchor text.
- b. **Blend your community with social media communities, such as Facebook Apps** — Twitter has been successful because they are everywhere on social media. Create a Facebook app that allows you to make to-do lists, or create a way to share new lists on Twitter, or share a goal chart on Facebook.
- c. **Have users get to know the company owner Michael a bit more** — He’s created a great community that is free, and he has a great story. Let’s get to know him a bit better.

GoalForIt is a great example of how to approach marketing when you have a brand new Internet presence and few resources to go full-throttle. Slow, steady and goal-by-goal is a great way to approach marketing your website so you don’t get overwhelmed. Remember, set goals and take it one step at a time ... you will be rewarded. ■