



# E-Commerce ~ Week 5

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## Last week, we covered

- Review of scope
- Credit Card Processing
- Online purchasing Solutions
- Choosing a Web host



# This week...

- Marketing Techniques
  - Differences in marketing
  - Search Engine Optimization
  - Google AdWords
  - Google AdSense
- Maintaining Dialog
  - Email Marketing
  - RSS Feeds – Keeping things current
  - Search Engine Optimization



# Online Marketing

Everything has changed



# Online vs. Traditional

## **Traditional Marketing**

uses demographics to attempt to narrow a large population down to a targeted 'potential' viewer.

## **Internet Marketing**

is the reverse because it is the very targeted viewer (consumer) searching for very specific content.

Source: [http://www.dsdwebworks.com/internet\\_marketing.html](http://www.dsdwebworks.com/internet_marketing.html)



# Online Marketing Elements

- Dialog
- Channels
- Targeting



# Online Marketing Elements

- Dialog
  - Traditional: talks *to* customers
  - Online: talks *with* customers



# Online Marketing Elements

- Channels
  - Traditional: One channel at a time
  - Online: Multiple-channels





# Online Marketing Elements

- Targeting
  - Traditional: blanket advertising
  - Online: targeted to specific needs



# Question

- How can you define and target your audience?

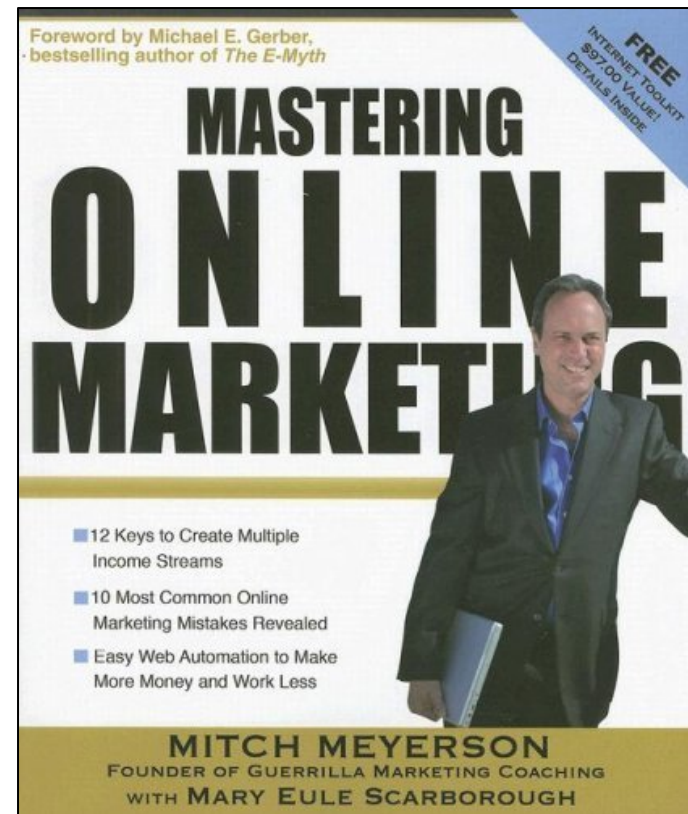
● ● ● | **Great Resource**

**Mastering Online Marketing**  
by Mitch Meyerson

Guerrilla Marketing Coaching  
founder

ISBN: 978-159918151-6

\$14.93 on Amazon.com





# Search Engine Optimization (SEO)

Cracking the code



# Search Engine Optimization

- The harsh reality
  - You can't predict how search engines will react



# Search Engine Optimization

- Two principals of SEO
  - 1: Showing up in search results
  - 2: Making it easier to index your page
- Work off pages
- Use specific set of words
  - GoogleAd words allows for pulling a potential set of key words



# Search Engine Optimization

- 1: Showing up in search results
  - Google Webmaster tools  
([www.google.com/webmasters](http://www.google.com/webmasters))



# Search Engine Optimization

- 2: Making it easier to index your page
  - Pick a search term for each page
  - <title> tag
  - In content 6 times





# Search Engine Optimization

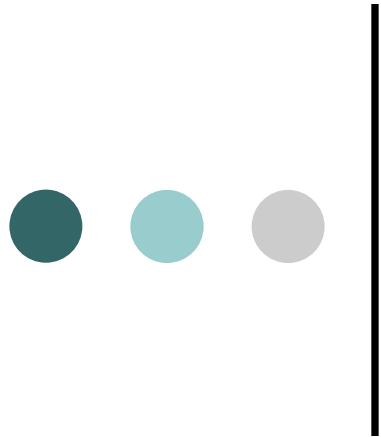
- Google's Webmaster's guidelines
  - <http://www.google.com/support/webmasters/bin/answer.py?answer=35769>



# Search Engine Optimization

- Remember
  - This is largely tail-chasing
  - No one knows how they work
- The best advice...
  - "Make pages for users, not for search engines."

~ Dave Taylor



# AdWords

Paid search in pure form

# AdWords: What it is

The screenshot shows a Google search results page for the query "ecommerce". The search bar contains "ecommerce" and the search button is labeled "Search". The results show "Results 1 - 10 of about 76,200,000 for ecommerce [definition]. (0.08 seconds)".

**Sponsored Links (Left Column):**

- Ecommerce Solution**  
www.NetSuite.com Manage Your Entire Online Business with One System. CODiE Winner.
- Shopping Cart System**  
www.3dCart.com Sell online with Paypal, Checks, and Credit Card. Free Trial.
- AspDotNetStorefront**  
www.AspDotNetStorefront.com Complete C# or VB NET shopping cart Source Available. No Monthly Fees!

**Sponsored Links (Right Column):**

- Ecommerce Web Design**  
Ecommerce Website Design & Hosting. Catalogs, RFQ, Product Configurator  
TopFloorTech.com  
La Crosse-Eau Claire, WI
- Contact Vcommerce.com**  
Your on-demand ecommerce platform!  
The leader for today's top brands.  
www.vcommerce.com
- Start A Business Online**  
Sell your products online  
It is easier than you think  
rapidstart.solidcactus.com
- Sterling**  
Get Infosys white paper on growing profits through multi channel mgmnt  
SterlingCommerce.com
- Ready To Sell Online?**  
Our State-Of-The-Art Shopping Cart Is Everything You Need To Succeed!  
www.NetworkSolutions.com

**Organic Search Results (Left Column):**

- Electronic commerce - Wikipedia, the free encyclopedia**  
Electronic commerce, commonly known as e-commerce or eCommerce, ... Another form of e-commerce was the airline reservation system typified by Sabre in the ...  
en.wikipedia.org/wiki/Electronic\_commerce - 48k - Cached - Similar pages
- E-Commerce Times: E-Business Means Business**  
Everything you need to know about doing business on the Internet. Information for C-Level executives and small-to-mid-sized business managers.  
www.ecommercetimes.com/ - 48k - Cached - Similar pages
- Ecommerce, Inc.**  
Ecommerce, Inc. is a global organization working towards developing and deploying new content delivery services to meet the ever-growing demands of the ...  
www.ecommerce.com/ - 11k - Cached - Similar pages
- e-Commerce | drupal.org**

The browser's address bar shows "Internet" and the zoom level is set to "100%".



# AdWords: What it is

- Ads show up in search
- Businesses pay per click
- Pay by Search term



# AdWords: How it works

- You create the ads
- Bid on search terms
- Cost based on relevancy
- [Keyword tool](#) helps
- Can be targeted to a specific location rather than national



# AdSense

Making money the old fashioned way,  
by doing nothing. (Okay, very little.)



# AdSense: What it is

The screenshot shows the teAchnology website interface. At the top left is the logo for teAchnology. To its right is a search bar with a green 'Search' button. Further right is a newsletter sign-up form with the text 'Newsletter: Enter Email' and a green 'Subscribe' button. Below the logo and search bar is a navigation menu with buttons for 'Home', 'Lesson Plans', 'Printables', and 'Rubrics'. A large banner image shows a teacher and students at a computer, with the text 'The Online Teacher Resource' overlaid. Below the banner is another navigation menu with buttons for 'Subjects', 'Themes', 'Tips', 'Tools', 'Worksheets', and 'Memberships'. On the right side, there is a vertical list of lesson plan categories: 'Lesson Plans', 'Arts & Health', 'Holidays', 'Language Arts', 'Math', 'Physical Education', 'Science', 'Social Studies', 'Web Quests', 'World Languages', and 'All Lesson Plans'. At the bottom of the page, there are three advertisement boxes. The first is for 'Elementary Lesson Plans' with the text 'Find Lesson Plans For Any Subject Plan Within Minutes. Free Sign Up! www.HotChalk.com/Elementary'. The second is for 'K-12 Lesson Plans' with the text 'Search 200,000 Free Lesson Plans! All subjects - K-12 - Join Today www.lessoncorner.com'. The third is for 'Lesson Plans' with the text 'Instant Lesson Plans Access. Free Download! eWossToolbar.net'. In the bottom right corner of the advertisement area, it says 'Ads by Google'.

Home > Teacher Resource > Lesson Plan Center

In our **lesson plans** center you will find your way to well over 28,763 lesson plans. You may want to consider signing up for our FREE **newsletter** which highlights this weekly feature, along with other great teacher specific content. You may use the search tool below to search for specific types of lesson plans or worksheets. The search tool also has the ability to search our "**Teaching Tips**" and "**Teacher Tools**" Areas. You can also find **teacher submitted lessons here**.





# AdSense: How it works

- Crawls your site
- You chose text or image
- You can customize - to a degree
- Ads from AdWords customers
- You filters out competitors
- Pays through EFT
- Place on Blogs too



# Email Marketing

Hittin' them in their homes



# Email Marketing

- Email Service Provider (ESP)
  - SilverPOP
    - The Biggest
  - Campaign Monitor
    - More reasonable choice



# Email Marketing

- Most HTML rather than Text
- HTML for emails is backwards (poor CSS support)
- [Campaign Monitor resources](#)
- More email clients than browsers
- Don't forget mobile devices



# Pitfalls

- Being seen as SPAMers
  - Blacklisted IP Addresses
  - Third-party SPAM filters
- User alienation
  - No more than 1 unsolicited per week
  - Remove unsubscribers immediately
- Legal hurdles



# Email Legal Requirements

- Controlling the Assault of Non-Solicited Pornography and Marketing Act
- **CANSPAM**
- Enacted 2003
- Federal Trade Commission governs



# CANSPAM Requires...

- No false headers
  - "From" and "To" and domain
- No misleading subject lines
- Opt-out method
  - 30-days after sending
  - Comply within 10-days
- Sender's physical address



# CANSPAM

- Fines of up to \$11,000
  - Also subject to misleading advertising laws
- Who is affected? §3-4(1037).b.2
  - 20 or more falsified documents (emails)
  - 2,500 in 24-hour or...
  - 25,000 in 30-day or...
  - 250,000 in 1-year
  - Aggregated \$5,000 in loss