

How to Build an Inbound Website



Track 1 SEO and SOCIAL

In this three part eBook series, you will learn the step by step process of making a strategic inbound website. In part 1 we tackle the inner workings of SEO and how to be social.



Inbound Website Overview



WEBSITES

Websites have evolved from being simply informative to becoming a significant contributor, perhaps even the primary one to helping your organization achieve its business goals.

click for stop →

- RESULTS REVENUES AND LEADS
- INBOUND LEADS VS OUTBOUND LEADS
- WHAT IS AN INBOUND WEBSITE?
- TRACK SEO & TRACK SOCIAL
- BUILDING A PLATFORM FOR YOUR CONTENT
- KEYWORD APPROACH
- BE SOCIAL

INBOUND RESOURCES

SEO WORKSHEET
CREATING BRAND ADVOCATES
META TAGS GLOSSARY

A website is the **center of customer engagement** – and therefore, drives all levels of growth.



Inbound Website Overview



It's all about delivering the results that matter most to your organization. That may be revenue, membership, acquisition or other key metrics. **Everything needs to be tested and analyzed, revised and polished.**

RESULTS, REVENUE + LEADS

have recently become the focus of websites and digital strategies, shifting away from metrics like **Social Shares, Visitors, Search Engine Results, and Page Views.**

RESULTS

REVENUES

LEADS

Marketers must **actively engage and build relationships with prospects** via targeted content marketing on their website, blog and social channels.

● SOCIAL SHARES

● PAGE VIEWS

● VISITORS

● SEARCH ENGINE RESULTS



Inbound Website Overview



INBOUND LEADS COST
61%
less than
outbound leads


INBOUND LEADS

The more leads, the happier your organization becomes – and it's a proven fact that having an inbound website provides more qualified leads than outbound marketing alone.


OUTBOUND LEADS

So then, you might ask - **how do I build an inbound website?** Follow the simple steps and hands on activities in this eBook series and, in no time, you will increase qualified leads, boost visitor engagement, produce more brand advocates, and generate more revenue than ever. **#inboundwebsite**



Inbound Website

What is an inbound website?



An inbound website extends an inbound digital strategy from SEO, social and blogs to your entire website. It will help you:

↘ Improve your SEO rankings so prospects can find you easily

↘ Easily create and manage content

↘ Increase visitor engagement

↘ Boost your social presence

↘ Build conversion paths

An inbound website helps you make your visitor's journey and experience as rewarding as possible. **The benefits from a well-designed inbound website are priceless:**

CONTROL

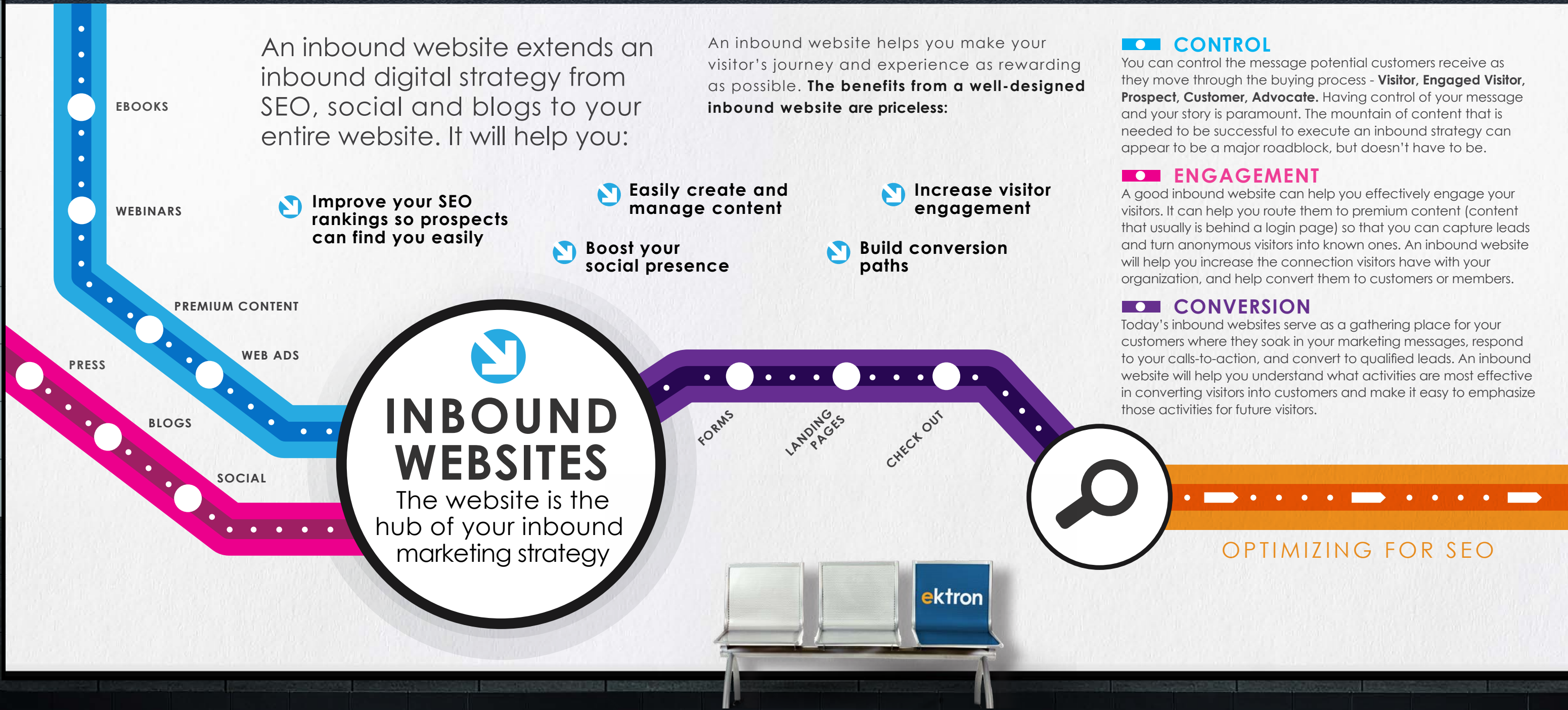
You can control the message potential customers receive as they move through the buying process - **Visitor, Engaged Visitor, Prospect, Customer, Advocate**. Having control of your message and your story is paramount. The mountain of content that is needed to be successful to execute an inbound strategy can appear to be a major roadblock, but doesn't have to be.

ENGAGEMENT

A good inbound website can help you effectively engage your visitors. It can help you route them to premium content (content that usually is behind a login page) so that you can capture leads and turn anonymous visitors into known ones. An inbound website will help you increase the connection visitors have with your organization, and help convert them to customers or members.

CONVERSION

Today's inbound websites serve as a gathering place for your customers where they soak in your marketing messages, respond to your calls-to-action, and convert to qualified leads. An inbound website will help you understand what activities are most effective in converting visitors into customers and make it easy to emphasize those activities for future visitors.



INBOUND WEBSITES

The website is the hub of your inbound marketing strategy

OPTIMIZING FOR SEO

ektron

Inbound Website Track SEO & Social



There are two main tracks to ensure visitors come to your site – SEO and Social.

Organizations have invested a great deal of money to develop impressive websites, only to find that they have overlooked one very crucial factor - they have done nothing to drive visits.

What if they are using Google to search for a product or service and use generic terms for what your organization offers? What are the odds of your company showing up in the first page or two of results? People are increasingly starting their search via social channels, not just via Google. If your company isn't communicating via social media, you're missing a key opportunity for prospects to find you.



75%

of people **never scroll past the first page** of search results



With millions of websites, the only way a prospective customer can find your site without any help from you is to know your name and search for that. **Even if you put your name in every advertisement or press release, you still can't guarantee it will be seen by the correct people at the exact moment they have a need for what your organization offers.**

You need to expand your company's definition of marketing to include engaging potential customers at all touch points, particularly at the very first indication of a buying need.



Inbound Website

Building a platform for your content



EDITING WEBSITE
CONTENT FOR KEYWORD
OPTIMIZATION

HTML TAGS AND CODING

H1, H2, H3 PAGE TITLES
ARE ACCURATE
AND INFORMATIVE

INCLUDING PAGE
DESCRIPTIONS

FREQUENT UPDATING OF
CONTENT AND KEYWORDS

DEVELOP WELL-FORMED,
KEYWORD-RICH, HUMAN
READABLE URL ALIASES

USE OF APPROPRIATE
META TAGS

FACTORS TO INCORPORATE AS PART OF AN EFFECTIVE SEO STRATEGY

GET FOUND

The primary means of getting prospects to your site is through **Search Engine Optimization (SEO)**.

Doing so will help you increase your rankings, **making it easier for prospects to find you.**

When those visitors conduct a search, if you focus on their needs and questions, and not exclusively on your products or services, you can start building a relationship with them. **This relationship will be centered on what led them to initiate a web search in the first place.**

You may think of SEO as the Kilimanjaro of online marketing. It may look arduous and be blocking the road to your company having online success. If you let your content be your guide, you can quickly summit that mountain.

Search engines also look at the number of inbound links as an indicator of authority. Algorithms used in the search process constantly change; **so it is important to stay current on how search engines index and rank content.**



Inbound Website

Building a platform for your content



SEO is one of the most important aspects of your Inbound Marketing Strategy.

However, many organizations see it as the only necessary tool in inbound marketing. But it's not about chasing keywords. **It's about producing content that is relevant to your visitors.**

PROS

- Content is more natural and conversational
- Faster content creation
- Easier Meta descriptions
- Increased ability to focus on context; which allows for more effective social network sharing

CONS

- Organic Search Engine Results Page (SERP) impact will take longer to appear
- More proactive effort is needed in placing of inbound and out bound links
- Can make it harder to focus content and start creation process

- May require more effort and time working with analytics to understand impact



KEYWORD APPROACH

Produce keywords based on your content, not content based on your keywords.

FAT HEAD
CHUNKY MIDDLE
LONG TAIL



SEO WORKSHEET
[click here](#)



Inbound Website

Be social



VALUE

TRENDS

FOLLOWERS

ADVOCACY

STORIES

SOCIAL SHARES

FRIENDS



SOCIAL PROMOTION

means **engaging your audiences**. It provides great ways to connect and interact.

Be social in social media. It's not just promote, promote, promote. Focus on providing value; by helping your prospects solve their issues and challenges, in both your content and your social interaction.

But you've got to listen to the stories that are trending on social networks (Twitter, LinkedIn, applicable industry blogs) and participate. Becoming an active voice in online discussions will help drive leads to your site.

Gaining traction in social media can also be accomplished by identifying and cultivating social media influencers. Sometimes this can be an influential blogger, but it can also be a series of satisfied customers who are willing to talk positively about your brand, known as an advocacy group. **Explore ways to tap the passion of influencers to drive traffic to your site, for example by asking them to write for your blog, or as you build a relationship, ask them to share your content on social networks.**

PREMIUM CONTENT

WEBINARS

EXPERIENCES

BLOGS

OPINIONS

PRESS



Try out these

Hands-on exercises

SEO
WORKSHEET

[click to go to worksheet](#)



CREATING
BRAND
ADVOCATES

[click to view exercise](#)



META TAGS
GLOSSARY

[click to see examples](#)



We've created a few helpful worksheets and exercises to help you improve your SEO, social presence and get started applying an inbound strategy to your website. Don't forget to check out the Inbound Website Guide – Part 2 for a deeper dive into creating engaging content, content targeting and lead nurturing. Let us know your thoughts on part 1 – We look forward to seeing you again in part 2! **Tweet us [@ektron](#) [#inboundwebsite](#)**



Inbound Website SEO worksheet



When developing a keyword strategy, use your content to help you identify keywords, and then use the steps below to improve your ability to be found via search engines.

STEP 1

[Access Google Webmaster Tools \(It's Free! \)](#)

STEP 2

From within Google Webmaster Tools, look at content keywords and download the table of keywords. These keywords will most likely be very broad and general terms.

[\(Support for Google Webmaster Tools\)](#)

STEP 3

Brainstorm variances of the next two kinds of keywords: **Chunky Middle**, and **Long Tail**.

STEP 4

Out of this brainstorm, find the top 2 keyword variances that show up the most.

Keyword Types:

There are three distinctive types of keywords. Each type has its place in your keyword strategy. Work through the progression of one to the next to ensure you can climb the SEO mountain effectively.

1 Fat Head

These keywords are the top 100-1,000 keywords that see thousands to millions of monthly searches. Competition to see results from these keywords can be significant; especially if you are you're just starting out. Because competition is so fierce, Click Through Rate (CTR) rate will also be at its lowest.

2 Chunky Middle

These keywords only have about 500-1,000 monthly searches for each term. However, the competition for these terms is lower. With focused content creation you will be able to see results from these terms relatively quickly, and see solid CTR.

3 Long Tail

These keywords are extremely descriptive and specific. Although the monthly searches may be relatively low (~1-500 monthly), competition will be much lower, but the CTR will be much higher. Long Tail keywords can be a low cost-high impact way to drive visitors to your site, helping you connect with prospects that have a very specific issue or question that you can address



Inbound Website SEO worksheet



The following chart can help you organize this effort.

COLUMN 1

Please insert your top 5 keywords from Google Webmaster Tools download.

COLUMN 2

Provides an area to brainstorm 3 chunky middle options based on the selected keyword.

COLUMN 3

Provides an area to brainstorm 3 long tail variances.

COLUMN 4

Provides you the opportunity to select your best option(s) from your brainstormed chunky middle and long tail keyword options in column 2 and 3.

KEYWORD AREA

1

CHUNKY MIDDLES BRAINSTORM

2

LONG TAIL VARIANCES

3

BEST OPTIONS

4

1	2	3	4
<p>Place your top 5 downloaded Google Webmaster's Keywords here. (These are most likely "Fat Head" keywords)</p> <p>1.</p>	<p>1. Top 5 downloaded Keywords</p> <p>2. Top Google Webmaster Keywords</p> <p>3.</p>	<p>1. Best way to place Google Webmaster Keywords</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p>
<p>2.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p>
<p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p>
<p>4.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p>
<p>5.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p>

Determine your best options based on your specific SEO strategy and business needs. For example, long tail variances might be your focus this month or perhaps you feel that one chunky middle keyword variance and one long tail might be your better approach this quarter. **Based on your business initiatives, you can determine your SEO strategy.**



Inbound Website Brand advocate worksheet



Once a site visitor has become a customer, it is important to try and turn them into a brand advocate who can help you market and promote your brand or product.

STEP 1

Determine your 10-100 favorite organizations using your products or services.

STEP 2

To find your favorite customers, use data from your marketing automation system, CRM or support systems to identify those that have engaged with your resources. Those customers can be knowledgeable and a good place to start searching for advocates.

STEP 3

Create an easy to use way to track these relationships. You can even get started with a simple spreadsheet.

TRACK INFORMATION SUCH AS:

- A. Customer Name
- B. Organization
- C. Industry
- D. Revenue
- E. Company size (employees)
- F. Expertise or skills
- G. Social networks
- H. Ability to participate (allowed by the organization, and has time to participate)
- I. Willingness to participate
- J. Social clout (this can be number of followers, a general scale of influence, or even use a tool like Klout.com)
- K. Incentive ideas – this can come from conversations with the individual as you get to know them
- L. Last date asked to participate or share information
- M. Results/Notes



STEP 4

Create a program where those top customers can get additional insight into your products and services that is not generally available to all. The sharing of additional insights can fuel their ability to do their jobs or solve their problems more effectively, and then they most likely will be willing to share information and resources with people in their social networks.



Creating your own brand advocates: Check out our recent webinar on [6 tips to Mobilize Brand Super Fans](#)

- 🔗 The importance of a Customer Advocacy Program
- 🔗 How to balance activities so that they promote the company but also provide entertainment and mind-share for members
- 🔗 Who owns the advocacy program and how to get buy-in from leadership



Inbound Website Meta tags glossary



Meta tags are HTML codes that give information about web pages to search engines so they can understand what your content covers. Here are the most important and useful tags to use on your website.

Meta Description:

This tag describes the web page when it shows up in search engine results. Think of it as a short description of the page designed to create interest from those searching for your content. The meta description is displayed just below the title of the page on search engine results. It's kind of like ad copy on steroids. Make your meta description appealing and enticing, but make sure it matches your content. Keep it to roughly 150 characters to help attract attention and engage a potential prospect.

```
<meta name="description" content="Put a concise provocative summary that is no more than 150 characters here. This is the part that Google shows under the link in their search results">
```



Meta Keywords:

A list of the most important topics on a web page. Meta keywords summarize the content in roughly three to five words.

```
<meta name="keywords" content="The, top, keywords, in, your, strategy, seperated, by, commas">
```



Title

This also summarizes what the content is about and shows up in search engine results. Keep titles to about 70 characters and use some keywords in the title itself.

```
<meta name="title" content="what you put in here will be the most prodominant piece of your content. This is what the link will say, make it stand out">
```



Author:

The **rel=author tag** will show who is the author of the web page by linking it with their Google Plus account. Doing so will provide a picture of the author in Google search results next to the Meta Description. Here's an easy way to implement the rel= author tag.

This rel=author has shown to increase CTR rate by 30-60%.¹

```
<a title="Author: Your Name on Google+" href="https://plus.google.com/your google plus page?rel=author" rel="author">Google+</a>
```

¹blog.hubspot.com/blog/tabid/6307/bid/31555/Inbound-Leads-Cost-61-Less-Than-Outbound-New-Data.aspx
SEOMoz or searchengineland.com/how-to-get-a-30-increase-in-ctr-with-structured-markup-105830

