



Web Strategies for Competitive Positioning

#### About Martha Lee

*Get in Position, CEO/Founder*

A leader in the search engine optimization (SEO) and marketing (SEM) arena since 1999, Martha has over 20 years of marketing experience in the software, online education, and e-commerce industries. In 2000, Martha founded the web marketing firm, Get In Position (GIP).

#### About Get In Position

Get In Position encompasses a team of experts who bring together the critical components necessary to build a profitable web presence.

# Five Steps to Online Marketing Success

- 1 Understand Your Audience** – Determine who your target audience is and how they find information about your business or services online as well as offline. What websites do they visit? How did they hear about you? Conduct your own searches to determine how and where your primary online competitors are getting visibility.
- 2 Identify Keywords** – Research popular keywords your audience is using to find your products/services. Further determine best terms based on 'searcher intent'. Lastly, monitor and modify your selection based on searches that bring sales.
- 3 Create Informative Action Oriented Content** – Be ready to capture your customer's attention when they click through to your web page! Incorporate a handful or more of your best terms into content that differentiates you from your competitors. Be sure your language clarifies and provides what your audience is looking for while enabling them to 'easily' take the action you want from them.
- 4 Build a Link Campaign** – Build credibility by creating quality links back to your website. Find the best sites for complimentary links, article listings, and industry specific directory inclusions. The more votes you get from good quality compatible sites, the greater your chances of increasing your online brand visibility.
- 5 Measure Your Efforts** – Measure and modify for online marketing success! Use at least one analytical tool to track visitor trends and customer behavior. Regular maintenance, analysis and modifications will ultimately be the best drivers for your ROI growth.

## Five Reasons to Leverage Technology for Online Success

- 1** Your prospective customers are searching online for you.
- 2** Internet technology is less expensive than most traditional marketing methods. You can reach a wider audience with less cost.
- 3** The internet provides multiple opportunities and paths for building brand trust. Take advantage of current opportunities to build relationships and trust without having to travel or even meet your prospects in person!
- 4** You can compete with the 'big guys' by building credibility as an expert in your field.
- 5** Select from today's online technology, the best options for your business to outshine your competitors!



**Learn more about SEO and leveraging technology for success!**

Get in Position's SEO and SEM team offers training, consulting, and customized marketing services.

For more information, visit [www.getinposition.com](http://www.getinposition.com).

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