

Websites, Social Media Marketing (SMM) & Google

Presented by Virginia Lawrence, Ph.D. to Let's Do Business on March 24, 2011

Why Does Online Marketing Matter?

1. No website, business found only for company name.
2. Website & no marketing, website found only by company name.
3. Website, SEO & marketing, website can get found for important keywords.
4. Website, SEO, marketing & SMM, website becomes truly visible.

What is the effect of SEO?

Without SEO: Site cannot come up for keywords.

With good SEO and SMM: Site comes up for your best keywords.

How do we start using a blog, Facebook, Twitter & LinkedIn?

Start by realizing that SMM is social: We must interact with others online the way we would interact at a mixer or a party. We can give more advice than we would at a mixer, but we must be sure that we are listening and responding to anything our followers say.

Blog: Plan to post a message at least once a week. The post can be one short paragraph or a full article.

Facebook: use a Facebook page for business. Use several times per week and be sure to interact with followers.

Twitter: use for short communications at least several times per week and be sure to interact with followers.

LinkedIn: Use to demonstrate professional expertise.

Call Virginia Lawrence to set up all of your online marketing and teach you do carry it out effectively.

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