



## Marketing Your Website

### Communicate your website address at every point of contact with your clients and prospects.

Have your website address on your business cards, letterhead, email signature and collateral materials. Make it easy for your prospective clients to find you.

### Technology behind the site that works.

#### > Optimize Your Site:

Search engines look for relevant web pages. Meta tags are keywords that are placed in the header of your HTML pages. They don't show up on your web page, they exist only for the benefit of the search engines. When an engine indexes or "spiders" your site, the engine reads your meta tags and associates your web pages with these key words. Search engines also look for keyword density within your pages, title pages and file names. Be sure your site is search engine friendly.

#### > Submit Your Site to Search Engines:

The top four search engines: Google, Yahoo, MSN, and AOL control the majority of search traffic. These are the best places to start. There may be other, smaller search engines in your industry. Adding your company to these industry-specific search engines can be invaluable. A smaller number of interested leads can be worth more than a bunch of uninterested searchers.

#### > Banner Ads:

You can enhance visibility and traffic to your site by buying banner ads. Prairie makes ads visually interesting with links to a specific offer or "landing" page on your site. Place the ads on sites relevant to your business. Monitor and test the effectiveness of the ads, measuring not only click-throughs from the ad to your site, but also the actual resulting sales and return on investment ("ROI").

#### > Pay Per Click Advertising:

Purchase the most relevant key words. Write the ads in a way to compel qualified buyers to click on the ad. Send the user from the ad to a landing page to your site that goes directly to the exact product or service related to the keyword ad. Sending a viewer to your home page is generally not as effective as sending them to a specific product page. Review on a regular basis the amount you are paying per click, and the conversion of that click into buyers. Frequently test different ad copy and different landing pages to determine what works best for your site.

## FAQs

### How is Prairie different from other marketing philosophies?

Prairie uses an equation that is primarily based on simple motivation. People intuitively always want to make the best decision when they purchase something, and the heart of the Prairie philosophy is that marketing's number one job is to facilitate their decision making process.

### Is Prairie's marketing equation truly unique?

Yes it is. Prairie believes that your company needs to gain from your audience the attention, interest and desire first in order to move them into action.

Uncovering and using your audiences' "hot buttons," Prairie takes them from attention to action. The Prairie system drills down to the most important and relevant issues, and with this information, the tactics are developed—in this case, your new website. The key to our success has been to properly identify those "hot buttons," using what we call a brief educational actionable analysis. This method of extrapolating key nuggets of information (the gold) is typically completely missing from other marketing methodologies.

### We are often asked if marketing should be more emotional than logical in scope.

Effective marketing does include BOTH. Our marketing equation inherently handles both sides—it informs and engages based on those uncovered emotional hot buttons and educates based on logic. Here's one way to think about it—emotion gives life to the logical argument, and logic gives validity to the emotional one. There needs to be a complete balance between the two for it to be a success.