where DESIGN meets TECHNOLOGY

Marketing Your Consulting Practice
...On the Web

Helen Kennedy
Director of Marketing & Business Development

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Topics to Cover

- About Nimbus Design
- Components of a good consultant website.
- Search engine optimization – the basics
- Quality content
- Simple design
- Common mistakes
- Promoting your site
Our Mission:
- Best design and technical services
- Strong client partnerships
- Practical methodology
- Measurable results

Powerful | Integrated Marketing Solutions
- Creative Services
- Interactive Services
- Technical Services
Award Winning Websites

Elsevier MDL

Juniper Networks

Juniper Networks
A Good Consultant Website…

- Accomplishes a purpose
  - Promote your services
  - Attract clients
  - Demonstrate credibility

- Presents the right image
  - Professional
  - Attention to details

- Can be found by your customers
  - Search engine optimization
  - Cross promotion – links from other sites

Your Website is More than Just an Online Resume.
Search Engine Basics

- **Paid placements**
  - Placement of ads around search results
  - Google AdWords
  - Price competition for popular keywords

- **Paid inclusion**
  - Inclusion of paid results directly into natural search results via XML feed (Google does not offer this.)

- **Natural SEO (Search Engine Optimization)**
  - The development of pages (content) to produce the highest natural search results for a given keyword or phrase.
  - Complex and time consuming – BUT essential.
  - Relies on indexing of static content
  - Takes a long time to achieve, but quality results
### Google AdWords Campaign

Google AdWords Campaign

**Ad Group: Web Design**

Active | [Pause Ad Group] | [Delete Ad Group]

Default bid: **USD $0.30** Max CPC [edit]

**Dec 1, 2005 to Dec 31, 2005**

1 of 1 Ad Groups

1 - 30 of 31 keywords.  

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Status</th>
<th>Current Bid</th>
<th>Max CPC</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pena</th>
<th>Conversions</th>
<th>Cost/Conversion</th>
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<td>Default</td>
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<td>209</td>
<td>19,288</td>
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<td>$2.00</td>
<td>$417.77</td>
<td>5.8</td>
<td>1.44%</td>
<td>$139.26</td>
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<tr>
<td>Content Total</td>
<td>Enabled</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Graphic Design</td>
<td>Active</td>
<td></td>
<td>$2.00</td>
<td>171</td>
<td>169,794</td>
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<td>$1.18</td>
<td>$201.73</td>
<td>3.4</td>
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<td>0.00%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

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Google - single most important search engine

Site must be indexed to appear in results
- Sites are automatically indexed
- Can submit your site for indexing
- May take 3-6 months

Thousands of sites may be indexed that match your keywords

Page rank is determined by:
- Link quality
- Content quality
What Interferes with Indexing?

- Pages unavailable at time of crawl
  - Network or hosting problems
- Pages dynamically generated
  - Limit to the number of dynamic pages that get indexed.
  - Use fewer parameters (1-2 parameters in URLs are easier to crawl)
  - Use a supported site map that is easier to index.
    - Try Google Sitemap (beta)
- Doorway pages designed for search engines instead of users.
- Pages that use frames.
Best Ways to Optimize Your Site

**Link Quality**
- Obtain quality links pointing to your site

**Content Quality**
- Provide quality content
- Use top keywords in title, meta tags, and content.

Quality content is also good marketing!
Basic Marketing Principles Work

- Speak to your **best** customer
- Remember your bottom line objective - sales
- “You” are a product
- Stand out from the crowd – differentiate yourself
Three Marketing Lessons I Learned in High School

1. Everybody wants to be cool.
   - It’s a state of mind. It’s a look and feel.
   - Present the image that is attractive to your clients.
   - Show your innovations.

2. Everybody wants to belong.
   - It’s internal more than external.
   - People buy and do things when they feel belongingness to a group.
   - Your content must resonate with your customers.

3. Everybody wants to have fun.
   - Fun creates memory.
   - Eye-catching design.
   - Give people a story to tell.

Source: Keith Jennings, Marketing Profs
Who is Your Target Audience?

- Who buys your services?
  - HR Managers
  - IT Managers
  - CFO
  - Others?

- Distinguish good customers from great customers.

- Customer knowledge allows you to:
  - Personalize your message
  - Focus on the most valuable tiers.
Tailor Your Message to the Audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>Message Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Manager</td>
<td>Solutions</td>
</tr>
<tr>
<td>CFO</td>
<td>Return on Investment</td>
</tr>
<tr>
<td>HR Manager</td>
<td>Skills, Knowledge, and Experience</td>
</tr>
<tr>
<td>CEO</td>
<td>Innovation, Thought Leadership</td>
</tr>
</tbody>
</table>
More than Just a Resume

- Many consultants publish a website that only presents their skills and experience
  - Designed for job search engines
  - Consulting is different from job hunting
- Clients are more interested in their needs than your skills.
- Show them that you can deliver what they need.
How to Show Greater Value for Clients

Create differentiation
- What value do you bring that others don’t?
- Focus on issues with the greatest potential for growing customer value.

Help clients to choose you
- What is your work process?
- How do you achieve great solutions?

Personal client relationships
- Client testimonials
- References
Elements of Establishing Credibility

- Present a professional image
  - Attention to detail
  - Site must function correctly, or you are perceived as a consultant who does shoddy work.

- List your skills on a separate page

- Share expert knowledge
  - Show degrees and recent education/training
  - Speaking, publications, white papers
  - Explain your methodology

- Experience
  - Client references
  - Project summaries
  - Innovations

Inspire confidence!
What Attributes Make You Different?

Follow the Four P’s of Marketing on Your Website

Product You
- Results-oriented
- Client-focused
- Flexible
- Experienced
- Innovative
- Problem solver

Pricing
- Premium service
- Affordable
- More value

Promotion
- Free white paper
- Newsletter
- Tips and Ideas

Placement
- Logical organization
- Simple navigation
- Easy to find info needed
Design Tips

- Consistent navigation
- Uncluttered design
- Make it easy to find info
- Categorize content by type
- Keep it simple.

- About you
- Services
- Education and experience
- Contact method
- References – clients, projects

Not creative? Use design templates
Doing it Right – Angotti.com

Angotti Product Development
Accelerating Your Development Projects

Are you bogged down by poor product development results?

Angotti Product Development brings you the best of both worlds. We are experienced in both the product development process and the ability to understand and resolve technical issues. We identify the real problems and help product development teams to reduce or eliminate schedule creep. We get projects moving ahead, schedules back on track, and teams working together.

We deliver technical results using our own engineering design capabilities along with access to other closely linked technical resources.

We have more than 25 years of experience in product development. We apply this experience to help small, medium and entrepreneurial portions of the engineering Tech firms to increase their development results.

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Common Mistakes – Stale Dates

Dates are tricky – Look new!
- Show your most recent work first
- Keep copyright dates updated.
- Don’t show your age
- Accomplishments don’t always need dates
- Dated content must be kept updated
- Employment references over 10 years old may not be relevant

Copyright © 1996, 1997, 1999 by

Summer 2005 Newsletter is now out with new events and courses!

Background: With over 25 years experience in:

Last updated: 12 December 2005
Common Mistakes – Irrelevance

- Website content that adds no value
  - Calendars
  - Counters
  - Weather

- References to outside experts and resources
  - Personal interests, unless they will add business value

- Pages/content under construction

FTP download is currently unavailable.

You are visitor # 3602.
Finally, Drive Traffic to Your Site

- **Banner ads or listings on affiliate sites**
  - Still very effective at reaching customers
  - IEEE-CNSV Listing
  - Provide quality links for SEO

- **Search ads**
  - 40% drop in CTR between #1 and #2 rankings
  - Google, Yahoo

- **E-mail marketing**
  - 60% are deleted without reading
  - But… 10% of recipients actually respond

- **Include URL in offline marketing**
  - Business cards
  - Brochures
  - Letterhead or signature – print and paper
Summary

- Promote product “You”
- Differentiate yourself
- Optimize site for search
  - Quality links
  - Quality content
- Make it easy to use
- Help people to find it
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