

Opportunities in e-Business

How to get the most out of your website

Web Marketing

Sandra Hennessy
SitesToGo
www.sitestogo.biz



Stages of acquiring customers

- § Stage 1: Being found
- § Stage 2: Generating 'click through'
- § Stage 3: Developing interest
- § Stage 4: Promoting enquiry – call to actions
- § Stage 5: Closing the sale





bed and breakfast laois

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Cork Road
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[Laois Bed and Breakfast-Laois B&B Accommodation Ireland Page 1](#)

Bed and Breakfast Laois to reserve online. All of our B&B's in Laois are Tourist Approved. **Bed and breakfasts** in Portlaoise and throughout County Laois are ...

[www.goireland.com](#) > [laois](#) - [Cached](#) - [Similar](#)

[Bed and Breakfast in Co Laois](#)

O' Sullivans B&B is situated right in the heart of Portlaoise town in County Laois. The townhouse accommodation is a red brick two-storey semi detached ...

[www.irishtourist.com/directory/.../bed_and_breakfast/.../laois/](#) - [Cached](#) - [Similar](#)

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You will receive a warm welcome at the Talltrees B&B, a charming family home just 300m from the village of Stradbally in County Laois. ...

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Google Natural / Organic Listings

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How do you make the most out of your website?

- § Be optimised for search engines (SEO) Google, Yahoo & MSN (Bing)
- § Google Local Business Listings
- § Focus on users NOT search engines
- § Quality visitors vs. quantity of visitors
- § Monitor traffic
- § Clear call to actions
- § Inbound links – how many, relevancy & content
- § Search engine marketing (SEM)
- § Web 2.0 channels



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SEO – Do

- § Update regularly
- § Check out your competition
- § Introduce interactive elements e.g. videos, feeds, blog
- § Focus on usability
- § Optimise ALL pages
- § Submit Google Business Listing / Local Business Centre
www.google.com/maps
- § Review inbound links regularly
- § Analyse your site statistics regularly
- § Review annually
- § Have no technical issues
- § Be compatible with all browsers
 - ü IE7 & 8
 - ü Mozilla Firefox
 - ü Safari
 - ü Google chrome
 - ü Netscape



SEO – Don't

- § Don't use too much flash - <http://www.hotelmissoni.com/>
- § Don't use frames structure
- § Don't have heavy pages - <http://www.prioritysubmit.com/seotools-page-size-extractor.html>
- § Don't over optimise
- § Have &=%? in url's



Search Engine Optimisation

- § Research your key search phrases – use [Google AdWord Keyword Tool](#) or [Google Insights](#)
- § Choose 2 key phrases for each page
- § Put key phrases in:
 - § Content
 - § H1-h6 headings
 - § Page url's
 - § Links
 - § Page names
- § Repeat key phrases in meta data
- § Develop relevant inbound links



No 1: Soft Play Area

<http://www.bowlingireland.com/soft-play-area-page.html>

Roll'n Bowl
PORTLAOISE
ENTERTAINMENT CENTRE

Home
Kids Parties
Bowling
★ **Soft Play Area**
Laser Quest
Indoor Soccer Area
Teddy Bear Making
Roller Disco
School Tours
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Soft Play Area

Multi level Soft Play Area suitable for toddlers up to 12 years which includes:

- 3 separate age soft play area's for a safer play environment
- Comfortable seating in the conservatory
- All Day Coffee Dock
- Magazines & Wi fi available

Prices

- €7 per child for 90 mins. of play. This great rate is available at all times.
- €6 for toddlers Wednesday mornings during term time and incl. tea/coffee for parents.

[View all of Roll'n Bowl 2009 rates](#)

[Contact Roll'n Bowl for more information on the Soft Play Area](#)

Play Area Party
2010

Roll'n Bowl is a member of the Irish Playcentre Association. Further details visit www.irishplaycentreassociation.ie

Irish Playcentre Association

Call Us Today!

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Meta Data

- § Title: Roll 'n Bowl Soft Play Area - Portlaoise, Laois, Ireland
- § Keywords: Roll 'n Bowl Bowling Alley Portlaoise, Laois, Ireland Kids Activities Ten Pin Bowling soft play area
- § Description: Soft play area for toddlers to 12 year olds. Roll 'n Bowl soft play area has 3 separate age areas for a safer play environment.



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No 6: Outsourced IT

www.e-mit.ie

§ Title:

E-MIT
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Develop, Manage, Innovate

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E-MIT Solutions help reduce I.T. Costs with our Outsourced I.T. service

Due to the current economic climate businesses are reviewing their I.T. costs. Many businesses are now looking at the role of their full time I.T. Manager or Administrator.

Our experience has shown that while these businesses require an I.T. presence it is often not practical nor cost effective to employ a full time I.T. resource. Our 'Outsourced I.T.' service takes the form of an I.T. Consultant spending an agreed number of days per week or month in your office managing your I.T. infrastructure. But rest assured this is not a part time service - we will be readily available to support your office outside of these days over the phone, by email, in person or using our remote support software.

Meta Data

- § Title: E-MIT Solutions - Outsourcing IT Service - Outsourced IT
- § Keywords: E-MIT Solutions, IT Management Services, IT consultancy, Outsources IT, Online Backup, Email Filtering, Document Management, Managed Services, Hosted Solutions
- § Description: E-MIT Solutions outsourced IT service will help develop, maintain and support your I.T. infrastructure. This outsourcing IT model has many advantages for your business.



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[Roll 'n Bowl Soft Play Area - Portlaoise, Laois, Ireland](#)

Soft play area for toddlers to 12 year olds. Roll 'n Bowl **soft play area** has 3 separate age areas for a safer play environment.

www.bowlingireland.com/soft-play-area-page.html - [Cached](#) - [Similar](#)

[Soft Play, LLC](#)

Need to add some physical activity to your **play area** but don't have the space for open ball **play**. Basketball Arena may be just the ticket. ...

www.softplay.com/ - [Cached](#) - [Similar](#)

[Success Stories - Soft Play - Outdoor & Indoor Commercial ...](#)

A dynamic **Soft Play** contained playground outfitted in the Kids Zone, a 2000-sq. ft. supervised **play area**. Since adding the playground, it has become a ...

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[Soft Play Areas UK](#)

Directory of indoor and outdoor children's **soft play areas**, categorised by region.

[South East England](#) - [The Midlands](#) - [North West England](#)

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[South East England London Soft Play Areas](#)

Soft Play Areas South East (including Kent, West Sussex, East Sussex, Greater London, Buckinghamshire, Hertfordshire Middlesex and Surrey ...

www.softplayareas.co.uk/play-areas-South-East-England.htm - [Cached](#) - [Similar](#)

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[Soft Set Play Equipment, Adventure Play Equipment, Children's ...](#)

Soft Set - **Soft Play**, Adventure Play **Areas**, **Soft Play Areas**, Mobile **Soft Play**, Soft Gym Play, Adventure Play **Areas**.

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www.primeplay.com

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www.HouseOfPlay.co.uk

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We Design,Mfg and Install **Softplay** Buy and Get Bounces/Furniture Free

www.kid-steam.com/play-system

[SPI Play Ireland](#)

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www.spiplay.ie

[Softplay-PH Leisure](#)

UK Manufacturers & installers of indoor **soft play**, LaserTag & FEC's

www.phleisure.co.uk

[Open your own Kids's Area](#)

We design & realize **play** parks with playground equipments & inflatables

www.Fun-World.it

[Soft Play Area](#)

Yahoo Listing

Search Pad

SafeSearch - Off

215,000 results for
soft play area:

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BBC

Very

Play Center
www.very.co.uk - Offering High Quality goods at Great Prices. Visit us Now.

Childrens Soft Play Areas
www.softplaysuppliers.com - Call for Design, Manufacture and Installation of Soft Play Areas.

Mookie World - BELFAST - Childrens Soft Play Area Belfast ...
 Childrens Soft Play Area Belfast Indoor Play area belfast ... Our innovative quiet play area brings a new concept to traditional soft play and is designed to stimulate ...
www.4ie.ie/103962x185x12_mookie-world-belfast.htm - [Cached](#)

Welcome To Adventure Play and Design, fun factory play ...
 All play areas should incorporate a Toddlers/Baby Section. ... play and design area should incorporate items like a soft play area compromising safety mats and soft play ...
www.adventureplayanddesign.com - [Cached](#)

DESIGNANDCREATIONS.COM - UK company supplying high quality ...
 DESIGNANDCREATIONS.COM - UK company supplying high quality play equipment and associated products. ... We are very happy to deal with you if you want to buy a play area. ...
designandcreations.com - [Cached](#)

SPI Play - Ireland's leader in play - indoor play equipment ...
 indoor play equipment, soft play company, commercial indoor play equipment, play centre ... You will remember the quality of your play area long after the price is forgotten. ...
www.spiplay.ie - [Cached](#)

Soft Surfaces - Ireland's leading supplier of play surfaces
 Soft Surfaces are Ireland's leading supplier of wet pour play surfaces. Our Soft Surfaces are designed for use in playgrounds and under children's ...
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www.houseofplay.com

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www.jollyrogerplay.com

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www.happydaysplayden.co.uk

Soft Play Suppliers Reviewed
 Why not compare all UK Soft Play suppliers before getting tied in?

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www.bowlingireland.com/soft-play-area-page.html · [Cached page](#)

Zoom Adventure Play :: Toddlers
A separate **soft play area** for the under 3's: Slide and climb activities. Ball Pool. Ball Juggler. Educational and interactive **play** panels. An exciting and nurturing place to **play**.
www.zap.ie/toddlers.html · [Cached page](#)

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www.gweedorecourthotel.com/Article_Details.aspx?article_id=26 · [Cached page](#)

Roll 'n Bowl Ten Pin Bowling & Soft Play Area - Portlaoise, Laois ...
Visit Roll 'n Bowl for ten pin bowling or for the children to have a great day in the **soft play area**. Great fun days out for the family.
www.bowlingireland.com/2010-rates-page.html · [Cached page](#)

Untitled Document [www.jungleking.ie]
... jungle theme indoor **play** centre for children. Let your child's imagination run riot on the snake slides, tube slides, activity towers, ball pool and **soft play area** for ...
www.jungleking.ie

Birthday Party Ideas and Kids Party Venues in Ireland
The **play** centre has designated **area** for Toddlers under 2 to **play** in a controlled **soft play area** with large Jungle puzzle, **soft** padded animals, ball pool etc..
www.fundays.ie/listings.asp?offset=40&FunCatagory=Birthday%20Party · [Cached page](#)

Pirates Cove - Adventure Golf -Activities - Kids - Children ...
Our Exciting Fun Cave must not be missed by 3 - 10 year olds. This fully supervised **soft play area**

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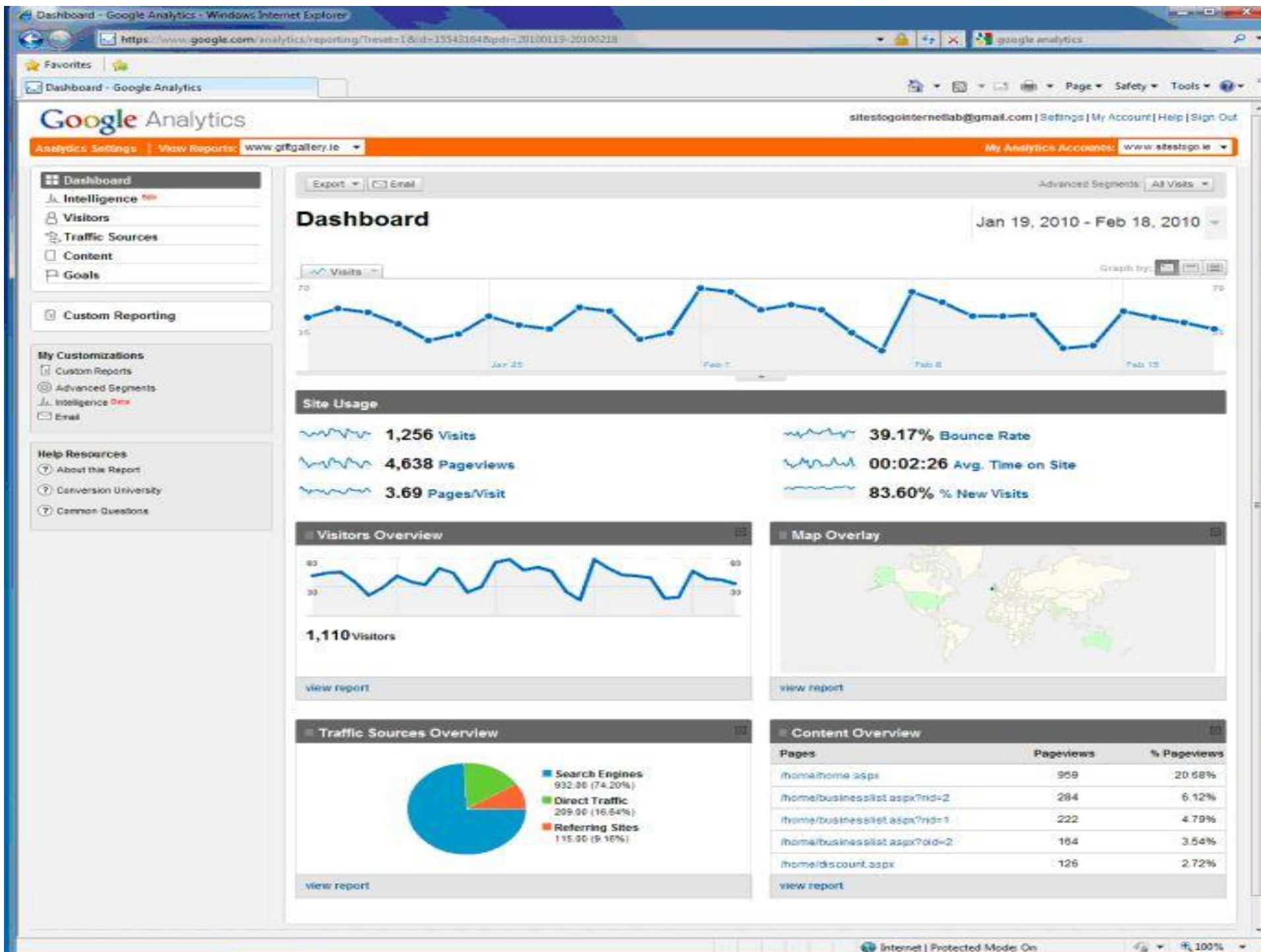
- § www.google.com/maps
- § Click “Put your business on Google Maps” (on left)
- § Remember your key phrases
 - ü Business name (if you can)
 - ü Description
 - ü Categories
 - ü Additional information



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- § www.google.com/analytics
- § Total & unique visitors
- § Length of time on site
- § Bounce rate – 25% or lower
- § Entry & exit pages
- § Key phrases used
- § Referral sites
- § Goal conversions





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Linking

§ Amount

- ü Internal links
- ü Outbound links
- ü Inbound links

§ Relevancy of links

§ Key phrases on and/or around the link

§ Increase over time – always a WIP



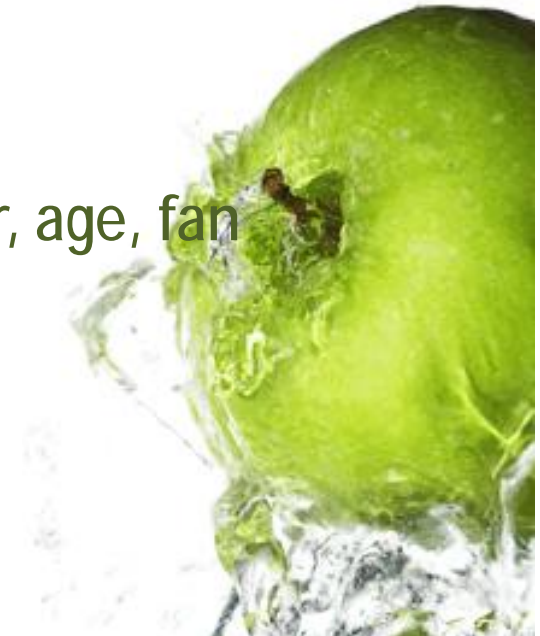
Search Engine Marketing (SEM)

§ Google AdWords

- ü Pay per click
- ü Target specific markets
- ü Bid for position
- ü Guaranteed but costly

§ Facebook ads

- ü Pay per click / impression
- ü Target specific audience e.g. gender, age, fan pages



Web 2.0 / Social Networking

- § Which one?
- § How active will you be?
- § Use to drive traffic to your website
- § Integrate with your website
- § Include key phrases in
 - ü Page name
 - ü Description
 - ü Tags
 - ü Categories
 - ü Posts



Call to actions

- § On all pages
- § Above the fold
- § Clear and easy to use
- § Phone, email link, online form, e-commerce
- § Closing the sale – on and off line



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