

next tuesday afternoon

January 20, 2009

Just like putting all your stocks in one basket, depending on one search engine, Google or otherwise, is risky. No one is suggesting that Google is going anywhere, but the times they are a-changin'.

In a recent blog post at HubSpot, Prashant Kaw expressed his concern about his small education site's dependence on Google. So he went about building his presence via alternate venues: Facebook, Twitter, the company blog, various email campaigns and a "substantial other category." Here are some helpful suggestions that all of us can use to diversify our web traffic portfolios:

1. Create a network of sites between your company website, blog and other microsites and web assets. For example, the HubSpot site, blog and various graders all link to each other and drive traffic to each other.
2. Use Social Networks: Connecting with people on social networks such as FaceBook, LinkedIn and Twitter can help drive much needed traffic to your site. Answering questions on LinkedIn allows you to leave much desired inbound links to quality content on your site.
3. Leverage your databases: If you have a good email database or permission-based list, make sure you are driving them to call to actions on your site. Once people have signed up for your offer they may stick around to find out more information. A monthly email or newsletter will ensure you have a steady stream of visitors from that source.
4. Share your content online: Use social media such as YouTube, SlideShare, iTunes, etc. to spread your content across the web to help generate more traffic to your site. Users have individual preferences for digesting content so make sure you publish your content in multiple formats such as audio, video and text.
5. Do not abandon a great SEO program: Although Google is the dominant search engine, there are plenty of other search engines and directories where you can maintain a listing or a presence. Nurturing other sources will give you a steady stream of traffic over time.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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