LEVEL 1-A - PART 1

Welcome everyone to the first session of the Internet Marketing for Architects Training Course. This is Eric Bobrow. I’m speaking to you from San Rafael, California where it is a sunny afternoon. Today is July 12, 2012. This session is being recorded and it will be posted in the member area afterward. [0:00:24]

In this session, my aim is to help you deepen your understanding of marketing in general and master the technology tools and processes that will help you promote your design firm and bring in more clients and projects. I am really, really excited to share this with you! This course is a culmination of six months of planning and research; specifically on how I could deliver a course that would provide great value to you as an architect or a building design professional. [0:00:57]

It's been five years that I've been working on internet marketing for myself, and that I’ve been studying as sort of an art and a science. Fifteen years’ experience in web development, I actually started my first website in 1997. I’ve done a lot of websites since then. And it looks like twenty-three years working with architects as a technology consultant. I started in 1989 working with architects. And before that, I actually started—I got my degree in computer science in 1975. So I go back a long, long way. [0:01:30]

My personal mission is really to teach people to use technology to achieve their creative and business goals. And, obviously, if you are an architect or building design professional, then one of your goals is to have a successful business that has lots of clients; as many as you need, and where you’re not struggling to chase them and to bring them in, but they’re coming to you. That really, I think, is an ideal. Then you can pick and choose and focus on the types of work that you really are best at, that you enjoy most and perhaps are the most profitable. [0:02:10]

Now, the agenda for today, we’ll be having an overview of the course. We’ll be having a tour of the member’s site within the course. I hope many of you have already visited that. We’ll be looking at marketing in general. I think that it’s important to have a context. It's not just about internet marketing and not just about architecture, but what is marketing about? And the process of acquiring clients, because I think that acquiring clients is not just trying to get somebody to contact you, then having a nice meeting or presentation and convincing them to work with you. There’s a longer, much more involved process of developing a relationship that will make it much more effective for you in terms of bringing in these clients. [0:03:01]
We’ll be looking at an overview of internet marketing as a concept with particular regards to you as an architect or building design professional. One part of this that we’ll be introducing today is keyword analysis. And this generally has to do with what words do people use to search for services that you would be the answer for. In other words, if someone were to look for you but they didn’t know who you were, and you were the perfect answer, what are the keywords that they would use in a search? And so we’ll look at how you can analyze and study options there and come up with a strategy that relates to those keywords.  

And the final part of today’s session will be on analytics. This has to do with knowing where you are in your journey. If you’re going to get somewhere, you need to know where you start (or where you are right now) and you have to have at least some idea of where you want to head to. And then you want to be able to track your progress. So analytics will give you some tracking to see how you’re doing.

So let me switch my screen here. Unfortunately, GoToWebinar does not allow a webcam at this point to project very nicely. I’ve tried it a little bit and maybe it’s worth trying in a future session. But my experience is that if I try to share the webcam it comes in very choppy. So, at least for today, I’m not going to try that. You’re seeing my still image. This was actually taken a few months ago, but that’s me!

Okay, now I am going to present for about an hour is my aim. And then we’ll have time for questions that can be on any part of what I present or related topics certainly. Now, since this is the first time I’m presenting this particular lesson, it is possible that it may take more than an hour for me to go through it. I am going to aim to do it in a timely fashion, because I think that questions are an important part of the learning process.

You can feel free to submit questions by typing them into the questions box. Just like where you were saying, "Hey, I can hear you Eric!" But I may not look over there to answer those questions in the middle of the presentation. But feel free to type them in, because when we do come to the questions, I’ll review any that you’ve typed in during the session. It’s possible I may look over and notice that there’s a question that needs clarification, so feel free to type it in any time. I will definitely look at the questions later on in the session.

So let’s take a little overview of the course and what this is going to be about as a whole. So, the website for the course is InternetMarketingforArchitects.com, and there’s a member area. If you haven’t explored it, feel free to go ahead and do that; even while today’s session is on if you want. If you have enough space to be able to see my screen and do a web browser, that’s perfectly fine. There will be a lot of times when I’m just talking and I’m not really showing things—at least in today’s session.
Now, in the member area, you’ll see Architect Marketing Course, and you’ll see Course Outline and Schedule is one part of it. And so we’ll take a quick look at that first. So, that’s this page right here. And basically we have the different lessons. There are twelve lessons that I’ve laid out broken up into three levels with four each. [0:07:19]

So in Level 1 we’re going to have an introduction to what to focus on as you think about marketing on the internet. And today’s session will have an overview of some of the basic concepts of visibility, which is being seen; traffic, which is getting people to actually visit your website; conversion, which is making them go from being an anonymous visitor to a lead—someone that you can have a relationship with that you can stay in contact with; and ultimately client acquisition. And we’ll be looking at search keyword analysis and analytics. [0:08:11]

In the second session we’ll look at on-page optimization which will be how do you develop things on your website that are going to be part of this strategy? What can you develop in terms of content or material that’s going to make it more effective? And what are some of the tips about navigation? In other words, making your site easy to navigate and make sense to the visitor; thinking from a visitor point of view. And then, a few things about eye candy. How can you dress it up so it actually gets people’s attention and makes them want to stay on the site. [0:08:43]

The third lesson will be on local marketing. And so some of you are well aware of this and others are not. Google and other search engines and other services have pages specifically for local businesses and almost all of you are a local business. You may just work in a town, region, possibly more than one state or larger areas. But in some sense you are focused geographically—most likely, for most of you. And so there are going to be some pages that Google and others maintain for local businesses. And you can make sure that your business is listed properly on there so that you get more traffic. We’ll be talking about how effective this is and how much of a difference it makes during that session. [0:09:30]

Then we’ll look at what’s called off-site optimization, which is basically what do you do outside of your own website, but somewhere on the internet, that will help your website perform better? And one approach that’s really straightforward to work with has really quick results in terms of boosting the visibility of your website as well as your business. This is what is called “press release marketing”. So this is a variation of the traditional sending out a press release to the local papers saying that you’ve just completed a project, or that you did something for charity or whatever other event, or you’ve moved offices. But the press releases, if they’re done through some of the services on the internet, can actually make a big difference in terms of your website’s performance. [0:10:19]

So at the end of Level 1, you’ll have an improved understanding and you’ll have some real tools to get started on this whole process. In Level 2 we’ll go deeper and get in front of more customers. WordPress is a tool that is really awesome for developing sites. They can look like almost anything.
People associate WordPress with blogs, but they actually can be any type of website. It certainly does give you an easy way to create a blog or a web blog and take control of your website. So we’ll be looking at how you can do that either totally on your own or with the help of perhaps a designer or someone doing the heavy lifting of installing it and setting it up. But then later, you can just add pages and material to it on your own. [0:11:05]

On-page optimization, again, the things that you do on your own website. We’ll be looking at what are called "tags", which are basically information snippets that help Google and other search engines understand your site. And if you work with this properly, Google will start to say, “Oh, I understand this site would be good if someone types in a certain search term.” And you’ll start ranking better and better as you basically optimize your page for that. [0:11:32]

Now for local marketing, we’ll return to the local listings and look at ways that you can go beyond just having a listing, but having reviews and pictures and other things added to it so that when someone comes to that local business page, they’re more likely to contact you. Off-site optimization, again, the things that you do away from your own website that help your website and your business perform better. [0:11:55]

And we’ll look at video marketing: how—what are some simple and straightforward ways to create promotional videos that will actually raise your site’s visibility and also can be placed even on your own website as eye candy. Things that make people go, “Oh, that’s cool. I want to talk to that firm or that person.” So by the end of level 2, you will be able to be in a better position to take control of your own destiny online. You’ll know the basics of working with WordPress. We’ll have some supplemental training. In fact, I’ve got a whole WordPress training set of videos that are on this website that I’ll show you in a minute. But you’ll learn a lot more about how to develop your online strategy and presence. [0:12:39]

In Level 3 we’re going to be focusing on how you can take these visitors, the people who are now starting to turn up on your site more and more, into customers. How you can end up with more customers than you can handle. I mean, not that you want to go, “Oh my god, how am I going to deal with it?” But more that you can pick and choose. So part of the strategy there is if you can come up with an easy way to create fresh content, regularly adding to your website, then Google will start to reward you and your visitors will start to reward you by coming back. They won’t just come once, they’ll come back to see what’s new. [0:13:14]

Social media, there’s been a lot of buzz about that. I think there is a place for that in the larger perspective, but it’s really part of a larger strategy. We’ll look at what you can do with Facebook, Twitter, and a relatively social media site called Pinterest which is a very powerful one for architects because it’s very visually oriented. We’ll look at lead magnets, which is the concept of something that
draws leads to you—draws people to you. What you can offer if people will go, "Hmm, I’d like to get that report." Or, "I’d like to watch that video because that looks really interesting." [0:13:54]

How do you get them to opt into your list—basically how do you give them some incentive so that you can stay in touch with them? They’ll give you an e-mail address if you give them something nice. Now, developing an e-mail list—this is something that some of you have but a lot of you don’t. We’ll be looking at easy ways to setup an e-mail list, either free or very, very cheap; and developing an easy strategy for following up and developing a relationship. So, you’ll be developing a relationship with visitors to your site so that they become leads; so that they become familiar to you and you to them. And ultimately what you’re going to have is people who start to know who you are, to like you, because you’ve given them some useful things. To trust you because you are authoritative, you have some information that’s useful, and will want to work with you; or at least want to talk with you when they’re ready to work with an architect or designer. [0:14:52]

So, by the time you complete the twelve weeks, which will be September 26th, you’ll be head and shoulders above where you are now and far more knowledgeable than most of your peers because—as you probably would agree - certainly I’d be interested if you’d think otherwise - most architects and building design professionals are not well trained in marketing. I mean, there are some who are, but most—I’ll just say based on just a hunch, ninety percent really don’t have very much of a clear idea on how to do this sort of thing. There are certainly some who’ve taken responsibility for their own destiny. Or in terms of a firm, have specialists, people who are the marketing people. But a lot of small firms, you’ve been able to get by with word-of-mouth and other types of ad hoc strategies, and it’s maybe not working so well anymore. [0:15:55]

So, that’s an overview of the course. Let’s take a look at the website and what we’ve got here. You were sent an e-mail with login instructions. It would take you, if you clicked on that link, to the login page which is basically that www.internetmarketingforarchitects.com/login. Now, if you weren’t logged in you would have a place to put in your e-mail address and password. And then you would be going on to the member area where we just were. You would be taken into the member homepage, which right now has just a brief description of the course. And then it has links to the actual course lessons. [0:16:36]

Now, you may wonder if you’re looking at this for the first time, oh my god, look at all these lessons. I could click on this one about on-page optimization and what do you get? You’re going to get a placeholder page. So there’s a page there but there’s no content. However, today’s lesson, Level 1, Part A, Introduction and Overview, just a half an hour ago I put up an outline of what we’re going to cover. So if you want to, if you have room to both watch what I’m doing and browse on the internet, you can go to this Level 1, Part A page and you’ll see what I just told you about. The course is a culmination of six months of planning and research, here’s the agenda, here’s the overview of the course. And now we
I'm trying to follow this agenda here, and we'll see how closely this works. But this is what we're going to do and you'll see as we go down, comments here. Now this is not intended necessarily as a final outline or training piece. It's my working notes. But I thought it was clear enough and I sort of wrote it up in a way that you probably would find it useful for reviewing. Feel free to open it up and look at it. You can also print it and you can take notes on it. Of course, this lesson will be posted in the member area, and so you'll be able to review this. On this page we'll have the video but after this is completed. And I may have a revised version of the outline. I'm going to have to see about that. [0:18:18]

Okay, so that's the course. Now there was a program that we ran this spring. And it's actually still continuing for another little while called the Case Study Program, at least that's what I decided to call it. And the idea was I had these ideas and strategies for marketing that I wanted to apply to architects, because I've been learning a whole lot about internet marketing. And I decided the only way to know if they would work, to see how well they worked, was to get a batch of architects and design professionals to try it out. [0:18:56]

So we have ten participating in the program and we've done a number of training sessions. You can feel free to go to any one of them. So if I click on the Internet Marketing for Architects Training, this is a recorded session. Actually it's broken up. The video will come up in a moment. It usually takes a few seconds to load here. And what you'll see when it comes up this is a ninety minute video. And notice that it's sort of like the Hollywood Squares, if you are familiar with that on TV. I don't even know if Hollywood Squares still exist. But we had webcams for participants. Using GoToMeeting, we can actually have webcams of up to six participants at a time. With GoToWebinar, which is what we're using today, we can't use a webcam. But you can see that I'm up in the upper left. And you can see that we have some of the participants as well, some of the other consultants here. [0:19:52]

But feel free to watch these. Some of it will not be relevant, because it will be talking about the details of the Services program that we were doing for these participants. But certainly they're real, generally useful training components. Some of the other ones, like this one on May 10th here, I believe I broke it up into a number of separate pieces. And you can see here the presentation on website optimization, which will come up when videos load. You could watch that, and that is—let's see how long is it here—actually this is over an hour here on website optimization. [0:20:35]

So I'm going to be presenting the same material as part of this larger training and refining it further. But feel free, in the meantime if you don't want to wait for the twelve weeks, to just watch all of the Case Study program training. There are several hours there. It's sort of a free bonus for you. I figured why
not share it with you? There’s actually one more session that we had in June that I’m going to be adding I just haven’t gotten it posted yet. [0:21:02]

Now, another thing on the website is WordPress training. So, WordPress, I’ve mentioned, I won’t go into it deeply, but it is a tool for creating websites. This website here is a WordPress based site. WordPress based sites can be used for lots of different types of sites. And literally one out of six sites on the internet is using WordPress. So it’s a very powerful platform and a free tool. You can buy some templates, or what are called "themes" that cost from anywhere from a few dollars up to typically a hundred dollars. Many of them are in the thirty-five dollar range. And they can make it easier to make things happen. [0:21:45]

This particular one I’m using is a $97 theme that actually helps make membership sites, like what I’ve got. So it helps me to set-up the membership area properly. But the most important thing is if you choose to work with WordPress—and I’m going to recommend it as a general rule as a great solution—you’ll see that there are all of these videos. There are literally sixty videos, which sound horribly daunting. How do I possibly go through that? But most of these are like three to five minutes. So if you wanted to work with WordPress and you say, "How do I create a new post about something?" A post could be some news, it could be talking about a particular project, it could be something that you saw that you want to tell people about. A page can be very similar, except generally a page stands by itself, whereas a broad post can be summarized or grouped. Anyway, you’ll see this, and this will take five minutes to show you how to create a new post. So when you start working with WordPress, this will be great. You can click on any of these and it will bring up a video. [0:22:52]

Now in the final menu here are marketing samples. Now the Case Study program that we had, that we’re still underway with, we’ve been doing some services for people that you can do yourself, although you can also have us or others help you with it. Press releases, as I’ve mentioned, are a great way to spread the word about your firm. See here’s one. Eliza Hart and Stuart Wright here are longtime clients. Actually, I’ve known them for more than ten years, and they just moved to new offices. So this is a simple announcement. It’s a story about them. They’re moving to a new office and why it’s exciting to them. Here’s one for JHD Architects in the UK. They were making presentations to the Royalists—to the British architects, I guess. I think that’s what RIBA stands for. It was a festival and they were speaking to students. And here Tom Downer, one of our clients, participated in Habitat—a campaign, an effort to build some homes for people who needed them. And here’s SARCO Architects working on some new things in Costa Rica. [0:24:03]

So if you click on any one of these it will bring up a press release. Now this is on our website here. You can see that this is still on the Internet Marketing for Architects website. We’re providing these as samples so that you can just browse around. We’ll be talking about press releases and the details of what makes them effective. But I’ll just point out one thing is it’s telling a story, possibly with some
pictures. There are some links, you notice that it says Costa Rica Architectural Firm, and when I hover over it, it has the hand indicating it’s a link. This will take you to their website. [0:24:43]

Well, the fact that it has a link to their website actually makes their website a little bit more popular as far as Google is concerned, because links to websites indicate that another website is voting and saying "This is worth visiting." And so the links here are helping SARCO’s website perform better. But this is just one example. Press releases, when they’re done properly, can go out to hundreds or thousands of other sites. And so the links we see here are actually being repeated many times over and helping SARCO to rank higher. If you were to type in a search for “Architects Costa Rica,” you’d see that SARCO was on the first page. And yet the website that they’ve got set up was only setup three months ago and they’re already ranking on the first page for a fairly competitive term. [0:25:37]

So, anyway, marketing samples, press releases, you’ll see the ones that I’ve just done. Promotional videos are another thing and we’re going to be talking about this in Level 2, Part D. And these are some videos. And so if I click on something like JJC Architect, another one of our participants in the Case Study program, you can go browse and watch it. Now each of these videos, if I click on this, are probably not going to play very well over GoToWebinar. [0:26:06]

*music plays*

Okay, so what is that? It’s a series of slides with some music and some text. There are many different styles that you can do for this, but this is very easy to build. And again, just like press releases, if it’s done properly, it can be posted many places and increase your site authority or popularity and therefore ranking in Google. And it can also be placed, if you make something nice enough, on your own website as eye candy. Things that people will watch and go, “Hmm, cool!” And then they’ll want to work with you, perhaps. Or they’ll be certainly more interested or intrigued. [0:26:54]

Now the final one here called music, we’re using a service called Animoto which has some inexpensive tools for creating videos like what we just saw. And they provide the license to a whole lot of music tracks. I think there are six hundred or more that they have. I picked out probably about seventy-five or a hundred, I can’t remember, that were the most useful as far as I was concerned. And you can check these out. And if you work with Animoto, or if you have us do some services for you, then this is music that you can actually use. You’ll have a license to use it for these promotional videos. [0:27:37]

So this is our tour of the website. I invite you, at your leisure, to explore it. It will be built up further. Obviously we’ve got the course outline which we’ve visited, and all of these pages that are in this menu. As I deliver the course lessons, we’re going to see more and more content there. There will also be some bonus things that we’ll be putting up, because I do have some tools for working on websites that I’ve licensed so that I can share with clients. [0:28:10]
So there’ll be a tool for creating slideshows on a website. That’s really probably the best one I’ve found for putting nice slideshows easily together. It’s called Riva Slider Pro. I’ll be making that available for download. If you’re using WordPress, you can install it. And then there’ll be another tool called SEO Blog Kahuna, which is a funny name. And I won’t really explain it other than to say that it helps you to rank your page or your post that you’re working on for search terms and optimize it. So you can basically get some guidance with putting headlines that have certain words on it related to your search, related to the terms that you want. That will help Google to understand that this page is about home remodels or about green architecture. So that plugin will help you to perform better. And again, if you have WordPress or you’re working in a WordPress site, then you’ll be able to use it. [0:29:11]

Now, if you don’t have a website, and it was interesting to see people emailing me saying, "Hey Eric, I don’t have a website," or, "I have one, but I’ve just never really done much with it, it’s just sitting there." We’re going to have a bonus lesson here. I’m not quite sure if I’ll do it as a live one or just a recorded one, or possibly even a series of short lessons on how to setup a website from scratch. How to pick out a domain name like “SmithArchitectsSanFrancisco.com” or something like that. You can pick out one that’s available, register it, get a host for it, and then set up the website. [0:30:00]

And, of course, I’m going to make it as easy as possible so that if you don’t have significant technical skills, you can actually follow along and do it. But you can also of course use it as a guide, get somebody who is technically savvy; perhaps your uncle, cousin, brother-in-law, or your kid to do it for you. And then you’ll have a website. So I will be adding that as a free bonus for those of you who need it.

[END OF PART ONE 0:30:38]
Okay, so let me go on now to my outline. So if I go to the outline here, we’ll just see where we’re at. We’re at half an hour into the session and I’ve done my tour of the member site and now we’re going to focus on marketing. Okay, so marketing. And I’ll just leave this up, because I don’t have a lot to show you. I’m going to talk about it, but you’ll see some points here. [0:30:56]

So, what is marketing about? I think marketing is about communicating who you are and what you offer to people who might find it useful. And you really need it, because if people don’t know about you and they don’t know what you can do for them, then they’re not likely to do business with you. They’re not likely to buy your services or contract with you to do things. So, you need to get the word out. There’s nothing evil about marketing. You might have some mixed feelings about commercial marketing. Some people have asked me about extreme marketing, if I am going to be teaching extreme marketing. And of course, my marketing approach is different than yours. In other words, I’m offering training on technology with ArchiCAD; I’m offering training on marketing as an architect. So I’m talking to you in a certain way. You’re going to talk to your prospective clients in a different way. You are professionals and you have certain aesthetic standards. [0:32:00]

The idea of marketing is to find a way, within your own style but in an effective way, to reach your prospective customers and communicate what you have to offer. It’s more than just communicating what you have to offer though. It may also be about educating people about what they need. If you’re an architect and you’re finding that a lot of people are just going directly to a contractor—and I know we have some contractors who are in the course, so I have nothing against contractors. But if you’re an architect and you want to say for many projects, people really should get an architect because it’s going to give them better results, maybe higher quality or whatever reasons that you might give. And I’m not going to go there right now in terms of trying to make that case. There are many good reasons to work with an architect, but some people don’t know that, and they may be planning on doing something themselves; or with a contractor, unlicensed professional, or whatever. And it may be part of your marketing to teach them about why they need an architect and, of course, why you might be the best one for them. [0:33:09]

So marketing is something that you can do through word-of-mouth. Of course that’s probably the classic thing, people will refer others to you, or you just meet people, so networking. And traditional advertising tools like putting advertisements in Yellow Pages or print ads. Sometimes people, of course, will do direct mail or put listings in directories. Some people who are more aggressive or more active will actually cold call. Not just everybody in the world, but possibly get lists of people. I don’t know exactly what it would be for as an architect in terms of a list, but you can imagine that people who are expecting a baby might possibly want to remodel their house. Or something like people who’ve just
bought a house might want to do a remodel, things like that. There are certainly some ways to target lists and contact people in the area to offer your services. [0:34:14]

Digital media and tools have come in, and that’s what we’re focused on in this course. And it’s part of what has changed in recent years is that research and information is now accessible online more and more, replacing the old media. A question I have for you is do you still use the phone book? And if you don’t, when did you notice that you stopped going to the Yellow Pages? It’s changed. I still, probably in the course of a year, I may open a phone book a handful of times. But most of the time I’ll go to the internet to search. And if you’re wondering will your clients use the internet to search for an architect or a design professional? Yes they will. Not always; they may ask their brother, or someone in their church, or someone else for a recommendation. And that could be part of it as well. But many times they will look on the internet to find who’s out there and what services there are. [0:35:15]

Now, there are blind spots that most architects have in general about marketing. I’d say, in general terms, architects are not given training in marketing. I mean, when you through architecture school, or study design or are in a firm apprenticing or whatever, marketing is not something that is generally taught or focused on. And so if you learn it at all, you probably learn from your peers. You do what other people are doing and if you’re in studio in school, you’re showing your design work to your peers. And so there’s a tendency for architects to tailor their presentations to peers. In other words, to show what’s cool about the design or what’s interesting from an architect’s point of view about the work. And perhaps this is a little bit blind, or at least not thinking as clearly about what a prospective client will see or will want to see. [0:36:12]

In terms of websites, specifically we see most architect’s websites - and I’m going to speak in general terms - are all about me. In other words, look at me, or look at my firm or our firm and see what we’re about. And there are lots of images of projects, that’s a general rule. Generally not too many words, although there are exceptions. But this is something that works for certain purposes. It’s sort of like a brochure. You don’t have to print out brochures, you can just tell people, check out my website. But there are some problems with this, some limitations. Often people will make the site very professional and understated. And that’s fine, because you are professionals here, but you don’t want to be ineffectual. Is this a design project? Is it something that you want to make really cool or designed so beautifully without thinking about how it could work for marketing? All of you here who are taking this course obviously have been thinking about wanting to improve the effectiveness of the marketing. [0:37:22]

Now, part of the process here, in terms of a website, is to understand that a website is accessed by people who are doing research in various parts of the buying cycle. And I’ll be talking about the buying cycle a little bit more, but essentially they may not be ready to talk to an architect or a designer. They maybe just want to see who’s out there. They maybe want to find out about how a bathroom remodel
is planned, or code restrictions. They may be just looking for any type of information. If you basically are just focused on, here’s what we do, here’s some images of completed projects, then you’re not helping them when they’re doing that research. [0:38:16]

And that’s an opportunity you’re missing out on. Because you can be informative, you can draw people at different stages early on in that process so that they start thinking, Well, I want to talk to that firm in three months when I’m ready to start looking at this. And the big problem with websites, probably the biggest problem is that most people put up a website and it sits there and people don’t visit. You maybe tell people, "Check out my website!" But they don’t find it. Why? Because it’s not being linked to from other sites and Google isn’t showing it on the search pages. So it’s just not bringing in any new prospects and it’s essentially invisible to people who are searching. [0:38:47]

So let’s talk about acquiring clients. And before you get the opportunity to have a meeting or a proposal; before someone says, "Hmm, you know, you look pretty interesting and I’d like to talk to you," you need to be in a position where someone sees that you can solve their problem or fill their need. Now, sometimes they really know what that problem is—or the need is. They know that they need to get an architect to work on things or that they have a tricky design problem and they’d better get somebody to really figure it out, or that they don’t have any idea about budget or managing the project and they want to get a real expert on there. [0:39:30]

Well, how can you present yourself as an authority? And, in a way, authority is sort of a term that sometimes people say, ah, authority figure and things like that. There may be negative images. But I’m using it going back to its original source - author. An author is someone who creates content, creates information and shares it with others. How can you be someone who creates content that you share with others that’s useful information; and ultimately in a way that they go, "I like that guy," or, "I like that firm because there’s so much good stuff there that they’ve shared with me". [0:40:12]

Now they won’t care if you are the most expert, respected person in your business—at least they won’t care as much if they don’t think you care about them. So, in other words, of course there’s the classic problem of someone being arrogant; being an expert and all full of themselves. Well, you’ve got to show people in some way or another that you care about their problems. And the best way to do that is to give them some useful information before you ask—before you try to get something from them, like a meeting or a project. [0:40:47]

So in terms of the buying cycle, this is just a general term in any type of business. And it applies to architecture and building design projects just as much as others. This could be an individual, a couple, it could be a family, it could be a school board, and it could be a company that needs a new office. So it could be an individual or an organization. There’s some awareness that they need something or
something needs to change. They need to fix something, they need to add something but do they need an architect? [0:41:22]

So there are some needs that they may be aware of: *we need more space*, but they may not be aware that they need an architect. They’re going to do some research and education at some point about what options are available to solve their problem, their needs; and to see what others are doing. What are the latest trends in kitchen design, in green architecture or things like that? Who’s using what architects? Who’s using what firms? So there are things about "social proof" as a general term for seeing what other people are doing. [0:41:59]

So if they’re in one of these stages of just thinking about a problem or a need, if you can offer them the information that makes them, if they were looking at a remodel, say, "Here are some things that you need to be thinking about. You need to be thinking about budget. You need to be thinking about code restrictions. You need to be thinking about material choices. You need to be thinking about all of these things." Well, if you can educate them about some of those things, they’ll be thankful. It will help, perhaps, avoid problems for them in the future. And they may then go, "Boy, that website was really cool. I learned some good stuff. Let me go back and see what else they’ve got." And ultimately, they’re going to be more inclined to want to contact you. [0:42:42]

In terms of options, if you are showing things on your website, perhaps in regular pages or blogs posts about things like, "Hey, look at this neat LED lighting; that really is so natural and it’s got full spectrum stuff." So it’s really beautiful lighting and it’s much more energy efficient. Well, they’re going to go, "Wow, maybe I’ll be able to put that in and that’ll be good." So you’re educating them about options there. [0:43:12]

Now when they consider alternatives for what their problem is, there are many different things that might happen. And this is true in any business buying process. They may think about a bathroom remodel and just decide that it’s too much of a problem. And so they may do nothing. They may decide that the pain or the problem isn’t big enough to do something. They may decide to do it themselves. And, of course, for some projects that’s very, very legitimate. But for others it may not be, or at least it would be better if they used a trained professional or possibly they’re going to use a contractor. And I hate to pick on that, because I know that we have contractors in the course. But let’s say they may go for someone who doesn’t have all the expertise who will maybe build what they ask for but not what they really need. They won’t really evaluate the project in as much depth as an architect or a talented designer will do. And so the client will end up with something worse than what they could. [0:44:22]

So these are all alternatives. You want to be in a position with your website, ideally, and with other contacts that you’re doing in your marketing that you’re educating them why maybe non-action isn’t a good idea. *If you need a bathroom remodel, hey, it’s really not that hard. You’re going to love it so*
So you can make it clear that there are benefits and that the cost in terms of effort or inconvenience or things like that can be mitigated. So you can make them go, "This really makes so much sense and this firm is going to make it so easy for me, let’s talk to them because it just sounds like it’s going to go so well." [0:45:01]

Or, you can educate them about why do-it-yourself isn’t going to work in certain cases. And basically you want to put them into the mind frame that they really should do something with you or someone like you. And then, ultimately, you’re going to be on the short list of the solution providers. And they’re going to be thinking, "Well, we should talk to this person." You may have that short list just be one firm. That’s the ideal is where they say, "I’ve learned so much, I feel really good with these people, they know a lot; they’ve shown me they care." [0:45:34]

Maybe there’s been some e-mail correspondence, maybe there’s been some other things. But ultimately you want to be on the list that they consider that they want to meet with or talk with. And ideally, if you could have the short list be just your firm, that’s the best option possible. Because then as long as the project is feasible and they have the budget and all of that, then you’ve got a client. You’ve got a project. [0:45:56]

So, you need to develop a strategy that offers value and information at multiple stages in the cycle. And, ideally converge the visitor who just happens upon your site somehow into a lead. Someone you can stay in touch with and have repeated touch points. Sending them an e-mail occasionally. Perhaps, individually, but ideally you want to have it set up so that, with little effort, you can reach many people; ten, twenty, one hundred, or a thousand people with a single e-mail that only takes you ten minutes or an hour to write and reaches a bunch of people who go, "Wow, that’s interesting!" Ultimately you want people to know who you are, to like you, and to trust you. And you meaning you, your firm, your business and what you do. [0:46:45]

Let’s take a look at the internet marketing cheat sheet which I created. And this is something that you can download. And I guess I have that on the website. I don’t have the link here, so I will make sure that we have the link for that. So let me just bring this up and we’ll take a very quick view of this and see how this relates to the strategy that I’ve just discussed as well as the course itself. So Internet Marketing for Architects, that’s our course and that’s our focus. The strategies and ideas are really very similar to any type of marketing, and specifically, any type of internet marketing. But, of course, they’re being adapted and customized to fit the professional standards and type of esthetics that is appropriate for the industry. In other words, as a licensed architect, or an experienced building designer, or contractor, you have certain standards that you want to live up to. [0:48:09]

So how do you do something that will make you visible so that people find you? Encourage or make it more likely that you get traffic and visitors? Convert those visitors to leads so that you can stay in touch
with them? And ultimately, of course, the whole aim of this is to win a new project. So we’ll take a very brief look at this and you will be able to download this if you haven’t already, this cheat sheet here. So, visibility on the internet, if you’re seen on the search engine results page then you’re going to at least have a chance. If someone’s typing in “architect” and you’re seen on the first page in their town as one of the leading architects, they’re likely to contact you. They’re certainly more likely to than if you’re not on that page. Part of the process of doing this keyword analysis is understanding what people search for. And you have to figure out relevancy for your business. [0:49:07]

In other words, if you want to figure out what people search for if they were looking for you but didn’t know who you were. And you want to pick keywords that have some volume; meaning that there’s a perfect phrase that if someone were typing in that absolutely you’d be the perfect answer. But if nobody types that in then that’s not as useful as a similar phrase that maybe is more frequently put in. How do you find that out? We’ll be looking at that. [0:49:32]

SEO on-page, what do you do to do search engine optimization on your website in terms of the structure so that the Google and other search engines will recognize that there are different things that we can do? We’ll be looking at this through the course. And how do you actually make the individual pages or posts perform better that way. And what you can do off the page to primarily build up back links. To build up other places on the internet that will link to your site. And there are just a whole lot of different strategies here that we’ll be going into many of them during the course. [0:50:09]

And in addition to visibility, we also have a local directory with listings here. And there are some similar keyword analysis and category study which will help you to figure out what are the most appropriate ways to describe your business, to claim your listings that are already freely available on Google and others, and to submit to other services so that you can get listed in more places. And ultimately to optimize them with things on those listings that will make them stand out. If someone does find you on Yelp, you’ll have some reviews, and people will go, "Wow, this firm really does great work because there are some very positive reviews there." [0:50:48]

Social media, again, we’ll be looking at that as part of the course and seeing how that will fit in. It’s not a major part of it. You can see it’s only one part of this. Maybe it could be expanded in terms of the amount of space here. But we’ll do one out of twelve lessons on social media. Traffic—well, we’re going to be looking a little bit today on how do you set up analytics and track how many people visit. And, of course, we’re talking about search engine optimization to increase traffic, basically, so that if you’re seen in the search engines, you’ll get more visitors. Other things that are relevant to this is the more useful information that you have on your site, the more you’ll just tend to naturally attract links to your site and traffic—people coming back to your site. [0:51:35]
Paid ads, you can use them, and we’ll discuss them as part of the course. These can be useful to supplement your other efforts, just like the social media can be. But in general, where you can do it for free and get people to visit without paying, obviously that’s better. Posting—there are things that you can do to actually add information to other places on the internet and then get links back to your website. And, of course, you can make, or create, or at least publicize news about your firm. Press releases are just one example that will bring more traffic to your site. [0:51:56]

Now conversion is a very, very, very important part of this. We’ve talked about, how do you take people from being just a visitor who comes to your site and you don’t know who they are, to being a lead? How do you capture them as a lead? You need to have a way that they can opt-in for further contact so that they know who you are and have an e-mail address at minimum. You can offer things like a pre-recorded video or consultation or a little, what they call an “ethical bribe”. Basically something that is perfectly ethical. You’re giving them something of value and all you’re asking them for is a small thing like their e-mail address. How do you do that? Facebook “likes”, you can use Facebook and if they click the “like” button, perhaps offer them something nice. And then you can post something on your Facebook page and they’ll get notice of it. And this could have some effect. And occasionally you might want to work with a coupon that gives them either a discount on some special thing. [0:53:09]

Lead tracking; once you’ve got them as a lead, you want to be able to track how many leads are in there and what you’re doing with them. If you’re doing any other type of promotion or advertising, there may be ways where you have them call in one number if they see one ad or a different number if they see a different ad. So, this is sort of a general term for being able to track where people came from or website links. You can have links in ads or on other websites that allow you to tell where they came from. So essentially, you want to find ways to know what’s working and what’s not. So you put in effort where it will help you. [0:53:52]

And ultimately - and the course will not focus on this very much, just a little bit - you want to have the opportunity to meet with your prospective clients, make a presentation, give them a proposal and bid and negotiate ultimately to get a contract. Now, this becomes much easier if people know you, like you, and trust you, and already are inclined to work with you. So you’re not starting out cold, you’re not having to establish your credibility. They already think that you’re pretty cool, that you’re knowledgeable and they are already pretty confident that you could solve their problem. That’s what you want to be in, is where you’re the only one and you’re on the short list, and they already say, "I think this firm is the one that we’re going to work with." So the more you can do all of the rest of this here—and I’ll just get the map here—all the rest of this, the easier this last part will be. And the more chances you’ll have as well. [0:54:53]

So this page here, and I just realized that I have it opened up as a link. So if you go to www.internetmarketingforarchitects.com/intro - and I will put this in the member area. There’s a
twenty-four minute presentation I did on this particular cheat sheet. And you’ll also be able to download the actual cheat sheet here. So, I’ll make a note of this and I will post it in the member area. But you can do this right now if you want and you’ll get that reference.

[END OF PART 2 - 0:55:38]
Okay, so let me go to where we are in this training. So now we’re going to look at keyword analysis. And I can see that we’re already at a full hour, and I have two more modules here that are important content that I would like to cover today. I want to make sure, if there are some questions, before I go on, I’ll try to do a couple minutes or maybe up to five minutes of questions now. Let me just see here if any of you had questions. Alright, so looking here from Erich Karp, “Are you aware of the houz site? I have several clients that have used it to bring ideas to us.” I’ve heard the name but I haven’t looked at it. I will do some research on that. Okay. And, so there were some people having problems logging in but were able to get in. [0:56:39]

Okay, so one question from Elton Anderson, “Website—how important is the name? Twenty years ago the advice was given to have your name start with “A” as the person looks in the Yellow Pages in that fashion.” Yeah, that’s an old fashioned one, yeah, and I remember the firms where they would say “AAAA Plumbing” and things like that, so that they’d be the first one of the plumbers in that list and games like that. Well, in general, a website name should be easy to type in, memorable, ideally not hard for someone to remember. Those would be probably the most important things. You can have any name in the world. If it ranks highly in Google and people remember it and can type it in easily, it will work. [0:57:30]

That being said, branding is important. So if you’re Elton Anderson and you had EltonAnderson.com that would be really pretty cool. Or if there is someone that already has that, EltonAndersonArchitect.com - that probably would be really easy for people to remember and type in. Now there is a school of thought that says if someone’s typing in “San Francisco Architect” because they’re in San Francisco and they want to look up an architect, if you have the website “SanFranciscoArchitect.com”, it would tend to rank highly in Google. And that is true. For example, the website here, InternetMarketingforArchitects.com, if you did a search in Google for “marketing for architects” which is one of the top three searches I’ve identified for reaching my target audience. So architects who want marketing help, I’m now number three on that page because my website name has the word “marketing” or “architect” in it. [0:58:30]

On the other hand, another one of the search terms that I want to rank for is “architect marketing” or “architect marketing plan” or “tips” or things like that. And I’m not ranking very well for that. So the order of the words is hard. Now you can’t be perfect for everything. I mean after all, some people will type in one search term, some will type in another. So there are other ways that you can work with it. But we’ll be going into naming. And I think probably the key thing is just pick a name you’re comfortable with, that’s easy to remember, easy to type in, not super long. In fact, InternetMarketingforArchitects.com is a little long. I may actually buy MarketingforArchitects.com. There’re offering it for sale for like $1,700. I’m not convinced that it’s going to make enough of a
difference, but I might do that at some point—just to have a shorter name. [0:58:58]

But we’ll be talking about words and domain choices as part of the bonus module on setting up a website for the first time. And, of course, some of you who already have a website might look at that and go, *well maybe I should get a different name for my domain.* That’s fine. Although, obviously, if you’ve had a domain or a website for a while and it has some recognition you’ll want to - potentially, you can have some negative impact when you start over. Essentially, it’s sort of like moving to a new town or changing your business name, you sort of have to start a little bit from scratch. [0:59:38]

Okay, so anyway, Elton had a couple of related ones about a company name. And, yeah, a company name as well, “Elton Anderson Architect” is easier than “Elton Anderson Architect Planning and Green Design Services” or things like that. But, of course, you can have a longer formal name and a shorter name that you’re doing business as or that you’re putting on the website so it’s not a particular issue. [1:00:03]

Okay, and so I see some questions here from—there’s one person a long time ago saying that they couldn’t access the member site. I can’t help you right now with all of this, but certainly if you have some problems logging into the member site, then e-mail me and we’ll make sure that you’re taken care of. [1:00:23]

Okay, looking just at a last couple of questions, “What is the advantage or disadvantage of Dreamweaver?” from Gregory MacNeil. Dreamweaver is an authoring tool, a software for creating websites and web pages. It allows you to do very sophisticated things. And a web designer can certainly do great things in Dreamweaver. However, it does have a learning curve. I’d say, overall, although I use Dreamweaver, more often than not, let’s say eighty percent of the time I’m using WordPress without any other tools. In other words, I’m not using a web tool like Dreamweaver. Dreamweaver also costs some money, I mean, like five hundred bucks or some amount. So, free is good. But it’s the learning curve that’s probably the bigger thing. But if you’re a web designer, having Dreamweaver as one of your tools, I absolutely recommend it. But for you as an architect or an architecture firm, buying a web authoring tool like that, it’s not necessarily the best use of your time and money. [1:01:55]

Okay, and Juliano Mandinga, “What would be the cost of your team to build a new website?” I’m not going to go into that right now. We’re going to be looking at that later. I will be offering some services in conjunction with the course. Basically, if you are taking the course and you say, *well, this is really interesting and I really want to get going but I don’t have time, or, I’m just unsure of myself, can you do it for me?* We will offer some services. They’ll be sort of a menu of a few choices for that so you can get a little or get more; sort of a silver, gold, and platinum thing. But I don’t have the details on that. I will announce that and certainly for some of you, where you have some money or more money than time, or more money than your patience, it may very well be worth it to get professional help. Just like you
have your clients, yet you as a design firm to help them rather than doing it themselves. [1:03:32]

So, and Andrew has the last question right now is, “Are we supposed to sign up on Yelp?” So we’ll be talking about local listing services like Yelp in week number three. So I’ll just say right now that in general, the free listings you can get on Yelp or Google+ Local are very good. Free is good. Just do it quickly, get it up. Make it look good. But paying to have premium listings or advertising on Yelp is not necessarily a good idea. I’ve had some people tell me that they got a nice phone call from Yelp or other services, paid some money to get premium listings and didn’t get any clients from it. So, I’m not saying you shouldn’t, but I’m saying, look at it carefully it may not be the best investment. [1:03:22]

Alright, so I think I’ve answered a bunch of questions that have come up. Good. Let me go on now to keyword analysis. Now, this is going to be brief and it’s not going to be an exhaustive training on keyword analysis. but let me just introduce this as a concept and give you enough that you get the idea. So the most important thing to think about is if you’re here, you’ve already bought into the idea, you’ve already accepted my statements and premise that there are people out there who search for an architect or a design firm by looking on the internet, by typing something into a search engine. [1:04:22]

So, the question that I have for you is: what would people type into a search engine if they were looking for you and for what you had to offer but they didn’t know who you were? They didn’t know your name. Let’s say your specialty was green architecture and particularly about energy efficiency. Well, if they were in your area, maybe your local town or just a state or whatever your geographic area, and they typed in something, what would they type in? Would it be “green architecture energy saving remodel”? What would it be? [1:04:36]

So, you make a guess and in fact, you may also do something like basement additions or you may have other specialties that may be quite different. And some people do residential and commercial, or all sorts of different things. But the first thing to think about is what would people type in if they were looking for you? [1:04:57]

Now, you can try this yourself. In Google, type in some stuff and see what comes up. Now if you’re like anyone else, and like you would do for any other search, you’ll try variations. You’ll say, well that really didn’t give me anything very useful, and try some variations. And, at a certain point, you’ll hit on some terms that are showing. And perhaps your firm is listed. But let’s just say more likely you’re not listed but there are other firms, companies, designers, architects or services that are coming up that you could certainly say are competitors. So, who there is getting the business that could be yours? You’ve now made an initial guess as to what people could be searching for and find somebody like you. And so you want to start thinking about what would they search for, and then you want to work to make sure that you’re in the list that comes up. And ideally, near the top of that list. [1:06:20]
So we’re going to take a look at the Google keyword tool which will help you in the research. The first part that you can do in terms of this research is just to type into Google or into Bing—whatever, something like “architect” and see who comes up. And it won’t show architects in another town, it will generally show architects in your area because Google knows where you’re typing this in from, for the most part. [1:06:23]

So let’s look at the Google keyword tool. So, if I go to Google and I type in “Google keyword tool” - so I just typed in those specific words into a search, the very first listing will be “Google AdWords Keyword Tool.” So just grab the first one and it will take you to a Google page. Now, I’m already logged in to my Google account. I have a Gmail account and things. So Google knows who I am. So it’s taking me directly to my AdWords account. So AdWords is the account that you can have in Google that is for advertising. So, whenever you do a search on the internet Google makes its money from the ads that people have placed on the side that you can click on. [1:07:10]

Now actually I’m not logged in, because it’s showing the generic Google AdWords. And it doesn’t say my name. If I were logged into my account or if I went in through my account, I’d have some similar things but I actually could do more stuff. So if you are an advertiser you get some more things. But, primarily you can use this keyword tool here to type in something. So I’m just going to type in “architect.” Now, if you attended my Webinar on Internet Marketing for Architects, you saw something similar here. I’m going to type in “architect” and I’m going to type in “green architect” and I’ll type in “home remodel.” Okay, so I’ll just type in a few terms like this. Now, if I’m not logged in then I have to type in this CAPTCHA, which is this thing to prove that I am a human. And let me see if I can read what this is here. Okay, it accepted. By the way, it says “sign in with your AdWords log in” and then you get more information. [1:08:36]

Here it says that architect is a word that eleven million people typed in last month or in an average month worldwide. And 2.7 million in the U.S. local. Local, meaning the local country that you’re in. “Architects” with an “s”, 7.4 million, etc. “Green architect” is nowhere near as many, 33,100. But still, that’s a lot of people looking for that. And “home remodel,” 135,000. Now if we look down here, “home remodeling,” oh, 368,000. So, it’s suggesting that if you’re interested in home remodel and having a website there, maybe you want to think about “home remodeling” or “home remodeling ideas” or “home remodeling companies.” So you should look at a list like this and think about what might apply. So, “green architecture” actually has more than “green architect.” [1:09:31]

But think about it, if someone’s looking up “green architecture” or the word “architecture,” they may be just doing some research on the concept. “What is green architecture? I’ve heard about it," or, "I just
want to get some ideas about what would be a green architecture approach to doing a new office building?" Or things like that. They may not be in the process of buying or looking for services from a professional and just doing research. So, when you’re doing work on your website, you want to create content that helps answer a question. Google will say, someone’s looking for this information, and this website here is going to be a good solution for them and they’re going to be very happy that we referred them to it. So you want Google to see that your website is the perfect one, and they’ll put you on number one, or on the first page as the answer to the question. [1:10:27]

Now if the question is from someone who is looking for an architect, then they’re more likely to be in the stage where they’re thinking about talking to an architect or seeing who’s out there. So that’s a "buying" keyword or a "money" keyword. Whereas “architecture,” we’ll just say in general maybe less likely that they’re looking to speak to an architect right now. Maybe they’re just studying architecture; different architectural styles and things like that. So, as you go through this “home remodel loans,” well, most of you probably aren’t dealing with financing your clients, so you don’t want to be competing or creating website content that relates to home remodel loans or home remodel software or sweepstakes or things like that. But what would be something, home remodel ideas. Well, someone looking for ideas well, maybe they’re going to actually go ahead if you had something home remodeling and this is actually with two “l’s”—home remodeling contractors, if you are a contractor or you do design/build so you do both architecture and construction, maybe you want to be listed there. So, these are variations that you want to think about it. And, oh look, instead of “remodel” there’s “bathroom design” oh, 450,000. So that is much more searched than these other ones. So this gives you an idea of it. [1:11:54]

Now there’s this term here that says high, medium, or low that has to do with what’s called competition. And that is how many people are advertising for that word. So “home remodeling”, there are a lot of individuals or mostly companies that are advertising. If you typed in home remodeling, you would see a list of firms and probably hardware or building supply stores that are focused on that business. And there will also be ads on the side. There’ll be as many ads as Google cares to put in, and people have to pay a lot to get an ad there. Now “architecture,” low competition, because people just aren’t advertising for that word architecture very much. “Green construction” is medium here and things like that. [1:12:17]

So, what you want to do—and this is a very quick introduction—is you want to find things that have reasonable search volume, but ideally, not high competition. At least that’s one way to think about it is that you’re not competing with lots of other firms trying to rank for that. Now, let’s try a variation here. Let’s just try “architect” and “San Francisco” since I’m in the San Francisco area. And let me just copy this and paste it in here and then do a search. And now what we’ll see is that there are many fewer searches for that. Now this isn’t exactly the same results as if someone was in San Francisco and they
typed in the word “architect”, but it does give you some sense of local searches. And if you do your own city, or town, or state you will see some differences here. [1:13:38]

In general, this gives you some guidance on the volume in your local area for particular search terms. And maybe there’s an area where remodeling is much more prominent than something else. Or maybe, if you’re in the U.K., they have extensions rather than additions. They have a different term for what we would call in the U.S. more commonly an addition to a house, they call it an extension. Things like that. So this just gives you some ideas here. And the basic thing that I want to point out is that you can get some metrics and you can also get some suggestions for things. [1:14:28]

Now if we go back to this here, about keyword analysis, you can enter some possible search terms or phrases and see the results and look at alternative phrases. And know that "long tail terms", which are ones that have two or more words. Sometimes they have even four, five, or six words like, “how to do a bathroom remodel”, things like that. Or “budgeting for a new home” or something like that. They’ll be less competition if it happens to be your specialty and it describes it perfectly, you may actually want to optimize your website or pages on your website for some of these things. [1:15:08]

So many of you were on the Webinar that I gave on the Internet Marketing for Architects. And one of the firms that’s very successful that I’m using as a role model is called Modative. And Modative, and I’ll just bring up their website here and I’ll just show you the—if we do a search here for “modern architect Los Angeles,” you’ll see that Modative is the very first listing. They’re a four person office and yet they’re number one among fifty-two million results. And why is that? Because they optimized their website to be good answers to the questions. And also, you’ll see things like having the words “modern architects” on the page and in the heading here can make a difference. [1:15:57]

I’ve already gone into that Webinar, it’s just some of the other things that they did. But I’ll say that they found that some of their key business is on a certain type of project. Let’s see, what is Modative? If we go to Project Delivery, there is a type of project. There is a type of project that’s fairly unique. I guess it’s a term of it is based on a Los Angeles city ordinance that allows lots to be subdivided so you could build multiple units on them. And there’s certain criteria for it. And it’s proved to be quite effective at increasing density in Los Angeles in a smart way. And there are a lot of developers who are interested in building this type of thing, and they’re talking to firms like Modative to plan out their development into multiple units. [1:17:05]

So they’ve found that this particular thing, which is not searched for a lot, but it’s perfect. Anyone who’s searching for small lot subdivision will find Modative. And they are really ideal prospects for them because they are really good at that, they have a lot of experience, etc. So they’ve actually optimized a
part of their website for it so that if someone’s looking for small lot subdivision they’ll come up. And they have a lot of explanation of it. And here’s the small lot subdivision guide. So here’s what we call a lead magnet. Someone might want to research it, get this guide, and they’re offering that guide if you put in your e-mail address. [1:17:22]

So, if we go back to this thing here, long tail terms like “small lot subdivision” in their case and for you, will have less competition, will lead to more people—more direct need—there are people that need to speak to you or someone like you, ready to take action. They’re specialties. So you can easily establish yourself with something. So, maybe it’s green bathroom remodels, or maybe it’s low water usage landscape or something like that. These could be terms that are not widely searched for but are perfect. And if you can be on the first page for that, you’ll win business. [1:18:08]

So the basic strategy for internet marketing is to research keyword phrases that are relevant that definitely relate to you. You don’t want to show up on someone who’s doing a search for hospital architect if you don’t do hospitals. But find ones that relate to what you do and decide on a small number of primary targets. I don’t expect you to do that today but this is sort of the general strategy. You’re going to, ultimately, as you get clearer on this, build content. Put things on your website that answers those questions that are behind those keywords. If someone types it in and they have a question or a need, put content on there that will make both Google and the visitor feel like, I’m so glad I found this site. That’s really interesting or useful. And you’re going to provide a good solution for the question that is being typed in. So that’s your strategy for keyword analysis. [1:19:30]

Now website analytics is the next subject here and it’s the final subject for today’s lesson. And that is, how do you know where you are and where you’re going and how can you track your progress? To take any type of journey, you need to know where you are now, and you need to have an idea of where you want to go. Now, where you want to go—let’s just say in the general term is to have more business and more of the right type of business. Profitable with clients that you enjoy working with that are the right type for what you do. Keyword analysis and search engine optimization and traffic are part of the destination; you’ll generally get more work in if you get more people to see your firm and to have contact with you. So that’s part of it. [1:20:18]

Now, analytics is like a GPS system. Where are you right now? And how well are you doing as you progress along the way? So in this case, we’re going to measure several statistics. Now, it’s not like you have to do a whole bunch of things for each one of them. There are some tools. And the one that we’re going to look at briefly is Google Analytics that will automatically measure these things. And there are more statistics, but these are the key ones. How many people visited your website in a day? Is it two people? Is it twenty-five people? Is it five hundred people? Now as an architect or a small design firm,
five hundred people a day would be amazing. If you had ten people a day, that’s three hundred a month. If five percent of those actually contacted you to talk about a project, that’s fifteen people in a month. That’s probably more than everyone on this call has had in the last month. [1:21:16]

So you don’t necessarily need that many people per day if you have a regular flow of traffic and you have a way that even a modest percentage are encouraged and want to contact you for work. How many people are visiting in a day or a month? And visitors can be measured two ways: number of visits. Which really I should but up here, and how many unique visitors. So if fifty people came in a month, but they came an average of three times, you might have 150 visits. And that’s different than a 150 people coming at once. Now, to some extent, you may say that you want more people to come to my site. But, on the other hand, if people come back to your site, that shows more involvement, more interest, and therefore more likelihood that they’re going to contact you. [1:22:14]

In fact, another way that you can measure their involvement is the average length of their visit. And you don’t have to do this manually, the analytics tools will say someone came on at a certain time and then they closed the browser window or they went to a different website at a certain time. How many seconds or minutes did they stay on your site? If they come to your site and leave ten seconds later, you know you did a bad job. I mean, of course sometimes people will do that because they’re just busy or you’re just not the right solution for them. But in general what you want is for people to spend some time. A minute, five minutes. If you can get them to spend ten or twenty minutes on your site, boy you know that they’re taking a serious interest in it. So if you can increase the average length of visit, that’s saying something—that you’ve done a good job of making your site interesting. [1:23:01]

The number of pages per visit is another way to measure that. If they click around to look at different things, that shows more involvement than if they just look at one page or a few pages. Now you can also learn from the analytics where people came from. Did they type into a search engine? An organic search means did they actually see a listing in the natural search results and click on it, or did they click on a paid ad, which in many cases will be the ads next to a search. So, it’s not that that’s bad, but paid ads cost you money and, in fact, there are some statistics that say people will not only click on the organic listings more often, but they’re more likely to trust a link that they click on that way than a paid one. [1:23:50]

Now, if people didn’t trust paid ads just because they were paid, then no one would advertise. So it’s not like you can’t use paid ads, but it’s a different metric. And, in fact, paid ads can be very good for getting started with certain things. You can actually just pay to get people to come to your site by saying, "I’m not ranked on the first page of Google, but I’ll pay to be on the first page in a paid ad," and certainly there are times when that can be justified. But if you want to measure that, you want to see
how many came from one source or another—how many came from other websites. Perhaps you start seeing some things that are coming from other websites, you want to look at that and possibly run with it. In other words, make it happen more. [1:24:34]

Search terms—what are they searching for? Well, sometimes you can see they typed in certain search phrases and you can say, "Ah, I thought they'd be typing in such-and-such, but instead many of the people coming to my site are typing in something else." So, you may then make a decision to more actively cultivate that traffic source so that you not only get them to visit but also to stay and want to contact you. Or you can say, "Why aren’t we getting traffic for hospital design? We do hospitals and we’re getting traffic for commercial stuff, but that’s not what we want to do." Well, you want to figure that out. And so the search term analytics can be very useful. So you can decide what areas to focus on in there. [1:25:30]

So I’m going to show you an on-screen report from Google Analytics. This is for my website here. Actually, I will show you a report first from a different one. So, one of our clients in the Case Study program is JHD Architects in the United Kingdom, in Campton Sussex. And I can go here to standard reporting and we’ll see the number of visitors and in the last month. So they have two hundred and eighty-three people visited this site; that’s unique visitors. Three hundred fifty-three visits. So, some people came back a second and possibly a third time. Four pages per visit, that’s actually pretty good. The people who visit are actually spending a little bit of time. They’re spending three and a half minutes here. Now, this is a site that has not been optimized very much. In other words, we’re working with them, but we were working just in the last couple of months just on getting them ranked better and we’re redesigning the website but it hasn’t been deployed. In other words, this is still their old website. [1:26:29]

We’re looking here at June to July. Let’s go back to a different time, say, before we started working with them. Say, the month of April. So I’m going to go to the month of April here and remember this was 283 and 353. I’ll say apply and you’ll see 188. So, in other words, we’ve increased the number of visits from one 188 to 250 or something like that. And the number of visits from 226 to 300-something, I can’t remember the numbers now. But we definitely, in a couple of months of just getting started, we’ve increased the visits by probably more than fifty percent. So, that’s just getting started. This gives us some idea, hey, we’re moving in the right direction and we want to move further. Obviously if we can double the traffic or triple it, we would expect to see some more business, some more inquiries. And, in fact, JHD has actually gotten significantly more inquiries from their website recently in part because people are coming from certain links like a press release that talks about their work. And they’re coming from that perhaps and saying, "Hmm. I want to talk to this firm because that’s an interesting story." [1:27:42]
Now, let’s take a look at the code. I am going to show how you sign up for Google Analytics. Do a search for “Google Analytics” and you will find a page where it says “sign-up for this”. It’s free to sign-up for it and you just follow the basic directions. I may create a little website demonstration of it and record that as a little bonus module. But right now, let’s say that we have signed up, and what you’ll end up doing is creating a — and here you’ll see that I’ve got a bunch of websites that we’re not so much managing, but we’re monitoring and doing work with these clients. But here’s one from my own, from Bobrow.com. And so here we’ll see some statistics. Well, I have, in the last month, 2,600 people visiting my site. So, we have a lot more traffic here. 446 visits a day in the month of April for Bobrow.com. [1:28:43]

But what I wanted to show you is in the admin area, once you setup an analytics account, in the admin there’s what is called “tracking code”. So, the magic of this is you go setup an account. After you’ve got it up you just open an account and you tell it what the name of the website is and its address. You then get the opportunity to create a tracking code. And there are some choices, like I’m just doing a single domain; Bobrow.com as opposed to Bobrow.uk, Bobrow.cn or something like that. These are just some of the variations. But basically all that we had to do was copy this text and put it in a very specific place on the website. And then every time someone visits that page or all of the pages of the website, Google will do some tracking. It will just figure out when they came, when they left, how many pages they visited and things like that. [1:29:43]

So setting up Google Analytics is pretty easy. Do a search for Google Analytics, find the page that says sign-up for it, just follow the simple instructions, tell it what the name of your website is, and then you’ve got an account. And then go to the admin area and get the tracking code. Now for those of you who are setting up your first website, that will be included as part of the bonus module on setting up a website. And for those of you who already have a website and WordPress, we’ll be looking at some easy ways to get that in if you don’t have it. Probably the most important thing to say is that this is easy and you should do it as soon as possible, because it will help you to see your progress over time. [1:30:30]

If you start improving your website and you haven’t tracked it, you won’t know how much of a difference you’ve made. If you track it beforehand you will have at least some satisfaction of knowing how much you’ve improved it. If I look at Bobrow.com here in terms of my tracking and reporting and we look at a different time frame, let’s just say that was April of this year and let’s compare this to, let’s see, if I do this 2011 — so remember this was 2,631. And I saw approximately 375. So I went from a year ago, 375 people visiting my site to 2,600. So I have now, I don’t know, what is that? Seven times as many people in a year. [1:31:20]
So, one of the things you need to think about is this is not a sprint. It’s not can you get to be number one in a month. It’s how can you develop your marketing in a way that over months - and ultimately over years - you’re in a better and better position where you’re reaching more people and developing a relationship with them so they go, “You know, I really like this company or this person and I want to talk to them about my job.” [1:31:49]

So, let me see, I think this is drawing to a close, here. Where to go from here right now and then I’ll take the questions. We’re a little bit over the hour and a half. I sort of figured this might happen. But let’s just say here, here’s some homework. Think about keywords and what would someone search for to find you? So, start thinking about it. Play around both with real web searches and see who’s listed when you type in something that ideally you’d come up, and check out their websites. See what they’re doing. [1:32:29]

You may find that they’re doing some wonderful stuff. You may find that their websites aren’t that great. And, in fact, what we’re seeing is that people are coming up on the first page for a variety of reasons, but in many cases it’s very easy to outrank them because they aren’t really doing a whole lot of stuff. And if you just are using some smart strategies you can very quickly come up in the list. So, there may be some very savvy competitors around you, and it may be harder and it may be harder to get up into the top three. But generally I would say, for many searches you can quickly, within a month or two, get at least onto the first page. That would be sort of a general statement. [1:33:15]

So play with the keyword tools to come up with variations and see what that has. And I want you to think about what is your unique value proposition? This is a term used in marketing; in general, it makes you special. Okay, why would someone want to work with you? Now, you don’t have to be the best in the world, you just have to be a good resource that you can say, "We do this better than many others." And, in fact, if you do it better than the others in your area, that’s just fine. You don’t have to be the best one in your country or the world. You can just be the best one in your town, or at least one of the ones in your town that does a really great job. But what is it that you do well? Is it that you really hold the client’s hand, you help them to understand better? Or is it that you hold the budget and timeframe of your projects to a minimum? Is it that you have a great relationship with the city and you can get things permitted? What is it? Is it your amazing design skills, that you can solve really challenging stuff? What is it? [1:34:18]

Think about that if you haven’t already. And then we’re going to be developing that as part of your content. Because you want your content to answer the keyword questions, in other words, what are people searching for? As well as why should they pay attention to you. So set up a Google Analytics account and install a tracking code or have it done, that would be something to do soon. I’m not saying
that you have to do it next week, but ideally do it soon; sooner rather than later. And look over your website if you can or when you get a chance with a fresh eye and imagine what a visitor who just has searched for something and they find you. What would they see? Would they see something interesting? Would it answer questions that they have or would it just be about you? Think about how they would see it. [1:35:08]

So next week we’re going to look at on-page optimization, developing content for your website that answers these questions for keywords and establishes your unique value and gives information that people go, "Wow that’s interesting!" We’re going to look a little bit at how a site is set up for navigation, how easy it is to find your way around and see what’s there. And some of the things that are easy that you can make the site look better. Some general rules for design of a website and for dressing it up.

[END OF PART 3 - 1:35:42]
So at this point I’m going to open it up to questions again. And I see that there were some questions typed in during the last twenty-five minutes, so let me see what they are.

Q: So Bart says, “What do you think about multi-lingual pages? I mean that have a couple of different language versions?”

A: Well, I think that a multi-lingual client base or working in different countries, you probably do want to serve your clients. If they speak one language and they come to your website and it isn’t in their language, that’s not going to be ideal, particularly if you are going to want them to think of you. I think that that’s a more challenging question than I want to address right now. I’ll say that I’m sure you’ve seen some sites where there’s a little flag in the corner and you can click on it and all of a sudden you get the English version or the French version or things like that. You could do that. You could have other ways where you have some links that will show certain things. Or even on the same page, have information in more than one language. But that’s an interesting question. [1:36:52]

Q: Doug Coe says, “Isn’t it important to include my local city in the keyword or people across the world will find me?”

A: Interesting question, very relevant. Yes, if you were to optimize your site for “architect”, well you’re not actually competing against architects all over the world. If I type in the word - I’m just going to Google and I just type in simply, “architect” what comes up? Architects here in my area. Here’s the map of architects in San Rafael. All of these listings on the first page, all of these firms are in San Rafael, my town. Now this is also showing Architect Magazine and something from the US Bureau of Labor and things like that. But, a majority of the page, Google understands if someone types in an architect, they probably want to find someone in their area. So, your website should have information that geo-locates it. It basically helps Google to understand where you are located. Even putting the address of your office is helpful. [1:38:02]

But there are other tricks that we’re going to be looking at that will make your website content more specific to that area. And then, even if someone just types in “architect” or “home designer”, Google will in general, even for many of these searches, will come up with local results. On some cases if you type something in and it doesn’t come up with local results, then think about what your prospective client will do. They’ll add the name of their town in so that they’re all of a sudden finding someone in their area. So your content should have that in it. But the website search doesn’t necessarily have to
Q: Tom Downer, “What does competition mean?”

A: I did go over that—what does competition mean—in the Google keyword tool. It has to do with how many people, or how many, relative to other search terms, how many advertisers are trying to get an ad posted. And in general, you can have ads that go from anywhere from a few pennies per click to tens of dollars per click. If you were to do a search for something like “laser surgeon for eye care” or “Lasix” or something like that, you will find that the people who are advertising for that are spending ten, or twenty, or thirty dollars for every click. Why? Because it’s known that if someone is typing in “Lasix surgeon” and they’re likely to be considering Lasix surgery and that’s going to cost a bunch of money. So people will spend a lot of money because if someone clicks on an ad, well, they have a decent chance of getting some business. Whereas if—there are some other ones where people aren’t advertising just because it’s a more general search term. So, anyway, competition affects the bid price because Google prices its ads, to some extent, based on how many advertisers want it.

Q: Peter Andreassend says, “Are you suggesting that a good ad word should be in the name of the website?”

A: Well, I mentioned earlier, the name of the website ideally should be memorable and short enough for people to type in easily. If you are able to put in or it works out that you can put in the name of the site or the name of the keyword, then that’s not bad. For example, one of our clients is Chris Sinkinson in the U.K. His company is called “Homeplan Designs” and his website is www.homeplan-designs.co.uk. Well, if you look up “home designer” in his area, Lytham, he comes up naturally in part because he has the word “home” and “design” in his company name and in his website name. That helps. But frankly I think it’s overblown. There is a theory that if you’re based in Santa Cruz, you might want to buy the term SantaCruzArchitect.com or SantaCruzArchitectNow.com or variations. And I’d say it probably does work. But frankly I think most architects and design firms would prefer, and it really isn’t a big problem, to rank with your name. So let’s say if you’re JohnSmithArchitect.com and you happen to be in Santa Cruz and you have content that’s related to that, you can still rank for it without giving up your name and your brand just for the sake of ranking. It’s sort of like those people who name their company “AAAAAAA Plumbing” because they wanted to be number one in the Yellow Pages phone book. Well, I think that’s rather boorish, frankly. That’s my opinion, anyway.

Q: “Address help or hinder city or suburb?”
A: Well, we’ll be looking at local listings and stuff, and some of these things as we go on.
some rules of thumb that we can use that may help.

Q: “Office type, bricks and mortar versus virtual office? At one point Google showed my residence as my office.”

A: Yeah, there is some impact on that. Certainly the location of your actual office address can affect when you’re shown. So, for example, let’s say you’re in the center of San Rafael, which is a town of fifty thousand people. Not a lot of people in this city. You’re going to be tending to rank better than someone who’s on the edge and in the hills. That isn’t a dominant factor, but it is somewhat of a factor because Google will look when someone types in “architect San Rafael” they will look to see how far away it is. And so if it’s half a mile or a mile, it’s better than if it’s five miles away. Things like that. [1:43:12]

And a virtual office—a home office probably doesn’t matter to Google so much. It may matter to clients. Although, more and more lots of people have home offices like, I do. But sometimes there can be an advantage to setting up a virtual office. One that looks like you’re based in the downtown area, gives you a real physical address for receiving mail, and Google thinks it’s a legitimate address, even though you work 99% of the time at home, but you actually have a place where you could meet with clients there. These are sort of ways to trick the system and they can be helpful. But I don’t think they’re essential. [1:43:51]

Q: Steve Pribyl said, “You mentioned searches on city name/architect. Is there any advantage to purchasing the domain name, mycity/myarchitect to use as a pointer to your website?”

A: Yes, that can be. So, you’re based in L.A., so if you were able to get LosAngelesArchitect.com, it might actually help. But, it’s probably already taken. So, are you going to go for CulverCityArchitect.com or whatever? Well, you could try variations. I think that these are strategies that can be helpful, but frankly I’m not going to recommend to everybody to go out a try and grab that domain name. And maybe it’s just a matter of my taste, I just don’t think it’s got class. But, there’s a good case to be made that having a website with a city name in it can be useful. [1:44:45]

Q: Peter Twohy, “Is there a video in the WordPress training, for instance, serving the Google Analytic site?”

A: I do believe so. So on the website web mastery training, if we go here to, let’s see, WordPress training. I go to this and if we browse through it, you’ll see how to install WordPress. And if you scroll through how to install plug-ins, how to install this. Let me just type in—I’ll do command “F” which will
Q: Andrew Fedorowicz, “Is WordPress all I need to get into the script of my website so I can manipulate it?”

A: I’ll put it this way, if you have WordPress, you can get into the scripts for the site, the backend, without any other tools. You don’t have to buy Dreamweaver or anything else. If you don’t have WordPress, and you are using just general HTML sites, then you probably need some type of authoring tool, some type of professional web development tool to do that. Now, that being said, there are other alternatives to WordPress. There are other services where you can get websites done and may be just as easy as WordPress. But WordPress, I think, has the best combination of support plug-ins that do almost anything, it’s free to get started and well respected by Google and Google is very happy to rank a WordPress based site. Things like that.

Q: Ruben Ojeda, “If you have a website, is it possible to modify it or does it have to be redesigned to take advantage of these tools?”

A: Well, that’s sort of a question similar to a house or an office building. Do you need to tear it down and start over? Or can you leave the basic structure and just modernize it? Can you tear out a couple of walls and make it better? So, let’s say in general that it would be a case-by-case basis. But, you can certainly do a lot of the strategies that we’ll be talking about on any website. But it may be harder to do it in an HTML website. In other words, when it was done in Dreamweaver than in WordPress, you may not be able to do it yourself, so you’ll need to pay somebody else and wait for them to do it and go back and forth as they do it to give them feedback. Whereas WordPress you can pretty much do it and see the results instantly. So, let’s say a general suggestion would be to consider porting your site; migrating it, redoing it in WordPress, if you’ve got it in something like a Dreamweaver or some other site. I wouldn’t recommend it to everybody, but I’d say that’s something to consider. And if you’re not very knowledgeable, if you sort of want good general advice, I’d say that’s probably a good way to go. So we’ll be talking about how you can do that.

Q: Marek Stoklosa, “In Google Keyword, there’s no rating high, medium. Should the website focus on that to be unique?”

A: I’m not quite sure what you mean. When you’re figuring out keywords, generally you want a combination of something that’s relevant. In other words, you want to look at things that relate to what bring up the search within the page and I’ll type in “analytics” and here, “How to Add Google Analytics to WordPress.” So, that’s one of them. Okay. So that will be a short description of that. Good question Peter, thank you.
you do. You want, ideally, things that have some search volume so that it’s not totally obscure that no one ever types in. So you rank number one, but no one ever types it in? That doesn’t help. And competition, high, medium, or low—there are some different factors there. I wouldn’t weigh on that so much. Probably the most important thing with the keyword thing right now is to look a little bit at the overall numbers, like what’s being searched for more rather than less, and look at the ideas. In other words, it suggests different idea and alternatives as a sort of brainstorming tool. [1:48:49]

Q: Marek continues, “Can you add a subtitle to the words to the website to signify the region?”

A: Yes, absolutely. On any page you can have subtitles and you’ll find on Modative, for example, that this says, “Small Lot Subdivision Architect.” That’s the page here about this, whereas if we go to their main one, it says “A Modern Architectural Firm.” So they have, you could call it a subtitle here. It’s actually technically a heading on the page—a headline would be another term for it. And Google is saying, “This page is about modern architecture.” Whereas the previous page, it’s going to say, “This page is about small lot subdivisions.” Okay, so putting in what you might call a subtitle, but it actually would be a heading or a subheading is very useful. [1:49:41]

Q: Another last question from Marek, he has a bunch of questions. “Can I use WordPress for setting up the website?”

A: Yes, and we’ll be talking about that.

Q: “Is Apple Web Design tool okay to consider?”

A: Frankly no, I think it’s too limited it’s really more for home use in general. And I think Apple is even—I don’t know if they’re discontinuing it. I’ve heard people saying that their mac.com—I forget what it is. Some of their things are being discontinued. They’re always changing it. I just don’t think it’s probably the right solution. [1:50:18]

So we’ve gone almost two hours. So you got some extra material here, but hopefully you’ve found this useful and I do appreciate your participation and your questions. Feel free to send me more questions by e-mail either about this topic or about upcoming ones, and I will try to address them either by e-mail or in many cases, through the presentation. [1:50:54]

This has been recorded, and hopefully everything went fine and I’ll be able to post it on the website. We’ll go back to the website here. So, here again, here’s our website www.internetmarketingforarchitects.com and go to Architect Marketing Course, Course Outline. That’s
where you’ll see the outline here and we are on Level 1, Part A. And when I’m done processing the video, it will show up on this page with this outline possibly as is or maybe I’ll play around and make it a little bit more legible or nicer looking. [1:51:33]

So I want to thank you all for your participation. I’m really excited to be getting going with this. I hope you are too. I think we’re going to have a good time together. You’re going to learn a lot and I think that it will be a transformative experience for you and your business, at least that’s my aim. And I hope to hear from you about your progress and your “ah-ha” moments—what did you learn that you go, oh my, I had no idea! And, of course, ultimately what I’d like to see is you having more visitors, more leads, more prospect, and more work. This has been Eric Bobrow, thanks for watching.

[END OF PART 4 - 1:52:13]