

I was blackballed (and reinstated) by Google

Website design and optimization for management consultants

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Strategy development and execution

- ◆ Choose your constituencies
- ◆ Determine objectives for each
- ◆ Design individually for each audience
- ◆ Figure promotion strategies
 - ◆ *Person to person*
 - ◆ *Traditional media*
 - ◆ *Web promotion*
 - ◆ *Search engines*
- ◆ Execute

Constituencies (audiences)

- ◆ Clients
- ◆ Prospective clients
- ◆ Consulting partners
- ◆ Vendors
- ◆ Product customers

Do you have multiple consulting “product lines”?

- ◆ Does each one deserve its own domain / website?
 - ◆ *Management consulting*
 - ◆ *Speaking*
 - ◆ *Publications*
 - ◆ *Expert witness*

Possible strategies

- ◆ Strategy #1: Sales support
- ◆ Strategy #2: New client prospecting
- ◆ Strategy #3: Client support
- ◆ Strategy #4: Full collaboration

Website structure and design

- ◆ Match design to strategy
- ◆ How much “multimedia” is right?
 - ◆ *Flash? RealAudio and/or Video?*
- ◆ Changing content, pro and con
- ◆ Do it yourself, or use a web site developer?

- ◆ Web site hosting
 - ◆ *The good, the bad and the ugly*
- ◆ E-mail and newsletters
- ◆ E-commerce issues
- ◆ Should you have interactivity?
 - ◆ *Forms, search, chat, AI, and live help issues*

Web site promotion

- ◆ Traditional marketing methods
- ◆ Internet and e-mail promotion
 - ◆ *Advertising on other web sites*
- ◆ Search engine optimization
 - ◆ *Should you use professional SEO?*

My Search Engine ranking experiences

- ◆ How I got “blackballed” by Google
 - ◆ *... and how I got reinstated*

What search engines look for

- ◆ On-the-page data
 - ◆ *Page title*
 - ◆ *Text (headlines, first paragraph, body)*
 - ◆ *Meta-tags*
 - ◆ *Image tags*
 - ◆ *Comments*
- ◆ Off-page considerations
- ◆ Pay-for-placement programs

Optimizing your site(s) for getting found

- ◆ Analyze yourself
- ◆ Analyze your competition
- ◆ Make changes as necessary
- ◆ Monitor the results and keep making changes as needed

Summing up