

# 7 Common Internet Marketing Mistakes that Companies Make

by **STRATEGY6**

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# Mistake #1: Letting a company run your Pay-per-Click campaign and paying them a percentage based on how much you spend.

Why this is a big mistake?

Say you own a Jacksonville furniture store and you hire Joe Blow Marketing Co. to run a PPC campaign for you. You and Mr. Blow agree to budget \$1,000/mo + a 15% "management fee."

Mr. Blow now has an incentive to direct as much traffic to your site as possible in order to exhaust your budget and earn the maximum management fee. Instead of bidding on keywords that can bring you customers (e.g. Jacksonville bedroom furniture) he bids on anyone and everyone who types "Jacksonville" into their search engine.

[Jacksonville Swinger Clubs](#)  
Lowest Prices—Best Furniture  
Call or visit today!  
[www.bobsfurnitureemporium.com](http://www.bobsfurnitureemporium.com)

Which means if someone searches for "Jacksonville swinger clubs" your ad could look like this.

Mr. Blow will also utilize dynamic keyword insertion to increase the number of people that click your ad.

Think of all the people that will click your ad, be taken to a website about furniture and being utterly confused. No, they won't buy any furniture. But they will cost you a buck or two for their click. Now multiply that scenario by the dozens or hundreds of times similar incidents will happen every day. The end result is you'll be spending hundreds or thousands of dollars per month getting people coming to your website that won't buy anything. But Joe Blow Marketing Company and Google will make out like a bandit!

## **Mistake #2: Buying “clicks” from a marketing and advertising company.**

**Why this is a  
big mistake?**

Some marketing companies don't charge based on your ad spend. Instead, they will sell you a certain number of clicks as part of an advertising package. These packages can range in cost from a few hundred dollars to a few thousand. You may think, "Wow! I can get 500 people to look at my website for \$1,000 bucks!" But how will you know they will be qualified visits? In other words, how will you know they will actually be searching for a product or service you offer. You don't. In fact you are probably getting very low quality search traffic.

This brings me to another point...

Don't perform any paid search marketing without first seeing a list of the keywords you will be bidding on. If you see keywords in the list that have little if any association with the products or services you offer, you are probably better off not bidding on it.

## Mistake #3: Buying SEO Services from a Yellow Book/Phone Book Company.

**Why this is a big mistake?**

They make a great pitch. If you didn't know the SEO landscape you'd think it would be dumb to pass up the opportunity. But...

When you do the math, you are paying anywhere from \$100.00 to \$160.00 per each low quality link.

Let me let you in on a little secret: you can hire someone from India on elance.com to do the same thing for around \$25—\$30.

In fact, if I could look myself in the mirror every morning, I'd do the same thing and farm the project out to India, and laugh all the way to the bank.

Google isn't dumb, it knows a low-quality link when it sees one. Don't get me wrong, having a link is better than not having a link. But if you ever plan to dominate the search engines, you need high quality links from authoritative websites. Let me let you in on another secret: high quality links can take a lot of time and effort to get but just one or two can go a long way to helping your website rank better. In fact, one or two links from authoritative websites can do as much good as hundreds of low quality links. Which would you rather spend your hard-earned money trying to get?

## **Mistake #4: Not having a SEO campaign at all.**

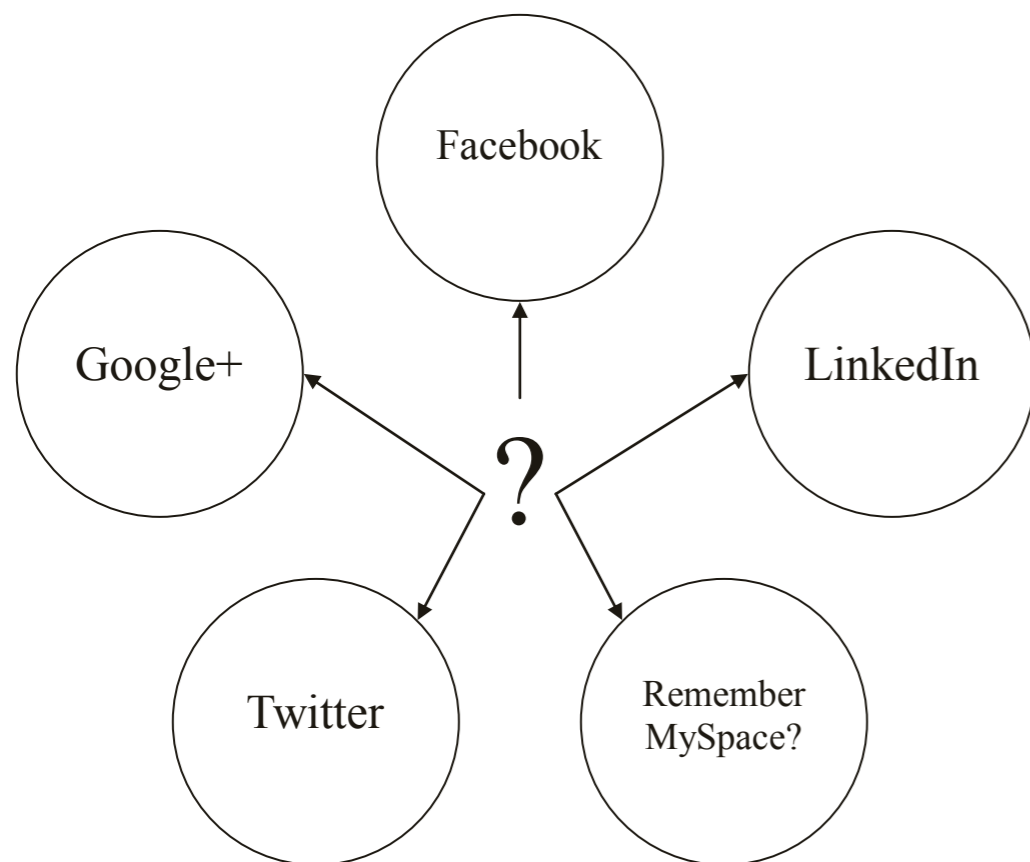
***Why this is a  
big mistake?***

After reading #3 you may be tempted to just throw up your hands and say "to heck with it! I don't need no stinkin' SEO campaign." The problem with that thinking is the fact that, rather depressingly, SEO is a zero-sum game. If someone goes up in the rankings someone must come down. If your competition has an ongoing SEO campaign and they are climbing in the rankings then you, most likely, are falling in the rankings. With many more people turning to Google than to the yellow pages to find a local product or service provider, this is bad news for you.

## Mistake #5: Not having a LinkedIn account

Why this is a big mistake?

It seems there is a new social network every month. And all the leading marketers are clamoring to say, "you need to get on this one!" It can be overwhelming. But let me let you in on another secret: if you don't join any other social network, at least join LinkedIn. You don't have to actively work it (but obviously it would be better if you did). Even if all you do is set up your profile and make as many connections as you can think of, that will be a good enough start.



Are you **LinkedIn**?

In 2010, I won the biggest account my company had ever won up to that point just because I had a profile on LinkedIn and because I was friends with someone who was friends with someone looking for a web designer. I probably hadn't logged in to LinkedIn in over three months, but just because I was on there and had a few connections I ended up getting a huge account. You never know who is out there looking for what you have to offer. At least sow some seeds on LinkedIn and see if anything grows.

## Mistake #6: Purchasing banner ads because you think it will boost your search rankings.

**Why this is a big mistake?**

I had a friend that at a point in his life sold digital ads for a local news website. One of the selling tactics they were taught during training was to tell potential customers if they purchased an ad on the news organization's website, then their website would rank better because the news organization's site had a high Website Grader score.

My mouth dropped when I heard that. First, Website Grader scores aren't a metric that Google uses to calculate rankings. Second, [per Google](#): most media companies that sell banner ads use an ad delivery service which already blocks SEO benefits from being passed to the advertiser.

If you buy banner ads, don't let any SEO benefit cloud your judgment. You are buying ad space only.

## **Mistake #7: Running a banner ad campaign that does nothing but inform people about your business.**

**Why this is a big mistake?**

### **Scenario #1**

**Mr. Web Surfer visits a website with your banner ad and is 1 out of 1,000 visitors that actually clicks it.**

**They look at your website and say to themselves: "meh."**

**In less than 4 seconds they are back to surfing the web.**

### **Scenario #2**

**Mr. Web Surfer visits a website with your banner ad and is 1 out of 1,000 visitors that actually clicks it.**

**You offer them something of value and they give you their name and email address to get it.**

**In less than 4 seconds they are back to surfing the web. But you have a warm lead that you can market to for months after your banner ad campaign ends.**

Most banner ads, especially ads on local websites, seek only to inform people about their business and in a best case scenario bring a few more visitors to a company's website. Instead, make your ad stand out by offering something of value. It could simply be a chance to win something, or an opportunity to get a free report. Here are some ideas:

- If you are a real estate company, offer to give away the latest housing price information in exchange for a name and email address.
- If you are a PC repair company, offer away a year's subscription to a virus service or a free iPad in exchange for a name and email address.
- If you are an accounting firm, ask people to register their email address for free email reminders about important tax deadlines.

The point is to be creative and try to get some lasting value out of your banner ad campaign. That way once the ad campaign is over, you can still market to the leads you obtained. If you just bring people to your website's home page and don't offer anything you may get some exposure but once the ad campaign is over your exposure will end with it.

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