



pearanalytics

internet marketing tools & services



THE INTERNET MARKETING MANIFESTO FOR AGENCIES

Learn 7 Crucial Techniques for Building
Internet Marketing-Ready Websites

1.888.427.2178

pearanalytics.com

INTRODUCTION

Why You Should Listen To Me



Hi, my name is Ryan and I founded Pear in 2008 after running a successful agency/web shop just like yours. I was tired of spending 40% of my time writing proposals, and collecting payment well after our work was done. In fact, 10% of our resources were dedicated to accounts payable!

We didn't have a residual revenue model, and I wish we had. I had to "kill" everything I was going to "eat" and I couldn't grow the business the way I wanted to. We would sell a new website, and once that was launched, we had to go searching for the next client.

With Pear, I've developed a system that "productizes" high-end, handcrafted Internet marketing services so that we get paid up front and on-time – every time. We just crossed the \$1M recurring revenue run-rate, and we think the key to our growth is with partners just like you.

Hmmm... handcrafted you say? That sounds expensive! Actually, it's not. We're priced at or below the median price for typical Internet marketing services in virtually every market according to a survey of 600 agencies. This allows you to resell our services at a healthy markup.

Look, I know the words "SEO" and "Internet marketing" make people cringe. The market is fragmented, and full of people who over-

promise and under-deliver. But I think once you've seen our system and how it works – once you've taken a look at our case studies and our work – once you've seen the tools we can provide to you to help sell and manage Internet marketing – you too will be convinced that what we're offering is like nothing else on the market today.

Our goal is to work closely with you to make your clients as successful as possible. We want to make sure the websites have a long, successful life. Our years of experience with running SEO and PPC campaigns, running split tests for conversion optimization, implementing high-level analytics to track success, doing usability studies do just that. In short, we help your client's business grow.

Even if we don't work together in the future, I hope this Manifesto gives you some ideas.

A handwritten signature in black ink that reads "Ryan J. Kelly". The signature is written in a cursive, flowing style.

How a Top Agency Uses Us



Brad Parscale
President, Giles-Parscale

Brad Parscale founded Parscale Media in 2004, and quickly became one of the leading developers of ExpressionEngine websites.

In 2012, he merged with high-end designer Jill Giles and created Giles-Parscale. With over 400 clients on ExpressionEngine, and having sold thousands of add-ons through DevDemon.com, Brad knows the art of building a website and how to make money from that site long after it has launched. In his #EEConf speech in 2012 in Austin, Texas, Brad gave away his secrets of how he created an extensive ecosystem of services that support his web clients for months – and even years – after he builds their websites. One of the major partners in that ecosystem, is Pear Analytics. Pear and Parscale have worked together for nearly 2 years to perfect the resell model from the sales process to the delivery.

EXAMPLE REVENUE GROWTH



How does adding an extra \$30-50k/year to the bottom line sound?

\$2,845

new residual revenue

\$76,480

new design work / billable hours

Our services are designed to sell even more of yours!

You build great websites. Your clients have hired you to improve their brand, web presence and even visibility.

Our goal is two-fold:

- 1 Grow your client's business post-launch by putting the great website you built to work; and
- 2 To provide best practices you can use to build websites that support Internet marketing efforts, preventing rework down the road and diminishing client happiness.

THE FULL STORY

Many web shops and agencies claim to build and deploy "search engine friendly" websites for their clients. But what exactly does that mean? Far too often, we are re-working website infrastructures to better cope with Internet marketing efforts as a long-term viable strategy that builds leads – and ultimately revenue – for the business. If you understand that web design and development have gone far beyond just aesthetics, then this Manifesto is for you.

In a recent independent survey that we took (unscientifically) with our clients, one of their top complaints was having to go back to their design or web development team to

edit, change or add features to the website to support our efforts, when in fact they thought it was part of the original purchase price of the website.

After two years of working with agencies and web shops, we've compiled a list of internet marketing best practices to implement as you build your clients' websites.

1

SPECIAL “THANK YOU” PAGES

Make Tracking Conversions Easier

OBJECTIVE

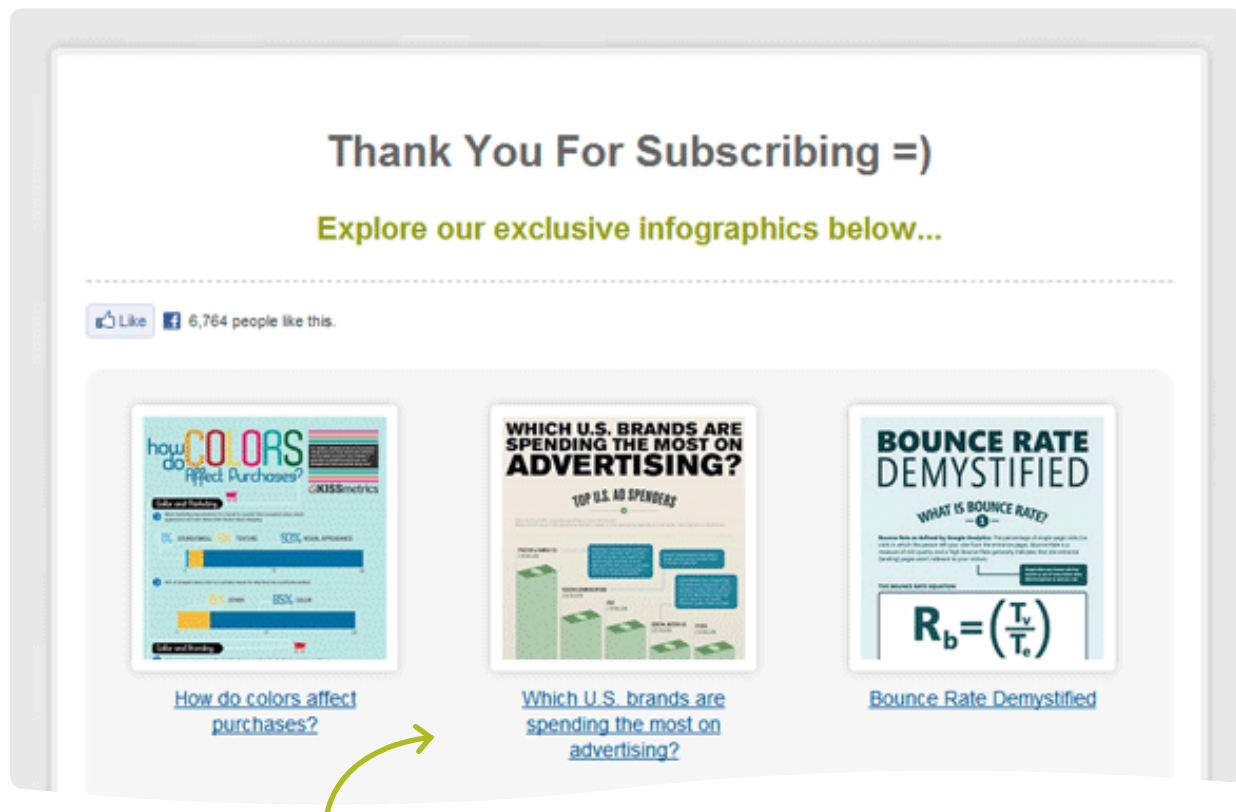
As marketers, we want to be able to easily track conversions, especially from paid sources like AdWords.

PROBLEM

Many websites we see have javascript messages upon form completion. This precludes us from placing any AdWords scripts, and will not register as a page view in Analytics.

SOLUTION

Create unique “thank you” pages for the various conversion points around the website and allow for third-party tracking scripts on this page. Be sure to “noindex” these pages to keep them out of the search engine index. You can also use this as an opportunity for social sharing, promotional offers, or other upgrade opportunities.



The screenshot shows a 'Thank You For Subscribing =' page with the heading 'Explore our exclusive infographics below...'. Below the heading is a social media share bar showing 'Like' and '6,764 people like this.' Three infographics are displayed in a row:

- How do colors affect purchases?** (Infographic titled 'how do COLORS affect Purchases?' by KISSmetrics, showing a bar chart with 'COLOR' at 85% and 'TEXT' at 15%.)
- Which U.S. brands are spending the most on advertising?** (Infographic titled 'WHICH U.S. BRANDS ARE SPENDING THE MOST ON ADVERTISING?' showing a bar chart with 'TOP U.S. AD SPENDERS'.)
- Bounce Rate Demystified** (Infographic titled 'BOUNCE RATE DEMYSTIFIED' with the formula $R_b = \left(\frac{T_v}{T_e} \right)$.)

Each infographic has a link below it: 'How do colors affect purchases?', 'Which U.S. brands are spending the most on advertising?', and 'Bounce Rate Demystified'. A green arrow points from the first infographic to the handwritten note below.

KISS Metrics shows you some exclusive infographics after signup.

2 TEXT-BASED PHONE NUMBERS

Ensure Call Tracking And Click-To-Call Works Properly

OBJECTIVE

In order to use call tracking tools with dynamic number swapping, we need the phone numbers to be in HTML.

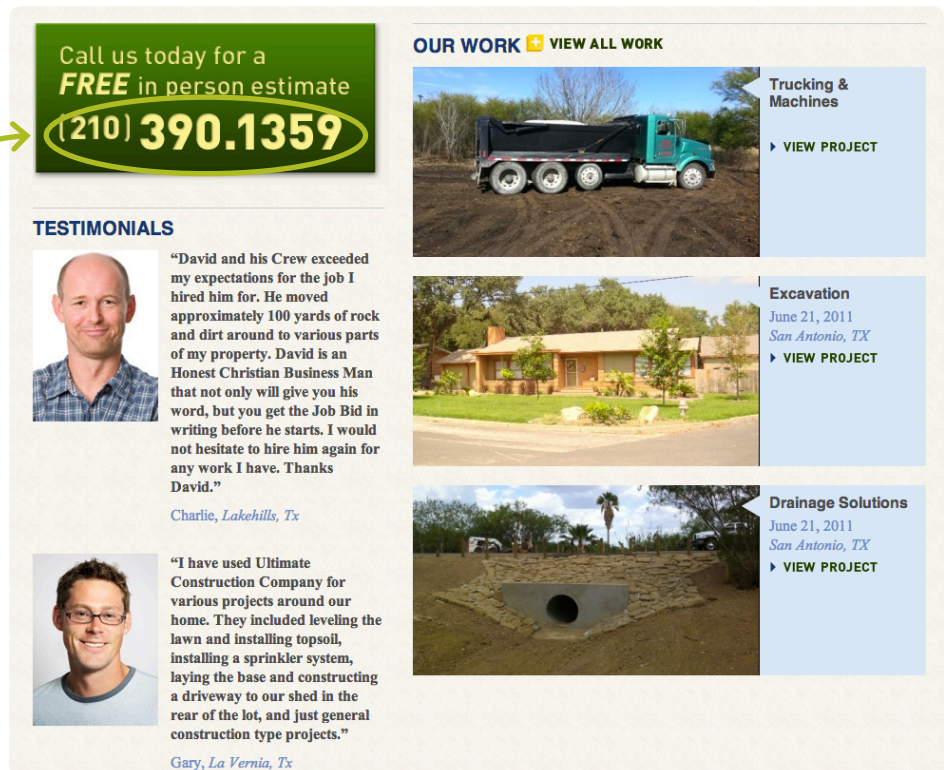
PROBLEM

Sometimes web designers get a little too “fancy” with their design, and include phone numbers in the header embedded in images, which prevents the call tracking module from working properly. It also prevents any click-to-call actions on a mobile device.

SOLUTION


Create a process for all designers to ensure all phone numbers are in HTML text in both in the header and the footer. Ensure the phone numbers are visible and eye-catching, particularly if the client relies on inbound phone calls as leads.


This phone number is embedded in an image, so while it looks “nice”, it doesn’t work with click-to-call or call tracking dynamic number swapping.




Call us today for a
FREE in person estimate
(210) 390.1359


TESTIMONIALS



“David and his Crew exceeded my expectations for the job I hired him for. He moved approximately 100 yards of rock and dirt around to various parts of my property. David is an Honest Christian Business Man that not only will give you his word, but you get the Job Bid in writing before he starts. I would not hesitate to hire him again for any work I have. Thanks David.”
Charlie, Lakehills, Tx


“I have used Ultimate Construction Company for various projects around our home. They included leveling the lawn and installing topsoil, installing a sprinkler system, laying the base and constructing a driveway to our shed in the rear of the lot, and just general construction type projects.”
Gary, La Vernia, Tx

OUR WORK VIEW ALL WORK


Trucking & Machines
▶ VIEW PROJECT


Excavation
June 21, 2011
San Antonio, TX
▶ VIEW PROJECT


Drainage Solutions
June 21, 2011
San Antonio, TX
▶ VIEW PROJECT

3 CONTENT STRUCTURE PART 1

Where Should the Blog Go?

OBJECTIVE

Every SEO plan should come with a content strategy, and the SEO firm needs the proper architecture to place new content.

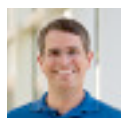
PROBLEM

Post-launch is not the time to be strategizing about content and deciding where it should go. Having to go back and add a blog or articles section will require design themes and other considerations, which will usually end up costing the client more.

SOLUTION

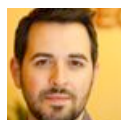
For optimal SEO results, we prefer the blog to be located in a subfolder (www.mysite.com/blog/...) instead of a subdomain (blog.mysite.com). What if your client doesn't want a blog? Create a section called "Articles" that functions like a blog, but has the commenting feature turned off.

ARTICLES FROM OTHER EXPERTS IN THE SEO COMMUNITY



Subdomains and Subdirectories

Post from Matt Cutts, Google spam engineer

[READ](#)

Root Domains, Subdomains vs. Subfolders and the Microsite Debate

Post from Rand Fishkin, Founder of SEOmoz

[READ](#)

4 CONTENT STRUCTURE PART 2

Footer Links and Keyword Targeted Landing Pages

OBJECTIVE

Part of the SEO strategy may be to create keyword-targeted landing pages to increase organic traffic and lead generation.

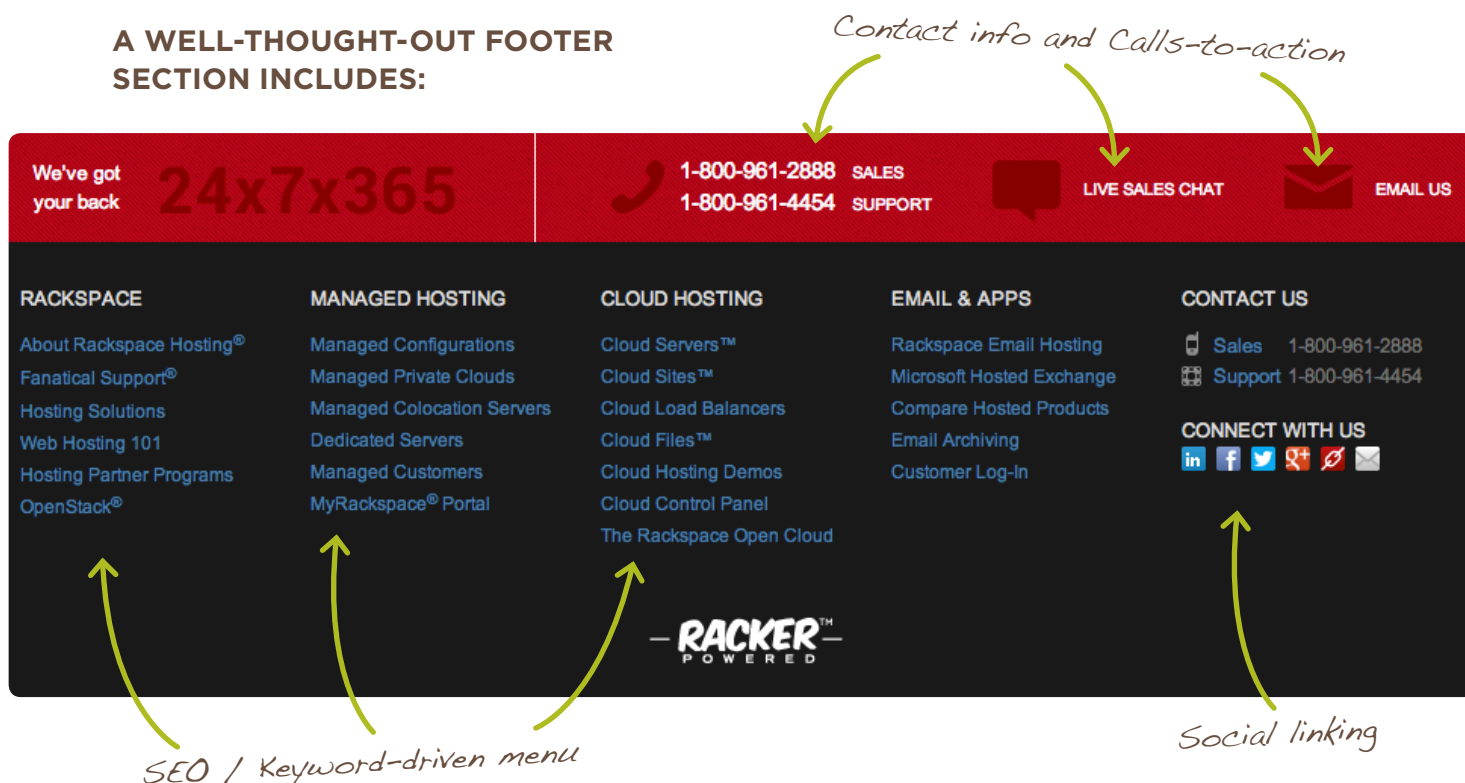
PROBLEM

Many new websites launched today do not have a well-thought-out footer section, and the main navigation is unable to easily expand to house some of these pages.

SOLUTION

If the client is going to be engaging in SEO, develop a landing page template that could work for both SEO and PPC. Allow the SEO firm to easily replicate these pages by keyword theme and iterate for conversion.

A WELL-THOUGHT-OUT FOOTER SECTION INCLUDES:



5 CONTENT STRUCTURE PART 3

Blog Sidebar Calls-To-Action (CTA's)

OBJECTIVE

Create simple, actionable CTA's in the sidebar of the blog.

PROBLEM

Many blogs end up being entry points to a website, and could generate the majority of the website's traffic. However, most blog posts have high bounce rates, meaning the visitor only read that one post and did not navigate to other areas.

SOLUTION

Integrate things into the blog that help facilitate more engagement, generate a lead, or create a nurturing opportunity. The sidebar should have 3 main elements: Subscribe, Search and Free Giveaways (ebooks, guides, etc.). Other elements are Most Popular Posts, Most Recent Posts, Most Commented Posts, etc. These help engage readers more.

Blog Sidebars

We Like:

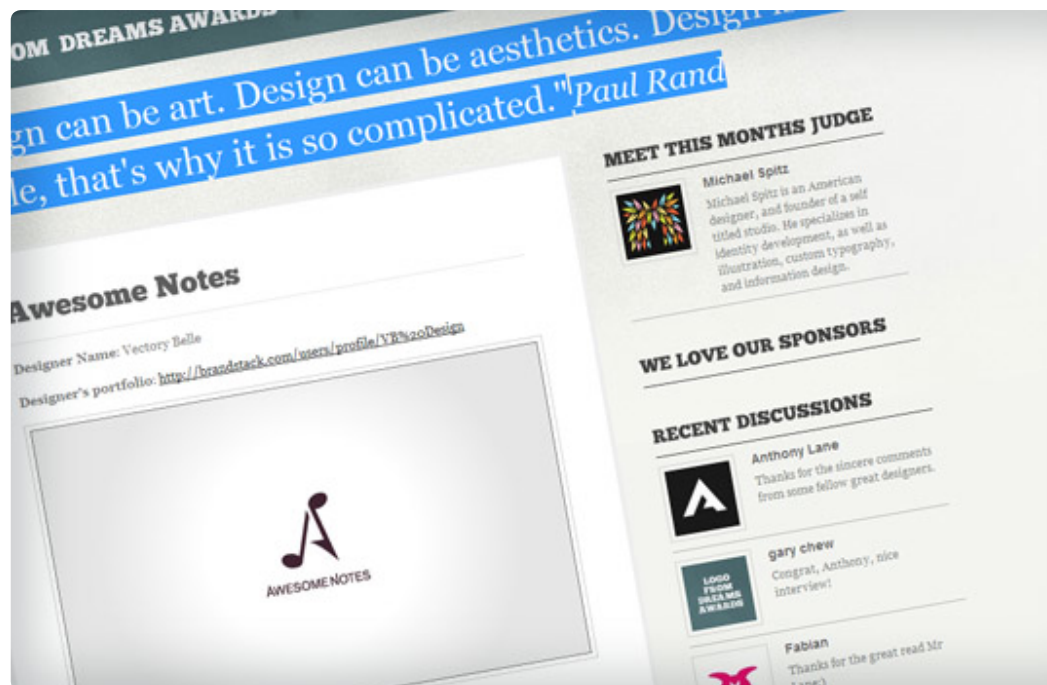
websearchsocial.com
conversionxl.com
unbounce.com

WordPress Plugins

We Like:

Related Posts
DreamGrow Scroll
Triggered Box
Pippity
TweetHerder

**GET 33 BLOG SIDEBAR
INSPIRATIONS [HERE](#)**



6 PPC LANDING PAGES

Easy to Create and Replicate

OBJECTIVE

To allow rapid creation of PPC landing page templates.

PROBLEM

Most new website launches fail to address the long-term application of landing page deployment and testing. At the heart of every Internet marketing campaign is a series of landing pages, where we can easily test copy, offers, calls-to-action, form length and more.

SOLUTION

Design a series of PPC landing pages as themes in your CMS and allow the SEM folks the ability to quickly create and replicate landing pages to test different buttons, forms, offers and more.

The screenshot shows the RightSignature landing page. The main headline is "The Easiest, Fastest Way to Get Documents Signed". Below it, it says "Trusted by small businesses and the world's largest companies" and "Contracts, NDAs, forms, you name it – all signed online in minutes". On the right, there is a "Try it Now" box with a "Create Free Account" button. A handwritten note "Simple form and clear call-to-action" points to this box. Below the main content, there is a process flow: "Send" (Upload document, specify signers, click send), "Sign" (Parties sign online, by fax, or on mobile device), and "Archive" (Legally binding document stored in your secure archive). Below this, there are three testimonials: "sign documents online" from TechCrunch, "elegant, simple" from ReadWriteWeb, and "faster, cheaper, and more secure" from GP Solo. A handwritten note "Social proof or testimonials" points to these testimonials. At the bottom, there is a footer with "PRIVACY POLICY" and "TERMS OF USE".

SEE 30 EXCEPTIONAL
LANDING PAGE DESIGNS
THAT CONVERT HERE

7 LEAD NURTURING

What Happens When Visitors Don't Buy?

OBJECTIVE


To create a series of lead nurturing points where visitors can be re-marketed to later.

PROBLEM

A lot of websites, particularly e-commerce ones, fail to give the visitor an alternative to a purchase or pesky sales inquiry. The client will get increasingly upset when they get the sense they are paying for visits through SEO and/or PPC with little or no conversions. Offer a way to nurture visitors and get leads into the pipeline.

SOLUTION

The fact is that most website visitors are not ready to buy, or even engage on the first visit. Offer something of value for free, and require little or no information to get it.



Marketo

Small & Medium Business ▾ Global Enterprise ▾ Resources ▾ About Marketo ▾

Lead Nurturing ▾ Search resources...

The Definitive Guide to Lead Nurturing

4 Informative and practical, **The Definitive Guide to Lead Nurturing** offers useful, qualitative insight from today's marketing thought leaders, basic and advanced B2B marketing best practices on must-have campaigns, and worksheets for calculating ROI and measuring the impact of nurturing done well. Use this guide as a workbook – take notes, highlight what you find inspirational, share what you learn with your colleagues, and start driving explosive revenue growth. Discover what lead nurturing is and why you need it. Learn how to create more sales-ready leads, determine buying stages and calculate the ROI of lead nurturing.

121 Like

142 Tweet

142 Share

44 Watch the companion webinar to The Definitive Guide to Lead Nurturing, where you will learn answers to the most asked questions about lead nurturing. [Click to watch, no registration required!](#)

0 Share

The Definitive Guide to Lead Nurturing contains:

Part 1: What is Lead Nurturing?
This vital concept is about building relationships and trust with your prospects in a way that is both consistent and relevant.

Part 2: Learn the Basics
Even if you have already implemented lead nurturing, these B2B marketing best practices can help augment your current initiatives.

Part 3: Advanced Strategies
Examine the nuances and winning strategies for those with advanced skills. Includes worksheets.

Part 4: Calculating the ROI of Lead Nurturing
Prove the ROI of lead nurturing in your own organization by comparing your results to industry standards. Includes worksheets.

Definitive Guide: 47k views

The Definitive Guide to Lead Nurturing

Download The Definitive Guide to Lead Nurturing

First Name:

Last Name:

Work Email:

Job Function:

Company:

[Download Guide](#)

All fields are required. Your privacy is important to us.

Some Ideas Include:

A Free Download
Newsletter Subscription
Free Report or Analysis
A Demo or Trial

*Ask for information
that creates a lead*

DESIGN FIRM RECOMMENDATION

McGuire Design



We understand the importance of great design, which is why we recommend an award-winning firm such as **McGuire Design**. They have been a partner with Pear since day one, building our brand as well as many others. Contact them and start building your brand today.

11844 Bandera Road #721 | Helotes, Texas 78023

tel: (347) 635-4609 | fax: (210) 247-9602 | info@mcguiredesign.com

*We've got your graphic design needs covered.
From logo, web, and print design...even illustrations!*

