

Objective: Internet Marketing ZoZo

- Introductions
- Using the Internet
- The Google Query
- SEO Tips
- Email
- Samples / Portfolio



Audience Survey ZoZo

- Web Site?
- How long to sell your first Alpaca?
- Internet Sources to buy an Alpaca?
 - Web Sites
 - Google or Yahoo
 - AlpacaNation.com
 - Farm & Resources Guide




Frequently Asked Question ZoZo

- What does the Name ZoZo Mean?
- A Zo is:
 - An African Name
 - Objective, Knowledgeable, Trusted Advisor
 - ZoZo Group– We bring insight to the table



Internet Usage


<u>NORTH AMERICA REGION</u>	Population (2008 Est.)	% Pop. of World	Internet Users, Latest Data	Penetration (% Population)
<u>North America</u>	337,572,949	1.81 %	251,290,489	74.4 %



What do we do “online”

- As of June 2009
- Member Communities (Social) 11%
 - Facebook 87 million unique visitors in June 2009
 - MySpace 62 million
 - Twitter 20 million
 - WordPress (blog) 16 million
- Entertainment 19 %
- Communications (email) 20 %

(source © 2009, The Nielsen Company)



Rural vs. Urban Marketing

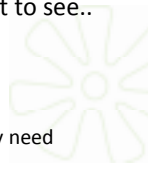
- How is it different...
 - ?
- Your Audience/Buyers
 - Breeders?
 - Zoo Keepers?
 - Textile Manufactures?
 - Spinners?



Not very different



- Events
 - Sponsorships - Online marketing opportunity
- Press Release
 - Announcements/News
- When shopping, what do they want to see..
 - Information
 - Education
 - Pictures/Video - Are important
 - Reassurance the product is what they need



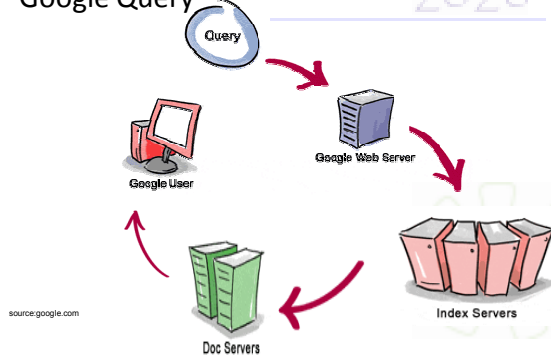
SEO of your site



- Site Structure
 - Platform
 - Organization
- Meta Tags
- Key Word Analysis
- Quality Links
- Site Registration

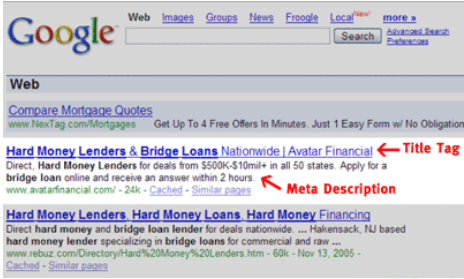


Google Query



Meta Tags

ZoZo



The screenshot shows a Google search result for 'Hard Money Lenders & Bridge Loans Nationwide | Avatar Financial'. A red arrow points to the blue link text, labeled 'Title Tag'. Another red arrow points to the text below the link, labeled 'Meta Description'. The meta description text reads: 'Direct, Hard Money Lenders for deals from \$500K-\$10mil+ in all 50 states. Apply for a bridge loan online and receive an answer within 2 hours. www.avatarfinancial.com/~24k - Cached - Similar pages'.

SEO Tips

ZoZo

- It is **NOT** Done Overnight
- Content is **King/Queen**
- Consider Your **User**
- Meta Tags do Matter
- Keep Content Up to Date
- Build Links Gradually
 - Avoid tripping a filter



The funnel diagram is divided into three horizontal sections. The top section is blue and labeled 'GENERAL INTEREST'. The middle section is green and labeled 'RESEARCH'. The bottom section is a darker green and labeled 'CONVERSION'.

Search Engine Marketing

ZoZo



The screenshot shows a Yahoo! search results page for the query 'DUI Attorney'. The search results include several links, with the top two being 'DUI Attorney' and 'DUI Attorney' from different sources. The page layout includes the search bar, navigation links, and a list of search results.

Google is your target

ZoZo



Search Market Share

ZoZo

Search Engine	Total Market Share
Google	78.45%
Yahoo	7.16%
Bing	3.17%




Top 4 SEO Mistakes

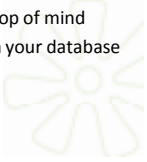
ZoZo


- Un maintained Sites (time)
 - Broken links
 - Bad Code
 - Content out of date
- Link Farms
 - any group of web sites that all hyperlink to every other page in the group.
- Hidden Text / Key word stuffing
- Flash Animation




Email Marketing 

- Cost Effective
 - \$.06 - .10 per email
 - Monthly Acct Fees
- Companies/Vendors
 - Constant Contact
 - Emma
 - ZoZo Group
- Challenge
 - Interesting Content
 - Schedule
- Advantages
 - Staying in touch
 - Staying top of mind
 - Maintain your database



Measuring Success 

- Campaign Tracking
 - placing specific URLs or referrer strings onto ads, emails, or links
- Search Engine Referral Tracking
- Referring URLs & Domain Tracking
- First-Time vs. Return Visitors
- Entry Pages
- Visitor Demographics



ZoZo IM Services 

- Website Design & Hosting
- Search Engine Optimization
- On-Line Directory Placement
- Website Analysis & Reporting
- Pay Per Click Management

Contact Info



LaSheita Sayer
11275 E. Mississippi Ave
Suite 1W1
Aurora, CO 80012
P: 720 949 2020
lasheita@zozogroup.com
www.zozogroup.com