

Index

Numerics

1ShoppingCart, 33–34,
88, 124, 450
2D codes, 792–793
3D codes, 792–793
100 Clicks, 401
301 redirect, 195, 209
99designs, 52–53
1800MyLogo, 53

A

- A/B tests, 396–399
abandonment point, goal
funnels, 333–334
About Us/About the Author,
blog page, 81
Abram, Carolyn (author)
Facebook For Dummies,
692
absolute URLs, 239
access point, 807
accessibility, e-mail, 504
access-point transmitters,
local, 749
Account Tactic Settings,
364–365
accounting, as marketing
task, 22
accounts
creating, 347–349,
358–362, 370–375, 577
Google AdWords, 347–349
Microsoft adCenter,
370–375
settings, 364–365, 372–373
Yahoo! Search Marketing,
358–362, 364–365
Acision, 744
Action Headline Creator,
98–99
action words, in calls to
action, 523–525
active voice, 224–225, 587
activity reports from
ISPs, 149
ad blindness, 396
Ad Council, 812, 813
ad groups
adding new, 355–356
adding to existing
campaign, 368–369, 377
bidding at ad-group level,
409
defined, 340
Google AdWords, 355–356,
357
keywords lists, 380–381
Microsoft adCenter, 377
naming, 362
segmented keywords lists,
380–381
Yahoo! Search Marketing,
362, 368–369
ad players, mobile, 798–800
adaptation of device,
mobile path, 751, 752
add-ons to Firefox browser,
159–168
addresses, e-mail
From address, 485, 488
changing, 548
collecting legally, 455
on forms, 122
linking to, 507
permission to e-mail,
457–462
AddThis, 681
administrative bodies, CSC,
766
AdMob, 829
Adobe Contribute, 91, 94
Adobe Dreamweaver, 94
Adobe Photoshop, 58, 94
ad-serving percentages, 401
advanced keyword
targeting, 386–387
advanced scheduling,
412–414
advertising
about, 3–4
analytic package choices,
439–441
budgeting, 403–416
content network,
managing, 434–439
demographic bidding,
432–434
geotargeting, 349, 359,
431–432
Google AdWords, 347–358
A/B test, 398–399
accounts, activating,
354–355
accounts, creating,
347–349
ad changing,
determining when, 402
ad groups, 355–357
adding new campaigns,
355–356
additional settings, 358
analytic package
choices, 440
bidding, 350–352
billing, setting up,
352–355
budgeting, 350–352,
405–406
budgets and bids, setting
up daily, 350–352
comparing search
engines, 346
content network
campaign, managing,
434–437
cost per click (CPC),
351–352
daily budgets and bids,
350–352
deleting keywords, 390
demographic bidding,
433–434

- advertising (*continued*)
 - expanding, 355–357
 - first campaigns, 349–350
 - keywords, 171–174, 388, 411–414, 428–429
 - PPC budget, 404
 - scheduling, 411–414
 - Standard Edition, 347–349
 - writing copy that earn clicks, 402
- keywords
 - bidding, 409–415
 - budgeting, 403–407
 - keyword lists, 379–390
 - keyword traffic tools, 428–431
- Microsoft adCenter, 370–378
- A/B test, 399
- account settings, 372–373
- accounts, creating, 370–375
- ad changing, determining when, 402
- ad groups, 377
- adding tools, 378
- advanced keyword targeting, 386, 387
- analytic package choices, 441
- bidding, setting incremental, 374–375
- billing, 372
- budgeting for keywords, 407
- campaign, adding, 376–377
- comparing search engines, 346
- content network campaign, managing, 438–439
- cost per click (CPC), 371, 374–375
- demographic bidding, 432–433
- expanding, 375–377
- keyword lists, adjusting, 374–375
- keyword traffic tools, 430–431
- scheduling, 414–415
- spending limits, PPC budget, 404
- mobile
 - common short codes (CSC), 763, 766–767, 837
 - costs and budgeting, 762–765
 - coupons, 789, 790–793
 - coverage, 760–761
 - defined, 797
 - elements and approaches, 761–762
 - giveaways, 789
 - goal setting, 759–760
 - incentives and giveaways, 789–793
 - integrated voice response (IVR), 745, 809
 - location-based, 806–807
 - mobile ad players, 798–800
 - mobile Internet, 746–747, 800–804, 826–829
 - mobile media property, 797
 - opt-ins, 769–773
 - opt-outs, 774
 - package-based, 807–809
 - placing ads in mobile messages, 804–806
 - planning for, 759–774
 - point-of-sale (POS), 783, 808–809
 - polling, 786–788
 - proximity advertising/marketing, 806–807
 - social marketing, 812–813
 - target-market focus, 753
 - text promotions, 781–786
 - tracking results, 841–855
 - user (communication) flows, 775–781
 - user-generated content (UGC), 793–796
 - vanity marketing, 812
 - viral marketing, 760, 810–812
 - voice-call ads, 809
- mobile channel, 797–814
- offline editors, 425–428
- performance analysis, 265, 268, 282, 283, 284, 286, 289, 291
- PPC. *See* pay per click (PPC)
- regulations. *See* legal and regulatory compliance
- writing copy, 391–402
- Yahoo! Search Marketing, 358–369
- A/B test, 399
- account creating and configuring, 358–362, 364–365
- Account Tactic Settings, 364–365
- ad changing, determining when, 402
- ad groups, 362, 368–369
- adding campaign, 366–368
- adding tools, 369
- advanced keyword targeting, 386–387
- advertising, 358–369
- analytic package choices, 440–441
- billing, setting up, 362–364

- budgeting for keywords, 406
- comparing search engines, 346
- content network campaign, 437–438
- cost per click (CPC), 367
- expanding, 365–369
- first campaigns, 358–362
- keyword match types, 365
- keyword traffic tools, 429–430
- spending limits, PPC budget, 404
- writing copy that earn clicks, 402
- Advertising Age, 798
- advertising campaigns
 - adding ad group to existing, 357, 368–369, 377
 - adding campaigns, 355–356, 366–368, 376–377
 - adding new campaign, 355–356
 - budgeting for, 407–409
 - defined, 340
 - first campaigns, 349–350, 358–362
 - Google AdWords, 349–350, 355–356, 357, 434–437
 - managing content network, 434–439
 - Microsoft adCenter, 376–377, 438–439
 - mobile channel. *See* mobile advertising
 - social media, 721–729
 - Yahoo! Search Marketing, 358–362, 366–369, 437–438
- advice as valuable e-mail content, 527–528
- AdWords. *See* Google AdWords
- affiliate aggregators, 24
- affiliate link URL, 2
- affiliates and affiliate programs
 - creating, for profit, 40–42
 - JV hosting, 43–44
 - 1ShoppingCart advantages, 34
 - product promoting, 24–26
 - promoting products, for profit, 24–26
 - tracking, 41
 - as virtual sales force, 14
- affirmative consent, e-mail, 455
- age verification, mobile user flows, 780
- agency approach, mobile marketing, 761
- aggregators
 - connection aggregators, 739, 763
 - of content, 525–526
 - mobile connections and networks, 739, 799
 - mobile marketing feed, 763
 - mobile monetization, 837
 - as social media, 639, 649–650
- A-GPS (Assisted GPS), 749
- Airborne Mobile, 834
- AJAX (Asynchronous JavaScript and XML), 188, 331
- allowance per visitor, 21
- Amazon.com, 301
- aMember, 87
- American Marketing Association (AMA), 734, 735, 736
- American Red Cross, 814
- analysis reports, 853
- analyst Web sites, 257
- analytic package choices, 439–441
- anchor links, 510
- anchoring membership sites, 88–89
- anger, 248, 679, 717–718
- Animal Behavior Associates, 101
- annual gross revenue as goal, 18
- Apache Server, 195
- appearance of blog, 578–580
- application fees, mobile, 762–763, 764
- applications
 - Facebook, 691–692
 - heat map, 59–62
 - interactive mobile paths, 747
 - mobile content delivery, 824–825
 - mobile coupons, 791
 - mobile graphics applications, 821–822
 - mobile marketing ecosystem, 740
 - mobile monetization, 837
 - mobile providers, 739–740
 - MySpace, 696
 - visit quality analysis, 307–309
- Arial font, 54
- arrows in layout, 67
- article pages, 109
- Ask Marty About Website Design, 86
- Ask sites, 85–86
- asking for links, 241–242
- assets, setting PPC budget, 404
- Assisted GPS (A-GPS), 749
- ASV (average sales value), 18
- Asynchronous JavaScript and XML (AJAX), 188, 331
- AT&T Wireless, 833

- auctions, SMS
 - application, 743
- Audacity, 624, 625–626
- audible, video editing, 133
- audience
 - audience-driven terms, 169–170
 - e-mail information for, 525–527
 - horizontal navigation bar, 64
 - mobile marketing, 760
 - research, and social media plan, 665–674
 - size analysis, 282, 283, 568–570
- audio
 - creating and adding, 129–131
 - delivering mobile, 830
 - equipment, 129–130, 627
 - file format, 130
 - to introduce self, 101–102
 - media-sharing sites, 639, 648
 - mobile content delivery, 829–830
 - podcasting, 624–634
 - about, 4
 - blog support, 629
 - defined, 623
 - encoding, 633–634
 - listening to, 624
 - promoting, 634
 - recording first, 630–632
 - script preparation, 630
 - studio setup, 624–629
 - testing studio setup, 628–629
 - uploading, 633–634
 - sales of audio products, 29
- AudioTechnica Pro microphone, 132
- authentication, e-mail, 553, 558–559
- Authorize.Net, 32, 88
- auto-discoverable RSS feed, 680

- automated content tagging, 846
- automated data feed, mobile, 819
- automated keyword bidding option, 410
- automatic content filtering, 554
- automatic data collection, mobile, 846–847
- auto-responder linking, mini-sites, 84
- auto-responders, 34
- Autospies, 677
- availability data, 844
- avatar, social media profile, 676, 685
- average sales value (ASV), 18
- AVI files, 134–135
- awareness, generating, e-mail marketing, 446
- AWeber Communications, 124

B

- back-end selling, 38
- backup, 11–12, 123
- bad neighborhoods, 245
- baiting with e-mail subject lines, 490
- bandwidth, 737
- Bango, 839
- Banner Ad Exits, Google Analytics, 27
- banner advertising, 27–28, 800, 802
- bar code readers, 773
- bar codes, mobile coupons, 792–793
- Basecamp, 149
- BBB (U.S. Better Business Bureau), 209
- bCODE, 793
- behavioral data, 845
- behavioral feedback, e-mail, 446

- behavioral information, e-mail, 472
- benefits/features model, PPC ad copy, 394
- Best Domain Place, 24, 25
- Best Hosting Place, 78
- Best of the Web (BOTW), 240
- best practices, 452, 754, 756–757
- bidding on keywords
 - automated bidding option, 410
 - budgeting for keywords, 409–415
 - cost per click (CPC), 409–410
 - by day and time, 411–415
 - Google AdWords, 349, 350–352, 411–414
 - how much to bid, 410–411
 - incremental bidding, 374–375
 - Microsoft adCenter, 374–375, 414–415
 - scheduling, 411–415
 - search engine relevance determination, 341
 - setting up daily, 350–352
 - Yahoo! Search Marketing, 366–368
- bidirectional CSC, 765
- big picture, tracking SEO results, 252
- billing
 - Google AdWords, 352–355
 - Microsoft adCenter, 371–372
 - mobile, 837, 839, 854
 - payment options, 1ShoppingCart, 33
 - thresholds for, 354
 - Yahoo! Search Marketing, 362–364
- billing engine, CSC, 766
- Billing Revolution, 839

- Bitterroot Ranch, Wyoming, 57
- black hat SEO, 154, 157–158
- Blackberry, 745, 749
- blacklist e-mail, 550
- blended (universal) search, SEO, 211–219
- blind-copy e-mail, 449
- BlinkList, 80
- BLIP Systems, 748
- block list (blacklist), 550
- blocked e-mail, 546–547, 549–552
- blocking domains, 438
- blog, 550, 563
- blog carnivals, 611–613
- blog posts, 77, 571, 640
- Blog Setup Secrets, 84
- Blogflux Services, 607–608
- bloggage, 590–592
- Blogger, 78, 571–574, 577, 639
- blogging tools, 78–79
- blogs and blogging
 - about, 4
 - to become recognized expert in field, 14
 - blogging tools, 78–79
 - commenting, and easy links, 240–241
 - creating, 77–81
 - design and implementing, 571–574
 - e-mail marketing, 448
 - guest blog post, 592, 610–611, 682
 - hiring professional SEO help, 258
 - involvement with other blogs, 605–613
 - microblogs, 639, 646–648, 707–709, 714
 - mobile, 793–794
 - platform and tools, 571–574
 - podcasting, 623–634
 - posting and commenting, 640–642
 - promoting, 615–621
 - RSS feed readers, 583, 595–602, 680
 - RSS feeds, 593–604
 - as social media, 639, 640–642
 - topic selection, 563–570
 - unique visitors metric for measuring, 283
 - WordPress installation, 79–81
 - writing style, 585–592
- Blue Snowball microphone, 627
- Bluecasting, 747
- Bluetooth, 747–748, 807
- body, 392, 397
- bolded key phrases, relevance, 156
- bookmarkers, local search optimization, 218
- bookmarking sites
 - for blog promotion, 616–620
 - defined, 644
 - Delicious, 639, 644, 645, 698, 699
 - Digg, 247, 618–620, 639, 649, 667, 699–701
 - friends, 714
 - social media, 639, 644–646, 697–700
 - social media site targeting, 677
 - StumbleUpon, 616–618, 639, 644–645, 698–699
- BOTW (Best of the Web), 240
- bounce rates
 - bottleneck detection from, 312
 - defined, 310
 - e-mail deliverability, 532–533, 545, 547–549
 - homepage analysis, 311
 - as referring data, 294
 - visit quality, 309–312
- bounce report, 546, 547
- brainstorming, 222, 347–348
- branded utilities, 830
- branding
 - defined, 448
 - e-mail, 448, 491–495
 - Facebook, 692
 - links, 244
 - marketing expert for, 138
 - mobile marketing, 760
 - title tags, 227–228
 - Web site design, 49–54
- broad keyword match types, 381–383
- broadcasting vehicle, podcast, 624
- broken links, SEO, 195
- Bronto, 534
- browsers, 53–54, 500–501, 827
- browsing database via links, SEO, 187–188
- budget optimizer bidding, 410
- budgeting
 - Google AdWords, 350–352
 - hiring professional SEO help, 260
 - membership Web sites, 89–91
 - Microsoft adCenter, 371–372
 - mobile channel campaign, 762–765
 - pay per click (PPC), 342–343, 403–416
 - templates, 76
 - traffic analysis and reporting, 19–21
 - Web site development, 17–22
 - Yahoo! Search Marketing, 366–368

Building Web Sites All in One For Dummies, 2e (Sahlin and Snell), 30, 54

bullets, Web site relevance, 156

bumper screen advertising, 802–803

business cards, 477–478

business name, e-mail From line, 485–486

business owner, on marketing team, 138

business social media, 80, 643, 669–670, 677

buttons, 65, 127, 476

buying

- credit card transactions
 - Google AdWords, 353–354
- merchant account, 31–32
- mobile content, 839
- 1ShoppingCart
 - advantages, 33
- questions to answer
 - before checkout, 35–36
- Yahoo! Search
 - Marketing, 362–364
- high-impact photos, 58
- link for SEO, 245–246
- mobile, 798, 854–855

buzzed, 794

C

call per action (CPA), 28

call to action

- elements of effective, 106
- e-mail, 445–446, 449, 497, 523–525
- meta description tag, 230–231
- mobile, 735, 770–773
- testing, with click-through data, 543
- writing PPC ad copy, 394–395

camera phone, 748, 773

campaigns. *See* advertising campaigns

Canada Common Codes Administration, 766

CAN-SPAM Act, 449, 454–457, 460, 463, 488, 491, 754

capabilities, interactive

- mobile paths, 750–753

capital letters, avoiding sentences of, 55, 556

capitalization, A/B tests, 397

captivate visitors, C.O.N.V.E.R.T. M.E., 113, 114–115

Carpet Exchange, 50

carrier developer programs, 833

Carrier ID, 852

carriers, mobile channel, 825, 832–834, 837

Cascada Mobile, 825

Cascading Style Sheets (CSS), 53–54, 190, 196

CasinoSoftwareSolutions, 74–75

categories of need, defining, 16

cause mobile marketing, 810, 813–814

CBS Sports, 824

CellFire, 791, 825

CellID triangulation, 748–749

Cellular Telephone Industries Association (CITIA), 5

Cellyspace, 744

centering image, video editing, 133

certification, mobile

- campaign, 755–756, 764, 776

challenge response systems, e-mail, 549–550

changing ad, determining when, 400–402

channel relationships, mobile, 833

charitable giving, mobile channel, 813–814

chat, live online, 102, 126–129

check boxes, e-mail signup links, 476–477

checkout, 35–36

Chiff, 240

Children's Online Privacy Protection Act (COPPA), 756–757

China Ministry of Information Industry Short Code Administration, 766

CITIA (Cellular Telephone Industries Association), 5

CitySearch, 218

Clark, Brian (author)

- Ogilvy on Advertising, 232

ClickBank, 24

clicks

- click fraud, 422–423
- Crazy Egg utility, 65
- Web site relevance, 157

click-through, e-mail, 28, 535–536, 539–543

click-through rate (CTR), 390, 400, 435

ClickTracks, 271

client-side redirects, SEO, 190–191

Clipart, 58

Club Penguin, 794

CMS (content management system), 91–93, 576

coaching, 37, 138

Coca-Cola, 494

code bloat, SEO, 195–197

coding, with standards, 196

collections, Web site for, 10

color

- as call to action, 106
- e-mail marketing, 448, 492, 494–495
- Web site design, 55–57, 100

- Color Calculator tool, 57
- color wheel, 57
- color-blind sensitivity, 56
- columns, e-mail, 498
- combinations
 - of colors, 57
 - e-mail with other media, 447–449
- Comic Sans font, 54
- comments
 - blog configuration, 580
 - on blogs, and easy links, 240–241
 - on other blogs, 606–609
- commercial e-mail, as spam, 454
- Commission Junction, 24
- commission payments, JV
 - host agreement, 46
- commitment, by bloggers, 564
- Common Codes
 - Administration, U.S., 766
- common short codes (CSC), 763, 766–767, 837
- communication
 - with advertising. *See* advertising
 - with audio. *See* audio
 - with blogs. *See* blogs and blogging
 - with forms, 121–125
 - to introduce self, 100–102
 - ISPs, 148–149, 150
 - live online chat, 126–129
 - as marketing element, 734
 - mobile marketing, 761
 - with seller, before checkout, 36
 - telephone
 - communication, 34, 102, 106
 - with video. *See* video
 - Web site for, 10
- company name, e-mail marketing, 448
- Compete, 674
- competition
 - copy effectiveness, 104–105
 - identifying and spying on, 10, 16
 - keyword, 176–177, 180–181
 - researching links, 250
 - SEO, 180–181
 - Web site strategy, 15–17
- complaints, minimizing spam, 462–467, 553
- components, control of, Internet marketing process, 11–12
- compound sentences, blog writing, 587
- compression, images, 499
- computer type
 - mobile, 745, 825
 - Web design, 53–54
- comScore, 674
- concept shots, high-impact photos, 58
- condenser aid, 129
- conference call for affiliate training, 42
- confidence, simplicity in blog writing, 587
- confidentiality, 35, 47
- confirmed-permission lists, 458–459, 481–482, 553
- connection
 - connection aggregators, 739, 763
 - main Web site to mini-sites, 82–84
 - mobile marketing ecosystem, 740
 - with other blogs, 605–606
- Constant Contact, 126, 530, 745, 820
- consumers
 - defining target, 15–16
 - descriptions, promotional content from, 518
 - mobile marketing, 760
 - profile
 - mobile channel, 842–846
 - social media, 676–677, 684–686, 694
 - spam perception, 465–466
 - standards for trusted e-mail, 453
 - Web site strategy, 10, 15–16
- contact information, 472–478, 677
- contact list, asking for links, 242
- content
 - backup controls, 11–12
 - creating valuable e-mail, 518–530
 - delivery, mobile channel, 815–830
 - duplicate content, SEO, 191–194
 - e-mail filtering, 554–558
 - e-mail required content, 455–457
 - E-Mail Service Providers (ESPs), 452
 - HTML editors, 94–95
 - licensing, mobile costs, 764
 - link bait, 248
 - list of, in shopping cart, 36
 - location, and SEO, 204–205
 - managing, 91–95
 - mobile channel
 - monetization, 838–840
 - mobile Internet, 746–747, 800–804, 826–829
 - package promotions, 808
 - program certification, mobile, 755–756, 764, 776
 - social media campaign creation, 725–728
 - supplying, generating traffic, 40

- content (*continued*)
 - top content report, 285, 307–308, 312, 324–326
 - user-generated content (UGC), 554–556, 793–796
 - writing, 22, 237–238, 523–525
- content clusters, 199–203
- content management system (CMS), 91–93, 576
- content manager, 138
- content network, 364–365, 434–439
- content sites, for driving traffic, 84–85
- contest to design logo, 52–53
- context and relevance, 806
- ContractorsAccess, 52
- contracts, 147, 389–390
- controversy, link bait, 248
- Conversation Marketing, 567
- Converse, 744
- conversion
 - ad changing, determining when to, 401–402
 - defined, 13, 313, 401
 - goals for, 313–327
 - consistency, 315–316
 - defining, 315–319
 - goal funnels, 329–335
 - goal pages for, 316
 - hidden, 318–319
 - interpreting data on, 324–327
 - key performance indicators (KPIs), 264, 313–315, 317, 319
 - lifetime value of, 319–320
 - setting, 263–278
 - soft, 320–321
 - tracking, 265, 272, 321–324
 - valuing, 319–321
 - tracking SEO results, 253
- conversion rates, 13, 20, 43–44, 98
- C.O.N.V.E.R.T. M.E. formula, 113–120
- Convio, 34
- cookies, 848
- COPPA (Children’s Online Privacy Protection Act), 756–757
- copy, writing
 - for advertising and sales changing ad, determining when, 400–402
 - C.O.N.V.E.R.T. M.E. formula, 113–120
 - elements of effective, 97–106
 - landing pages, 106–113
 - as marketing task, 22
 - pay-per-click (PPC), 391–396
 - testing ads, 396–400
 - for SEO, 221–233
- Copyblogger, 232
- copyright, 58, 420–422
- Copyscape, 254–255
- Core FTP, 13, 94, 95
- cost. *See also* budgeting
 - hiring professional SEO help, 260
 - membership Web sites, 90–91
 - mobile channel campaign, 762–765
 - templates, 76
- cost per acquisition (CPA), 798
- cost per click (CPC). *See also* pay per click (PPC)
 - ad changing, determining when, 400
 - bidding on keywords, 409–410
 - described, 27–28, 339
 - Google AdWords, 351–352
 - Microsoft adCenter, 371, 374–375
 - mobile buyers, 798
 - search engine comparison, 346
 - Yahoo! Search Marketing, 367
- cost per conversion, 415
- cost per 1,000 page views (CPM), 28, 798
- coupons
 - e-mail, 34, 519–520
 - mobile channel campaign, 789, 790–793
 - mobile user flows, 780–781
 - SMS application, 744
- coverage, mobile channel campaign, 760–761
- CPA (call per action), 28
- CPA (cost per acquisition), 798
- CPC. *See* cost per click (CPC)
- CPM (cost per 1,000 page views), 28, 798
- Craigslist, 143, 144
- crawl, 154
- Crazy Egg utility, 65
- creative concept
 - development, mobile marketing, 763
- creative elements, mobile marketing, 761
- credit card transactions
 - Google AdWords, 353–354
 - merchant account, 31–32
- mobile content, 839
- 1ShoppingCart
 - advantages, 33
- questions to answer before checkout, 35–36
- Yahoo! Search Marketing, 362–364
- Crisp Wireless, 747
- CRM (Customer Relationship Management), 34, 743, 848–849

cross-carrier enabled CSC, 766
 cross-selling, 37–38, 39
 Crown Peak, 34
 Crystal Reports, 842
 CSC (common short codes), 763, 766–767, 837
 CSS (Cascading Style Sheets), 53–54, 190, 196
 CSS Web Design For Dummies (Mansfield), 54, 190
 CTR (click-through rate), 390, 400, 435
 custom purchase form, transaction page, 31
 Customer Relationship Management (CRM), 34, 743, 848–849
 customers. *See* consumers
 customers per month, 17
 customizability
 blogging platforms, 573, 574, 575, 579
 form-processing program, 123
 MySpace, 693–694
 1ShoppingCart
 advantages, 33, 34
 of templates, 76
 traditional Web sites, 74–75
 user-flow diagram, 777–778
 Cyberduck, 13
 CyclingForums, 705

D

dashboard, 281, 293
 data. *See also* demographic data; Web analytics
 collection through the Web, 848
 data mines, e-mail responses, 541–542

 on goal funnels, 333–335
 mobile storage, 852–853
 database
 e-mail lists, 469–471
 in mobile campaign, 841–842, 846–849
 day, bidding on keywords, 411–415
 dedicated short code
 models, 768–769
 deep linking, 199, 204
 degrading gracefully, 188–189
 deleting keywords from lists, 390
 Delicious, 639, 644, 645, 698, 699
 delivery
 defined, 734
 e-mail bounce rate, 532–533
 mobile marketing, 761
 of products, at checkout, 10, 35
 demographic data
 defined, 843
 demographic bidding, 432–434
 demographics prediction tool, 669–671
 e-mail information, 474
 keywords, 177
 mobile channel, 843
 demography, 843
 description page, online chat, 126
 design expert, on marketing team, 138
 design galleries, 240
 design issues
 blogs and blogging, 571–574
 as marketing task, 22
 mobile campaign user flows, 776
 mobile Internet site, 828
 SEO tracking, 255–256

Web sites
 branding, 49–54
 checklist, 69–70
 color choices, 55–57, 100
 font choice, 54–55
 layout, 59–69
 original Web site design files, 11, 13
 pay per click (PPC)
 drawbacks, 343
 photos, high-impact, 57–59
 style of text, 54–55
 template for, 75–76
 usability, 70–72
 designers, for traditional Web sites, 74
 desired revenue (DR), 18
 destination URLs
 A/B tests, 398
 editorial guidelines, 420
 PPC ad copy, 339, 393–394
 segmented keywords lists, 383–385
 dialing and pressing, mobile call to action, 771
 Digg, 247, 618–620, 639, 649, 667, 699–701
Digital Photography For Dummies, 6e (King and Timacheff), 58
 digits in short codes, 768
 Diigo, 698
 direct carrier relationships, mobile channel, 832
 direct communication, 734
 Direct Debit, Google AdWords, 353–354
 direct item, as non-referred source, 294
 Direct Marketing Association (DMA), 755, 802
 direct mobile marketing, 736

directions, as valuable
 e-mail content, 528
 directories, 80, 87, 240
 discussion forums, 644,
 704–707
 display URL
 A/B tests, 397–398
 editorial guidelines,
 419–420
 PPC ad copy, 393
 dispute resolution, JV host
 agreement, 47
 Distributive Networks, 817
 DKI (dynamic keyword
 insertion), 399–400, 421
 DMA (Direct Marketing
 Association), 755, 802
 DMOZ, 240
 Do Not Call Registry, 756
 do-it-yourself approach,
 mobile marketing, 761
 document files, e-mail links
 to, 515
 domain exclusion, 434
 domain names
 affiliation program
 forwarding, 26
 e-mail From line, 486
 logins, control of, 12
 mobile-phone e-mail, 820
 registrations, control of, 12
 DomainKeys, 559
 dotMobi, 747, 755, 802, 829
 DotProject, 149
 downloadable files, e-mail
 links to, 513–515
 downloads
 bumper screen
 advertising, 802–803
 as conversion goal, 318
 mobile audio/video, 830
 1ShoppingCart
 advantages, 34
 dpi, image resolution, 499
 DR (desired revenue), 18
 dress, appropriate, to meet
 JV host, 48
 Drupal, 92–93, 576

Dummies, 79
 duplicate content, SEO,
 191–194
 dynamic ad copy, 398
 dynamic headlines, 398
 dynamic keyword insertion
 (DKI), 399–400, 421
 dynamic text options, 387

E

easy links, SEO, 238–241
 e-books, 29, 37
 e-commerce. *See also*
 shopping cart
 conversion goals, 318–320
 funnels in, 329, 330,
 331–333
 tracking, 265, 272, 322–323
 ecosystem, mobile path,
 751, 752
 e-course registration forms,
 124
 editing
 audio and video, 130,
 132–136
 writing. *See* writing copy
 editorial calendar for
 writing blogs, 591
 editorial guidelines, 395,
 417–420
 education and training, 37,
 42, 44, 124
 educational content pages,
 107–109
 Elance, 142, 233
 elevator pitch, 44
 e-mail
 about, 4
 accessibility of, 504
 addresses
 From address, 485, 488
 changing, 548
 collecting legally, 455
 on forms, 122
 linking to, 507
 permission to e-mail,
 457–462

 authentication of, 553,
 558–559
 awareness, generating,
 446
 becoming memorable, 447
 benefits of, 445–447
 blocked, 546–547, 549–552
 bounce rate of, 310
 call to action, immediate,
 445–446
 combined with other
 media, 447–449
 constructing effective
 e-mails, 483–515
 content, creating valuable,
 517–530
 deliverability, 545–559
 encouraging visitor
 contact, 102
 feedback, gathering, 446
 filtered, 552–558
 firewalls, 551
 fonts, 448, 493, 495,
 502–503, 505
 images in
 file format for, 498–499
 file size, 499
 as links, 509–510
 for marketing, 448, 535
 referencing, 499–501
 interactive mobile paths,
 745
 legal issues, 449, 451
 From lines
 addresses, 485, 488
 creating effective,
 483–485
 defined, 484
 in effective e-mails,
 483–488
 filtered e-mail, 555
 name, 485–486
 lists
 brokers, 458–459,
 480–482, 553
 building quality,
 469–482

- collecting addresses, and spam, 455
- contact information, collecting, 471–478
- database preparation, 469–471
- inherited lists, 460–462
- list brokers, 458–459, 480–482, 553
- permissions, 457–462, 480
- privacy, 480
- protecting, 462
- signup incentives, 473, 478–480
- Web site as, 10
- loss leaders, 521–522
- mobile content delivery, 745, 820
- mobile messaging, 745, 820, 852
- newsletters, 316, 318
- non-click responses, 536–539
- 1ShoppingCart
 - advantages, 34
 - permission to e-mail, 457–462
- replies and non-click responses, 538–539
- scanning, 496–497
- Subject lines
 - creating effective, 483–485, 488–491
 - filtered e-mail, 555
 - misleading, 456
- tracking results, 531–543
- trusted sender reputation, 453–467. *See also* spam
- in Web marketing strategy, 445–452
- Email Marketing
 - Benchmark Guide (MarketingShepa), 445
 - Email Sender and Provider Coalition, 482
- E-Mail Service Providers (ESPs)
 - benefits of, 450–452
 - CAN-SPAM compliance, 454
 - Constant Content, 449
 - coupons via e-mail, 519–520
 - deliverability, 545–559
 - e-mail database management, 470–471
 - e-mail marketing, 449–452
 - Exact Target, 450
 - fonts in e-mail text, 502–503
 - to generate awareness, 446
 - legal issues, 451
 - Microsoft Office 2007, 449
 - 1ShoppingCart, 450
 - text links, 505–506
 - tracking results, 531–543
 - VerticalResponse, 450
- enablers, mobile channel, 748–750
- encoding for podcasting, 633–634
- encouragement of ISPs, 148–149
- energize visitors, C.O.N.V.E.R.T. M.E., 114, 119–120
- Engadget, 640
- entertainment, content as, 528–529, 727
- entity (special character), 224
- entry point, goal funnels, 334–335
- E!Online, 827
- ePrize, 757
- Ericsson IPX, 839
- error response, user-flow diagram, 779
- ESPs. *See* E-Mail Service Providers (ESPs)
- essential contact information, e-mail, 472
- ethics, in SEO, 157–158
- etiquette
 - asking for links, 242
 - blogging, 613
 - social media, 717–718
- European Directive 2002/58/EC, 754
- evaluating
 - layout, with heat map application, 59–62
 - membership sites, 87–89
 - trust and security, 209
- events, 538, 540, 690
- exact keyword match types, 381–383
- Exact Target, 450
- exchange
 - defined, 734, 854
 - mobile marketing, 761
 - tracking mobile campaign, 854–855
- excluded words, Yahoo! Search Marketing, 364
- execution
 - mobile campaign user flows, 776
 - mobile marketing, 761, 764
 - opt-in mobile call to action, 772–773
- expanding
 - Google AdWords, 355–357, 388
 - keywords lists, 387–389
 - Microsoft adCenter, 375–377
 - MSN (search engine), 389
 - Yahoo! (search engine), 388–389
 - Yahoo! Search Marketing, 365–369
- expectations
 - JV host agreement, 46
 - link bait, 250
- Expedient Financial Services, Inc., 31–32
- expense allowance per visitor, 21

expert
 become recognized as, 4
 interviews as content, 527
 explicit permission to
 e-mail, 458, 465
 expose your solution,
 C.O.N.V.E.R.T. M.E., 113,
 117
 expressed consent, mobile,
 816
 ExpressionEngine, 576
 extended display URL, 398
 extensions, Joomla!, 91
 external drive for video
 editing, 133
 EyeTools, 495

F

Facebook
 applications, 691–692
 blog promotion, 621, 667
 described, 684
 Facebook Events, 690
 Facebook Pages, 688–690
 finding questions, 716
 friends, 713
 groups, 686–688
 media-sharing sites, 639,
 648
 networking tools, 684–688
 networks, 686
 profile page, 684–686
 as social media, 684–692
Facebook For Dummies
 (Abram and Pearlman),
 692
 facts, as valuable e-mail
 content, 529
 fallout report builder, goal
 funnel tracking, 331
 false positive, filtered
 e-mail, 552
 familiarity with topic, by
 bloggers, 564
 Fark, 620

Federal Trade Commission
 (FTC), 454, 457, 756
 feedback, 446, 850–851
 FeedBurner, 80, 81, 624
 FeedBurner RSS tool, 583
 Fem2Cells, 749
 Feng-GUI, 60
 file formats
 audio, 130
 images, 215, 489–499, 822,
 829
 Portable Document
 Format (PDF), 29, 515
 video, 134–135, 215,
 489–499, 829
 file names, Web site
 relevance, 157
 file size, 499
 File Transfer Protocol
 (FTP), 13, 94–95, 136
 file transfer via FTP, 13,
 94–95, 136
 FileMaker Pro, 842
 files, moving with FTP, 13,
 94–95, 136
 filter words, SEO copy,
 223–224
 filtering
 e-mail, 552–558
 mobile messaging, 818
 financial goals for Web
 sites, 18–19
 Finkelstein, Ellen (author)
Syndicating Sites with RSS
Feeds For Dummies, 216
 Firefox browser, 159–168,
 258
 firewalls, blocked e-mail,
 551
 Flash pages, 189–190
 Flash Video (FLV), 134–136
 Flickr, 215, 639, 648,
 702–703
 fluid elements, video
 editing, 134
 FLV (Flash Video), 134–136
 FLV Producer, 134–136

focus, blog topic selection,
 563–566
 folders to organize RSS
 feeds, 597, 598–600
 followers, 714
 follow-up, e-mail tracking,
 542–543
 fonts
 e-mail, 448, 493, 495,
 502–503, 505
 headlines, 100
 Web site design, 54–55
 form fields, 122
 format
 e-mail
 brand consistency
 across, 493–495
 images, 498–499
 file
 audio, 130
 images, 215, 489–499,
 822, 829
 video, 134–135, 215,
 489–499, 829
 headlines, 100
 form-processing program,
 123
 forms, for communication,
 121–125
 forums
 discussion forums, 644,
 704–707
 horizontal navigation bar
 design, 64
 JV host, finding, 44–45
 Forward to Friend link,
 319, 331
 forwarding e-mail and
 CAN-SPAM, 454
 fragmented text, PPC ad
 copy, 396
 France SMS+, 766
 FREE, 810
 Free Audio Conferencing
 (Web sites), 42

free elements, squeeze
page, 111
free search, 39
free to the end user (FTEU),
777
freeware form-processing
program, 123
FreeWebsiteTemplates, 76
FreeWebTemplates, 76
FriendFeed, 639, 649, 650,
707
friends
defined, 713
Facebook, 685–686
social media network,
713–719
tell-a-friend marketing,
125–126, 743, 760,
795–796, 810–812
white list, e-mail, 552
Fripp, 102
From lines, e-mail
addresses, 485, 488
creating effective, 483–485
defined, 484
in effective e-mails,
483–488
filtered e-mail, 555
name, 485–486
FTC (Federal Trade
Commission),
454, 457, 756
FTEU (free to the end user),
777
FTP (File Transfer
Protocol), 13, 94–95,
136
fulfillment, JV host, 44
full-time soloist ISP, 139
fun, social media, 682
functional components,
layout evaluation, 62
funnel writing style,
avoiding, 225–226, 590
funnels, conversion goal,
329–335

G

games, mobile delivery,
824–825
GarageBand, 624, 625, 631,
632, 633
Gatineau Analytics, 370,
441
geographic targeting, 349,
359, 431–432
geography, mobile path,
752
Georgia font, 54
geotagging, local search
optimization, 218–219
geotargeting, 349, 359,
431–432
GIF images, 499
GIMP, 58, 94
giveaways, 521, 522,
789–793
Gizmodo, 640–641
Global Positioning System
(GPS), 749
Glue Gun Crafts, 565
goal funnels, 329–335
goal pages
conversions indicated by,
316
defining, 317
in goal tracking process,
321, 322, 324
goals
advertising, 395, 400
blog topic selection,
566–567
mobile channel, 759–760
for Web sites,
development of, 17–22
Google (iGoogle), 564–565,
653–658
Google AdSense, 27, 84
Google Advertising
Professionals Program,
347

Google AdWords
A/B test, 398–399
accounts, activating,
354–355
accounts, creating,
347–349
ad changing, determining
when, 402
ad groups, 355–357
adding ad to existing,
357
adding new, 355–356
adding to existing
campaign, 357
adding new campaigns,
355–356
additional settings, 358
advertising campaign
adding ad group to
existing, 357
adding new, 355–356
setting up first, 349–350
analytic package choices,
440
bidding, 350–352
billing, setting up, 352–355
budgeting, 350–352,
405–406
budgets and bids, setting
up daily, 350–352
comparing search
engines, 346
content network
campaign, managing,
434–437
cost per click (CPC),
351–352
daily budgets and bids,
350–352
deleting keywords, 390
demographic bidding,
433–434
expanding, 355–357
first campaigns, 349–350

- Google AdWords (*continued*)
 - keywords
 - bidding scheduling, 411–414
 - expanding lists, 388
 - research on, 171–174
 - traffic tools, 428–429
 - PPC budget, 404
 - scheduling, 411–414
 - Standard Edition, 347–349
 - writing copy that earn clicks, 402
- Google AdWords Editor, 426–427
- Google Analytics
 - content report with dollar index in, 325–326
 - e-commerce tracking by, 272, 322–323
 - goal funnel tracking, 331–334
 - goal tracking, 272, 313, 322–324
 - keywords report, 325
 - landing page report, 326–327
 - loyalty benchmark, 305–306
 - reputation of, 266
 - SEO results tracking, 252–253
 - top content report, 307–308
 - traffic analysis
 - capabilities of, 270
 - filter for, 277–278
 - five metrics in, 281
 - keyword analysis by, 299–300
 - monetization, 27
 - Pageviews report by, 286
 - referring data from, 293–298
 - reporting tools used by, 267
 - setting up, 272–278
 - Time On Site report by, 288–289
 - Unique Visitors report by, 284
 - Visits report by, 282
 - visit quality analysis, 303–308, 310
 - Web site, 270, 272
- Google Android, 745
- Google Blog Search, 258, 667
- Google Docs, 19
- Google Groups, 644, 666, 706
- Google Image Search, 296–298
- Google Insights, 178, 429
- Google Local, 218–219
- Google Maps, 748
- Google PageRank, 235
- Google Reader, 583, 595–602
- Google search engine
 - Blogger, 571–574, 577
 - for competition research, 16
 - competitor links, 250
 - cost per click (CPC), 409–410
 - duplicate content, 192
 - FeedBurner RSS tool, 583
 - image optimization, 214–215
 - link buying/selling, 245–246
 - multiple PPC accounts, 347
 - news optimization, 213–214
 - product optimization, 212
 - as referrer, 295
 - segmented keywords lists, 383–384
- Google Sitemap, 109
- Google Toolbar, 159, 163
- Google Trends, 174–175, 569
- Google Webmaster tools, 165, 166
- GoogleBase, 213
- Gooruze, 677
- GPS (Global Positioning System), 749
- Graham, Eric (conversion expert), 106
- grammar, writing PPC ad copy, 395–396
- grand-prize winner, mobile user flows, 780
- graphics, 1ShoppingCart advantages, 33
- green links, 68
- Greystripe, 825
- Griffin iMic, 627
- Groomstand, 202–203
- groups
 - Facebook, 686–688
 - friends, 714
 - LinkedIn, 697
 - mobile text alerts, 816–819
- guarantee graphic, layout, 68
- guarantees, and checkout, 35
- guest blog post, 592, 610–611, 682
- guest books, 477
- guidelines
 - editorial, 395, 417–420
 - MMA Consumer Best Practices Guidelines, 754
- Guinea Pig Olympics, 247
- Guinness contest, 783

H

- Hampton Inn, 804
- Hands-On Mobile, 825
- hard bounce e-mail, 547–548

headers
 defined, 483
 e-mail, 483–484, 487
 online chat, 126–127

headings
 e-mail TOCs, 512
 on forms, 122
 semantic outline, 207–208
 Web site relevance, 156

headlines
 A/B tests, 397, 398
 C.O.N.V.E.R.T. M.E.
 formula, 113, 114–115
 elements of effective,
 98–100
 e-mail, 448, 501, 512–513
 formatting, 100
 link-worthy content, 238
 online tools to generate,
 98–99
 PPC ad copy, 391–392
 SEO copy, 231–232
 squeeze page, 110
 Yahoo! Search Marketing,
 392

headset microphones, 627

heat map, 495

heat map application, to
 evaluate layout, 59–62

hidden text, Web site
 relevance, 156

hierarchical ordering,
 search engine, 155–157

high-throughput,
 connection aggregator,
 763

high-traffic keywords, 392

hiring professional help
 ISP, choosing, 139–150
 marketing team, 138
 for SEO, 233, 257–260
 for valuable e-mail
 content, 529–530

hits
 defined, 279
 as marketing metric,
 279–280
 usefulness of tracking, 280

Hitwise, 674

hobbyist ISP, 139

homepages, 193–194, 311,
 393

horizontal navigation bar,
 layout, 64–66

Hormel Foods, 464

hosting
 blog carnivals, 611–613
 domain name registration
 and controls, 12
 joint venture (JV) hosting,
 14, 43–48
 logins, control of, 11

hot keys, review RSS feeds
 with, 602

HTML
 backup controls, 11–12
 editors, 94–95
 e-mail, 491, 501–505
 fonts in e-mail text,
 502–503
 navigation links, 510–511
 text links, 505–506

*HTML, XHTML & CSS For
 Dummies*, 6e (Tittel and
 Noble), 196

hub pages, 199, 200, 202

human factor, elements of
 effective, 100–102

humor as bait, 247, 679

hybrid approach, mobile
 marketing, 762

hyperlinks, 68

I

IAB (Interactive Advertising
 Bureau), 28, 755

idea list for writing blogs,
 591

Identi.ca, 707

iGoogle, 564–565, 653–658

iLoop Mobile, 744, 747, 781,
 817

image reference, 500–501

images. *See also* photos
 banners for mobile ads,
 800, 802
 captions, Web site
 relevance, 156
 defined, 498
 in e-mail
 file format for, 498–499
 file size, 499
 as links, 509–510
 for marketing, 448, 535
 referencing, 499–501
 file format, 215, 489–499,
 822, 829
 link bait, 248–249
 link-worthy content, 238
 mobile devices, 821–822
 optimization, blended
 search, 214–215
 product optimization, 213
 implied permission to
 e-mail, 457–458
 incentives, 473, 478–480,
 789–793
 incidental permission, to
 receive e-mail, 458
 incoming links, tracking
 SEO results, 253
 incremental bidding/
 targeting, 374–375
 indexed pages, 168, 200,
 253
 indirect communication,
 734
 indirect mobile marketing,
 736
 individual e-mail filters,
 556–558
 industry, PPC spending by,
 415
 industry associations, 240,
 257
 industry commitment,
 effective copy, 102, 103
 industry keywords, 178
 information products, sales
 of, 29

Infusionsoft, 34
Ingenio Pay Per Call, 28
inherent value, 517. *See also* content
inherently valuable content, e-mail, 525–529
inherited lists, e-mail, 460–462
inline text links, 68
in-person contact
 information, e-mail, 477–478
instant win, mobile user flows, 780
in-store purchases, 536–537
instructions, as valuable e-mail content, 528
integrated voice response (IVR), 745, 809
Integrity, 195
intellectual property rights, JV host, 47
Interactive Advertising Bureau (IAB), 28
interactive paths, mobile, 741–748, 750–753
interest, e-mail, 473–474, 542
intermediate relationships, mobile, 833–834
internal microphone, 627
Internet Information Server, 195
Internet marketing process, 11–14. *See also* specific topics
Internet protocol (IP)
 address, 485
Internet service provider (ISP)
 attracting, 146–147
 choosing, 139–150
 contracts, 147
 defined, 137, 139
Internet protocol (IP)
 address, 485
 measuring results, 148–150

 nurturing the relationship, 150
 outsourcing, 148
 possible positions for, 138
 referrals to, 141–144
 selecting, 144–146
 setting expectations, 148–149
 spam protections, 462–463
 types of, 139–141
Internet Video Guy, 105, 132
interoperability, mobile path, 750, 752
interstitial advertising, 802–803
interviews
 as content, 527
 professional SEO help, 259
inventory, mobile advertising, 798, 799
involvement, membership Web sites, 90
IP (Internet protocol)
 address, 485
iPhone, 745, 749, 753
ipsh!, 744
ISP. *See* Internet service provider (ISP)
iStockphoto (Web sites), 58
iTunes, 624, 629, 634
IVR (integrated voice response), 745, 809

J

Jaguar XF, 802
JavaScript
 AJAX, 188
 funnel tracking for, 331
 as reporting tool, 267, 268, 269
 search engines, 188, 190, 196–197
 setup for, 272
Jell-O, 50
Jingle Networks, 809, 810
JoeAnt, 240
johnarnold, 559

joint venture (JV) hosting, 14, 43–48
Joomla!, 91–93, 576
JPG images, 215, 499
jump-page advertising, 802–803
junk mail folders, 490–491
just-noticeable difference, 494

K

kapow, 827
Kelly, Lew (merchant broker), 31–32
Kent, Peter (author)
 Search Engine Optimization for Dummies, 2e, 153
key performance indicators (KPIs), 264, 313–315, 317, 319
key phrases
 title tags, 227–228
 Web site relevance, 155–156
Keynote, 829
keyword density, 227
Keyword Discovery, 171
keyword diversity, 168, 252–253
keyword list
 adjusting, 374–375
 content networks, 435
 destination URL, 393
 editorial guidelines, 419
 researching search engines, 346
 for sales, 379–390
 search engine relevance determination, 341
 segmented keywords lists, 380–381, 383–385
 tracking SEO results, 254
keyword match types, 365, 381–383
keyword meta tags, 156
keyword rankings, 168

keyword services, 171
 keyword spreadsheet,
 179–180
 keyword stuffing, 228
 keyword traffic, estimating,
 428–431
 keyword traffic tools,
 428–431
 keyword-rich URLs, 206
 keywords
 bidding on, 409–415
 choosing from keywords
 lists, 379–380
 competition, 176–177,
 180–181
 in conversion goal
 analysis, 324–325
 defined, 340
 deleting from keywords
 lists, 390
 image optimization, 215
 lists of, 379–390
 Microsoft adCenter, 370,
 374
 PPC budgeting, 403–407
 quality links, 244
 referrals from, 296–297,
 299–300
 as referrer data, 292
 report, for conversion
 analysis, 324–325
 reserved, 778
 search engine relevance
 determination, 340
 and SEO, 169–181
 keyword-targeted
 campaign, 349–352,
 355–357, 359–365
 King, Julie Adair (author)
 *Digital Photography For
 Dummies*, 6e, 58
 Kodak Gallery, 794
 KPIs (key performance
 indicators), 264,
 313–315, 317, 319

L

landing pages
 in conversion goal
 analysis, 326–327
 defined, 106–107, 326
 educational content
 pages, 107–109
 mobile Internet, 746, 826
 and PPC, 339
 referring data from, 297,
 301
 sales pages, 111–113
 search engine relevance
 determination, 341
 site maps, 109
 squeeze pages, 110–111
 large ISP, 139
 layout, 59–69, 448, 495–498
 lead-based worksheet,
 723–724
 leadershiparticles.net, 27
 leads, 10, 318, 320, 330, 760
 leasing, common short
 codes (CSC), 763, 766
 LeClaire, Jennifer (author)
 *Web Analytics For
 Dummies*, 264, 301, 315
 legacy tracking code, 273
 legal and regulatory
 compliance
 Children's Online Privacy
 Protection Act
 (COPPA), 756–757
 click fraud, 422–423
 copyright, 58, 420–422
 editorial guidelines,
 417–422
 e-mail marketing, 449, 451
 E-Mail Service Providers
 (ESPs), 451
 mobile channel, 753–757
 mobile content program
 certification, 755–756,
 764, 776
 mobile marketing,
 753–757
 National Do Not Call
 Registry, 756
 personal information
 protections, 757
 spam, 454–457
 trademarks, 420–421
 legitimacy of product/site,
 before checkout, 35
 letters of recommendation,
 104
 Levi Strauss, 49
 licensed mobile content,
 837–838
 lifetime value of conversion
 goal, 319–320
 Lightpole, 794, 825, 827
 Limelight Presentations,
 100, 101, 125
 link bait
 brainstorming, 347–348
 defined, 346
 images, 248–249
 in SEO, 246–250
 social media plan, 678,
 679–680, 701
 video, 249–250
 link exchange network, 257
 link exchanges, 246
 link text, Web site
 relevance, 157
 link velocity, 236
 link votes, 203, 235–237
 LinkDiagnosis, 250
 LinkedIn, 80, 643, 669–670,
 677, 696–697
 linking networks, 154, 246
 links
 broken links, 195
 building, 235
 creating content clusters,
 200–203
 deep linking, 199, 204
 in e-mail, 505–515

links (*continued*)

- e-mail text, 502
- to other blogs, 609–610
- and SEO, 235–250
 - asking for links, 241–242
 - buying and selling links, 245–246
 - creating quality links, 244–245
 - easy links, 238–241
 - link bait, 246–250
 - link exchanges, 246
 - link networks, 246
 - link votes, 203, 235–237
 - researching competitor's links, 250
 - tracking results, 254
 - widget building, 242–244
 - writing link-worthy content, 237–238
- Web site relevance, 157
- list brokers, e-mail, 458–459, 480–482, 553
- list members, protecting, mobile channel, 849
- list rental, e-mail, 482
- listening. *See* audio; podcasting
- lists
 - e-mail
 - brokers, 458–459, 480–482, 553
 - building quality, 469–482
 - collecting addresses, and spam, 455
 - contact information, collecting, 471–478
 - database preparation, 469–471
 - inherited lists, 460–462
 - list brokers, 458–459, 480–482, 553
 - permissions, 457–462, 480
 - privacy, 480

- protecting, 462
- signup incentives, 473, 478–480
- Web site as, 10
- keyword
 - adjusting, 374–375
 - content networks, 435
 - destination URL, 393
 - editorial guidelines, 419
 - researching search engines, 346
 - for sales, 379–390
 - search engine relevance determination, 341
 - tracking SEO results, 254
 - as social media bait, 679
 - Web site relevance, 156
- Live HTTP Headers, 159, 162
- Live Local, 218
- Live Search. *See* Microsoft Live Search
- live testing of usability, 71–72
- live-event voting, mobile, 788
- LiveJournal, 576
- local search optimization, 217–219, 257
- location
 - data regarding, 845
 - e-mail From line, 486
 - geographic targeting, 349, 359, 431–432
 - horizontal navigation bar, 65
 - mobile advertising, 806–807
 - mobile information, 748–749
- log files, 852
- logic, social media site targeting, 677
- logins
 - control of, 11, 12
 - forms as SEO roadblock, 186

- logistics, E-Mail Service Providers (ESPs), 451
- logos
 - branding, 50, 51–53
 - contest to design, 52–53
 - developing branded, 50–52
 - e-mail marketing, 491–492, 494
 - and e-mail marketing, 448
 - linking e-mail to Web site, 510
 - and slogan, 50
- logs (log files)
 - referrer data from, 291
 - as reporting tool, 267–268, 269
 - server setup for, 272
- long codes, 768
- long-tail keyword, 380, 435
- long-tail phrases, 170–171, 382
- loyalty
 - benchmarks, visit quality analysis, 305–306
 - incentive rewards, 479
 - loyalty point package promotions, 808
- Lyris, 271

M

- Magnolia, 639, 698
- making money. *See* monetization
- managing
 - content network
 - campaign, 438–439
 - membership Web sites, 86–91
 - multiple PPC accounts, 347
 - pay per click (PPC)
 - drawbacks, 344
- Manis, John (mobile industry player), 813

- Mansfield, Richard (author)
 - CSS Web Design For Dummies*, 54, 190
- manufacturers,
 - promotional content from, 518
- mapping, user flows, 777–778
- market research, Web site for, 10, 16
- market share, calculating potential, 16
- market testing, Web site for, 10
- marketing
 - adding mobile to marketing strategy, 736–741
 - defined, 734, 736
 - elements of, 734–735
 - experts, on marketing team, 138
 - Web marketing process, 11–14
- Marketing Makeover Generator, 86, 111
- marketing outlet, Web site as, 10
- marketing routine, social media plan, 681–682
- MarketingSherpa, 445
- match types, keyword, 365, 381–383
- maven social media style, 675
- maximum CPC, 351, 410
- MAXX Wireless, 747
- McDonald's, 49
- mCRM (mobile CRM), 743
- media mailing list, 475
- media-sharing sites
 - Flickr, 215, 639, 648, 702–703
 - friends, 714
 - social media, 639, 648, 701–704
 - TubeMogul, 704
 - YouTube
 - audio sharing, 639, 648
 - finding questions, 716–717
 - RSS feed, 216, 217
 - using, 703–704
 - video sharing, 132–133
 - viral marketing, 811
- membership Web sites
 - anchoring, 88–89
 - calculating revenue potential, 89–91
 - cost, 90–91
 - defined, 86–87
 - evaluating types of, 87–89
 - managing, 86–91
 - password-protected directories, 87
 - third-party script on, 87–89
- mentoring, marketing team, 138
- menu trees, horizontal navigation bar, 65
- menus, building, 188–189
- merchant brokers, 31–32
- messages
 - color choices, 55–56
 - mobile, 804–806
 - paths, mobile content delivery, 816–820
- Premium Short Message Service (PSMS), 805, 814, 834–838, 854
- Short Message Service (SMS)
 - for content delivery, 816
 - data collection through, 846–847
 - mobile content certification, 755–756
 - mobile monetization, 805–806
 - for mobile monetization, 834–838
 - viral marketing, 742–744
- social media plan, 674–675
- meta description tags, 156, 230–231
- meta robots tags, 184–185
- meta tag optimization, SEO, 257
- metadata, mobile channel, 773, 843
- mFinity, 817
- MGF (Mobile Giving Foundation), 813
- microblogs
 - building following, 708–709
 - defined, 707
 - friends, 714
 - for social media, 707–709
 - social media sites, 639, 646–648
 - as time waster, 709
- microphones
 - for audio, 129, 132, 627
 - podcast, 624, 626–627
 - for video, 105
- microsites, 745
- micro-sites. *See* mini-sites
- Microsoft Access, 842
- Microsoft adCenter
 - A/B test, 399
 - account settings, 372–373
 - accounts, creating, 370–375
 - ad changing, determining when, 402
 - ad groups, 377
 - adding tools, 378
 - advanced keyword targeting, 386, 387
 - analytic package choices, 441
 - bidding, setting incremental, 374–375
 - billing, 372
 - budgeting for keywords, 407
 - campaign, adding, 376–377
 - comparing search engines, 346

- Microsoft adCenter
 - (*continued*)
 - content network
 - campaign, managing, 438–439
 - cost per click (CPC), 371, 374–375
 - demographic bidding, 432–433
 - expanding, 375–377
 - keyword lists, adjusting, 374–375
 - keyword traffic tools, 430–431
 - scheduling, 414–415
 - spending limits, PPC budget, 404
- Microsoft adCenter Desktop, 370, 427
- Microsoft adCenter Editor, 427–428
- Microsoft adCenter Labs, 177, 667–672
- Microsoft Excel, 19, 270, 842
- Microsoft Live Cashback, 370
- Microsoft Live Search
 - account settings, 372–373
 - accounts, creating, 370–375
 - ad groups, 377
 - adding tools, 378
 - bidding, setting incremental, 374–375
 - campaign, adding, 376–377
 - comparing search engines, 346
 - competitor links, 250
 - expanding, 375–377
 - image optimization, 214–215
 - keyword lists, adjusting, 374–375
 - local search optimization, 218
 - news optimization, 213–214
 - product optimization, 212
 - tracking SEO results, 253
 - Webmaster tools, 165, 166–167
- Microsoft MSN (search engine)
 - advanced keyword targeting, 387
 - cost per click (CPC), 409–410
 - expanding keywords lists, 389
 - multiple PPC accounts, 347
 - segmented keywords lists, 385
- Microsoft Office 2007, 449
- Microsoft Outlook, 489, 583
- Microsoft Sender ID, 559
- mini-sites
 - Ask sites, 82–84, 85–86
 - auto-responder linking, 84
 - connecting to main Web site, 82–84
 - described, 82
 - sales pages (one-page sales letters), 82
 - squeeze pages, 82, 85
 - text linking, 82
 - thank you page linking, 82–83
- Mixx, 619
- MMA Consumer Best Practices Guidelines, 754, 756, 778, 800
- M:Metrics, 829, 845
- MMS (Multimedia Message Service), 744, 805, 806, 816
- MO (mobile originated) message, 772–773, 835
- mobile ad players, 798–800
- mobile advertising
 - common short codes (CSC), 763, 766–767, 837
 - costs and budgeting, 762–765
 - coupons, 789, 790–793
 - coverage, 760–761
 - defined, 797
 - elements and approaches, 761–762
 - giveaways, 789
 - goal setting, 759–760
 - incentives and giveaways, 789–793
 - integrated voice response (IVR), 745, 809
 - location-based, 806–807
 - mobile ad players, 798–800
 - mobile Internet, 746–747, 800–804, 826–829
 - mobile media property, 797
 - opt-ins, 769–773
 - opt-outs, 774
 - package-based, 807–809
 - placing ads in mobile messages, 804–806
 - planning for, 759–774
 - point-of-sale (POS), 783, 808–809
 - polling, 786–788
 - proximity advertising/marketing, 806–807
 - social marketing, 812–813
 - target-market focus, 753
 - text promotions, 781–786
 - tracking results, 841–855
 - user (communication) flows, 775–781
 - user-generated content (UGC), 793–796
 - vanity marketing, 812
 - viral marketing, 760, 810–812
 - voice-call ads, 809
- Mobile Advertising Guidelines, 800
- Mobile Advertising Network Aggregators, 799

- mobile channel
 - about, 5
 - adding to marketing strategy, 736–741
 - applications, 824–825
 - audio, 829–830
 - blogs and blogging, 793–794
 - branded utilities, 830
 - complexities of, 736–737
 - content certification, 755–756, 764, 776
 - content delivery, 815–830
 - defined, 735
 - elements of, 735–736
 - e-mail, 745, 820, 852
 - e-mail information, 820
 - enablers, 748–750
 - games, 824–825
 - group text alerts, 816–819
 - mesaging paths, 816–820
 - mobile enhancements, 820–824
 - mobile Internet, 746–747, 800–804, 826–829
 - and mobile service providers, 738–741
 - monetization, 831–840
 - paths to, 741–748, 750–753
 - personalization content, 820–824
 - personalized text alerts, 819–820
 - promotions, 781–786, 831–832
 - regulatory compliance, 753–757
 - ringtones, 823–824
 - sales of, 838–840
 - screen savers, 821–823
 - social networking, 794
 - sourcing, 815–816
 - spam, 754–755
 - subscriptions, 831–832
 - video, 829–830
 - wallpaper, 821–823
- Mobile Complete
 - DeviceAnywhere, 829
- mobile content
 - enhancements, 820–824
- mobile CRM (mCRM), 743
- Mobile Giving Foundation (MGF), 813
- mobile Internet
 - ads on network of sites, 803
 - bumper-screen advertising, 802–803
 - creating, 827–828
 - data collection, 848
 - described, 746–747
 - design issues, 828
 - placing ads in your own site, 800–801
 - placing ads on a branded site, 802
 - placing outside ads on your site, 803
 - testing, 829
 - types of ads, 800
 - using, 826–827
- Mobile Marketing
 - Association (MMA), 754, 755, 756, 778, 800
- mobile media property, 797
- mobile operating systems, 745, 825
- mobile operators, 738
- mobile originated (MO) message, 772–773, 835
- mobile service providers, 738–741
- Mobile Streams, 834
- mobile terminated (MT) call, 772–773
- mobile Web. *See* mobile Internet
- mobile-enhanced channel, 735
- mobileStorm, 745, 820
- mobiThinking, 827
- Moblog, 794
- moderation of blog, 580
- monetization. *See also* sales
 - affiliates, 24–26, 40–42
 - bidding on keywords, 410–411
 - customer revenue, increasing initial, 36–40
 - defined, 27
 - JV host, 43–48
 - membership sites, 86–91
 - mobile channel, 831–840
 - online transactions, 30–36
 - product and service sales, 29–30
 - selling products and services, 29–30
 - of traffic, 27–28
 - traffic monetization, 27–28
- monitors, viewing colors on, 56–57
- Monkeybizness, 52
- monthly budget, 404
- morale, and SEO tracking worksheet, 251
- morewords, 50
- Morris, Tee (author)
 - Podcasting For Dummies*, 2e, 623
- motivate by adding value and urgency
 - C.O.N.V.E.R.T. M.E. formula, 114, 118–119
- Movable Type, 78, 575–576, 629, 634
- Mozilla, 159
- MP3 format, 130
- MSN (search engine). *See also* under Microsoft
 - advanced keyword targeting, 387
 - cost per click (CPC), 409–410
 - expanding keywords lists, 389
 - multiple PPC accounts, 347
 - segmented keywords lists, 385

MT (mobile terminated)
call, 772–773

Multimedia Message
Service (MMS), 744,
805, 806, 816

multimedia on MySpace,
694

multiple blogs, 574, 576

multiple e-mail addresses,
488

multiple Web sites,
connecting
Ask sites, 85–86
blog sites, 77–81
creating, 73–95
membership sites, 87–88
mini-sites, 82–84
reasons for, 73–74

multi-step opt-in mobile
call, 773

Music Mates, 84–85

MX Telecom, 839

My Yahoo!, 661–663

MyGoldSecurity, 56

MySpace, 639, 643, 692–696,
713

MySQL programming,
87, 93

N

name, e-mail From line,
485–486

naming the text link,
507–508

National Do Not Call
Registry, 756

National Public Radio
(NPR), 745

natural elements, video
editing, 134

natural search, 154

natural search rankings,
341

navigation, e-mail, 497

navigation links, 510–511

negative keyword match
types, 381–383

negative keywords, 364

Nellymoser, 825

Netbiscuits, 747

Netsuite, 34

Netvibes, 658–661

networking. *See also*
content network
events to find JV host, 44
Facebook tools, 684–688
linking, 154, 246
Web sites, 77–88

new kid social media style,
676

New report, loyalty
analysis, 306

New Tracking Code, 273

new-media channel, 735

new-media mobile service
providers, 738

news
optimization in blended
search, 213–214
social media site
targeting, 677

news reference volume, 174

newsletter subscription
forms, 124

Newsvine, 619

newswires, 250

NFC Nears Field
Communication (NFC),
750

niche
pay per click (PPC), 343,
415–416
social media site targeting,
677–678, 712

Nielson Online, 674, 829,
845

99designs, 52–53

Noble, Jeff (author)
*HTML, XHTML & CSS For
Dummies*, 6e, 196

nofollow command,
236–237, 610

noise, unique visitors
metric, 283

Nokia, 838

non-bounce response
totals, e-mail, 533

non-click responses
e-mail replies, 538–539

event attendance, 538

in-store purchases,
536–537

phone calls, 538

tracking, 536–539

Not Set item, non-referred
source, 294, 295

now address your visitors,
C.O.N.V.E.R.T. M.E.,
113, 115

NPR (National Public
Radio), 745

number of characters,
subject line, 488

number of items on
horizontal navigation
bar, 65

O

Obama, Barack (U.S.
President), 796

offerings, mobile marketing,
735, 760

offers
coupons, 519–520
creating valuable e-mail,
518–522
defined, 518
e-mail response tracking,
542–543
facts, 529
giveaways, 521, 522
loss leaders, 521–522
promotional content,
518–519
testimonial in
C.O.N.V.E.R.T. M.E.,
113, 115
urgent offers, 522

offline editors, 425–428
 offline efforts to generate traffic, 40
 Ogilvy on Advertising (Ogilvy and Clark), 232
 Omniture SiteCatalyst, 266, 270, 331
 1800MyLogo, 53
 100 Clicks, 401
 one-on-one assistance, training affiliates, 42
 1ShoppingCart, 33–34, 88, 124, 450
 Online Commercial Intention, 668–669
 online communities, 621, 666–667, 721
 online project tracker, 149
 Open Directory Project, 80
 open rate, e-mail, 533–535
 open source software, 91
 OpenCellID, 749
 open-ended questions, 473, 784–786
 operating systems
 mobile, 745, 825
 Web design, 53–54
 opinions, as content, 527, 528
 Optimize Ad Display, Yahoo! Search Marketing, 364
 opt-ins
 call to action, mobile, 770–773
 defined, 111, 849
 e-mail list with squeeze pages, 110–111
 forms, 123–125
 mobile channel campaign, 769–773
 mobile channel tracking, 849
 mobile messaging, 818
 signup links, e-mail, 476
 user-flow diagram, 777

opt-outs
 ad-group level, 438, 439
 campaign level, 437
 e-mail, 455
 mobile channel campaign, 774
 mobile channel tracking, 849
 user-flow diagram, 778
 Oracle, 842
 order of items on
 horizontal navigation bar, 65
 organic search results, 154, 168, 171, 252, 253
 organize RSS feeds, 597, 598–602, 604
 outlined text boxes, 68
 outsourcing ISPs, 148
 ownership of Web site, by ISPs, 147

p

package-based advertising, 743, 807–809
 pages
 backup controls, 11–12
 homepages, 193–194, 311, 393
 indexed, 168, 200, 253
 landing pages, 106–111
 loading speed, and PPC, 343
 pasting code for mobile Internet, 801
 sales pages, 82, 111–113
 squeeze pages, 82, 85, 110–111, 124
 thank you pages, 34, 38, 82–83
 Pages/Visit report, 304–305
 pageviews
 AJAX reduces, 331
 as conversion goal, 318
 defined, 281
 report options for, 285
 time on site combined with, 286, 287
 as traffic metric, 281
 uses of tracking, 285–286
 visit quality analysis from, 304–305
 pageviews per visit report, 304–305
 paid data services, audience research, 673–674
 paid search to generate traffic, 39–40
 pairing mobile devices, 807
 Pantone Matching System (PMS), 57
 Papa John's International mobile service, 839
 paragraph copy, 156, 207–208, 232, 501
 paralysis bounce rate study, 98
 parentheticals, blog writing, 587
 partner network, 364–365, 434–439
 partnering for sales growth, 14
 passion, of bloggers, 564
 passive voice, 224–225
 password-protected member directories, 87
 pathfinder report, goal funnel tracking, 331
 paths to mobile channel, 741–748, 750–753
 pay per call (PPC), 28
 pay per click (PPC)
 about, 3–4
 benefits of using, 342–343
 bidding, 409–415
 budgeting, 342–343, 403–416
 compared to CPC, 28.
 See also cost per click (CPC)

- ul style="list-style-type: none;">
- pay per click (PPC)
 - (*continued*)
 - defined, 339
 - determining, 403–405
 - drawbacks, 343–344
 - expanding keywords lists, 387–389
 - Google AdWords, 354–356, 405–406
 - managing multiple accounts, 347
 - measurable results, 342
 - methods for, 339–344
 - Microsoft adCenter, 407
 - niche, finding, 343
 - selecting PPC search engine, 345–346
 - testing, 179
 - traffic report analyzes, 265
 - writing copy that earn clicks, 391–402
 - ad-serving percentages, 401
 - benefits/features model, 394
 - body, 392
 - call to action, 394–395
 - changing ad, determining when, 400–402
 - click-through rate (CTR), 400
 - common mistakes, 396
 - conversion tracking, 401–402
 - cost per click (CPC), 400
 - destination URL, 393–394
 - display URL, 393
 - frequency of checking, 401
 - goal determined, 400
 - goals, 395
 - grammar and spelling, 395
 - headlines, 391–392
 - 100 Clicks, 401
 - PPC ads, 391–394
 - testing ads, 399–400
 - Yahoo! Search Marketing, 402
 - Yahoo! Search Marketing, 406
- pay per lead (PPL), 28
- payment gateway, 32
- payment options,
 - 1ShoppingCart, 33
- payout, 855
- PayPal, 31, 32, 362, 840
- PDF converter, 29
- pdfonline, 29
- PDFs (Portable Document Format), 29, 515
- Peacock Media, 168
- Pearlman, Leah (author)
 - Facebook For Dummies*, 692
- permission
 - to e-mail
 - affirmative consent, 455
 - confirmed, 458–459, 481–482, 553
 - e-mail lists, 457–460, 480
 - explicit, 458, 465
 - implied, 457–458
 - inherited lists, 460–462
 - spam, 457–462
 - trusted e-mail sender, 457–462
 - for testimonials use, 103, 518
 - permission marketing, 766, 816
 - persistent mobile Internet site, 826
 - personal e-mail filters, 556–558
 - personal information, 472, 757
 - personal ISP referrals, 141
- personality in e-mail marketing, 493
- personalization
 - C.O.N.V.E.R.T. M.E. formula, 113, 115
 - mobile content, 781, 819–824
- Pessemier, Marcia, 100, 101, 125
- phone communication, 34, 102, 106, 538
- photos. *See also* images
 - buying, 58
 - concept shots, 58
 - creating your own, 58
 - high-impact and Web site design, 57–59
 - to introduce self, 100, 101
 - JPG images, 215
 - product shots, 57–58
 - promotional content from, 518
 - selling the outcome with, 59
 - squeeze page, 110
- PHP & MySQL For Dummies*, 3e (Valade), 79
- PHP programming, 93
- phrase keyword match types, 381–383
- physical address, on e-mail, 456
- physical permission, to receive e-mail, 458
- picture messaging, 744, 805
- Picture2Screen, 743
- ping, blogging, 580–582, 616
- placement-targeted campaign, 355
- plagiarism, 254–255, 726–727
- Plantronics, 627
- platform approach, mobile marketing, 761
- player health, mobile path, 751, 752

- Plime, 620
- plug-ins, WordPress
 - blogging tool, 80
- Plurk, 639, 646, 647, 707
- PMS (Pantone Matching System), 57
- PNG images, 499
- Podcast Maker, 62, 631, 632
- PodcastAlley, 634
- PodcastDirectory, 634
- podcasting
 - about, 4
 - blog support, 629
 - defined, 623
 - encoding, 633–634
 - listening to, 624
 - promoting, 634
 - recording first, 630–632
 - script preparation, 630
 - studio setup, 624–629
 - testing studio setup, 628–629
 - uploading, 633–634
- Podcasting For Dummies*, 2e (Morris, Tomasi, Terra, and Steppe), 623
- PodProducer, 62, 626, 629
- point-of-purchase, 808
- point-of-sale (POS) mobile advertising, 783, 808–809
- polling, 743, 786–788
- popularity of product, 105
- popularity sites, 639, 648–649
- portable devices, text only, 509
- Portable Document Format (PDF), 29, 515
- Portent Interactive, 189–190
- POS (point-of-sale) mobile advertising, 783, 808–809
- post on blog. *See* blogs and blogging
- post script reassurance statements, questions
 - before checkout, 36
- post script statements, call to action, 120
- postpay billing, 353
- pound key, mobile call to action, 772
- power-partnering, Internet marketing process, 14
- PPC. *See* pay per click (PPC)
- PPC (pay per call), 28
- ppi, image resolution, 499
- PPL (pay per lead), 28
- preference data, 844
- preferred cost bidding, 410
- preferred CPC, 351
- Premium Short Message Service (PSMS), 805, 814, 834–838, 854
- prepay billing, 354
- prepositions, simplicity in blog writing, 587
- presence data, 844
- press releases, 213–214
- price
 - for membership Web sites, 89–90
 - price points, 36–37, 834
 - questions to answer before checkout, 36
- print media, 477–478, 492
- prior consent, mobile, 816
- privacy
 - e-mail lists, 480
 - mobile marketing to children, 756–757
 - questions to answer before checkout, 35
 - in referring data, 292
 - by traffic report, 266
- problem with product/service, at checkout, 35
- product feed, 212
- product optimization, blended search, 212–213
- products and services
 - copy effectiveness, 104–105
- delivery, 10, 35
- establishing, Internet marketing process, 12
- high-impact photos, 57–58
- mobile marketing
 - ecosystem, 740
- price points, 36–37
- types of, 29–30
- professional appearance of ESPs, 450–451
- professional help
 - e-mail content, 529–530
 - ISP, choosing, 139–150
 - marketing team, 138
 - SEO, 233, 257–260
- professional standards, trusted e-mail sender, 453
- profile
 - mobile channel, 842–846
 - social media, 676–677, 684–686, 694
- profit per month, 17
- profits. *See* monetization
- program certification, mobile channel, 755–756, 764, 776
- programming, as marketing task, 22
- programming expert, marketing team, 138
- project tracker, online, 149
- proliferation of device, mobile path, 751, 752
- promotion
 - affiliates, 24–26, 42
 - blogs, 615–621
 - e-mail content, 518–519
 - mobile channel, 781–786, 831–832
 - podcasting, 634
 - social media, 682, 717
- proper credit on blogs, 610
- Provide Support, 126

- proximity advertising/
marketing, 748,
806–807
- PSMS (Premium Short
Message Service), 805,
814, 834–838, 854
- psychographic data, 844
- public timeline,
microblogging, 646
- publicity, as marketing
task, 22
- publicity expert, marketing
team, 138
- publish your blog post,
615–616
- publishers, mobile,
798–799
- Pudding Media, 809
- punctuation, 100, 555, 587
- purchasing. *See* buying
- puzzling readers as link
bait, 248

Q

- QoolScool, 677
- QR Codes, 773, 792
- qualifications, professional
SEO help, 258–259
- quality
 - of images, 215
 - link for SEO, 244–245
 - LinkedIn, 697
 - link-worthy content,
237–238
- Quantcast, 16, 17, 672–673
- questions and answers
 - to answer before
checkout, 35–36
 - answering, as content, 528
- Ask Web site, 85–86
- audience research, and
social media plan,
665–666
- friends, expanding
network of, 715–716

- LinkedIn, 697
- for professional SEO help,
259
- quizzes, mobile campaign,
782–784
- as social media bait, 679
- surveys, mobile, 743,
784–786
- Quick Tip content, 526
- quizzes, 743, 782–784
- Qwikker, 748

R

- Radio Frequency
Identification (RFID),
750
- random common short
codes (CSC), 767
- Rank Checker, 159
- rankings, 255–257, 341
- raw data dump, 853
- reactivity, visitation and
conversion rates, 20
- readability of title tags,
229
- recapture visitor attention,
C.O.N.V.E.R.T. M.E., 113,
117
- recordings, 42, 624–626,
630–632
- red arrows, 67
- red links, 68
- Reddit, 619, 639, 649
- redemption directions,
coupons, 519–520
- reducing blocked e-mail,
549–552
- references, hiring
 - professional SEO help,
258
- referencing images in
e-mails, 499–501
- referrals, 40, 44, 141–144,
257

- referrers
 - advanced topics on, 301
 - analyzing data from,
295–298
 - defined, 281, 289
 - importance of, 290, 291,
292
 - keyword analysis of data
from, 299–300
 - privacy of data from, 292
 - report from, for visit
quality analysis, 308
 - tracking, 289–290, 293–294
 - understanding, 291–292
 - visit quality analysis of,
308–309
- referring keyword report,
299–300
- Referring Sites report,
295–297
- refresh and client-side
redirect, 190
- refunds, 35, 838
- regex, 278
- registration, 12, 79, 185–186
- regulations. *See* legal and
regulatory compliance
- relevance
 - of keywords, 176
 - mobile content, 816
 - product optimization,
212–213
 - quality links, 244–245
 - search engine
 - determination of,
340–341
 - SEO, 154, 155–157
- RentACoder, 143, 144
- renting, common short
codes (CSC), 767
- reporting. *See* specific
topics
- representative name, e-mail
From line, 486
- reputation. *See* trusted
sender reputation

- research
 audience and social media plan, 665–674
 competitor's links and SEO, 250
 as marketing task, 22
 as valuable e-mail content, 529
 reserved keywords, 778
 resolution of images, 499
 return on investment (ROI), 265, 271, 290, 536–539
 returning report, loyalty analysis, 306
 returning visitors report, 306
 ReturnPath, 533, 548, 552
 returns, JV host, 46
 revenue potential, 16, 89–91
 revenue sharing, JV host, 46
 revenue-generating keywords, 392
 review
 local search optimization, 218
 RSS feeds with hot keys, 602
 social media plan, 678–681
 revised category-specific question, e-mail, 473
 RFID (Radio Frequency Identification), 750
 rhymezone, 50
 right column showcase, layout, 68–69
 ringtones, 823–824
 robots (bots), 154
 robots.txt file, 184
 robotstxt.org, 184
 rock star social media style, 676
 ROI (return on investment), 265, 271, 290, 536–539
 Roland, 129
 routine writing, setting, 232–233
 RSS feed readers, 583, 594, 595–602, 680
 RSS (really simple syndication) feeds
 blog comments, 608
 blogging, 571, 582–583
 defined, 594
 folders to organize feeds, 597, 598–600
 Google Reader, 583, 595–602
 organize feeds, 597, 598–602, 604
 podcasting, 629
 review feeds with hot keys, 602
 shared items page, 603–604
 social media, 651–663, 678, 680
 subscriptions, 678, 680
 tags to organize feeds, 597, 600–602
 video, 216
 Rumsey, Deborah (author)
Statistics For Dummies, 264
Statistics Workbook For Dummies, 264
-
- S**
-
- Sabah, Joe (radio guest), 40
 sabahradioshows, 40
 Sabin-Wilson, Lisa (author)
WordPress For Dummies, 2e, 575
 Sahlin, Doug (author)
Building Web Sites All in One For Dummies, 2e, 30, 54
 sales
 affiliates, 24–26, 40–42
 increasing initial, 36–40
 joint venturing (JV), 43–48
 as marketing task, 22
 mobile content, 837–840
 online transactions, 30–36
 selling products and services, 29–30
 tracking SEO results, 251
 traffic monetization, 27–28
 Web site as tool, 10
 writing copy for
 changing ad, determining when, 400–402
 C.O.N.V.E.R.T. M.E. formula, 113–120
 elements of effective, 97–106
 landing pages, 106–113
 as marketing task, 22
 pay-per-click (PPC), 391–396
 testing ads, 396–400
 sales expert, marketing team, 138
 sales force, virtual, 14
 sales pages, 82, 111–113
 sales per year (SPY), 17
 sales revenue goals
 formula, 19
 samples, 744, 790
 Sawmill, 271
 ScanAlert, 209
 scannability
 blogs, 586, 588–590
 e-mails, 496–497
 scannable copy, 226
 SEO, 238
 social media bait, 679
 scheduling, 404–405, 411–415
 Schell, Jim (author)
Small Business For Dummies, 3e, 405
 school drop-out mobile program, 812
 screen savers, mobile, 821–823
 script preparation, podcasting, 630
 scroll lines, 513

- scrolling compared to clicking, 66–67
- search engine(s)
 - affiliate programs, finding, 24, 25
 - blog topic selection, 570
 - blogs, 80
 - comparing, 346
 - ethics, 157–158
 - generating traffic, 39–40
 - Google
 - Blogger, 571–574, 577
 - for competition research, 16
 - competitor links, 250
 - cost per click (CPC), 409–410
 - duplicate content, 192
 - FeedBurner RSS tool, 583
 - image optimization, 214–215
 - link buying/selling, 245–246
 - multiple PPC accounts, 347
 - news optimization, 213–214
 - product optimization, 212
 - as referrer, 295
 - segmented keywords lists, 383–384
 - MSN
 - advanced keyword targeting, 387
 - cost per click (CPC), 409–410
 - expanding keywords lists, 389
 - multiple PPC accounts, 347
 - segmented keywords lists, 385
 - PPC advertising, creating, 339–340
 - reasons for, 153–155
 - referrals from, 292, 299
 - relevance of Web sites, 155–158, 340–341
 - researching, 345–346
 - tracking SEO results, 255–256
 - Yahoo!
 - advanced keyword targeting, 386
 - competitor links, 250
 - cost per click (CPC), 409–410
 - e-mail display header, 484
 - expanding keywords lists, 388–389
 - image optimization, 214–215
 - local search optimization, 218
 - multiple PPC accounts, 347
 - news optimization, 213–214
 - product optimization, 212
 - segmented keywords lists, 384–385
 - search engine optimization (SEO)
 - about, 3
 - black hat, 154, 157–158
 - blended search (universal search), 211–219
 - blogging platforms, 573, 574, 575
 - creating worksheet, 168
 - ethics, 157–158
 - hiring professional help, 257–260
 - keywords, selecting, 169–181
 - link building, 235–250
 - preparing for, 153–168
 - reasons for, 153–155
 - relevance of Web sites, 155–157
 - roadblock removal, 183–197
 - setting up toolbox, 159–168
 - structuring Web site, 199–207
 - toolbox
 - Firefox browser, 159–160
 - Google Toolbar, 159, 163
 - Live HTTP Headers, 159, 162
 - SeoQuake, 159, 160–162, 180–181
 - Web Developer Toolbar, 159, 163–164, 181, 191
 - Webmaster tools, 165–167
 - Xenu Link Sleuth, 167–168, 195
 - Yellowpipe Lynx Viewer Tool, 159, 164–165, 180
 - tracking results, 251–256
 - white hat SEO, 154, 157–158
 - writing copy for, 221–233
- Search Engine Optimization For Dummies*, 2e (Kent), 153
- search engine ranking pages (SERPs), 153, 154, 227
- Search Marketing. *See* Yahoo! Search Marketing
- search network, 364
- search tracking, 276–277
- search volume, 174, 176–177
- search-keywords report, 265
- second-chance offers, 542
- security, 35, 209
- segmented keywords lists, 380–381, 383–385
- selling. *See* sales
- selling links, SEO, 245–246

- semantic outline, traffic
 - and SEO, 207–208
- seminars, 37, 44
- semi-pro ISP, 139
- Sender ID, 559
- Sender Policy Framework (SPF), 559
- SenderScore, 553
- SEO. *See* search engine optimization (SEO)
- SEOMoz, 209
- SeoQuake, 159, 160–162, 180–181
- SERPs (search engine ranking pages), 153, 154, 227
- server address, 485
- server administration, as marketing task, 22
- sessions
 - defined, 280
 - as general measure, 281
 - report for tracking, 281–282
 - reporting data affected by, 267
 - time on site combined with, 286, 287
 - as traffic metric, 280
 - unique visitors compared with, 284
 - uses of tracking, 282–283
- Sessions Online by School of Design, 57
- sexually-oriented e-mail, 456–457
- shared items page, RSS feeds, 603–604
- shared short code models, 768–769
- sharing ease, social media plan, 678, 681
- sharpness, writing blogs, 586, 590
- shopping cart
 - abandonment point from, 333–334
 - configuration of, for goal tracking, 321
 - defined, 31
 - as funnel location, 329
 - in funnel-tracking setup example, 331
 - KPI mapping to, 319
 - membership Web sites, 88
 - traffic report capability for, 265
- ShopText, 790, 839
- short code. *See* common short codes (CSC)
- Short Message Service (SMS)
 - for content delivery, 816
 - data collection through, 846–847
 - mobile content certification, 755–756
 - mobile monetization, 805–806
 - for mobile monetization, 834–838
 - mobile tracking, 852
 - viral marketing, 742–744
- SHTML, SEO roadblock removal, 188–189
- side loading, 747
- signup links, e-mail, 475–477, 476
- simplicity, writing blogs, 585, 586–587
- single opt-in mobile call, 773
- Singletouch, 772
- site maps, 109, 207
- size, font choice, 54
- Skycore, 744
- slogans, 50
- Small Business For Dummies*, 3e (Tyson and Shell), 405
- small company team ISP, 139
- SmartCast in FeedBurner, 624, 629
- smartphones, 745, 749
- SmartReply, 745
- SMS. *See* Short Message Service (SMS)
- Snafu, 167
- SnapNow, 771
- snapping/scanning, mobile call to action, 771
- Snaptell, 771
- sneeze principle
 - bookmark-driven, 698
 - described, 638
 - social media sites, 684, 691–692, 693, 695
 - social news, 701
- Snell, Claudia (author) *Building Web Sites All in One For Dummies*, 2e, 30, 54
- snippet, 230
- social marketing, mobile, 812–813
- social media
 - aggregators, 639, 649–650
 - blogs, 639, 640–642
 - bookmarking sites, 639, 644–646
 - campaign creation, 721–729
 - categories of, 638–650
 - defined, 4–5, 637
 - desktop for, 651–663
 - friends, 713–719
 - media-sharing sites, 639, 648
 - microblogging sites, 639, 646–648
 - network building, 713–719
 - plan for, 665–682
 - popularity sites, 639, 648–649
 - power of, 639
 - profile, 676–677, 684–686, 694
 - sites for, 683–712
- social networks, 80, 639, 642–644, 794
- social news sites, 700–701, 714
- social voting sites, blogs, 619–620
- soft bounce e-mail, 548–549

- solutions, communicating, 13
- Sony fake PS3 blogs, 675
- Sony Vegas Movie Studio 9, 105, 132
- Sostre, Pedro (author)
 - Web Analytics For Dummies*, 264, 301, 315
- sound card mixer, 129
- sound files, e-mail links to, 514–515
- Sound Forge Audio Studio, 129–130
- Source Medical Equipment, 111, 112
- sourcing content, 815–817
- spam
 - CAN-SPAM Act, 449, 454–457, 460, 463, 488, 491, 754
 - collecting e-mail
 - addresses legally, 455
 - commercial e-mail, 454
 - complaints, minimizing, 462–467, 553
 - compliance with laws, 454–457
 - defined, 754
 - filtered e-mail, 552–558
 - including required
 - content, 455–457
 - mobile marketing, 754–755
 - origination of term, 464
 - permission, asking for, 457–462
 - social network, 645
 - transactional/relationship e-mail, 454
- SPAM lunch meat, 464
- spam scores, 557
- spam trap addresses, 550–551
- spelling, writing PPC ad copy, 395–396
- spending limits, PPC
 - budget, 404
- spending per visitor, 21
- SPF (Sender Policy Framework), 559
- Sphinn, 619
- spiders, 154
- splash advertising, 802–803
- Sprint, 833
- SPY (sales per year), 17
- spying on competition, 10, 16
- squeeze pages, 82, 85, 110–111, 124
- Squidoo, 80
- standards
 - mobile path, 751, 752
 - trusted e-mail sender, 453
 - for usability, 71
- star key, mobile call to action, 772
- StarCut, 747
- Start a Website Design Business, 124
- stated feedback, e-mail, 446
- Statistics For Dummies* (Rumsey), 264
- Statistics Workbook For Dummies* (Rumsey), 264
- status, Facebook, 685
- Steppe, Kreg (author)
 - Podcasting For Dummies*, 2e, 623
- steps in C.O.N.V.E.R.T. M.E. formula, 113–114
- Stewart, Mike (video expert), 105, 132
- stickiness, 138, 295
- stock photos, buying, 58
- stop characters, 224
- stop words, 222–223
- story telling, 229, 527, 529
- strategic mobile marketing ecosystem, 740–741
- strategy
 - mobile marketing, 761, 762, 763
 - Web sites, 15–22
- streaming, mobile audio/video, 830
- structuring Web site and SEO, 199–207
- studio for podcasting, 624–629
- StumbleUpon, 616–618, 639, 644–645, 698–699
- style
 - social media plan, 675–676
 - Web site design, 54–55
 - writing SEO copy, 224
- sub-headlines, 115
- Subject lines, e-mail
 - creating effective, 483–485, 488–491
 - filtered e-mail, 555
 - misleading, 456
- submission, Web site
 - relevance, 157
- submit button, forms, 122
- submitting, mobile call to action, 772
- subscription form on
 - squeeze page, 111
- subscriptions
 - mobile, 247, 740, 831–832
 - podcast, 624
 - rewards for, 479
- Superpages, 218
- support, Web site for, 10
- SurfKitchen, 825
- surveys, 743, 784–786
- Susan G. Komen for the Cure, 814
- sweepstakes, 743
- syllables, simplicity in blog writing, 586
- Symbian, 745
- syndicated data, 845
- Syndicating Sites with RSS Feeds For Dummies* (Finkelstein), 216

T

- table of contents (TOC), e-mail links, 511–513
- tactical planning, mobile marketing, 761, 764
- tagging bookmarks, 699–700

- tagging content,
 - automated, 846
- taglines, branding, 50, 51
- tags to organize RSS feeds, 597, 600–602
- talking points, 630
- targeting
 - audience
 - audience-driven terms, 169–170
 - e-mail information for, 525–527
 - horizontal navigation bar, 64
 - mobile marketing, 760
 - research, and social media plan, 665–674
 - size analysis, 282, 283, 568–570
 - geotargeting, 349, 359, 431–432
 - placement-targeted campaign, 355
 - sites and social media plan, 677–678
- target-market focus, mobile channel, 753
- technical support, as 1ShoppingCart, 34
- Technorati, 568, 616, 641
- telephone communication, 34, 102, 106, 538
- television voting, mobile, 788
- tell your story, effective copy, 102
- tell-a-friend marketing, 125–126, 743, 760, 795–796, 810–812
- TemplateBox, 76
- TemplateMonster, 59, 76
- templates
 - blogging platform, 578–579
 - defined, 75
 - e-mail, 483
 - layout, 59
 - Web sites, 59, 75–76
- TemplateTuning, 76
- temporary blocked e-mail, 547
- Ten Foot Rule, to collect information, 477–478
- terminal, mobile channel, 735
- Terra, Evo (author) *Podcasting For Dummies*, 2e, 623
- testimonials
 - checklist for, 103
 - C.O.N.V.E.R.T. M.E. formula, 113, 115
 - in copy, 103
 - creating valuable content, 518
 - permission to use, 103, 518
 - as sub-headline, 115
- testing
 - A/B tests, 396–399
 - ads, writing copy that earn clicks, 396–400
 - C.O.N.V.E.R.T. M.E. formula, 114, 117–118
 - dynamic keyword insertion (DKI), 399–400
 - e-mail subject lines, 490
 - pay per click (PPC), 179
 - usability, 71–72
 - visitation and conversion rates, 20
- text, plain compared with HTML, 491, 501–505
- text alerts, 743, 819–820
- text banners, mobile ads, 800, 802
- text boxes, e-mail, 476
- text links
 - as call to action, 106
 - defined, 505
 - e-mail links, 505–509
 - horizontal navigation bar, 65
 - inline text links, 68
 - mini-sites, 82
- naming, 507–508
- signup links, e-mail, 476
- text messaging. *See* Short Message Service (SMS)
- text promotions, mobile campaign, 781–786
- Text2Give, 743
- Text2Screen, 743
- texting, mobile call to action, 771
- Textpattern, 576
- text-to-screen mobile, 794–795
- textual components, layout, 62
- thank you notes, 239
- thank you pages, 34, 38, 82–83
- TheAccidentalLawyer, 52
- thesaurus, simplicity in blog writing, 586
- Think Like a Spy, 104
- third-party forms processors, 123
- 3D codes, 792–793
- 301 redirect, 195, 209
- throughput, mobile messaging, 818
- Thumbplay, 834
- Thunder Ridge ski resort, 31, 32
- Timacheff, Serge (author) *Digital Photography For Dummies*, 6e, 58
- time
 - ad changing, determining when to, 401–402
 - bidding on keywords, 411–415
 - mobile marketing timelines, 762–763
 - for SEO campaign, 252, 259–260
 - time on site, 281, 286–289, 294, 305
 - time until delivery, checkout, 35

- timing of credit card charges, 36
- tips as valuable e-mail content, 527–528
- title tags
 - brand placement, 227–228
 - connecting headlines to copy, 231–232
 - hiring professional SEO help, 258
 - keyword stuffing, 228
 - readability, 229
 - semantic outline, 207–208
 - telling story in, 229
 - Web site relevance, 156
 - writing SEO copy, 227–229
- Tittel, Ed (author)
 - HTML, XHTML & CSS For Dummies*, 6e, 196
- T-Mobile, 833
- TOC (table of contents), e-mail links, 511–513
- Tomasi, Chuck (author)
 - Podcasting For Dummies*, 2e, 623
- toolbar buttons, bookmarking sites, 699
- tools
 - adding, 369, 378
 - based social media campaign, 722–724
 - keyword selection, SEO, 171–175
 - SEO set-up toolbox, 159–168
- Top 1000 Templates, 76
- top content report, 285, 307–308, 312, 324–326
- top pages report, 285, 324
- tracking
 - blog comments, replies to, 607–608
 - conversion goals, 265, 272, 321–324
 - e-mail marketing, 531–543
 - goal funnels, 331–333
 - keywords,
 - underperforming, 389–390
 - mobile campaign, 841–855
 - non-click responses, 536–539
 - SEO, 251–256
 - social media desktop setup, 663–664
 - tracking code, 274–275, 420
 - trademarks, 420–421
 - traditional media, 740–741, 764
 - traditional mobile service providers, 738, 739
 - traditional Web sites, 74–76
 - traffic analysis and reporting
 - budgeting, 19–21, 407–408
 - capabilities, 264–266
 - content sites driving, 84–85
 - defined, 263
 - educational content pages, 107–109
 - estimating, 351–352, 428–431
 - generating, 39–40
 - goal scenarios, 19–21
 - hits on, 279–280
 - monetization DP to monetization, 27–28
 - privacy by, 266
 - Quantcast, 16, 17, 672–673
 - search engine optimization (SEO), 199–209, 255–256
 - setting up server for, 272
 - site search tracking for, 276–277
 - tools for, 267–271
 - tracking SEO results, 255–256
 - traffic monetization, 27
 - traffic volume, 279–290
 - visit quality analysis, 303–312
 - as Web analytic foundation, 263–264
- traffic analysis and reporting, metrics described, 280–281
- pageviews
 - AJAX reduces, 331
 - as conversion goal, 318
 - defined, 281
 - report options for, 285
 - time on site combined with, 286, 287
 - as traffic metric, 281
 - uses of tracking, 285–286
 - visit quality analysis from, 304–305
- referrers
 - advanced topics on, 301
 - analyzing data from, 295–298
 - defined, 281, 289
 - importance of, 290, 291, 292
 - keyword analysis of data from, 299–300
 - privacy of data from, 292
 - report from, for visit quality analysis, 308
 - tracking, 289–290, 293–294
 - understanding, 291–292
 - visit quality analysis of, 308–309
- sessions
 - defined, 280
 - as general measure, 281
 - report for tracking, 281–282
 - reporting data affected by, 267
 - time on site combined with, 286, 287
 - as traffic metric, 280
 - unique visitors compared with, 284
 - uses of tracking, 282–283

time on site
 combining other metrics
 with, 286–289
 as referring data, 294
 report, 305
 as traffic metric, 281
 visit quality analysis
 from, 305
 unique visitors
 defined, 280
 importance of tracking,
 284
 as referring data, 294
 in soft goal evaluation,
 320–321
 time on site combined
 with, 287
 tools for tracking, 284
 as traffic metric, 280
 uses of tracking, 282,
 283–284
 trained content filters, 558
 training, 37, 42, 44, 124
 transaction page, 31
 transactional/relationship
 e-mail, 454
 transactions
 credit card
 Google AdWords,
 353–354
 merchant account,
 31–32
 mobile content, 839
 1ShoppingCart
 advantages, 33
 questions to answer
 before checkout,
 35–36
 Yahoo! Search
 Marketing, 362–364
 mobile marketing, 764
 shopping cart and
 checkout, 31–36
 Trebuchet font, 54
 troublemaker social media
 style, 675
 trusted sender reputation.
 See also spam
 bookmarking, 698–699

CAN-SPAM Act, 449,
 454–457, 460, 463, 488,
 491, 754
 consumer standards, 453
 factors of, Web site
 relevance, 156
 and filtered e-mail,
 552–553
 list protection, 462
 optimization and SEO,
 208–209
 permission, asking for,
 457–462
 professional standards,
 453
 social media campaign
 creation, 728–729
 unsubscribe, 455, 458,
 463–467
 TrustRank, 208–209
 TubeMogul, 704
 Twain, Mark (author), 586
 TWCI (The Weather
 Channel Interactive),
 799, 804
 Twitter, 80, 621, 639, 646,
 647, 649, 707, 716
 2D codes, 792–793
 TypePad, 78, 574
 Tyson, Eric (author)
 *Small Business For
 Dummies*, 3e, 405

U

UGC (user-generated
 content), 554–556,
 793–796
 UIEvolution, 825
 U[insert umlat]bercaster,
 625
 UK Mobile Network
 Operators, 766
 Ultimate Dream Guide, 125
 undeliverable e-mails,
 bounce rate, 532–533
 unique affiliate link URL, 2
 Unique Article Wizard, 85

unique visitors
 defined, 280
 importance of tracking,
 284
 as referring data, 294
 in soft goal evaluation,
 320–321
 time on site combined
 with, 287
 tools for tracking, 284
 as traffic metric, 280
 uses of tracking, 282,
 283–284
 universal (blended) search,
 SEO, 211–219
 Unlimited Mom, 114–115,
 116
 unsolicited commercial
 e-mail, 462. *See also*
 spam
 unsubscribe, e-mail, 455,
 458, 463–467
 Unwired Nation, 809
 up-front costs, mobile
 marketing, 762–763
 uploading podcasts,
 633–634
 upper-right quadrant
 (URQ), 62–64
 upselling, 37
 upside down blog writing
 style, 590
 Urchin, 264, 267
 urgent offers by e-mail, 522
 URLs
 absolute, 239
 destination URLs
 A/B tests, 398
 editorial guidelines, 420
 PPC ad copy, 339,
 393–394
 segmented keywords
 lists, 383–385
 display URL
 A/B tests, 397–398
 editorial guidelines,
 419–420
 PPC ad copy, 393

URLs (*continued*)
 duplicate, 193–194
 ease of linking, 239
 image reference, 500–501
 keyword-rich URLs, 206
 Web site relevance, 157
 URQ (upper-right quadrant), 62–64
 usability, Web site design, 70–72
 USB headset, 627
 USB mixing board, 627
 user flows, mobile campaigns, 775–781
 user-flow diagram, 776–779
 user-generated content (UGC), 554–556, 793–796

V

Vacancy (film), 745
 Valade, Janet (author) *PHP & MySQL For Dummies*, 3e, 79
 validation
 C.O.N.V.E.R.T. M.E., 113, 115–117
 elements of effective solutions, 102–105
 value. *See also* content
 of product/service, 36, 735
 of your company, and JV host, 47–48
 vanity common short codes (CSC), 767–768
 vanity mobile marketing, 812
 variables, A/B tests, 397
 velocity, 216, 236
 verbal meltdown, SEO copy, 232
 verbal permission, to receive e-mail, 458

Verdana font, 54
 Verizon, 833
 VerticalResponse, 450
 Vibes Media, 744
 Vice President Internet Marketing (VPIM), 138
 video
 as content, 529
 as conversion goal, 318
 creating and adding, 131–136
 delivering mobile, 829–830
 editing, 133–136
 equipment, 132
 file format, 134–135
 file formats, 215, 489–499, 829
 getting started, 132–133
 to introduce self, 101–102
 link bait, 249–250
 linking to e-mail, 514
 media-sharing sites, 639, 648
 mobile content delivery, 829–830
 optimization, for blended search, 215–217
 podcasting, 624–634
 about, 4
 blog support, 629
 defined, 623
 encoding, 633–634
 listening to, 624
 promoting, 634
 recording first, 630–632
 script preparation, 630
 studio setup, 624–629
 testing studio setup, 628–629
 uploading, 633–634
 producing your own, 105
 sales of, 29
 video camera, 105, 132
 viewable elements, video editing, 133
 viral marketing, 125–126, 743, 760, 795–796, 810–812

virtual sales force, Internet, 14
 visibility, SEO roadblock removal, 183–186
 visibone, 57
 visit quality analysis, 303–312
 visitation rates, 20, 43
 Visitor Loyalty report, 306
 visitors
 allowance per visitor, 21
 build traffic to Web site, 13–14
 C.O.N.V.E.R.T. M.E. formula, 113–120
 layout evaluation, 62
 leaving Web sites, 62
 spending per visitor, 21
 visitors per month, 19–20
 visits (sessions). *See also* traffic analysis and reporting
 defined, 280
 as general measure, 281
 report for tracking, 281–282
 reporting data affected by, 267
 time on site combined with, 286, 287
 as traffic metric, 280
 unique visitors compared with, 284
 uses of tracking, 282–283
 visual anchors, e-mail, 497
 visual components, layout, 62
 visual editors for mobile Internet, 801
 voice-call ads, mobile, 809
 volume, pay per click (PPC) drawbacks, 343
 voting
 link votes, 203, 235–237
 polling, 743, 786–788
 SMS application, 743

VPIM (Vice President
Internet Marketing), 138

W

w3.org, 504

wallpaper, mobile, 821–823

walls, Facebook, 684

WAP (Wireless Application
Protocol) billing, 839

Warner, Janine (author)

*Web Sites Do-It-Yourself For
Dummies*, 54

warning note, 264, 266

Watchee, 794

The Weather Channel, 799,
804, 824

Web analytics. *See also*
traffic analysis and
reporting

about, 3

content report with dollar
index, 325–326

conversion goals, using,
313–327

e-commerce tracking, 272,
322–323

goal funnels, 329–335

goal tracking, 272, 313,
322–323, 324

Google Analytics

content report with
dollar index in,
325–326

e-commerce tracking
by, 272, 322–323

goal funnel tracking,
331–334

goal tracking, 272, 313,
322–324

keywords report, 325

landing page report,
326–327

loyalty benchmark,
305–306

reputation of, 266

SEO results tracking,
252–253

top content report,
307–308

traffic analysis, 27, 267,
270–289, 293–298

visit quality analysis,
303–308, 310

Web site, 270, 272

key performance

indicators (KPIs), 264,
313–315, 317, 319

keywords report, 325

landing page report,
326–327

loyalty benchmark,
305–306

pay per click (PPC)
drawbacks, 344

purpose of, 264

referrers, 291–301

reputation, 266

setting conversion goals,
263–278

social media, 682

tools for, 267–271

tracking SEO results,
252–253

visit quality, 303–312

Web Analytics For Dummies
(Sostre/LeClaire), 264,
301, 315

Web bugs, as traffic

reporting tool, 267, 268,
269

Web Developer Toolbar,
159, 163–164, 181, 191

Web marketing process,
11–14. *See also* specific
topics

Web presence

about, 2–3

design for sales, 49–72

encouraging

communication,
121–136

hiring professional help,
137–150

Internet business basics,
9–22

making money online,
23–48

multiple sites, creating/
connecting, 73–95

writing copy for sales,
97–120

Web sites. *See also* specific
companies and
products

age of, Web site relevance,
156

building to degrade
gracefully, 188–189

business basics, 10–22

connecting and
networking, 77–88

goal development, 17–22

managing content, 91–95

marketing process, 11–14,
138

SEO structuring, 199–207

strategy, 15–22

types of, 74–91

Web Template Biz, 76

Webalizer, 267, 271

Webalizer reporting tool,
271

Webinars, 30, 37

Weblog. *See* blog

Webmaster tools, 165–167

Webmaster World, 644, 705

Web-safe colors, 56–57

Website Templates, 59, 76

Website Waves, 77–78, 79

WebTrends, 284

weekly conference call,
affiliate training, 42

what-if scenarios Web sites,
19–21

white hat SEO, 154, 157–158
 white list e-mail, 552
 whole product line, sales
 of, 30
 widget, 835
 Wi-Fi proximity marketing,
 807
 wiki, Facebook, 687
 Windows Media Player, 624
 Wireless Application
 Protocol (WAP) billing,
 839
 wireless mobile service
 providers, 738
 wireless networks/
 operators, 738
 word-of-mouth marketing,
 125–126, 743, 760,
 795–796, 810–812
 WordPress, 78–81, 571–574,
 629, 639
WordPress For Dummies, 2e
 (Sabin-Wilson), 575
 words on horizontal
 navigation bar, 65
 Wordtracker, 171
 Wordtracker (Web sites),
 108
 Wordze, 171, 172
 worksheets
 creating SEO, 168
 lead-based, 723–724
 social media plan, 666, 676
 tracking SEO results,
 251–254
 writing content, 22,
 237–238, 523–525
 writing copy
 for advertising and sales
 changing ad,
 determining when,
 400–402
 C.O.N.V.E.R.T. M.E.
 formula, 113–120
 elements of effective,
 97–106

landing pages, 106–113
 as marketing task, 22
 pay-per-click (PPC),
 391–396
 testing ads, 396–400
 for search engine
 optimization (SEO),
 221–233
 writing link text, 205–206
 written permission, to
 receive e-mail, 458



Xenu Link Sleuth,
 167–168, 195
 Xerox, 49
 XHTML coding standards,
 196
 Xiosoft Audio, 130
 XSitePro, 94, 95



Yahoo! (search engine)
 advanced keyword
 targeting, 386
 competitor links, 250
 cost per click (CPC),
 409–410
 e-mail display header, 484
 expanding keywords lists,
 388–389
 image optimization,
 214–215
 local search optimization,
 218
 multiple PPC accounts,
 347
 news optimization,
 213–214
 product optimization, 212
 segmented keywords lists,
 384–385
 Yahoo! Answers, 643,
 710–711

Yahoo! Buzz, 619
 Yahoo! Directory (Web
 sites), 240
 Yahoo! DomainKeys, 559
 Yahoo! Groups, 87, 667, 706
 Yahoo! Mail, 556
 Yahoo! Search Marketing
 A/B test, 399
 account creating and
 configuring, 358–362,
 364–365
 Account Tactic Settings,
 364–365
 ad changing, determining
 when, 402
 ad groups, 362, 368–369
 adding campaign, 366–368
 adding tools, 369
 advanced keyword
 targeting, 386–387
 advertising, 358–369
 analytic package choices,
 440–441
 billing, setting up, 362–364
 budgeting for keywords,
 406
 comparing search
 engines, 346
 content network
 campaign, 437–438
 cost per click (CPC), 367
 expanding, 365–369
 first campaigns, 358–362
 keyword match types, 365
 keyword traffic tools,
 429–430
 spending limits, PPC
 budget, 404
 writing copy that earn
 clicks, 402
 Yahoo! Site Explorer, 165,
 166, 180, 250, 253
 Yahoo! Web Analytics, 266,
 271, 313
 Yellowpages, 218

Yellowpipe Lynx Viewer,
 159, 164–165, 180
Yelp!, 218
Your Website
 Domain/blog, 79
YouTube
 audio sharing, 639, 648
 finding questions, 716–717
 RSS feed, 216, 217
 using, 703–704
 video sharing, 132–133
 viral marketing, 811

Z

Zannel, 794
ZapFrog, 794
Zed, 834
ZIP code search, 319, 331
Zoom H2 microphone/
 audio recorder, 627
Zoommr, 702
Zoove, 772

[illegible]

Notes

[illegible]

[illegible]

Notes

[illegible]