

purpose media

Successful Websites & Sage Integration

Matt Wheatcroft – Director

Website Design | Online Promotion | Design & Print

www.purposemedia.co.uk

My Background / History:

- ERDF Funding for 6 Years (1.4 Million)
 - E-Commerce / Sales & Marketing
- Business Owner/Manager for 4 Years



Purpose Media Core Services:

- Website Design & Development
- Specialising in E-Commerce / Bespoke Development
 - Search Engine Optimisation
 - E-Marketing
- The Customer Relationship

What Defines a Successful Website?

- Return on Investment (ROI)
- Generate Traffic (SEO), Interest & Sales
 - Good Design, Easy Navigation
 - On-Going Point of Interest

Good Practice

- Site maps
- Meta Data
- Url Threads
- Blog



Website & Branding

Website Search Engine Optimisation (SEO) & Best Practice

- Well Written Meta Tags
(Meta Title, Description & Keywords)
- Keyword Rich URL Threads
 - XML Site Maps
(XML, ROR, Text, HTML & RSS)
 - Blogs & Blogging
- Reciprocal Link Building / Inbound Links

Meta Tags – Best Practice

Search Term – Sage 200 Manufacturing

[Sage Manufacturing](#) > [Sage 200 Manufacturing](#)

Sage 200 Manufacturing has been designed to deliver on those requirements with industry specific functions and features required by a range of **Manufacturing ...**

www.solutionsforaccounting.co.uk/Sage_Manufacturing/Sage_200_Manufacturing - 26k -
[Cached](#) - [Similar pages](#) - [Note this](#)

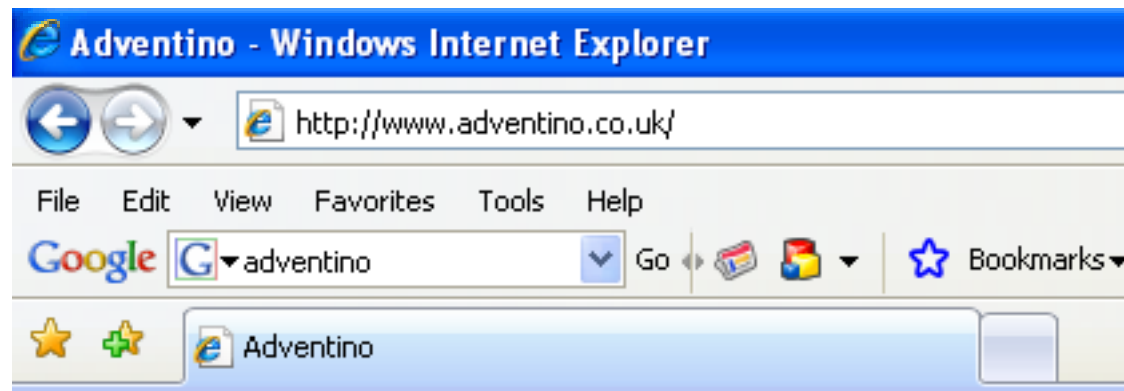


Meta Tags – Bad Example

Adventino

Adventino - online childrenswear boutique for classic childrens clothing,turquaz nightwear and sleepwear including pyjamas,nighties and dressing gowns.

www.adventino.co.uk/ - 6k - [Cached](#) - [Similar pages](#) - [Note this](#)



Keyword Rich URL Threads – Best Practice

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[Sage Manufacturing > Sage 200 Manufacturing](#)

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Keyword Rich URL Thread – Bad Example

[Adventino - Towelling Beach Dress](#)

Welcome to Adventino Home · Account Login · Shopping Basket: 0 item[s] Subtotal: £0.00.
Spring Collection. Babies - 0 - 2 years ...

www.adventino.co.uk/product_details.php?p_id=314&vlang_id=1671 - 17k -

[Cached](#) - [Similar pages](#) - [Note this](#)



XML Site Maps

XML – Google

ROR – Yahoo

Text – MSN

Others: HTML & RSS

XML Site Map – Example



```
- <url>
  <loc>http://www.britishthermals.com/</loc>
  <priority>0.5</priority>
  <lastmod>2007-04-11T08:24:29+00:00</lastmod>
  <changefreq>monthly</changefreq>
</url>
- <url>
  <loc>http://www.britishthermals.com/cart.php</loc>
  <priority>0.5</priority>
  <lastmod>2007-04-11T08:24:29+00:00</lastmod>
  <changefreq>monthly</changefreq>
</url>
- <url>
  <loc>http://www.britishthermals.com/vouchers.php</loc>
  <priority>0.5</priority>
  <lastmod>2007-04-11T08:24:29+00:00</lastmod>
  <changefreq>monthly</changefreq>
```

Blogs & Blogging:

- What is a Blog and Blogging?
- Very Search Engine Friendly
 - Ranked by Date & Time
 - Content Rich
- Another Entrance via a Side Door

Reciprocal Link Building / Inbound Links:

- Get as many “Inbound Links” as possible.
- Popular Website Link = More Significance / Higher Ranking

Results 1 - 10 of about 55,600 for [links: www.interflora.co.uk](#). (0.72 seconds)



Great Example of Best Practice

Clickthrough : Users clicked on your site in these searches

Query	Position
solutions for accounting	1
sage crm	1
sage 200	4
sage 50	1
sage manufacturing	3
sage accounts	8
solutions for accounting nottingham	1
sage 200 manufacturing	2
accounting solutions	1
sage accounting	7
sage line 100	9
sage payroll	2
sage 50 accounts	4
spindle for sage	1
hosted sage	2
sage 200 excel integration	1
www.solutionsforaccounting.co.uk	1
mobile sage	2
sage 200 new features	2
sage line 200	2

accounting for solutions	1
sage accounting information	1
sage line 50 training nottingham	1
sagecrm	1
solutions for accounting ltd	1
solutions for accounts	1
spindle document management	1
sage licensing	2
sage solutions	2
sage 50 accounts 2009	3
sage 50 payroll	3
sage 200 project	4
sage 200 support	4
sage 50 bank reconciliation	5
sage hosting	5
sage 50 training	7
act premium	9
sage finance	10

Website Marketing:

Good Practice

- Site maps
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Pay Per Click (PPC)

- Google
- MSN
- Overture



Website & Branding

Pay Per Click - Example

The screenshot shows a Google search for 'Computers' in an Internet Explorer browser. The search results page displays several sponsored links at the top. On the left side, there are organic search results for 'Dell Computers', 'Top Spec Computers', 'Summer Computer Sale', 'PC World UK Computer Superstore', 'Dell UK: Laptops, Desktop Computers, Monitors, Printers & PC ...', and 'Computer - Wikipedia, the free encyclopedia'. On the right side, there are sponsored links for 'Sony's VAIO Desktop PCs', 'Buy New Computer', 'Latest Computers Currys', 'Custom Desktop Computers', and 'Free Laptops At Tesco'. The browser's address bar shows the search URL, and the top navigation bar includes links for 'Web', 'Images', 'Video', 'Maps', 'News', 'Shopping', 'Mail', and 'more'.

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Website & Branding

Email Marketing

- Seasonal
- Informative
- Offers

purpose media

E-Mail Marketing - Example

The collage features several overlapping marketing elements:

- Newsletter Snippets:** Includes text like "purpose media", "News with purpose", "This month... N", "increase sales", "email marketing", "case studies", "tips", "branding", and "product".
- Green Card:** A card with the text "what can we do for you? Tell us!".
- Black Card:** A card with the text "hat heads" and "tsonheads.com".
- Main Promotional Card:** A large card for "THE all-in-one COMPANY" featuring the headline "All-in-ones for all!" and a "10% off" discount. It includes the code "PRIMA10" and the text: "Create your own all-in-one for any age, size and style! Choose colours, options and personalisation! So comfy, snuggly, cute and cool (so we're told!) everyone needs one!". It also displays the website "www.the-all-in-one-company.co.uk" and a phone number "01670 367748".
- Product Images:** A group of children in colorful, patterned hooded jumpsuits (pink polka dots, leopard print, red polka dots, tiger print, zebra print) and a woman wearing a decorative hat.
- Black Card (Right):** A card for "tsonheads.com" advertising "Bespoke Millinery IN2Fashion Courses Designer Hat Making Kits".
- Purple Card (Bottom Right):** A card for "Designer Hat Making Kits" showing "Style 1" and the text "Available in many colours" and "view details".

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eBay

- Shops
- Buy it now / auctions
- Search Engines

eBay For Business:

- 14 Million Active UK Users
- 233 Million Active Global Users
 - Branding is KEY!
- Customer Data Collection

eBay Branding - Example

TEKEE.CO.UK
CUSTOM PC'S AND COMPONENTS
Sales Hotline 0845 463 4361

CHEAP HOME OFFICE PC GREAT VALUE INTEL FREE DELIVERY

1 System Configuration:

2 Adjust System Components:

Case: CIT 4672 Piano Black Micro ATX Case 450W
CPU/Processor: Intel Celeron (E1500) 2.2GHz Processor
CPU/Processor Cooler: Standard Cooler
Memory: Corsair 2Gb Memory Kit (2x1024MB) DDR2 PC2-6400 800MHz 2x240pin DIMMs
Optical Drive: DVD-RW Writer SATA
Hard Drive: 160GB (7200rpm) SATA Hard Drive

[Customize This Product](#)

Helpful Links
Add to Favourite Sellers
Sign up to Newsletter
View Feedback
Ask seller a question
Visit seller's eBay Shop

More Items!
MEL Sine Thesis Road Cycling Bike Helmet Large White £144.95
View Item | Buy Now
AMDAS Short Sleeve Cycling Jersey / Top

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Offline Marketing

- Printed Advertising
- Flyers
- Stationery

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Comparison Sites

- Google Products
- Kelkoo
- Shopping UK

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Micro Sites:

- Informative
 - Competitions
 - Data Collection
 - Viral Marketing
 - Call to Action / Data Collection
-
- Licence to play or try something new



branding solutions

performance solutions



Social Networking

- Facebook
- MySpace
- Digg

Good Practice

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Micro Sites

- Affiliates
- Competitions
- Offers



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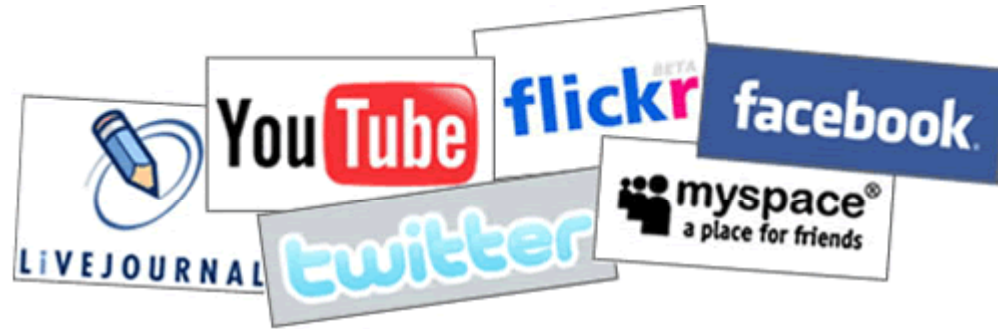
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Social Networking - Example



- | | | |
|-----------------|-------------|-----------------|
| AIM | Hatena | Reddit |
| Amazon Wishlist | Kaboodle | Segnalo |
| Ask | kiRTSY | Simpy |
| Backflip | Link-a-Gogo | Slashdot |
| BallHype | LinkedIn | Spurl |
| Bebo | Live | StumbleUpon |
| Blogger | Menéame | Technorati |
| Blogmarks | Mister Wong | Tip'd |
| Delicious | Mixx | Tumblr |
| Digg | Multiply | Twitter |
| Diigo | myAOL | TypePad |
| Facebook | MySpace | WordPress |
| Fark | Netvibes | Yahoo Bookmarks |
| Faves | Netvouz | Yahoo Buzz |
| Favorites | Newsvine | Yardbarker |
| FriendFeed | Nujij | |

Key Points to Consider with Website Development:

- Your business is the most important element
- Marketing plan with short & long term goals
 - Branding is KEY!
- Customer Data Collection / Retention

Business Solutions / Web Integration:

- One Common Customer Issue
- Every Business work in a different way
 - Real Time Updates

Sage 200 Integration:

1. Customer Information
2. Stock Information
3. Sales Order Process
4. Stock Pricing
5. VAT Code List
6. Payment Methods
7. Confirmation Messages

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Thank You For Listening

For more Information please see:

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