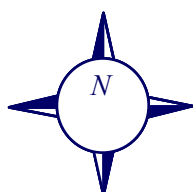


# Web Marketing Guide for the Food and Beverage Sector



**NAVIGATOR**  
Consulting Partners

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## List of Acronyms

B2B	Business-to-Business
B2C	Business-to-Consumer
B2B2C	Business-to-Business-to-Consumer
CMS	Content Management System
CPC	Cost per Click
CPM	Cost per Thousand Impressions
CRM	Customer Relationship Management
F&B	Food and Beverage
html	Hyper-Text Mark-up Language
HTTP	Hyper-Text Transfer Protocol
PPC	Pay-per-Click
ROI	Return on Investment
SEO	Search Engine Optimisation
www	World Wide Web



# Introduction

## 1. A Brief History of the Internet

---

In 1989, Tim Berners-Lee, then a researcher working at the CERN, invented the world-wide web (www) by developing the first successful transfer of data between a client PC and a server using hypertext transfer protocol (HTTP). This information management system revolutionised the internet, providing a standard protocol for communicating content across a global network of servers.

Equally importantly, HTTP led to the invention of hyper-text mark-up language (html) by Berners-Lee in 1991. Html text is a code which defines a markup language, allowing web browsers to interpret and portray the content of a website—text, images, graphics—in a standard format.

In three rapid years, the computer science field was revolutionised: where prior to this, communications between PCs required direct links via a server and relied on MS DOS-style programming, for the first time one PC could communicate with another PC a continent away, providing both were linked to servers with a telecommunications (data) line. The internet was born.

In 1993, Marc Andreessen and Eric Bina created the Mosaic browser, which was the first browser that was not Unix-based and could be used on a wider range of desktops. Andreessen later founded Netscape Communications, which together with Microsoft's Internet Explorer was to battle for dominance in "browser wars" during the early years of the web.

Early web design programmes, including Frontpage (acquired by Microsoft in 1996) and Dreamweaver (launched by Macromedia in 1997) were the front-runners in web design software, and led to millions, then billions of websites.

In addition to websites, consumers and companies all over the world started adapting email in increasing numbers. Yahoo! Launched in 1995; Hotmail launched in 1996 and was acquired by Microsoft in 1997.

Google was incorporate in 1998 and rapidly became the leader in online search and pay-per-click advertising. The social media sites that we consider part of our daily life did not exist in the 1990s: LinkedIn was launched in 2003; Facebook in 2004; Twitter in 2006; Google+ in 2011.

The objective of this brief history is not to bore you with obscure background, but to illustrate just how rapidly things have changed in the last 22 years since html was invented. The world wide web has revolutionised modern society and communications as we know it. Certain professions, such as tourism and media, have been revolutionised. Certain age segments, such as teenagers and young adults, now spend more time on social media sites such as Facebook than on any other media.

Today, the internet is an integral part of modern life, and modern business. The food and beverage segment is no exception to this. Without a well thought-out online marketing strategy and the tools to support it, your company will lose out to its Cypriot and international competitors.

## 2. Using the Web Marketing Guide

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This Web Marketing Guide is intended for managers of Cypriot food and beverage companies. It provides an overview of the basic architecture of a successful web marketing presence. This Guide is intended for a non-technical audience: you do not need to be an expert web designer or online marketer to use it.

Rather, the Guide helps you understand the roles of different aspects of the web marketing process, from designing a website and commissioning a web designer, to deciding whether to invest in online advertising or search engine optimisation.

The Guide is split into chapters, reflecting the sequence of different steps you will take in the process of developing your online marketing activities. These are:

Chapter 1: Online Marketing and Sales Strategy

Chapter 2: Designing a Dynamic Website

Chapter 3: Introduction to Search Engine Optimisation

Chapter 4: On-Page SEO

Chapter 5: Off-Page SEO

Chapter 6: Social Media Promotion

Chapter 7: Other Applications

Chapter 8: Managing for Results

Whichever choices you make today—whether to design your website yourself, or to rely on an external designer—it is important that you are aware of the strengths and weaknesses, opportunities and threats, of each choice.

Today, every company must be online. It is difficult in the Cypriot market to sell correctly without an online presence; it is practically impossible for exports. Your website and its associated online marketing activities are as important to your company as your retail outlets or your wholesaler networks.

We hope this manual will be of use!

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# 1. Online Marketing and Sales Strategy

## 1.1 Setting the Scene

In June 2012, it is estimated that 34% of the global population, or 2.4 billion people out of a population of 7.0 billion, are connected to the internet. Not surprisingly, North America has the highest penetration rate, at 79%, followed by Europe with 63%. Africa and Asia have the lowest penetration rates, at 16% and 28% respectively.

Table 2.1: Global Internet Connection Rates

Region	Internet Users*	Population	Penetration
Africa	167,335,676	1,073,380,925	15.6%
Asia	1,076,681,059	3,922,066,987	27.5%
Europe	518,512,109	820,918,446	63.2%
Middle East	90,000,455	223,608,203	40.2%
North America	273,785,413	348,280,154	78.6%
Latin America / Caribbean	254,915,745	593,688,638	42.9%
Oceania / Australia	24,287,919	35,903,569	67.6%
Total	2,405,518,376	7,017,846,922	34.3%

\* Estimate as of 30 June 2012

Internetworldstats.com

The most popular four sites on the web are Google, Facebook, Yahoo! and YouTube. Between 1-18 February 2013, Google recorded an estimate 900 million unique visits, followed by Facebook with 700 mln, Yahoo! with 500 mln and YouTube with 450 mln.

Table 2.2: Leading Websites and Estimated Monthly Visitors

Website	Alexa* Ranking	Website	Estimated Unique Monthly Visitors*
Google	1	Google	900,000,000
Facebook	2	Facebook	700,000,000
YouTube	3	Yahoo!	500,000,000
Yahoo!	4	YouTube	450,000,000
Baidu	5	Wikipedia	350,000,000
Wikipedia	6	MSN	325,000,000
WindowsLive	7	Amazon.com	250,000,000
QQ	8	eBay	210,000,000
Amazon.com	9	Twitter	200,000,000
Twitter	10	Bing	165,000,000
Blogspot	11	Craigslist	150,000,000
LinkedIn	12	Wordpress	140,000,000
TaoBao	13	AOL	130,000,000
Google India	14	Ask	125,000,000
Yahoo! Japan	15	LinkedIn	100,000,000

\* The Alexa ranking is based on average daily visitors and pageviews over the past month

\* Unique visitor estimate compiled from multiple sources by eBizMBA, using data for 1-18 February 2013

Some further key figures to be aware of:

- There are over 30 trillion Uniform Resource Location (URLs) online
- Every day, Google crawls 20 billion of these
- There are over 100 billion Google searches per month (that's over 3 billion per day)
- 59.7% of all European households are connected to the internet

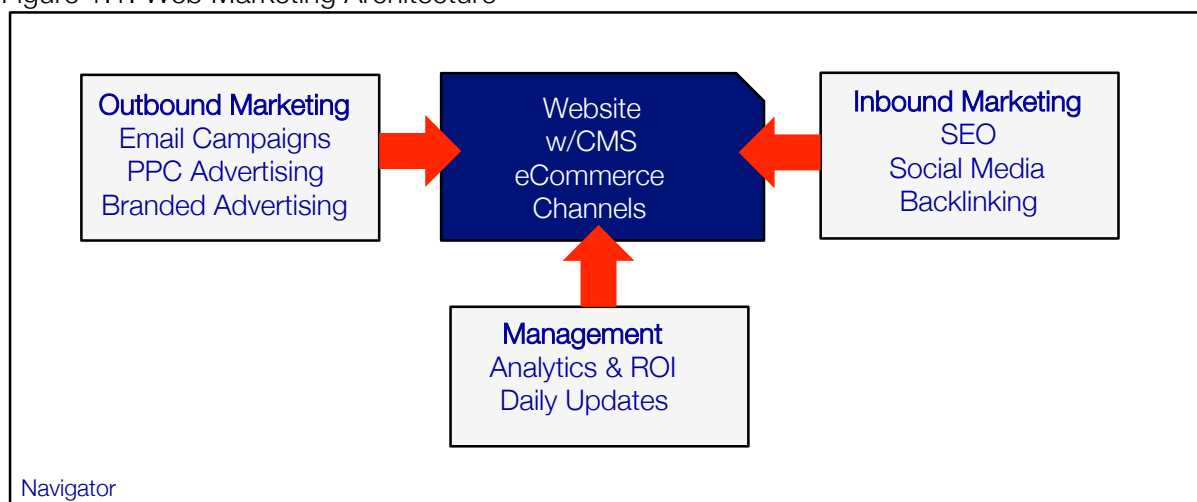
- Over 800 mln mobile internet users
- 9 out of 10 internet users use social media
- Over 1 billion Facebook members
- 1 out of every 8 minutes online is on Facebook
- 64% of Facebook users are a fan of at least 1 company

The conclusions from this range of data should be obvious: although the internet is very popular, the intense range of activity on it makes it all the more difficult to be found.

## 1.2 Web Promotion Architecture

Any food and beverage company—or any company at all interested in promoting online—needs to look at their website as the starting point, not the finishing point. There are four main components of a web marketing effort:

Figure 1.1: Web Marketing Architecture



- Developing the **website**, typically a dynamic website with a content management system (CMS) that can be edited and managed by the company itself. If you are selling online, you also need an eCommerce system (a product directory with fields for pricing, products in stock, shipping terms, etc).
- An **outbound marketing** campaign tool. Outbound marketing refers to steps you take to gain customer interest. These may include email campaigns, pay-per-click advertising or branded advertising.
- An **inbound marketing** campaign tool. Inbound marketing refers to the process of getting visitors to your site, and once there, converting them to customers. This includes tactics such as search engine optimisation (SEO), social media promotion and backlinking.
- The process of **web marketing management**, i.e. measuring website analytics, measuring the return on investment of your effort, and ensuring regular updates of site content and social media promotion.

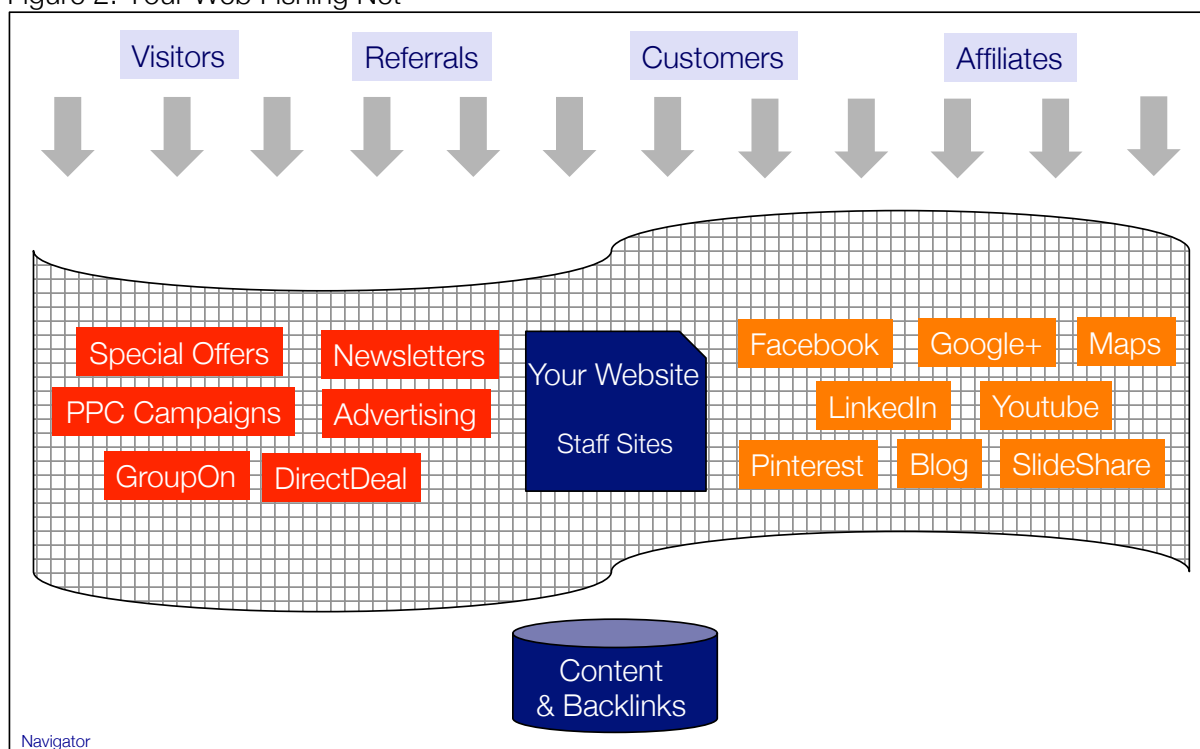
We can draw several conclusions from this architecture:

- You need to invest time to do web marketing correctly;
- You need to be able to generate interesting content, i.e. materials such as articles, news items, recipes, events, etc. that your target audience is interested in reading.
- Your effort must be consistent over time: this is the only way to develop a loyal audience, but also to see better results for search engine optimisation.

The objective of your web promotion will be complex, but one main objective is to attract visitors to your website, and once on your website, to convert them to customers.

In doing so, it helps us to think of your web marketing efforts as a fishing net. The net itself is composed not only of your website as well as the personal online promotion efforts of your staff, but of your social media network on the one hand, and your outbound promotion efforts on the other.

Figure 2: Your Web Fishing Net



The size of the holes in the net also determine whether you catch any fish. These holes are the digital content you create: the more targeted and relevant the content, the better your fishing net will do. And finally, the location of your net also determines whether you catch any fish. The location is determined by how actively you are cross-posting the content you create, and how active and relevant your outbound and inbound marketing efforts are.

This means that website content is crucial. Content is the textual, visual (images) or aural (sounds) material that a visitor encounters on your website. It includes, but is not limited to:

- The text on your pages (e.g. about us, our products, product descriptions, recipes, news)
- The photos accompanying your text
- Applications, such as online calendars, events, etc.

- News and announcements
- Reports
- Recipes
- CVs of your main staff
- Blueprints or designs of your factory
- Your product catalogue
- Presentations or articles you scan or attach and upload
- A Google Maps section showing how people can reach you

The more targeted, the more updated (i.e. “fresh”) and more relevant your content to your target audience, the better your results will be.

### 1.3 Link your Online Promotion to your wider Corporate Strategy

By this time, it should be clear that developing the right web promotion strategy is crucial. The internet is a vast, rapidly-changing universe, where your competitors in Cyprus and outside, as well as your customers and various service providers (Google, Facebook, Reuters, etc) all contribute to the changing environment.

Moreover, the internet includes a vast oversupply of tools or service providers, as the following example shows:

Table 1.1: Online Applications and Service Providers

Application	Providers
Search Engines	Google, Yahoo, Bing, Safari, Baidu, Yandex, Excite ... over 100 search engines world-wide
Social Media Networks	Facebook, Google+, LinkedIn, vKontakte, Baidu, Academia, A Small World, Best of All Worlds, WYAN, About.me ... over 250 major social media networks
Content Sharing Tools	Slideshare, Scribd, MediaFire, ArticlePress, SlideSix, Authorstream
Blogging & Micro-blogging Platforms	Wordpress, Blogger, Typepad, Twitter, Sina Weibo
Photo and Video Sharing Sites	Youtube, Pinterest, Picasa, Instagram, Flickr, MySpace

This means that unless you have a lot of time and a lot of money to spare, your web marketing choices must be strategic in nature. You need to determine, from the outset:

- What are your specific customer needs and wants? How are these fulfilled online now? How could they be fulfilled in the future?
- What specific business objectives do you hope to gain from web marketing?
- What commitment can you make to web marketing, in terms of time and financial resources?

- What financial returns will achieving these objectives provide? Do these cover the costs of your web marketing effort (break-even), or is the objective to actually profit from it?
- What strengths and weaknesses do you have as a food and beverage company? How can you reinforce those strengths and address the weaknesses online?

Let's take a closer look at these strategic questions. If you can't answer them now, don't worry: most of these questions change continually with your business context. But let's make a first attempt by going through the following exercise.

### Corporate Objectives and Website Content Exercise

Please list 5 corporate objectives you want to achieve in the next 12 months. Next to each objective, write ways you would like your web promotion strategy to help you meet those objectives. Please be as specific as possible: give quantitative indicators where possible.

#### Worksheet 1: Matching Corporate Objectives to Online Promotion Effort

Your Corporate Objectives	How can your online promotion effort help meet these objectives?
<i>Example: To launch product exports in France in conjunction with a new distributor in Lyon</i>	a. We need to translate our website into French, assuring that French consumers know where to find our products. b. We need to reassure French consumers that we comply with all HACCP procedures: we need additional information on HACCP compliance and how it relates to French standards c. We need to provide recipes and other product information to indicate how our product should be consumed.
1.	
2.	
3.	
4.	
5.	

(Add more rows as necessary)

## 1.4 Target your Customers

Your website content and web promotion activities need to target customers. In order to do so, we first need to determine who these customers are, what they are looking for, and what content you can develop online in response. This tends to be more difficult than it seems, as the following example illustrates. In filling out this chart, please consider:

- a. What is the profile of your customer? Can you define this in terms of age, country of residence, language, income level, whether this is a B2B or B2C customer?
- b. What share of your total current customers correspond to this profile or segment? Don't worry about being entirely accurate—just get an estimate of the size of this segment. This is important in order to understand where to prioritise your efforts.
- c. What do they want should be expressed through the viewpoint of your customers. For instance, do they want reassurance on your company's health and safety procedures? Information on the ingredients and dietary issues of your products? A list of distributors where they can find your products?

Remember to divide your customers between B2B and B2C customers, as they each require very different types of information. Understanding this is crucial to understanding whether to give your website a B2B (trade) or B2C (consumer) emphasis.

### Worksheet 1.2: Customer Profile Segmentation

Customer Profile	% Customers	What do they Want?
<i>Example of a Current Customer Profile</i> Expat couple, British, retired in Cyprus who will use our packaged halloumi in BBQs with friends. Although these customers have encountered grilled halloumi in Cypriot restaurants, they have never prepared it themselves	2%	a. An easy-to-use, graphic description of how to prepare, grill and serve halloumi: how to cut it, how long to grill it, what to put on it b. Information on why our halloumi is superior to mass-market supermarket chain products. Our ingredients and raw materials. Our commitment to quality manufacture. c. Where to find our products in the retail chain in Paphos.
1.		
2.		
3.		
4.		
5.		

(Add more rows as necessary)



## 1.5 Manage your Strengths and Weaknesses Online

The internet is an ideal communication medium for reinforcing and emphasizing your brand. At the same time, it is vital to remember that other viewers will have a very different opinion of your company and your products than you do. This difference is exacerbated the further one goes from their home country. The example below illustrates this difference:

**Table 1.2: How does a consumer view Anari cheese?**

Cypriot	Greek	French
Anari cheese is well-known and is an indispensable and familiar part of Cypriot gastronomy and culture.	Although the precise name is unknown, the cheese is familiar to mizithra and other domestic varieties, while the name is “Hellenic”.	A French consumer does not know this product, and there is no direct well-known equivalent or benchmark in their gastronomy. Because of this, the consumer will want to know what kind of milk it is made of, how long it lasts, whether it is manufactured hygienically, etc.

One of the most difficult things about emarketing is therefore not creating the content, but doing so in such a way that it responds to the unspoken prejudices and stereotypes of the viewer.

Your task, therefore, is to use your website strategically to achieve two related functions:

- To emphasise your strengths and the unique aspects of your operation
- To minimise and address your weaknesses, and combat stereotypes and prejudices.

The furor over the “rescue” of the Cypriot banking system and the Cypriot bail-out is a perfect example of just how far these prejudices exist. German commentators and parliamentarians have written articles or made speeches describing Cyprus as “a cesspit of Russian money laundering”, implying that Cyprus is a mafia state, or something very close to it. These prejudices are also long-held, to judge from TV documentaries seen as long as 5 years ago.

As a result, it is absolutely necessary to make a catalogue of your strengths and weaknesses not only as you see them, but as your customers (and particularly your foreign customers) see them. This requires some in-depth thinking, and if possible direct feedback from foreign customers. Use this process to challenge yourself about what your real strengths and weaknesses are in the view of your consumers.

In implementing the worksheet exercises, please use the following methodology:

- On a blank piece of paper, list all your strengths and weaknesses separately. Be as detailed and as precise as possible. For instance, if you say “strong brand name”, list your brand name and explain why you think it is a strong brand name.
- Transpose these strengths and weaknesses to the worksheets 1.3 and 1.4, using one row per strength and weakness. (expand the worksheets as necessary). In the first column to the right, explain how a Cypriot consumer interprets the same strengths and weaknesses you believe are present. Be specific.
- Then, in the last column to the right, take your most difficult or challenging customer, and interpret these strengths and weaknesses as they see them. Be as detailed as possible

here: the weaknesses you see on the surface are often symptoms of a deeper root cause or problem, which affects different consumers and customers in different ways.

### Worksheet 1.3: Your Strengths

Your Strengths	How does a Cypriot consumer interpret these?	How does a German* consumer interpret these?
<i>Example: Strong brand name</i>	<i>Familiarity of the brand name, which has been around for 3 generations.</i>	<i>The brand name is unknown and cannot easily be pronounced. Even the product name is unknown.</i>

\* Select any consumer that you evaluate is the most difficult consumer whom you are targetting

### Worksheet 1.4: Your Weaknesses

Your Weaknesses	How does a Cypriot consumer interpret these?	How does a German* consumer interpret these?
<i>Example: Small production batches; difficulty to fill a container for shipment.</i>	<i>Irrelevant: products are available on supermarket shelves. The real weaknesses seen by Cypriot consumers are high prices. The real weaknesses achieved in delivering lower prices are low economies of scale, high accounts receivable by supermarkets, and seasonality of production.</i>	<i>Very important: our products are not regularly available either in mass-market retail, or in the Horeca chain. Moreover, since the economy of scale is lacking, our prices are expensive: we don't have the pricing to compete on price with large French, Dutch or German producers.</i>

\* Select any consumer that you evaluate is the most difficult consumer whom you are targetting

## 1.6 Competitor Benchmarking

Finally, take a look at websites you feel are successful, or websites of successful direct competitors. Make a quick evaluation of the content, images, branding, positioning and their general approach to illustrating their strengths and addressing their weaknesses. Make a quick list of how your existing website (or your planned website) compares to theirs, using metric specific to the food and beverage sector, and to your specific segment.

### Worksheet 1.5: Competitor Evaluation

Metric	You / Your Site	Competitor 1
Strength of logo or brand		
Strength of product logo/s or brand/s		
Degree to which brand is transferrable or suitable		
Degree to which site layout and graphics reflect brand		
# Website pages		
# Website images		
Average Words per Page, comparable page		
Content for B2C viewers		
Content for B2B viewers		
Online product catalogues or product database		
Store finder application		
Online ordering application		
Social media links		
Awards or distinctions won		
Hygiene, HACCP or ISO certification		
Website in English		
Website in Greek		
Website in German, French or other Languages		
Up-to-date news items		
Other (please list)		

The points discussed in the previous section should illuminate the content and site structure for your website, which we will develop in the following section. Before doing this, please note that following general points of competitiveness.

In order to be found online, a website needs to comply with the following minimum criteria as of the date of publication of this manual:

**Table 1.3: Basic Competitiveness Criteria**

Competitiveness Metric	Description
Pages in Website	At least 200 pages on website
Words per page	Strong content per page: 150-200 words with on-page SEO
News	News posted every 1-2 days, and/or content updates on existing pages
Languages	Multiple languages for multiple target groups
Incoming Links	At least 500 incoming links from high quality websites
Social Media Network	Daily cross-posting on four main platforms Staff profile and posting integration Regular presence on at least 10-15 additional platforms
Database & Newsletter	A quarterly electronic newsletter A database with at least 500 recipient contacts

Although this is considered the minimum content for a competitive website, the requirement may increase depending on the specific segment or sector of operations. Additional information is provided in Chapter \_\_\_\_: Search Engine Optimisation.

## 2. Designing a Dynamic Website

This chapter provides guidance on three inter-related topics:

- Developing the structure of your website
- Using Content Management Systems (CMS) as an integral part of your website
- Basic elements of graphic design and site structure
- Working with external web designers and other contractors.

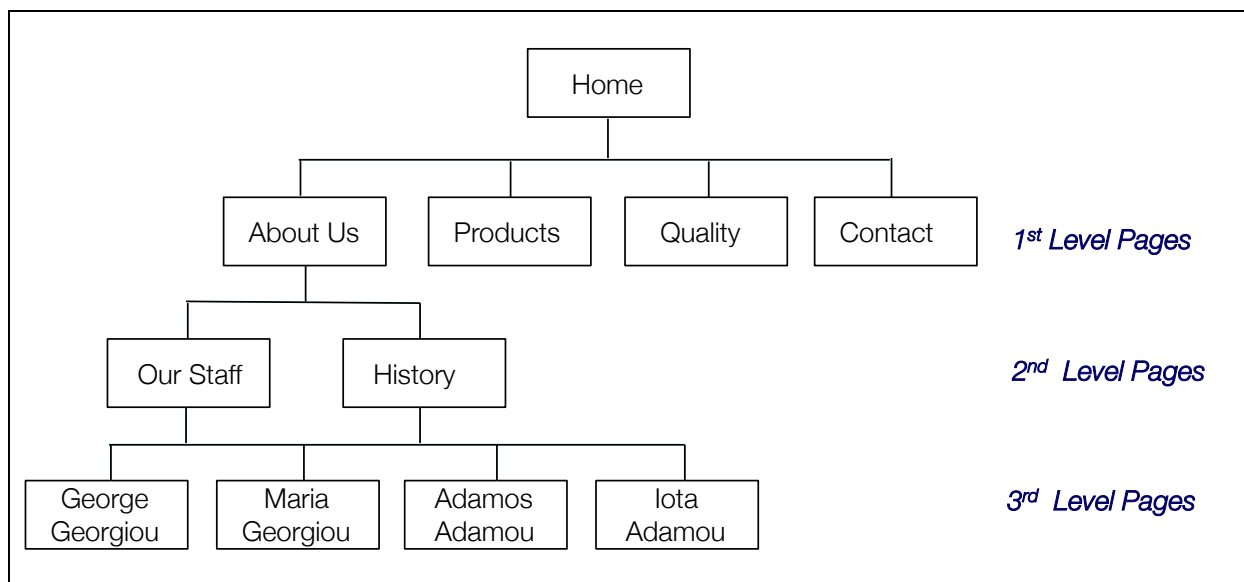
The following information is provided for reference only: there are multiple site design approaches, applications and strategies that can be used. The following represents a basic recommendation for small enterprises in Cyprus.

### 2.1 Site Structure

The site structure of your website is the “backbone” of your website. A site structure includes the following important points:

- The first page in the hierarchical order is called the index or home page. This page includes the content which loads when a viewer visits your domain name, e.g. [www.cyprus-cheeses.com](http://www.cyprus-cheeses.com).
- Pages are linked to each other in hierarchical order using html links. Pages immediately “below” the home page are called first-level pages. Pages below these are called “second level” pages. And so on.

Table 2.1: Website Hierarchy



- In order to assure good results on search engine optimisation (SEO), it is important to restrict your site to third-level pages, i.e. no more than 3 subsidiary levels under the home page.

- d. Moreover, it is important that the navigation structure between the entire site is easy and intuitive. This can be complex, and requires good design as well as testing using customer feedback.

A sample site structure for a food and beverage producer in Cyprus is provided below:

## Home

### About Us

- History
- Vision, Mission, Core Values
- Key Staff
  - Staff 1
  - Staff 2
  - Staff 3
  - ...

### Products

- Product Category 1
  - Product 1.1
  - Product 1.2
  - Product 1.3
  - ...
- Product Category 2
  - Product 2.1
  - Product 2.2
  - Product 2.3
  - ...
- Product Category 3
  - Product 3.1
  - Product 3.2
  - Product 3.3
  - ...

### Production Information

- Raw Materials & Ingredients
- Factory / Production Methods
- Hygiene
- HACCP
- Quality standards

### Store Finder

- Where to Find our Products in Cyprus
- Where to Find our Products in Greece
- Where to Find our Products in France
- ....

### Working With Us

- Anchor Distributors
- Key Distributors
- Shipping and Transport
- Special Orders
- Private Label

- Gift Ideas

#### Tradition & Gastronomy

- Cyprus Gastronomy
- Traditional Cyprus Cuisine
- Recipe 1
- Recipe 2
- Recipe 3
- ...

#### News

- News Item 1
- News Item 2
- News Item 3
- ...

#### Events

- Event 1
- Event 2
- Event 3
- ...

#### Awards

- Award 1
- Award 2
- Award 3
- ...

#### Contact Us

#### Sitemap

#### Terms of Use

Social Media Links – Facebook, LinkedIn, Google+

## 2.2 Content Management Systems (CMS)

---

A CMS enables the owner of a website to update it without having to intervene in the html code of the site. This means that routine site updates, as well as additions of new pages and sections using a standard template, are easy to do and can be done by the company, without having to work through a web designer.

In developing a CMS, please remember the following points:

- a. The CMS should be as flexible as possible, and should allow the addition of new sections as well as pages
- b. Typical CMS applications include news, events, products, etc. and can be developed using a standardised format

- c. Slides, photos, images and other graphic content can typically be customised and altered in a CMS
- d. Site content in different languages can also be added via CMS.

Some common CMS fields are seen below.

### **2.2.1 Product**

Product Title  
Product Overview  
Product Description  
Basic Dimensions or Sizes  
Basic Packaging  
Cost/Unit  
Photo Uploads  
PDF / Specification Uploads  
Related Products  
Parent Category

### **2.2.2 News**

New Title  
News Overview  
News Description  
Photo Uploads  
PDF / Specification Uploads

### **2.2.3 Events**

Events Title  
Event Date  
Event Place  
Events Overview  
Events Description  
Photo Uploads  
PDF / Specification Uploads

### **2.2.4 Staff**

Staff Name  
Staff Overview  
Staff Description  
Photo Uploads  
PDF / File Uploads



## 2.2.5 Recipes

Recipe Name  
Recipe Overview  
Recipe Description  
Photo Uploads  
PDF / File Uploads

## 2.3 Basic Graphic Design

---

There is no single graphic design which is suitable for all Cypriot food and beverage websites. Different web designers and graphic designers use different approaches; different management teams have different priorities for what they would like to promote in terms of graphic design.

This section will present some basic prescriptions for graphic design, and provide a basic layout for food & beverage companies.

### 2.3.1 Core Principles

Your webpage must create a proper viewer response as soon as the home page load. The human eye processes visual content in fractions of a second: this means that your viewers will form their impressions of your site within seconds of a page loading. You have one chance to get this right.

Given the information overload on the internet today, please remember that viewers no longer have time to read lots of text: we scan the internet, we do not read it. If there is something that stands out, we will focus our attention on it, but from the outset, viewing the internet is like seeing a movie, not like reading a report. (It becomes like reading a report for very specific types of sites, and types of content on sites).

As a result, you need to set up your website following basic advertising principles, not reporting principles. Here are a few guidelines commonly used to do so.

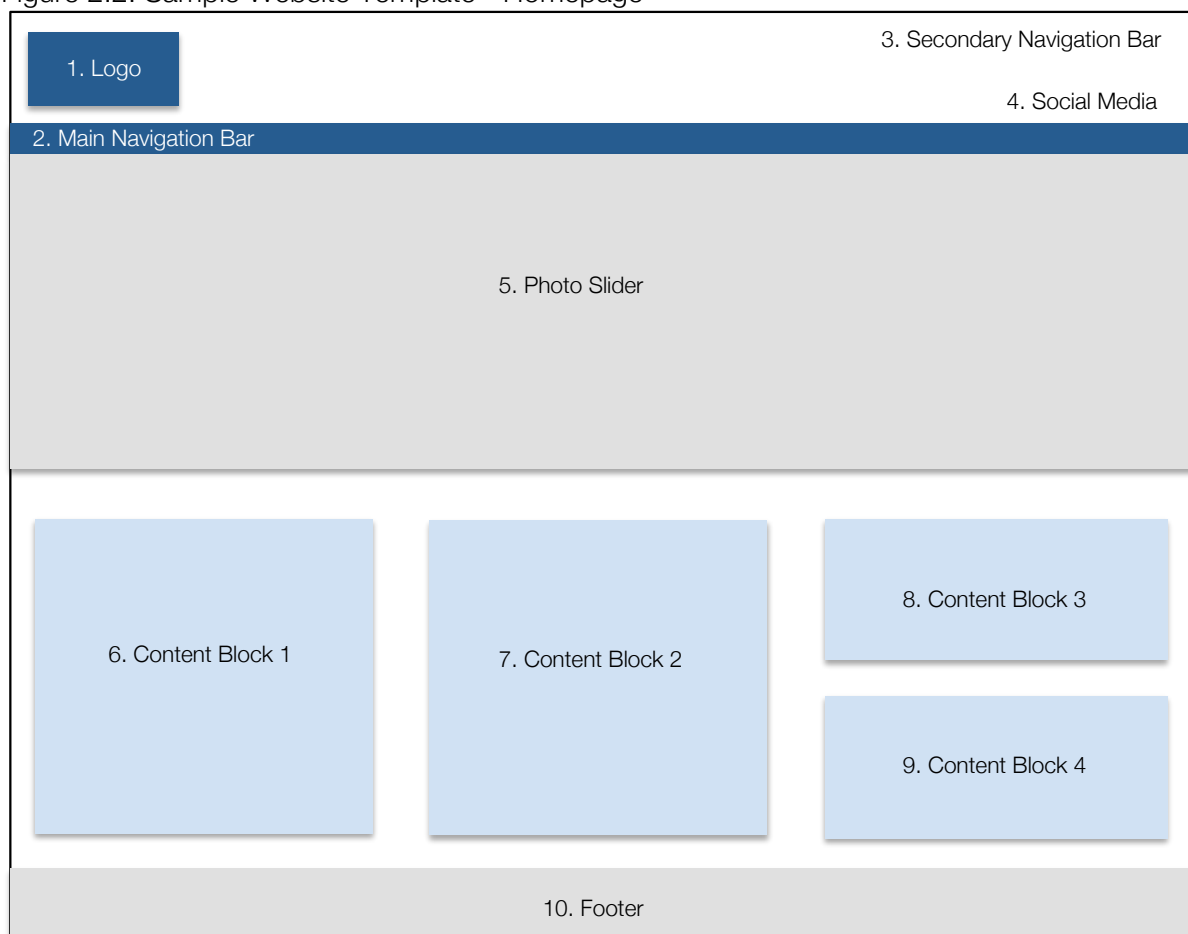
1. Remember that the human eye scans from left to right and top to bottom, but it emphasizes the top right or top middle space in any print or online media. This is why advertisements in newspapers, for instance, are typically on the right side of the page, and more expensive than similar spots on the left side of the page.
2. Therefore, the most valuable part of your website is the top-right and top-middle part of your page. This is where you want to position your calls-to-action, i.e. the specific messages designed to spark a viewer reaction.
3. Remember that a picture is worth a thousands words, according to the old saying. As a result, make sure your website has high quality graphics which have been re-sized so that they load quickly.
4. Since you may not have sufficiently high-quality graphics of your own, consider buying some from stock photo sites such as Dreamstime, iStockphoto, Corbis, Shutterstock, and others. There are hundreds of stock photo sites available online: do a quick review of the ones which meet your specifications.

5. Do not clutter the website with conflicting images, clashing colour schemes, multiple font changes or other errors. Keep a clean, attractive design which promotes your company, your products and your brand as your customers want to see it.
6. Use the space on the page carefully. A common error many designs have is that there is too much white space where it shouldn't be. Make sure that the viewer has an incentive to click downward or click into areas you want them to go.
7. Keep simple navigation structure: don't lose your viewers.

### 2.3.2 Common Design Elements

Figure 2.2 below illustrates a frequently-used homepage design. The specific elements are explained in more detail below.

Figure 2.2: Sample Website Template - Homepage



1. **Logo**  
Your ordinary logo may be unsuitable for use on your website for multiple reasons. First of all, it may be the wrong size, and may distort the header area. Second of all, it may have been designed by your grandparents back in the 1960s, and feature colours or graphics which simply cannot be understood today. Third of all, it may be in Greek, and may literally be meaningless to your international viewers, who will not be able to pronounce it or relate to it. Please ensure that your logo is appropriate for your website and your audience, and don't hesitate to design a complimentary logo which is used only online. Make sure as well

that your logo is a hyperlink which points to your homepage: experienced website viewers typically click on logos as a shortcut back to the homepage.

## 2. Main Navigation Bar

This is typically a horizontal or vertical bar with the main hyperlinks you want to display. By “main”, we mean the most important. A common standard is for a drop-down menu, so that the links initially displayed are typically 1-level page categories, while the drop-down menu comprises 2<sup>nd</sup>-level pages within that category. In Figure 2.3, the drop-down menu of 2<sup>nd</sup>-level pages is illustrated using the 1<sup>st</sup>-level category “White Wines”. When a cursor hovers above “White Wines”, the drop-down occurs automatically.

Figure 2.3: Illustration of a Drop-Down Menu



## 3. Secondary Navigation Bar

The secondary navigation bar is used to highlight certain content which is not on the main navigation bar. If you have lots of information to highlight, this is typically a critical element. You would also add options here, such as the choice of languages to display or a search bar.

## 4. Social Media Connections

If your design standards allow, place your social media connections here or in another prominent position. (This is providing that you want to use social media, of course). Some designs are diminished by having social media buttons in a prominent position: choose the location as well as the selection of icons carefully.

## 5. Photo “Sliders”

A “slider” is a graphic or photo element which recycles, or changes. This allows you to display 3-5 photos in the same location, providing a different feel to your website each time the photo changes. Photos need to be chosen very carefully for authenticity and reinforcement of your brand and your image. They also need to be re-sized so that they will load quickly. If you purchase stock photos, make sure they are of high enough resolution so that you can crop them without pixellisation. Remember that the slide should end before the bottom of the screen, giving viewers the opportunity to click or scroll downwards.

Remember that your slider is a powerful branding tool and sales medium. Since the slider changes, you can use this opportunity to insert a promotional message or special offer, or otherwise improve the visibility and lay-out of your site. Some examples follow

Figure 2.4: Slider Examples



#### 6. Content Block 1

A "content block" is an area of content – either text, or another navigation bar, news, events or other materials. These are usually displayed in summary form in this area, and to view the entire content, the viewer must click on a link and get taken to a sub-page. This block can be extended downwards, or supplemented with multiple blocks downwards. Remember: there is no limit to the downward extend of the page, except of course your design preferences and user patience. Few viewers will click or scroll more than twice down the length of a page, so it's a good idea to keep the blocks within a certain limit.

#### 7. Content Block 2

This second content block should contain information of higher value than Block 1.

#### 8. Content Blocks 3-4

These can be a single block, or multiple blocks. This is typically the highest-value part of the page, encouraging visitors to click through to special offers, events, news, etc.

#### 9. Footer

The footer is a navigation and SEO aid. It typically recounts the main links and sections, and includes contact information.



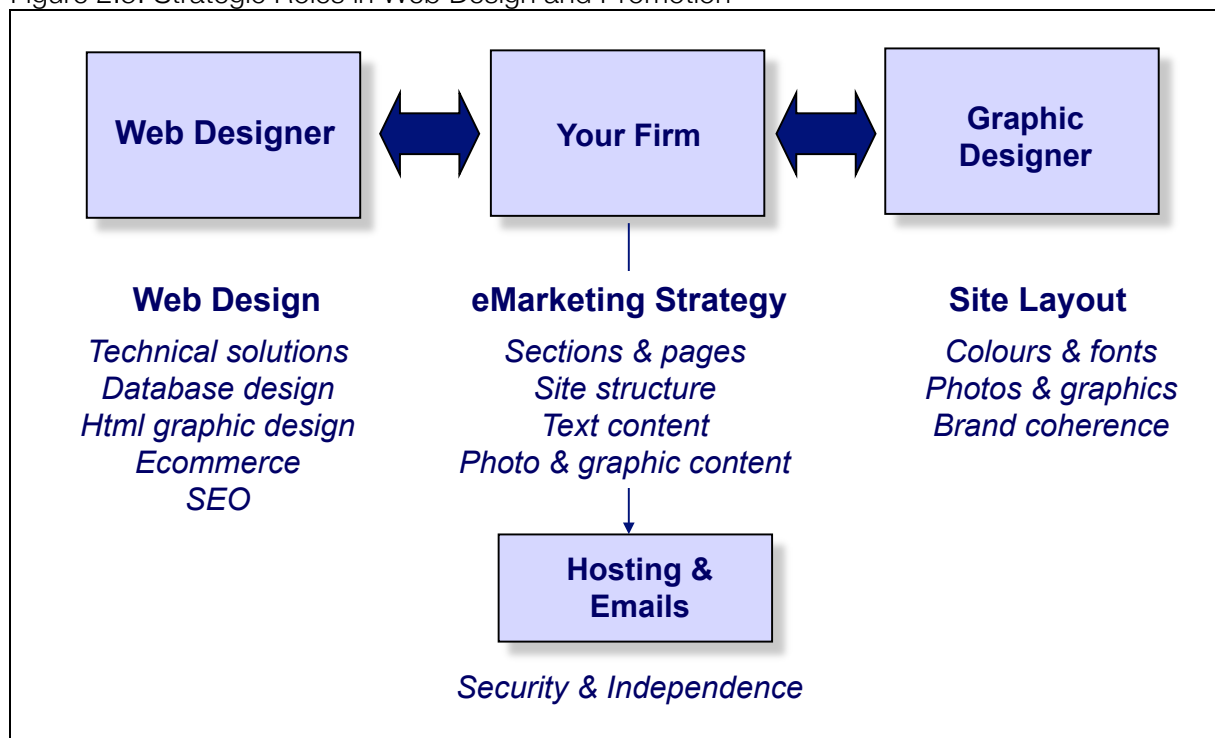
## 2.4 Working with External Web Designers

Few companies in Cyprus have the resources necessary to retain full-time web designers: almost every company is using external designers. It is important to understand how different sub-contractors inter-act with you, and how to control the process of web design and online marketing in order to avoid costly mistakes and sub-optimal results.

The web design and online marketing process is complex. We therefore suggest that different roles be defined in the process as follows:

- Your firm should be responsible for controlling the process and generating content. Although a web designer can write the necessary sections of your website, s/he does not understand your business segment as well as you do, and may delay the process. It is very important that you have a clear idea and vision of the content you need, and invest the time to create this in advance using the guidelines set out in this guide.
- We suggest hiring an independent graphic designer to help you with the graphic layouts, selection of fonts and colours, etc. Most web design firms in Cyprus do not have the in-house capability of handling this, and either use existing templates (which restrict your ability to have the design you want), or they subcontract a graphic designer, making the entire process more expensive for you.
- The web designer should be responsible for transforming your vision and content into a website. They should provide and improve your content, navigation, CMS, and other elements required for success.
- Most web designers sell hosting services (and sell them expensively). We suggest using third-party hosting and third-party email services. The latter is also important to keep confidentiality.

Figure 2.5: Strategic Roles in Web Design and Promotion



Some additional points to consider:

- Your web designer be hired through an open tender, with a terms of reference sent to multiple web designers. Do not follow the typical route of gifting the contract to a relative or someone you know. Insist of viewing reference of work.
- Most proposals will be complex and loaded with jargon. Insist on receiving a proposal you can understand, and clear up any points you need in subsequent interviews.
- Draft a legal performance contract for the winning design firm. Examine each point in the contract. It is important that the web designer understands they are working for you, and not the other way around.
- Strike off any contracts where the intellectual property of the site is not yours. Many designers try to restrict ownership rights of their CMS. This can create problems if you want to upgrade or change the CMS at a later time. The ownership of the site code is yours.
- Avoid contracts where the designer charges a high price for every single change. Make sure you have the ability to make the revisions and changes necessary for your success. Avoid extortionate contracts.

### 3. Search Engine Optimisation (SEO)

Search engine optimisation (SEO) is the process of developing your web content and structure to score highly on search engine results. This process is based on two approaches:

- On-page or on-site SEO refers to the guidelines you use on your website itself;
- Off-page SEO refers to the process of backlinking and other techniques implemented on other websites and social media platforms.

The general principles of SEO will be covered here. As this is a very dynamic and constantly-changing field, please note that some fundamental principles will be recounted here. There are several external sources you can consult for SEO, or you can also engage an SEO specialist to manage your campaign for you.

#### 3.1 Principles of Search

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Different search engines use different ranking principles to determine the priority in which search results are displayed on their results page. Google is the most popular search engine globally, and has over 200 factors which is used in its search algorithm. The principles discussed here reflect the most common Google factors, but few people know all factors given the commercial secrecy which surrounds Google's operations.

Google itself provides some guidance on how to understand its search model:

- Google Webmaster: <http://support.google.com/webmasters/?hl=en>  
Google Webmaster is an online suite of tools provided by Google to help webmasters manage their sites and perform better in online search. It contains a fairly comprehensive guide towards SEO according to Google, and is the natural starting point. It is also free.
- Google Blog: <http://googleblog.blogspot.gr/>  
The Google Blog is used to share reflections by Google staff, and to announce major revisions to the Google search algorithm. Search by labels, as the general blog stream is extensive.
- Google PageRank: <http://en.wikipedia.org/wiki/PageRank>  
The Google PageRank model was the original algorithm used to measure the importance of linked pages. It has been extensively referenced in online press: the best place to start is with the Wikipedia article referenced here.

When a search term is typed into a search bar, this is based on keywords. For instance "Cyprus cheese" is two keywords. Google analyses the results of webpages stored in its servers for these results.

The process of scanning websites is known as indexing. Google performs daily scans of websites all over the world and indexes the results together with meta data on each site. This meta data includes statistics on site traffic, the number of times the site content has been updated, the total number of pages and links in the site, and other factors which will be described here. .

Based on what we know about Google, the following general factors are very important in affecting search ranking results:

- Websites with a higher number of pages (e.g. 200 pages) and a higher number of links within each site rank higher;
- Websites with high quality content on the page, e.g. graphics, at least 200 words of text, etc. rank higher;
- Websites which have been indexed using Google Webmaster and have been in existence for a longer time period rank higher;
- Websites which are updated frequently rank higher;
- Websites which receive higher traffic rank higher;
- Websites which have content similar to trending content, e.g. news, rank higher.

Conclusions to this section should be obvious. Firstly, SEO is a long-term process where you need to show a consistent level of effort. An intensive process for 2-3 weeks will provide results, but if you don't bother with the SEO process for the next 2 months, you will quickly lose whatever progress has been made.

Secondly, you need to invest in high quality content. Articles, news stubs, 2-way links to other sites, and continual updates are needed. And this tempo must be maintained over time. This means that the role of online marketing and public relations is crucial: small companies that do not have a marketing and PR function need to think how to gain this competence as soon as possible.

Third of all, the process is transparent. Although we can argue about the relative importance of different criteria, Google itself outlines what you need to do to succeed. It is imperative that you understand this process, even if you choose to subcontract this function or assign it to your web designer.

## 3.2 Finding and Using Keywords

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SEO is based on keywords: your first priority must be to identify and deploy the right keywords. In doing so, we need to implement three types of analysis:

- a. Strategic analysis, i.e. understanding the basis of our sales model and making a list of the major keywords relating to this.
- b. Branded versus generic keywords analysis, i.e. using brands (Coca Cola, La Vache Qui Rit) versus generic terms (soft drink, soft cheese spread). Ownership of brands is restricted by Google to the brand owner, but you can find ways to combine brands with your keyword targets using articles, news or recipes.
- c. Once our list is complete, we need to use the Google Adwords Keyword Tool to search for synonyms, to understand search volumes for each keyword, and to prioritise which keyword.

Let's run through each type of analysis in more detail.



You have already spent extensive time analysing your business model in Chapter 1, and you should have a good idea by now of what different customers groups are searching for, as well as what your strengths and weaknesses are. That analysis now needs to be related to specific keywords using Worksheet 3.1, below. Make a list of all the products or services you offer which are of relevance to your customer targets. Brainstorm which keywords relate to each product or service. Then make a list of brands, names or proper nouns, starting with your own, but possibly extending into competing brands.

Worksheet 3.1: Strategic Keyword Analysis

Product or Service	Keywords	Brands or Names
<i>Example: White wine</i>	<i>White Wine</i> <i>Sweet white wines</i> <i>White wine grape varieties</i> <i>White wine health benefits</i> <i>Chilled white wine</i> <i>Wine and food pairings</i> <i>White wine recipes</i>	<i>Chardonnay</i> <i>Semillon</i> <i>Xynisteri</i> <i>Sauvignon Blanc</i> <i>Robert Parker</i> <i>Wine Spectator</i> <i>Jancis Robinson</i> <i>Cyprus Wine Museum</i> <i>Chianti</i> <i>Saint Julien</i>

This will be an extensive process: we suggest doing this for the first 2-3 products or services, and then moving on to the remaining steps so you can understand how the process works. After this is complete, go back and complete the process for the remaining products and services.

Many of you will at this point be confused about brands and how they can be used. Check the following two texts as an example.

Table 3.1: Inserting Brand Keywords into Text

Text without Brands	Text with Brands
Aphrodite Winery Cyprus produces a delicious white wine from our vineyards in the hills above Limassol.	Aphrodite Winery Cyprus produces delicious white wine from our vineyards in the hills above Limassol.
We use Chardonnay, Semillon and Sauvignon Blanc grape varieties, together with Xynisteri, a Cypriot grape variety.	If you are visiting Cyprus, why not tour our vineyards in Limassol and Paphos? We are only a short drive away from the Cyprus Wine Museum outside Limassol, and you can visit the Wine Museum in the morning,

and then tour our vineyard and winery and have lunch in our restaurant.

We use Chardonnay, Semillon and Sauvignon Blanc grape varieties, together with Xynisteri, a Cypriot grape variety.

Xynisteri is a Cypriot grape variety known from antiquity. Jancis Robinson recently described the re-development of indigenous Cypriot grape varieties as “one of the most exciting trends in wine”.

As you can see from this example, writing takes on a new dimension when focussing on keywords. This gets a little more complicated when using SEO rules for keywords, as we will in further in this chapter.

Please remember to:

- a. Use branded keywords carefully and accurately. The Jancis Robinson quote above is entirely untrue: use correct facts and quotes. Depending on how you define “a short drive from the Cyprus Wine Museum”, the entire country of Cyprus is within radius.
- b. Use branded keywords in the right context. A good way of doing this is through blogs or articles. For instance: “When I visited the Saint Julien Winery in France, I realised that our trellising system at Aphrodite Winery in Cyprus needed a total re-think.” Or “One of the funniest experiences I ever had was watching a business partner put Sprite in his white wine as a mixer.” Again, be careful and remain on message.

### 3.3 Using Google Adwords Keyword Tool Finder

As with many other aspects of Google, the great thing is that Google gives you access to the tools and information you need to make an informed decision for free. A good example of this is the Google Keyword Tool Finder, which you can access here:

<https://adwords.google.com/o/KeywordTool>

(If this link doesn't work, just do a Google search using this term). Use the following process to use Google Keywords to maximum effect:

1. At the top of the page, enter the language and currency of the search.
2. In the word/phrase box, enter the keywords you have identified in worksheet. Remember to add the word “Cyprus” or “Limassol” or other geographical identifier. If you choose, run the search once without the geographic indicator, and once with it, and compare the results.
3. Select which country, language and devices the analysis will be run for. Country and language should be self-explainable. Different countries use different keywords and different languages (wine, **κρασί**, wein, vin), and that different people are searching in different languages. The great advantage of this tool is that you can see the monthly searches per country and language. The device type is a drop-down menu with four choices: desktops and laptops, all mobile devices, mobile WAP devices, and mobile devices with full browsers. For the present time, we suggest optimising for desktops and laptops, as it is unlikely that

your customers will have a sudden urge to buy your products and start searching via mobile phone. In the future, however, you may wish to repeat this optimisation process for mobile devices.

Figure 3.1: Google Keywords – Step 1

The screenshot shows the Google AdWords 'Find keywords' interface. On the left, there's a sidebar with 'Tools' and 'Keyword Tool' sections. The 'Keyword Tool' section has input fields for 'Include terms' and 'Exclude terms', and a 'Match Types' section with 'Broad' selected. The main area is titled 'Find keywords' and includes a 'Word or phrase' input field with suggestions like 'white wine', 'Cyprus white wine', 'Sweet white wines', 'White wine grape varieties', and 'White wine health benefits'. There are also fields for 'Website' (www.google.com/page.html) and 'Category' (Apparel). A 'Search' button is at the bottom. A captcha image with the word 'Lords' is visible.

4. You have the option of restricting the search using close keyword associations, or running the search on a specific website or category. We suggest leaving this blank for the time being and running as broad a search as possible.

The last step is to enter the Captcha and click the “search” button. The results are shown in four columns and two panes.

The top pane comprises the results of the specific keywords you have entered. The results include:

- **Competition:** this is an indicator of competition by advertisers world-wide for this term, compared to all terms. You can ignore this for SEO, but it is important for advertising and general positioning.
- **Global monthly searches:** this is an average monthly search volumes for all world-wide searches for the term or keyword over the past 12 months.
- **Local monthly searches:** this is an average monthly search volumes for all searches in the country you have specified for the term or keyword over the past 12 months

The bottom pane comprises recommendations provided by Google based on its selection of related searches. This is an extremely useful option, because it provides you with ideas you might not have had before, and gives you an indication of what people are looking for in your specific market.

Let's reflect on what these results means:

- Under Cyprus white wine, for instance, there were 22 searches globally in the preceding month, and less than 10 in the “local” are, which we defined as the United Kingdom. This

shows that incipient “demand” for this term is extremely limited. Conversely, it means that with a minimal investment in SEO, you should be able to rank very highly for this term.

- Under white wine recipes, there were 27,100 global monthly searches, versus 3,600 local monthly searches. This indicates an indirect source of demand: it is doubtful that someone searching here is specifically looking for a Cypriot white wine. But with clever optimisation, your online recipe directory could rank highly in the results. It is doubtful if Sally in Liverpool will, upon reading your recipe, immediately go out to her local supermarket to buy Cypriot white wine for the recipe. But you will benefit from the added traffic to your website, and if you have a means for converting Sally’s initial interest into repeat visits, you are on your way to converting Sally into a customer.
- Take a look as well at the competition: Italian white wines (2,400 global searches) and French white wines (3,600 global searches) versus Cyprus white wines (22 global searches). This is definitely disenheartening in terms of overall branding and market potential. But it is very interesting in terms of optimising to compete against these terms. (Example: “Unlike French white wines, Cyprus has never had the experience of phyloxera.” Or: “If you like French white wines such as chardonnay, try our Cypriot varieties.”)

Figure 3.2: Google Keywords – Step 2

Download ▾ View as text ▾		Sorted by Relevance ▾ Columns ▾	
✓ Save all Search terms (8)		1 - 8 of 8 < >	
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> white wine ▾	Low	450,000	74,000
<input type="checkbox"/> cyprus white wine ▾	Medium	22	< 10
<input type="checkbox"/> sweet white wines ▾	Medium	6,600	1,000
<input type="checkbox"/> white wine grape varieties ▾	Low	590	91
<input type="checkbox"/> white wine health benefits ▾	Low	720	46
<input type="checkbox"/> chilled white wine ▾	Low	880	58
<input type="checkbox"/> wine and food pairings ▾	Low	14,800	720
<input type="checkbox"/> white wine recipes ▾	Low	27,100	3,600
✓ Save all Keyword ideas (100)		1 - 50 of 100 < >	
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> sweet white wine ▾	Medium	9,900	1,300
<input type="checkbox"/> dry white wine ▾	Low	27,100	3,600
<input type="checkbox"/> types of white wine ▾	Low	6,600	720
<input type="checkbox"/> white wine spritzer ▾	Low	4,400	880
<input type="checkbox"/> italian white wines ▾	High	2,400	880
<input type="checkbox"/> white wine sauce ▾	Low	60,500	14,800
<input type="checkbox"/> red wine ▾	Medium	1,220,000	165,000
<input type="checkbox"/> french white wine ▾	Medium	3,600	1,000
<input type="checkbox"/> white wines ▾	Medium	90,500	12,100

This example should help us understand two very important points:

- SEO is used for direct and indirect sales benefits. If you are positioned to sell into domestic or international markets (e.g. by ordering cases, giving a voucher and store finder, signing up for winery tours, etc.), then SEO will help you. But it will also help you indirectly: the more traffic you get to your site, and the more peer-to-peer or word-of-mouth marketing you can generate, the better your overall results will be over time.
- SEO ranking is easiest when there is a low number of searches. Conversely, so are visits and sales results. Let’s say you rank 1 on Google for “Cyprus white wines”, and per year there are 350 people world-wide searching for this. If you convert sales are typically harder

when there is a low number of searches. Ranking first is easy. But let's say that ranking first gives you 1% of this total population in terms of traffic: this means that you only get 3.5 visits to your website in one year as a result of this ranking and all the SEO that went into it. Ranking first for dry white wine, with 27,100 monthly searches, is much more difficult, but if you manage it and can gain 1% of visits from this term, this is 271 visits to your site in one month. Nevertheless, this is the place to start.

The final step is to download these results into Microsoft Excel or any other spreadsheet programme which allows you to sort the results. In the first download of these results, we have obtained 107 keyword results. Sorting by local terms, and manually removing the unrelated and less important terms means that we can minimise these.

Table 3.2: Initial Sorting and Replicate Terms

Keyword	Local Monthly (UK)	Competition	Global Monthly
white wine	74,000	0.29	450,000
wine recipe	33,100	0.12	201,000
wine recipes	33,100	0.13	165,000
food with wine	22,200	0.14	450,000
food & wine	22,200	0.14	450,000
food wine	22,200	0.14	450,000
food and wine	22,200	0.14	450,000
wine and food	22,200	0.14	450,000
wine with food	22,200	0.14	450,000
which wine with chicken	14,800	0.06	74,000
wine with chicken	14,800	0.06	74,000
white wine sauce	14,800	0.06	60,500
red wine recipes	6,600	0.09	33,100
white wine vinegar	4,400	0.09	22,200
food pairing	4,400	0.13	60,500
cooking with wine	4,400	0.14	60,500
white wine recipes	3,600	0.11	27,100
beer and food	3,600	0.12	33,100

Let's look at one example of replicated terms. Google makes provisions for similar terms which are nearly exact to one another. Take the following example

- Food **with** wine (22,200)
- Food **&** wine (22,200)
- Food wine (22,200)
- Food **and** wine (22,200)
- Wine **and** food (22,200)
- Wine **with** food (22,200)

In this case, Google is counting the sequence of keywords (food – wine / wine – food) and the connecting conjunction as an equivalent term. Therefore, whether you write “food and wine” or “wine and food”, it is treated essentially as the same keyword.

Another example is seen in plurals. Remember that in English, the plural of a word almost invariably includes its singular. Example:

- Wine recipe (33,100)
- Wine recipes (33,100)

As seen here, Google treats the plural and singular (in the case) as essentially the same word. Therefore, whether you write “view our wine recipes” or “try this wine recipe”, you will be credited for the same term.

Another interesting point to consider is misspellings. These are extremely frequent on the web, and may work to your advantage. See the example below:

- Wine pairings (2,900)
- Wine parings (1,900)

In this case, we don't know if “wine parings” refers to “wine pairings” or to a description of clipping vines. Chances are it is the former. You may find it easy to rank highly on some misspelled terms. Whether this will lead you to qualified customers is a different story.

The main challenge is to make an informed decision on which keywords to keep, and in what priority. From the previous list of 107 terms, our choice would be to keep the following 30 as a “long list”:

Table 3.3: White Wine Keyword Long List

Keyword	Local Monthly (UK)	Competition	Global Monthly
white wine	74,000	0.29	450,000
wine recipes	33,100	0.13	165,000
wine and food	22,200	0.14	450,000
cooking with wine	4,400	0.14	60,500
white wine recipes	3,600	0.11	27,100
sweet white wines	1,000	0.63	6,600
white wine in the sun	1,000	0.01	4,400
white wine spritzer	880	0.04	4,400
wine and food pairings	720	0.25	14,800
pairing wine and cheese	390	0.15	8,100
white wine sangria	260	0.11	18,100
wine with lobster	210	0.09	3,600
wine pairing with lamb	140	0.05	1,900
benefits of white wine	110	0.06	1,900
white wine punch	110	0.11	880
wine to go with chicken	110	0.14	590
white wine grape varieties	91	0.14	590
white wine reduction	91	0.07	1,300
cooking with wine recipes	91	0.12	1,600
types of white wine grapes	73	0.11	320
white wine health benefits	46	0.04	720
riesling food pairing	46	0.05	880
sauvignon blanc food pairing	46	0.07	880
viognier food pairing	36	0.09	390
merlot food pairing	28	0.07	720
wine to go with pasta	28	0.1	210
white wine pairings	28	0.13	720
cyprus white wine	0	0.56	22
white wine food pairings	0	0.12	140

We would then split these into categories as follows:

Table 3.4: White Wine Keyword Category List

Main Category	Keywords
White Wine General and Culture	white wine sweet white wines white wine in the sun cyprus white wine
White Wine Varietals	white wine grape varieties types of white wine grapes
White Wine Pairings and Recipes	wine recipes wine and food cooking with wine white wine recipes wine and food pairings pairing wine and cheese white wine sangria wine with lobster wine pairing with lamb white wine spritzer white wine punch wine to go with chicken white wine reduction cooking with wine recipes wine to go with pasta white wine pairings white wine food pairings
Varietals and Parings	riesling food pairing sauvignon blanc food pairing viognier food pairing merlot food pairing
White Wine and Health	benefits of white wine white wine health benefits

To this list, we would add:

- All additional geographic indicators (Limassol, Paphos, etc.)
- All historical and cultural indicators (Richard and Berengeria, Commandaria, etc.)
- All additional Cypriot varieties, even if this winery does not produce them
- All additional international varieties, even if this winery does not produce them
- Any competing keywords we can use

Having done this analysis, the next step is to use the keywords in generating content. This is the subject of the next section.

## 4. On Page SEO

Having made an extensive analysis of the keywords required, we now need to deploy these in the site architecture and the site text. There are \_\_ major categories where keyword optimisation must be deployed:

- a. Website Text, using four simple rules: frequency, prominence, density and proximity
- b. Website Page Titles and Meta Tags
- c. ALT Tags and Graphic Images
- d. Domain Name and URL Structure
- e. Linked between pages on your site

Each category is explained in turn.

### 4.1 Website Text and Titles

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#### 4.1.1 Website Text Frequency

As a general rule, keywords should be repeated not less than 3% and not more than 7% of the total words on each page. In practise, keyword repetitions of 2% are usually the norm. This process is typically best illustrated with an actual example.

In the homepage text below, we are optimising for the word “wine”. Our objective is to count the total number of times “wine” occurs in the total text.

Welcome to our Winery!

Aphrodite Winery Cyprus produces red, white and rose wines from an exciting mix of indigenous and international grape varieties.

Our wines have won awards at the Thessaloniki Wine Festival, the Cyprus Wine Competition, and others.

Our master Winemaker, George Georgiou, inherited the Aphrodite Winery from his father, and for the past 30 years has devoted himself to producing wines which fully express the terroir and the heritage of Cyprus.

If you are in Cyprus, you are welcome to visit our Winery, or participate in one of the many wine tastings and events we hold in Cyprus each year.

Keyword Frequency

- Total repetitions of “wine”: 11
- Total words in the text: 102
- Keyword Frequency:  $11 / 102 = 11\%$

This high frequency is acceptable for a home page, where you are trying to pack in as much content as possible in a limited space. But it won't be accepted by Google if you repeat the same frequency on other pages, and it could result in your being banned from the Google search results.



### 4.1.2 Website Text Prominence

Prominence is a measure of the position of the keyword on the page. Remember that a search engine scans from top to bottom, and from left to right. The sooner it sees a keyword at the top of the page, the higher your ranking will be. This is why it is critical to optimise the text titles on each page.

Take a look at the different title options below, and see which one ranks highest for prominence for the keyword “wine”:

- Welcome to our Winery!
- Wines from Cyprus!
- Aphrodite Winery Cyprus Welcomes You!

Of our original title “Welcome to our Winery”, the prominence ranking here is actually the lowest of the three options. “Wines from Cyprus” would rank first: the word “wine” is the first word of the title. “Aphrodite Winery Cyprus” ranks second, since “Winery” is the second word in the title.

### 4.1.3 Website Text Density

Density refers to the spacing of the keyword throughout the text on the page. Google wants to see that the keyword occurs throughout the text, not only in one or another areas. For example, imagine a text with four paragraphs on the page. The keyword has to occur in each of the four paragraphs. The first example, in keyword frequency, illustrates this rule.

### 4.1.4 Website Text Proximity

Proximity refers to the distance of one keyword from the other. For instance, if we are optimising for “Cyprus wines”, compare the two examples below:

- We have been making wines in Limassol, Cyprus since 1965.
- Our Cyprus wines are renown for their high quality and taste.
- Cyprus grape varieties have been used to make wine throughout history.

In the first example, “wines in Limassol, Cyprus” has low proximity: the sequence is different, and there is a main word, Limassol, between “wines” and “Cyprus”. If the sentence were “wines in Cyprus”, Google would probably credit the term, because as we saw in Section 3.3, Google usually ignores conjunctions.

The second example is a perfect match: “Cyprus wines” occurs in the precise word order, with one keyword right next to the other.

The third example is an interesting one. Google will credit this sentence, but it will give much lower ranking to it given the space between the two words.

### 4.1.5 Balancing SEO and Viewer Requirements

As you can see from this description, it is extremely important to balance viewer requirements with SEO considerations. Our advice is to respect the viewer at all times: make sure that your text is well-written, concise and offers real value. Do not create a jumble of confusing text that is SEO optimised but repel a viewer.

At the same time, it is necessary go over all text and insert keywords in order to rank highly. You cannot leave this to chance; there is no reason to depend on an external web designer for this, since you should be in a position to use Google Keyword Tool Finder and to understand your own business.

## 4.2 Page Titles and Meta Tags

The content on your browser which you see as graphics, colours, text, and other content is served in hyper-text mark-up language (html). This was developed by Tim Berners-Lee in 1991, as recounted in the introduction to this guide, and enables different browsers to serve, or interpret website content in a similar way.

You can see the html code of any website by right-clicking with your keypad or mouse, and selecting the option “view source” in most browsers.

We will view the example of Montgomery Cheeses in England, contrasting the browser view and html view below. <http://www.montgomerycheese.co.uk/> A screenshot of the browser view (as seen in Safari) is seen in Figure 4.1:

Figure 4.1: Browser View of Montgomery Cheeses



If we “view source”, the html code for the home page is seen in Figure 4.2, below:

Figure 4.2: html Code, Montgomery Cheeses Homepage

```

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<html><head>
<meta name="google-site-verification" content="QuCQmfyZggAW0wqsa0v082b1PGgZuU48dkhRQ6Q1js4" />
<title>Montgomery Cheddar Montgomerys Cheddar Cheese</title>
<meta name="robots" content="index,follow">
<meta name="keywords" content="montgomery cheddar, montgomerys cheddar, montgomery cheese, montgomerys cheese, danegold, oglesfield, award winning cheese, jamie montgomery">
<meta name="Montgomery's Cheddar is the epitome of traditional, handmade, unpasteurised Somerset cheddar. It's deep, rich, nutty flavours have won worldwide acclaim, buy ONLINE today">
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<STYLE type="text/css">BODY {
    FONT-FAMILY: verdana, arial, sans-serif
}
</STYLE>
<script type="text/javascript">

    var _gaq = _gaq || [];
    _gaq.push(['_setAccount', 'UA-18951324-1']);
    _gaq.push(['_trackPageview']);

    (function() {
        var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
        ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
        var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
    })();

</script>
</HEAD>
<body text="#685f58" vlink="#685f58" alink="#685f58" link="#685f58" bgcolor="#ffffff" topmargin="0">

<DIV align=center>
<TABLE

cellSpacing=0 cellPadding=0 width=960 border=0 >
<TBODY>
<TR

```

There are three key issues here:

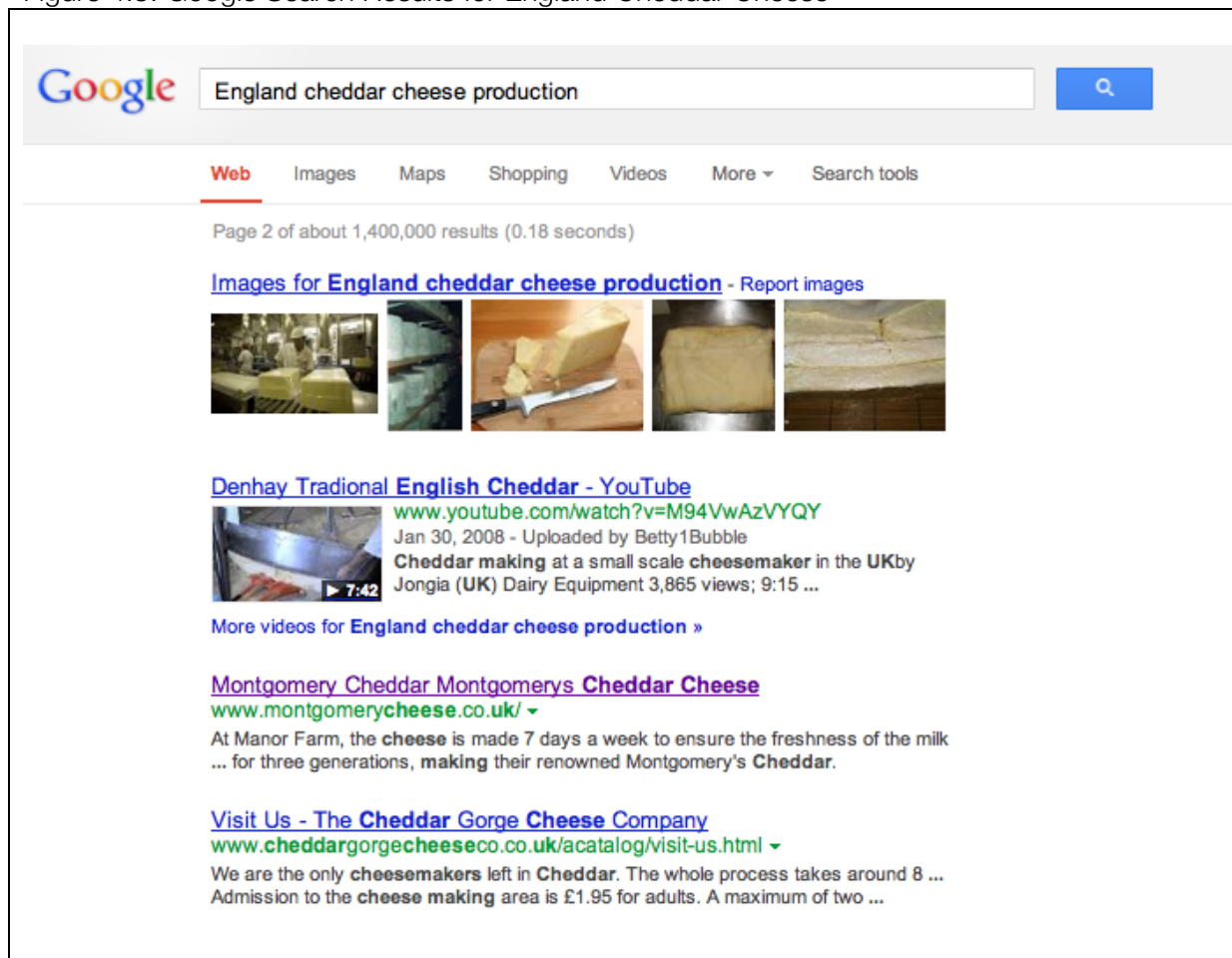
- The page title is called “Montgomery Cheddar Montgomerys Cheddar Cheese”. This text is visible to viewers who do a search on Google. As can be seen, the text has been optimised with keywords.
- The meta name keywords (“Montgomery cheddar, montgomerys cheddar, Montgomery cheese, ...”) are used to reinforce the search engine results. These keywords are not visible in search results, and many search engines no longer use them, or no longer emphasise them, in their search algorithms.
- The meta name description (“Montgomery’s cheddar is the epitome of traditional, handmade, unpasteurised Somerset cheddar...”) is visible on the search engine results, and does play a role in SEO.

You can see a screenshot of the organic search results in Google for the keywords “England cheddar cheese production” in Figure 4.2, following page.

It is therefore important to remember:

- Page titles and meta descriptions are important factors in search engine optimisation as well as in how viewers react to search results on the screen.
- Most CMSs allow you to customise the page titles, keywords and descriptions. It is worthwhile doing this for each page individually, so that you get the maximum benefit from SEO.
- Understanding which keywords to use and which approach you will be using for on-page SEO is critical for success. This is one of the main reasons that a large number of web pages (and keyword-rich page titles) play such an important role in SEO.

Figure 4.3: Google Search Results for England Cheddar Cheese



## 4.3 ALT Tags and Image Names

Just as your browser sees your html code differently for text, it sees the meta information (called the ALT Tag) and image file names differently.

Remember that “a picture is worth a thousand words”. This is definitely the case online. Yet besides the front-end graphic view, understanding the html code enables you to leverage your SEO results using two simple methods.

### 4.3.1 Image File Names

Most designers tend to upload image files (JPEG, PNG, etc.) using their original names. If the file came directly off a digital camera, it will typically have an alphanumeric file name such as “134315AB-21456573-465.jpeg”, or it may have been renamed generically, e.g. “image.jpg”. It is important to rename all image files with keywords based on your most important SEO priorities. Examples:

- Cypruswineryvineyards.jpg
- Cypruswineryredwines.jpg

This enables you to get additional SEO credit from uploaded images. This has to be done prior to uploading the image to your website.

In addition to image file names, most CMS applications today allow you to add a title and a description to the photo. The description is typically seen when a cursor hovers over it. Ensure that you are using this option for SEO reasons.

### 4.3.2 ALT Tags

ALT tags are meta tags specifically designed to describe images to search engines. ALT tags are also customised in most CMS applications today, and can be viewed under “view source”. Take the time to optimise your ALT tags for better SEO performance.

## 4.4 Domain Name and URL Structure

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Your domain name and URL structure are valuable sources of keywords. Your domain name is the name of your website. Examples include:

- [www.aphrodite-winery.com.cy](http://www.aphrodite-winery.com.cy)
- [www.cyprus-halloumi.com.cy](http://www.cyprus-halloumi.com.cy)
- [www.pittas.com.cy](http://www.pittas.com.cy)

If possible, choose a domain name which has at least one keyword reflecting your SEO priorities. Many companies choose a name which reflects their brand (such as the third bullet point here), but which are meaningless in terms of keywords, or are not readily transferrable to export customers.

In addition to keywords in the domain name, consider the role of keywords in your site structure, and how this is reflected in your page URL. Examples of keyword-optimised page URLs include:

- [www.aphrodite-winery.com.cy/red-wines/merlot](http://www.aphrodite-winery.com.cy/red-wines/merlot)
- [www.aphrodite-winery.com.cy/white-wines/xynisteri](http://www.aphrodite-winery.com.cy/white-wines/xynisteri)

By setting up your site structure, you can capitalise on repetitions of URL keywords. Remember, however, to stick to the 3-level rule under the home page.

Do not accept a CMS solution which uses article ID numbers instead of keyword-optimised page URLs. Many web designers leave a website like this:

- [www.aphrodite-winery.com.cy/articleID2135](http://www.aphrodite-winery.com.cy/articleID2135)

This is sloppy site design and deprives you of a keyword-optimised URL. Furthermore, few viewers are going to remember a complex URL like this, and cross-posting it becomes difficult.

## 4.5 Intra-Site Hyperlinks

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The more links within your site, the higher your search engine results will be. This is why:

- It is important to develop as many pages as possible on your own website. The typical minimum at present is 200 pages.

- You should try to have a minimum of 5-10 links on each page, but not more than 100 links on any page.

There are several ways to achieve a high webpage count on your site:

- Every product of SKU should have its own webpage
- Every retail point or Horeca point can be organised by region or city, with a separate page for each region
- Each important staff member can have an own page
- Each news, events or articles post should be on an independent page.

The same applies to intra-site links. Depending on how you set up your navigation structure, we would assume that 10 links per page are simple to achieve. If you have 200 pages and 10 links per page, this is a total of 2000 links on the entire site, showing Google that your site is complex and relevant.

## 5. Off-Page SEO

In addition to SEO implemented on your website, it is important to invest time and effort in developing SEO tactics on websites other than your own. The most important SEO metrics here include the following:

- Traffic (visits to your website)
- Incoming links (or backlinks) from relevant and high quality sites
- Means of driving traffic and links, e.g. newsletters and press releases

Social media promotion is an excellent means of gaining incoming links, and will be covered in the next chapter.

### 5.1 Traffic

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Website traffic (visits) are a key metric in determining your page rank. The higher your traffic, the higher your ranking. Gaining traffic is critical, and can be assured through a number of tools:

- a. Regular newsletters or alerts which drive viewers back to your website
- b. Publication of high quality content
- c. Cross-posting of links to social media networks.

Commercial services exist which enable you to “buy” traffic. This traffic is typically measured in thousand-click units. We do not recommend using such services:

- The incoming clicks may be scripts or robot users
- If there are “live” humans clicking, Google will identify a small number of repeat users
- Most importantly, using these services provide a deceptively high number of clicks, and prevent you from seeing how you are really doing.

### 5.2 Incoming Links (Backlinks)

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Gaining backlinks on other high quality, relevant websites is of critical importance to SEO ranking. A quality or relevant site is one which:

- Matches your keyword relevancy. For instance, if you produce marmalade, placing a backlink on a sport news site in India does not count for relevance. But if there is a backlink on a recipe site which includes marmalades, then this counts highly for relevance.
- Has high traffic and meets quality website specifications, e.g. long presence, high page count, etc.

Quality is as important as quantity in this respect. Google Webmaster tools is a useful tool for measuring your backlinks.

Where can you get them?

- a. Any cross-post of your news, events, articles, recipes or other quality content on social media sites, including Facebook and Google+, counts for backlinking. Please note that you



can backlink from LinkedIn Groups, Twitter posts, Facebook corporate pages, Facebook individual profiles, etc: there is no limit.

- b. Any listing in directories or databases, such as CCCI's website, DMOZ and others.
- c. Any articles posted on third-party websites which include your company name and a link to your website, or a reference to your products
- d. Backlinks from your blog, your customer websites, your supplier websites or related party websites

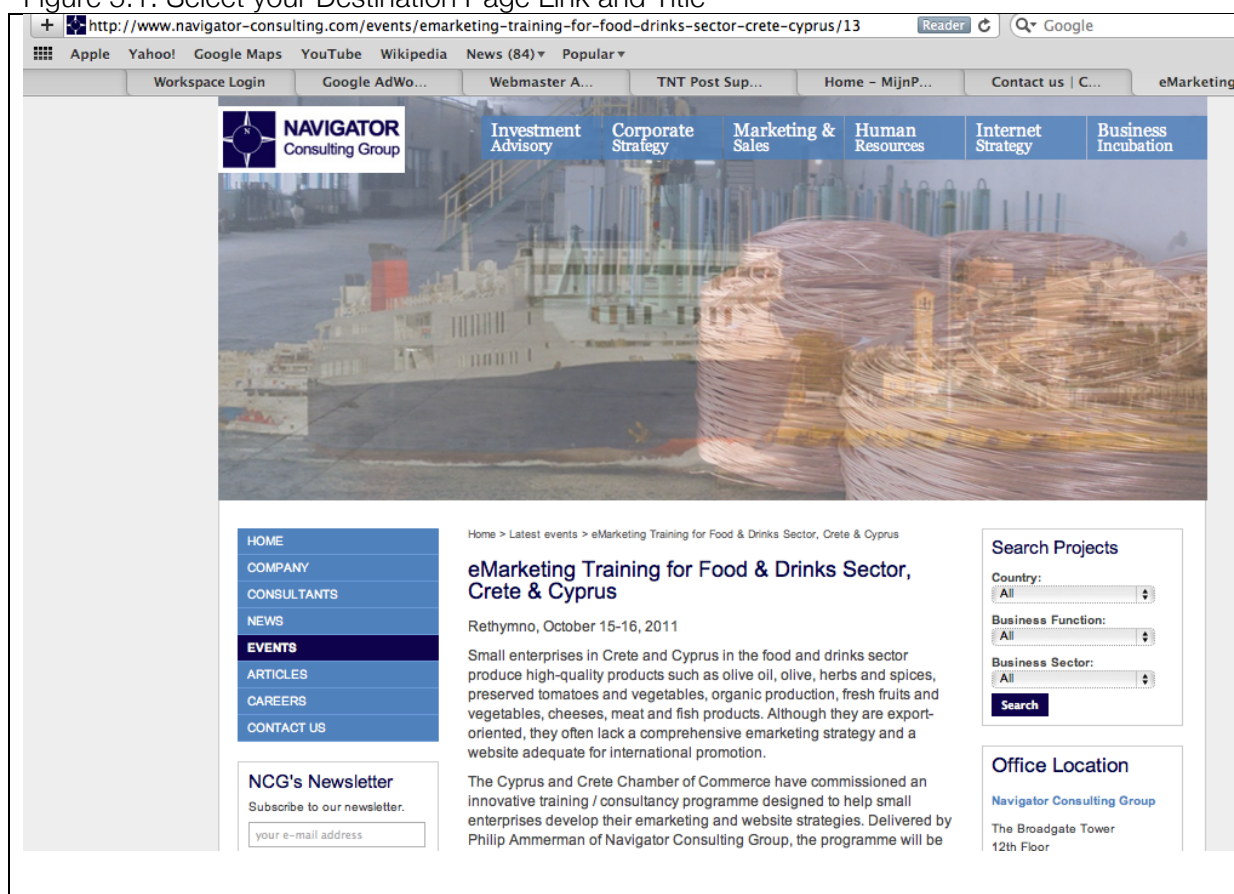
### 5.2.1 Posting Backlinks on Open Fora

How do you post backlinks on social media or comment sites?

- a. Copy the page URL and a short title (not more than 10 words). Ensure that your title is short and will attract attention as people scan the web.
- b. Simply paste this description into the comment bar of the site you are posting on. Then click "enter" or the "post" button, and your link will appear.

Example: Let's assume you want to post the notice below: emarketing training for Food & Drinks Sector, Crete and Cyprus.

Figure 5.1: Select your Destination Page Link and Title



Step 1: Create a title which gains attention:  
eMarketing Training for Food and Drinks Sales in Crete and Cyprus



Step 2: Copy the URL under the title

eMarketing Training for Food and Drinks Sales in Crete and Cyprus

<http://www.navigators-consulting.com/events/emarketing-training-for-food-drinks-sector-crete-cyprus/13>

Step 3: Copy the URL and title into your target (in the example below, a Facebook page):

Figure 5.2: Paste into the Status Section



Step 4: Press “enter” or click the “Submit” button, and your link will be posted.

You can simplify this process by copying once, and then posting across your entire social media network.

### 5.2.2 Posting Backlinks in Directories

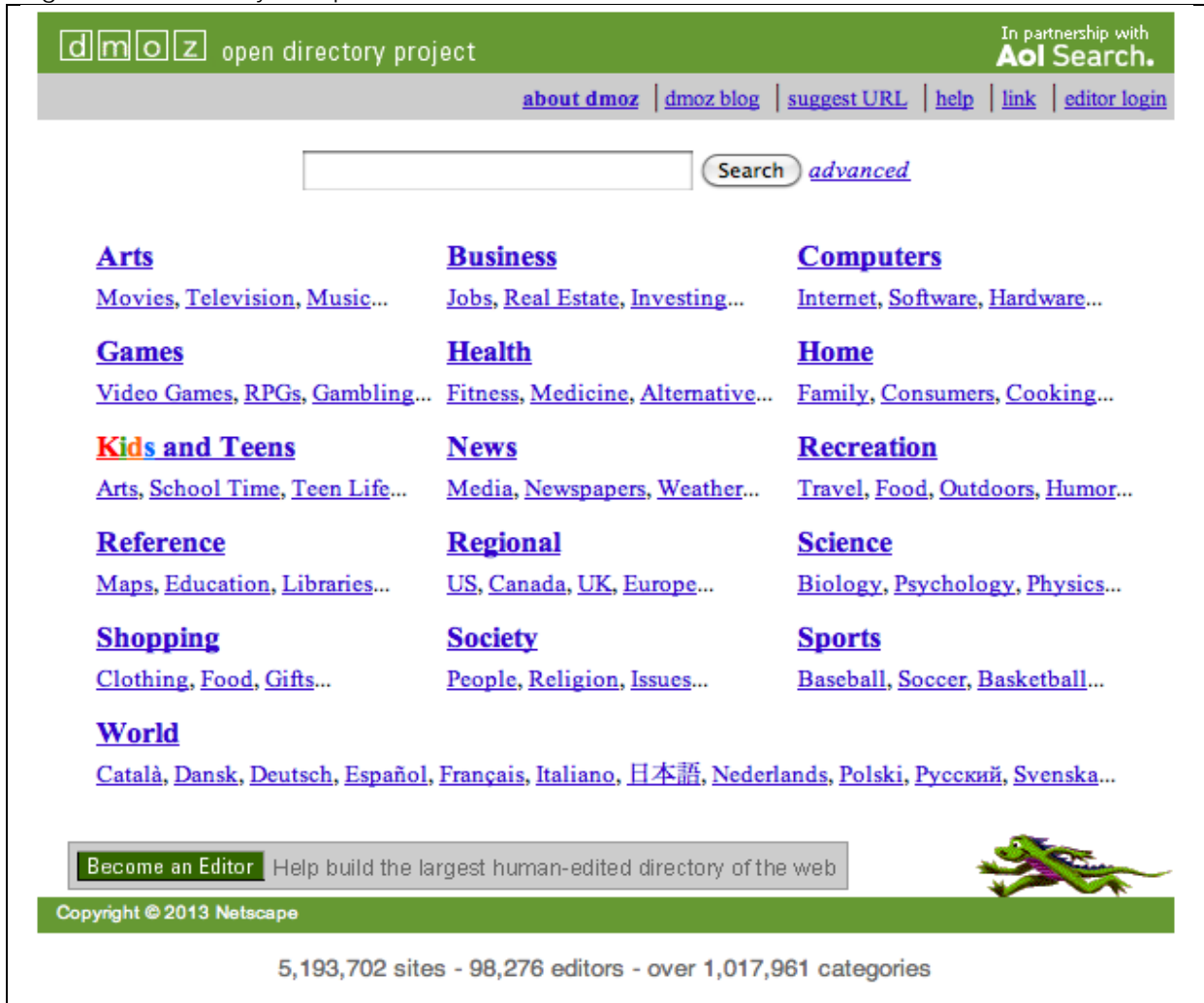
How do you enter your information in an online directory? There are millions of directories available: the key is to find ones which do not require payment, and which are relevant to your sector.

If you are not already listed in the Open Directory Project, start here. Go to [www.dmoz.org](http://www.dmoz.org). Select the category you would like to list in: there are two options:

- List in a sectoral category (Food)
- List in a regional category (Cyprus)

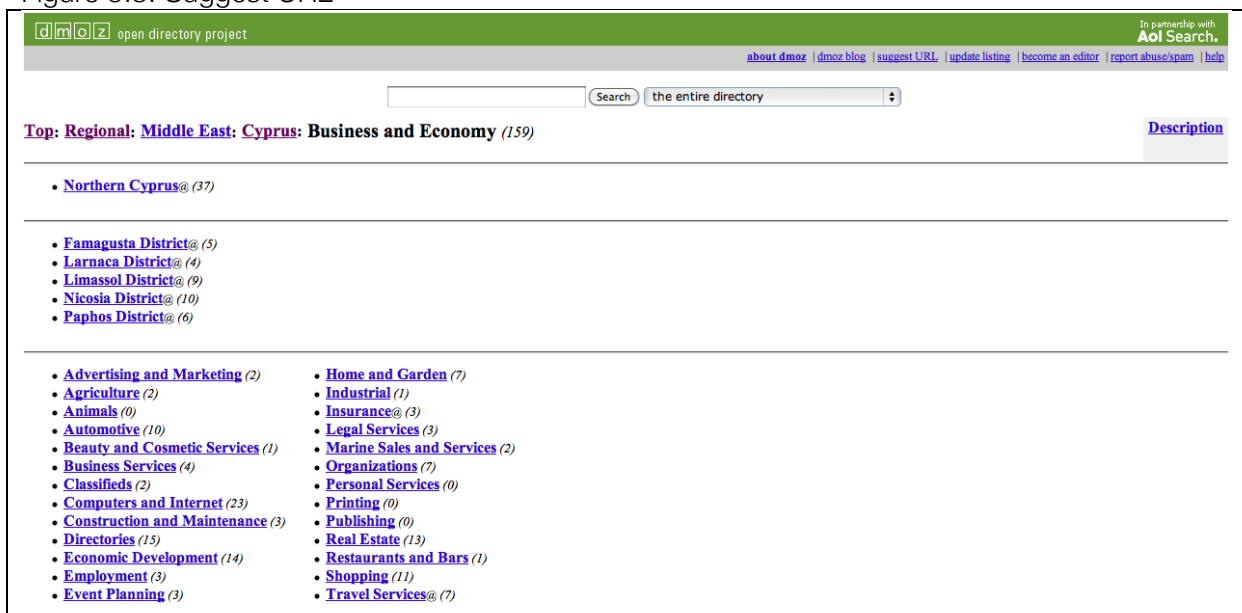
Either one is sufficient for your needs. Each directory offers a broadly similar interface. You will have to drill down until you are at the level where the directory will accept a listing. You know you are at this level when the directory presents a link called “Submit URL”, “Submit a Site”, or something similar.

Figure 5.3: Directory Sample



In the DMOZ example below, we have drilled down to Regional:Middle East:Cyprus:Business and Economy before the “Suggest URL” link becomes visible at the top right.

Figure 5.3: Suggest URL



Once you click on “suggest URL”, you usually have to enter four items of information:

- a. Your target URL
- b. The name of your site
- c. A brief description (25-30 words)
- d. Your contact information

This will result in either instantaneous listing or listing after review by a human editor.

Although the process is time consuming, remember you can create 5-6 standard directory listings and simply copy-paste them into different directories.

You can also pay to be listed in directories, but we do not recommend this. Very few such services guarantee the quality of where they list your company: listing in non-relevant sites or “link farms” can lead to your being removed from Google search results.

## 6. Social Media Marketing

Social media marketing is an integral part of online marketing. Given the importance of social media to peer-to-peer recommendations and to search, it is vital that each company implement a comprehensive social media marketing plan.

Here it should be mentioned that thus far, few small food and beverage companies have managed to get direct sales from social media marketing campaigns. The main benefits have been seen in brand building, SEO, traffic and special voucher offers which must be redeemed either via a store visit or via an online purchase.

For this reason, we recommend a social media campaign which comprises at least the following elements:

- a. A corporate profile on Facebook, LinkedIn, Google+ and Twitter
- b. Individual profile pages on the same networks used to re-post, at least partially, corporate content
- c. A strong presence in LinkedIn and Facebook Groups, if this segment corresponds to your target market
- d. Presence on other sites, including Pinterest, Youtube, SlideShare and others, if you have the appropriate content.

In implementing a social media promotional campaign, it is important to leverage the networking effect of having a corporate profile, but having content re-posted on individual profiles where possible. Table 6.1 illustrates this effect. If a company has a corporate profile on three networks, it has a total of three channels to distribute its content on. But if it has three managers who each create three profiles, and re-distribute this same content, the total channels rise from 3 to 12.

Table 6.1: Leverage Effect of Social Media

	Facebook	LinkedIn	Google+	Total
Company	1	1	1	3
Manager 1	1	1	1	3
Manager 2	1	1	1	3
Manager 3	1	1	1	3
Total	4	4	4	12

It is not always easy for individual workers or managers to permit access to their social media profiles, so this approach should be used carefully and for high quality content. Some channels, such as LinkedIn, are much more acceptable for sharing of corporate content and posts.

Some points are made for each of the main social media networks and related platforms.

## 6.1 Facebook

[www.facebook.com](http://www.facebook.com)

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Facebook remains a social network. Although it has a high number of users (over 1 billion), many accounts are in fact “double” accounts. This is seen, for instance, when an individual may have an individual profile, a Facebook group and a company page.

The main utility of Facebook comes from the following applications:

- a. Any Facebook corporate page must be used in conjunction with an individual profile. It is extremely difficult for someone to “like” a company page: there must be either exceptional content on the company page, or a respect for the individual managing that page.
- b. It is vital that your Facebook corporate page have the exact same name that your managers and employees use in their employment. Any deviations means that it is practically impossible to “find” a company via search.
- c. One of the most efficient uses of Facebook is the viral distribution of content that individuals find valuable. Thus, if you have excellent photos, videos or recipes, these tend to be distributed much more actively than a “standard” corporate news item.
- d. One of the equally efficient uses of Facebook is to promote events. If your company is using events, e.g. festivals, trade fairs, factory tours, cooking demonstrations, wine-and-food pairings, etc., then Facebook is a very cost-effective means of promotion.
- e. Another effective means of using Facebook is through groups. There are any number of groups out there, and if you have the time and inspiration, you can create your own group. (see the Sharing AUTHENTIC Cyprus Recipes Etc. Group as an example: <https://www.facebook.com/groups/482847055112233/>) The difficulty here is that you need to spend a lot of time promoting and moderating the group to ensure that it retains certain standards of dialogue and quality.
- f. Facebook advertising is less effective, although it can be extremely effective in catering-related functions (i.e. promoting a niche café).
- g. Another interesting Facebook application is the distribution of vouchers. You can use a third-party application such as Pagemodo (<http://www.pagemodo.com>) to generate vouchers for fans or special occasions. Unless you are selling online, these can be redeemed via shop visit.

The results shown on most social media campaigns involving Facebook indicate that promotion needs to be very carefully tailored and developed in order to show results.

## 6.2 LinkedIn

[www.linkedin.com](http://www.linkedin.com)

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LinkedIn is a professional network which contains a number of critical advantages:

- a. Results on LinkedIn are readable by search engines. As such, it is critical to have your company profile updated, and your individual profiles listing “Employer” with the same name and website.

- b. LinkedIn groups offer you a large platform for dissemination. There are thousands of groups available, particularly in specialised food sectors.
- c. If you are organising events, or require some kind of specialised person-to-person assistance, LinkedIn is an excellent tool for networking. Questions, invitations or messages sent to a specific person tend to have a much higher response rate on LinkedIn than on other platforms.
- d. LinkedIn is also the only social media platform where you can export your contact database into a csv or text file, which enables re-import into a standard contact database.
- e. LinkedIn is a major credibility enhancer for individual managers. If you are in a role where contact with other managers is important (e.g. in suppliers, customers, etc.) it is vital that you have a LinkedIn profile.

### 6.3 Google+

<https://plus.google.com/>

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Google+ was intended as the “Facebook killer”, and has grown rapidly to become the world’s second-largest social network by membership. Despite this rapid growth, Google+ fares badly against Facebook when comparing metrics such as time spent online, posting or content sharing. Google+ has two major advantages, however:

- a. Content on Google+, including the “like” button, is playing a significant role in Google search and Google Pagerank. It is therefore imperative that you are present on this platform.
- b. Unlike Facebook or LinkedIn, Google+ does not restrict your ability to contact new members. On Google+, you add members to “circles”, without their permission. In practical terms, this means that you see their content on your stream. If they add you to their circles, they will see your content on their stream. This means that every day, you can add a certain number of contacts (the number is between 30-40), without having to gain their permission. If 10-15% add you back, this becomes a “numbers game”, where all you need is a consistent approach over time.

### 6.4 Twitter

[www.twitter.com](http://www.twitter.com)

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Twitter is rapidly emerging into a hybrid social media, microblogging and search platform. There are hundreds of millions of searches on Twitter every day, and millions of contacts between member profiles.

It is important to have a profile on Twitter, mainly for SEO purposes. The food sector is not immediately popular, however, and you will need to invest a lot of time to build up a strong network of followers.

## 6.5 YouTube

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[www.youtube.com](http://www.youtube.com)

Like Twitter, Youtube is morphing from its original purpose—sharing digital content—to a social network-type platform. Youtube content plays an important role in SEO, and there are numerous ways to optimise for search on Youtube. The main issue is that you need attractive and high quality digital content to post. This is an area where recipes may become a valuable tool, even if you post a scrolling powerpoint screenshot (e.g. photos + instructions) rather than a video.

## 6.6 Slideshare

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[www.slideshare.net](http://www.slideshare.net)

Slideshare is a file sharing community. Similar platforms include Scribd ([www.scribd.com](http://www.scribd.com)). On Slideshare, you can upload and convert your presentations into e-documents. This has a double benefit:

- a. You can attach these to your website and social media network, gaining a double SEO benefit from keyword-rich contents and links;
- b. You can gain followers on the networks themselves, which also drives traffic to your site and expands your network.

## 6.7 Pinterest

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[www.pinterest.com](http://www.pinterest.com)

Pinterest is an online photo-sharing site. Other sites include Picasa ([www.picasa.com](http://www.picasa.com)) and Instagram ([www.instagram.com](http://www.instagram.com)). The advantages of posting high quality content here are similar to those of posting on SlideShare:

- Your content can be optimised for search, with backlinks and keyword-optimised text;
- Your content can be shared and attract followers, leading to traffic and other SEO benefits through re-posting.

## 7. Third-Party Tools and Applications

In addition to the sites discussed until now, there are a number of critical applications which every online marketing campaign must take into account. These include:

- Google Webmaster Tools
- Google Analytics
- Google Maps

Each one is discussed in further detail below.

### 7.1 Google Webmaster Tools

[www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/)

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Google Webmaster Tools is a free application provided by Google to support the health and analytics of your website. Creating a free account enables you to create a snippet of code, which should be installed on your html code. Once ready, Webmaster tools includes a number of very useful functions, including:

- Sitemap: this creates a map of your website and submits it to Google for verification. Once submitted, it makes it easier for Google to scan and index your site.
- Backlink Tracker: this provides you with a list of all links on third-party sites tracking back to your website.
- Internal Link Tracker: this provides you with a list of all internal links, which helps you optimise your site.
- Crawl Errors, Malware and other Issues: this alerts you when there are technical problems with your site.
- Queries and Traffic: Information on impressions, queries and keywords used to access your site.

Webmaster Tools is an invaluable resource for understanding your website performance. Moreover, it is a free application and accessible by everyone. There is no need to pay for an expensive third-party service.

### 7.2 Google Analytics

<http://www.google.com/analytics/>

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Google Analytics is another free application from Google, which provides you with a set of tools to analyse the web statistics of your site. You need to create a free account, generate the tracking code, and install on your site. Once ready, Google Analytics provides you with advanced information, including:

- Visitors by geographic region, language, operating system, etc. including one-time and repeat visitors, per day, per week, etc.
- The amount of time spent per site visit, the number of pages viewed, etc.



- Visitors by search engine, referral or direct access
- Visits per site section and site pages

As with Webmaster Tools, Google Analytics is an invaluable resource for understanding your website performance. Moreover, it is a free application and accessible by everyone. There is no need to pay for an expensive third-party service.

### 7.3 Google Maps

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<https://maps.google.com/>

Google Maps is becoming a critical part of search. Add your company location to Google Maps for SEO and marketing purposes. This is a free service which can have a disproportionate impact on search in the short term, as few people know this option exists.

## 8. Managing For Results

As seen from this short manual, the world of web design and online promotion is varied and ever-changing. It is imperative, however, that managers of Cypriot food and beverages invest the time and effort needed to understand this process.

This manual has not covered online advertising or online sales: this is an even more complex effort, and requires much additional information to cover. We suggest that companies master the basic steps of website design, search engine optimisation and promotion, before moving on to the next steps.

We suggest setting up a basic guideline that you can use to track your efforts. Table 8.1 below give such a sample: extend this to multiple years, and set your own numbers based on your estimates of what you can do.

Table 8.1: Online Marketing Performance Metrics

2013 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visits/Day	50	60	70	80	100	120	120	120	120	80	60	50
Days/Month	31	28	31	30	31	30	31	31	30	31	30	31
Website Visits	1550	1680	2170	2400	3100	3600	3720	3720	3600	2480	1800	1550
Repeat visits	155	168	217	240	310	360	372	372	360	248	180	155
Inquiry Rate	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
# Inquiries	77.5	84	108.5	120	155	180	186	186	180	124	90	77.5

Newsletters	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Dbs Contacts	1000	1150	1300	1450	1600	1750	1900	2050	2200	2350	2500	2650
Newsletters	1	1	1	1	1	1	1	1	1	1	1	1

Facebook	100	150	200	250	300	350	400	450	500	550	600	650
Google+	100	150	200	250	300	350	400	450	500	550	600	650
LinkedIn	100	150	200	250	300	350	400	450	500	550	600	650
Twitter	100	150	200	250	300	350	400	450	500	550	600	650

Apart from this, take an approach based on consistent effort over time, and measure your results carefully. There are no shortcuts in this sector, but there is a long learning curve. Each company must make this journey themselves, and adapt the information contained in this manual to their own benefit.

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