

Inbound Marketing: SEO + Blogs + Social Media

Mike Volpe

VP Inbound Marketing
HubSpot

Twitter: [@mvolpe](https://twitter.com/mvolpe)



Outbound Marketing



Outbound Marketing



Inbound Marketing

Blog

TechCrunch



YouTube

Technorati™

SEO

Google™



Live Search

YAHOO!

Ask.com

Social Media

facebook

twitter

LinkedIn

delicious
social bookmarking

digg

HubSpot

Rethinking Marketing

Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

Interruption



Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Public Relations

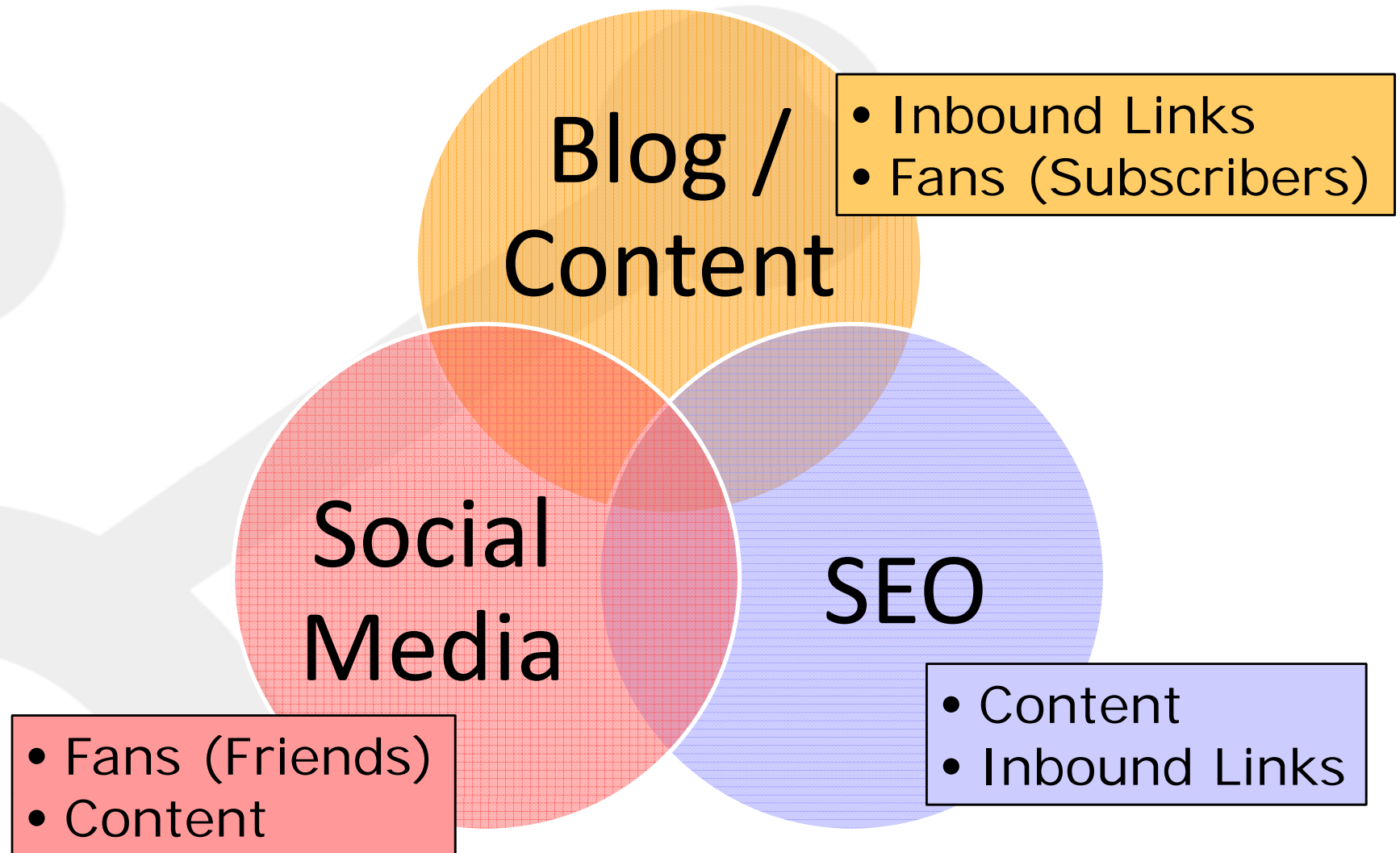
Permission



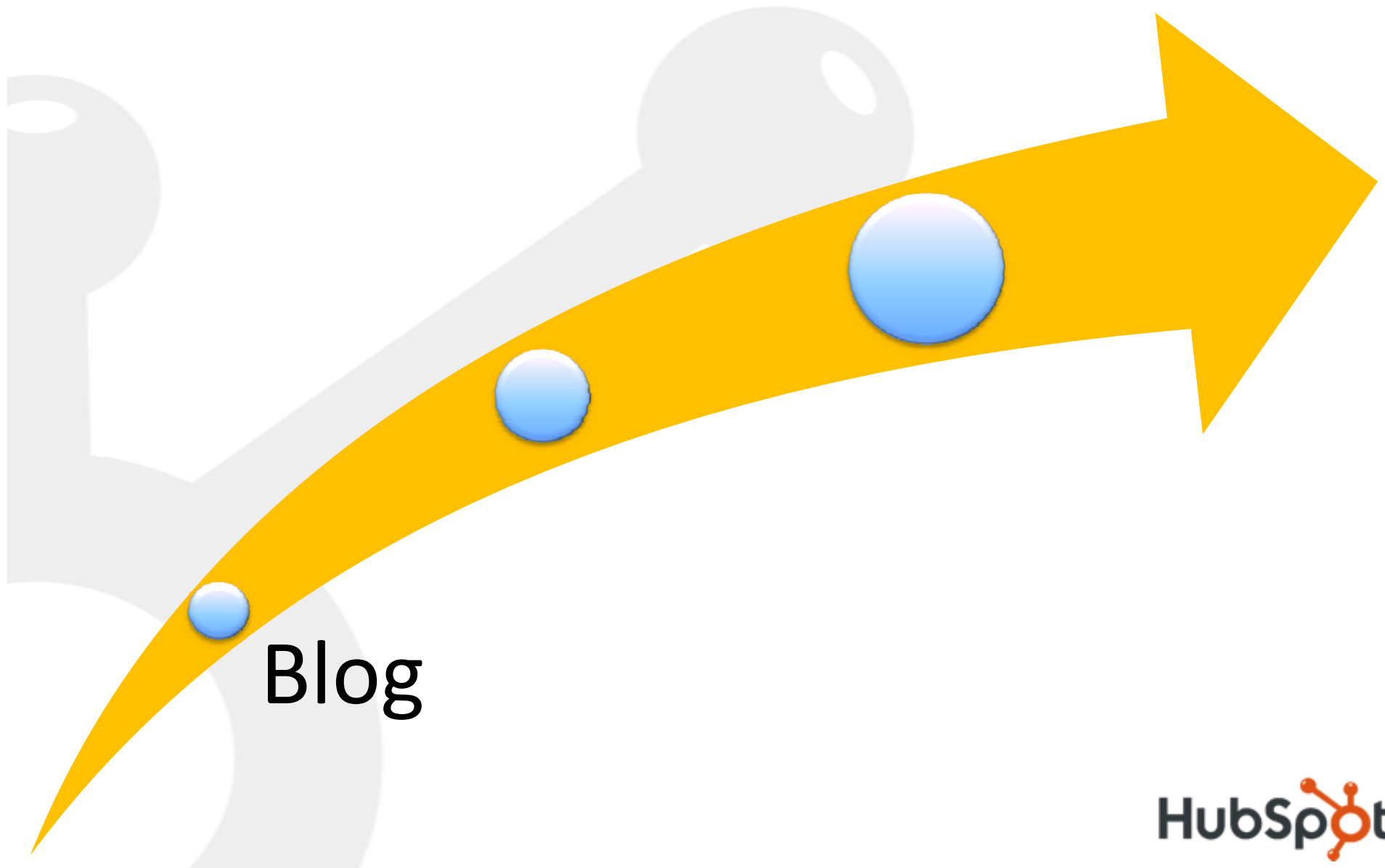
Budget vs. Brains



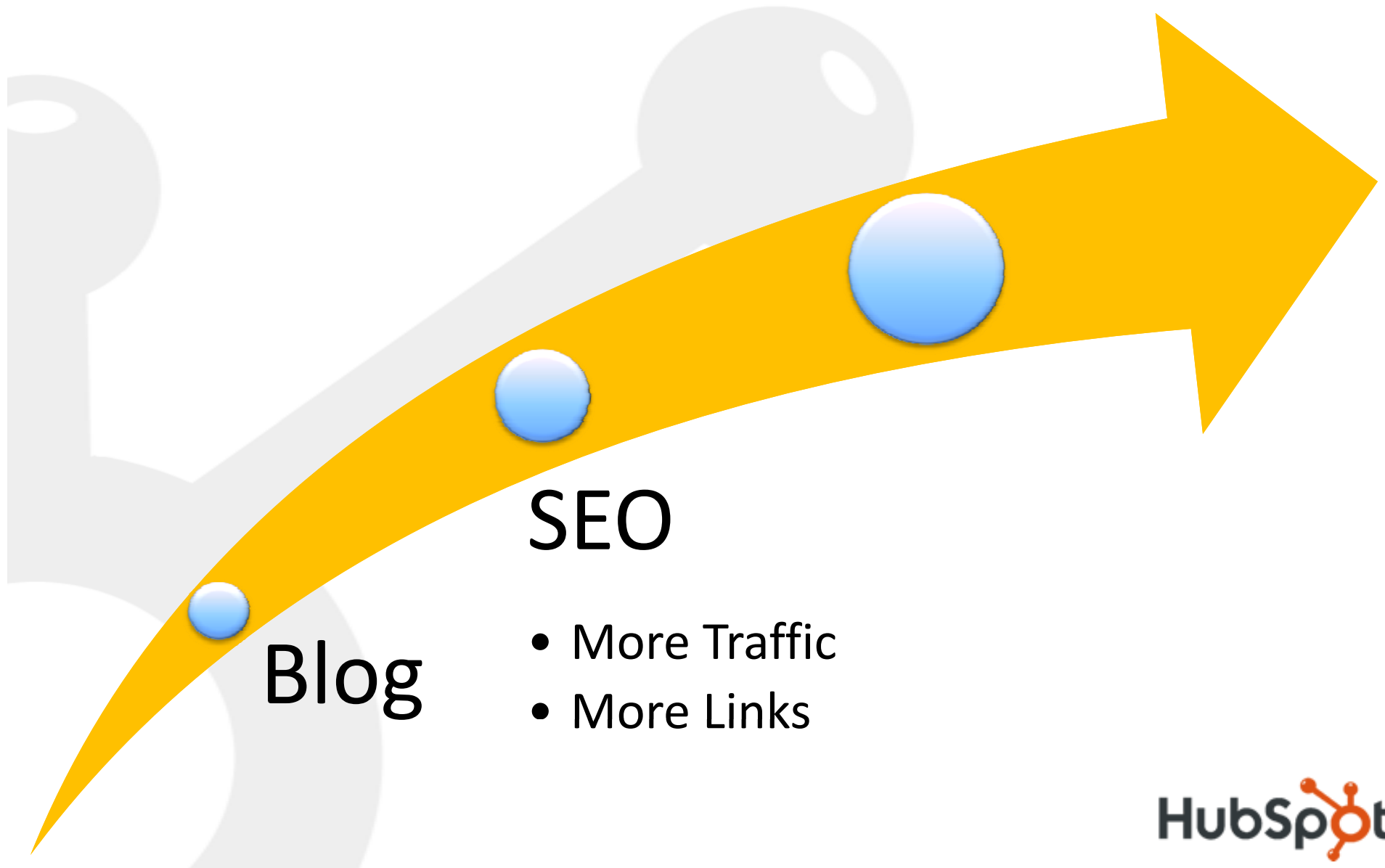
What Determines Success?



Exponential Effects



Exponential Effects



Exponential Effects



Exponential Effects



What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases

HubSpot's Inbound Internet Marketing Blog

[Current Articles](#) | [RSS Feed](#)

8 Marketing Tips From An Olympic Gold Medalist

Posted by Colleen Coyne on Fri, Aug 08, 2008 @ 08:57 AM

[digg it](#) | [reddit](#) | [del.icio.us](#) | [StumbleUpon](#)

18

diggs

[digg it](#)

Several years ago, I was fortunate enough to compete in the 1998 Olympics, and we brought back a gold medal. Today,

[Editor's note: This opening sentence was inserted compliments of the HubSpot team, Colleen is way too modest. We on the other hand, have no reservations about broadcasting her general awesomeness at every opportunity. You would too if you had an Olympic gold medalist working in midst. Photo of medal included below].

What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



Where to Publish?

flickr™

photobucket

upcoming.org

yelp*

podcast.net
THE PODCAST DIRECTORY

viddler

blip.tv
Your video, your way

REVVVER

Google™
Groups

slideshare BETA

twitter

RSS
XML

You Tube
Broadcast Yourself

SQUIDOO
What's Your Topic?

HubSpot

When to Blog

- Start **before** you have a product
- Start **before** you have a website
- Start **before** you have anything
- All you need: a rough market and some ideas
- A blog can launch a company

Biggest Blogging Mistake

Using a “free” URL from Blogspot or Typepad

- HubSpot.blogspot.com – NO!
- HubSpot.typepad.com – NO!
- Blog.HubSpot.com – Yes
- HubSpot.com/Blog – Yes
- SmallBusinessHub.com – Yes

Blog Article Titles

- **Funny:** “GoDaddy's 16-Step Checkout: Brainless Marketing At Its Finest?”
- **Enticing:** “12 Quick Tips To Search Google Like An Expert”
- **SEO:** “Free Advertising on Google”

695
diggs

[digg it](#)

1339
diggs

[digg it](#)

6th Most
Popular
HubSpot
Blog
Article

Blog Frequency

- Steady readership?
 - At least weekly, more is better.
- SEO focused?
 - Frequency is less important.

Blog Topic Ideas

- List of 5 ideas, trends or thoughts
- Publish a list of links
- Take a recent experience and share it
- Answer questions you received recently
- Comment on other blog articles
- Turn a press release into a blog article
- Check your email outbox

Case Study: Publish What You Have

- SolidWorks: 100+ Videos on Website
- Published on YouTube, No Promotion
- 10,000+ Views / Month



Mega Yacht Production boats designed in SolidWorks Software

com Largest Mega Yacht Production Boat Builder designs 100 percent of it's boat lines in SolidWorks 3D CAD Mechanical Engineering Design Software and uses eDrawings to communicate. They are (more)

Added: 1 year ago

From: [pcook1](#)

Views: 72,727



03:36

More in [Howto & Style](#)

Views: 72,727



SolidWorks Tutorials Lesson 1 (part 1)

an understanding of the SolidWorks user interface and functionality. The SolidWorks STEM Course videos correspond to the introductory SolidWorks Tutorials. Lesson 1 describes the SolidWorks user interface and (more)

Added: 1 year ago

From: [pcook1](#)

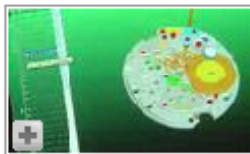
Views: 43,758



04:34

More in [Howto & Style](#)

Views: 43,758



Luxury Watch Maker designs in SolidWorks CAD Software

creating small and dense parts in a limited area using SolidWorks 3D CAD Mechanical Engineering Design Software...SolidWorks 3D CAD Mechanical Engineering Design Software Unique Luxury Watch Maker (more)

Added: 1 year ago

From: [pcook1](#)

Views: 14,088



03:11

More in [Howto & Style](#)

Views: 14,088



Case Study: HubSpot Blog

- 2.5 years and ~400 articles
- Google is #1 traffic source
 - Over 100% growth in past 12 months
- Traffic on ~400 different words... Yesterday!
- First page ranking for ~400 keywords

Blog Subscribers & Visitors



Blog Article Performance

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS	INBOUND LINKS ▼	VISITORS
SEO For Small Business Executives: Understanding The	1 year ago	Dharmesh	41	88	2,821	3,191

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS ▼	INBOUND LINKS	VISITORS
The Importance of Google PageRank: A Guide For Small Business Executives ↗	1 year ago	Dharmesh Shah	52	298	34	6,210

ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS	INBOUND LINKS	VISITORS ▼
12 Quick Tips To Search Google Like An Expert ↗	1 year ago	Dharmesh Shah	84	198	218	9,019
The Importance of Google PageRank: A Guide For Small Business Executives ↗	1 year ago	Dharmesh Shah	52	298	34	6,210
Free Advertising on Google ↗	1 year ago	Mike Volpe	60	106	29	3,368
SEO For Small Business Executives: Understanding The Magic Of Meta-Data ↗	1 year ago	Dharmesh Shah	41	88	2,821	3,191
Steve Jobs & Guy Kawasaki -- Powerpoint Best Practices ↗	1 year ago	Brian Halligan	45	48	88	3,168

Exponential Effects



25% of SEO = On Page (Visible)

- Page Title

Internet Marketing Software - Windows Internet Explorer

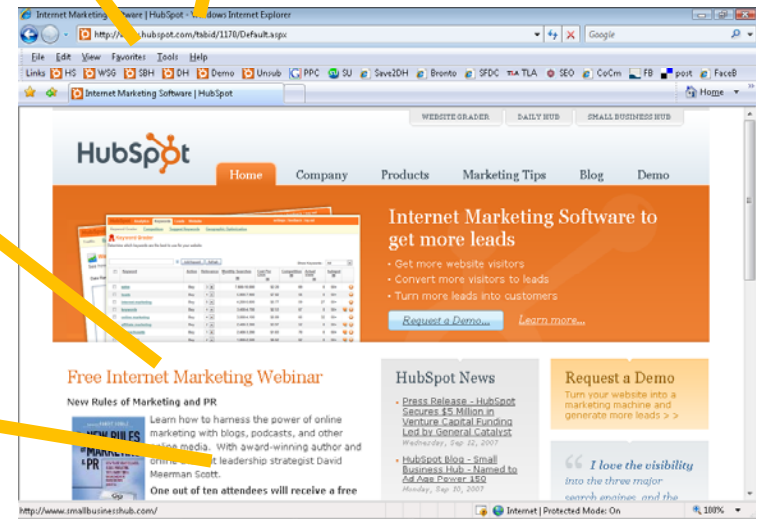
- URL

http://www.hubspot.com/internet-marketing-software/tabid/7074/Default.aspx

- H1, H2, H3 tags

HubSpot Internet Marketing Software

- Page Text
 - Bold



25% of SEO = On Page (Invisible)

- Description

Internet Marketing Software | HubSpot

HubSpot **Internet Marketing Software** - Get more website visitors, capture more visitors as leads and convert more leads into sales using SEO, PPC, ...

www.hubspot.com/ - 31k - [Cached](#) - [Similar pages](#)

- Keywords

Meta

Keywords :

internet marketing software, internet marketing, marketing, hubspot

- Alt text on images



internet marketing software



THE WALL STREET JOURNAL.
ONLINE



75% of SEO = Off Page

- Recommendations from friends
 1. "I know Mike Volpe"
 2. "Mike Volpe is a marketing expert"
 3. You trust the person saying this
- Links are online recommendations
 1. A link: www.HubSpot.com
 2. Anchor text: [Internet Marketing](#)
 3. Link is from a trusted website

SEO Benefits of Blogging/Publishing

- Blogs/content are a magnet for links
- Links power most of SEO

What would you link to?



27,000 links

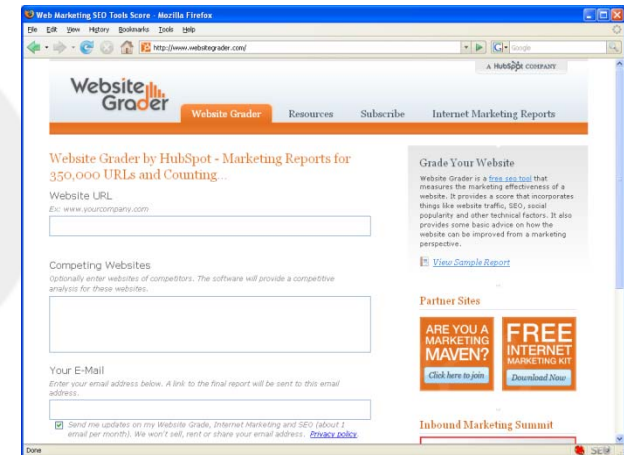


18,000 links



Case Study: Website Grader

- Blog / Content
 - 500,000 reports generated
- SEO
 - Page 1 for “SEO Score”, “website SEO”, etc.
 - 40,000+ inbound links
 - 3,000 websites with badge/link
- Social Media
 - 4,500 Del.icio.us bookmarks
 - 25,000+ visitors from StumbleUpon



Website Grader SEO Tool

Web Marketing SEO Tools Score - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.websitegrader.com/

A HubSpot COMPANY

Website Grader Resources Subscribe Internet Marketing Reports

Website Grader by HubSpot - Marketing Reports for 350,000 URLs and Counting...

Website URL
Ex: www.yourcompany.com

Competing Websites
Optionally enter websites of competitors. The software will provide a competitive analysis for these websites.

Your E-Mail
Enter your email address below. A link to the final report will be sent to this email address.

☒ Send me updates on my Website Grade, Internet Marketing and SEO (about 1 email per month). We won't sell, rent or share your email address. [Privacy policy](#).

Grade Your Website
Website Grader is a [free seo tool](#) that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.
[View Sample Report](#)

Partner Sites

ARE YOU A MARKETING MAVEN?
[Click here to join](#)

FREE INTERNET MARKETING KIT
[Download Now](#)

Inbound Marketing Summit

Done

On Page SEO Analysis

On-Page SEO

Page Title	12 Quick Tips To Search Google Like An Expert	✓
Meta Description	HubSpot Internet Marketing Blog - Award winning blog on Internet marketing, search engine optimization, inbound marketing, analytics, best practices.	⚠
Meta Keywords	internet marketing blog	✓
Tracking JavaScript	Tracking JavaScript is installed.	✓
Url	/blog/tabid/6307/bid/1264/12-Quick-Tips-To-Search-Google-Like-An-Expert.aspx	✓
H1		✓
Image alt text	Total images found: 7. 1 image has missing or empty alt attributes.	⚠

Article SEO Performance Analysis

Page Grader Detail ^{BETA}:

blog.hubspot.com/blog/tabid/6307/bid/1264/12-Quick-Tips-To-Search-Google-Like-An-Expert.aspx

47

PAGE GRADE

2ND MOST POWERFUL PAGE

101

TOP 100 KEYWORD RANKS

61 IN THE TOP 10

24

INTERNAL LINKS

181 OUTBOUND LINKS

3,727

VISITS

4TH MOST TRAFFICKED PAGE

Rankings

This page is currently ranked for the following keywords:

KEYWORD	RANK ▲	MONTHLY SEARCHES	DIFFICULTY
google search tips search string videos	1	< 1	5
google like	1	< 1	39
search google tips	1	< 1	28
tips for search	1	< 1	30
tips to search google	1	< 1	36
how to google like an expert	1	< 1	26
tips search google	1	< 1	28
12 quick tips to search google like an expert	1	< 1	15
tips to search google like an expert	1	< 1	18
google search expert	1	< 1	31

101 Keywords found, displaying 1 to 10. [First/Prev] 1, 2, 3, 4, 5, 6, 7, 8 [Next/Last]

Inbound Link Analysis

Link Grader				Learn more about Link Grader		
175 NEW LINKING DOMAINS (IN THE LAST 30 DAYS)	24 AVERAGE LINK GRADE™ FOR THE NEW LINKING DOMAINS	1,504 TOTAL DOMAINS LINKING TO YOU 14,655 LINKS FROM DOMAINS	39 AVERAGE LINK GRADE™ LOW			
<div><div>Inbound Links</div><div>Internal Links</div><div>Other</div></div>				<div><div>search links</div><div>Go</div></div>		
DOMAIN	FRESHNESS ▼	TOTAL LINKS	AVG. LINK GRADE™	AVG. NEW LINK GRADE™	VISITS	LEADS
ocases.blogspot.com	Today	1	32	0	1	0
csternal.stumbleupon.com	Today	1	0	0	1	0
www.aweber.com	Today	1	67	0	1	0
www.myqute.com	Today	1	13	0	0	0
web.grader.com	Today	1	0	0	1	0
sfbasma.ning.com	Yesterday	1	0	0	1	1
flamingo.hubteam.com:8093	Yesterday	1	0	0	1	0
www.etsy.com	Yesterday	1	13	0	5	0

Exponential Effects



“I’m 48. I don’t understand this Social Media stuff.”

- Similar to a business cocktail reception
- Without constraints of time or space



Business Cocktail Party Advice

- Meet people and start conversations
- Answer questions – help others
- Ask questions – trust others' advice

Social Media = Cocktail Party

- Become a real member of the community
- Add value to the community
 - Ask and answer questions
- More effective than live cocktail parties
 - No boundaries of time or space
 - Other people can listen in easily

Promote Your Content



twitter

StumbleUpon
Discover new sites

del.icio.us
your bookmarks

digg

reddit

facebook

^{BETA}
mixx
your blend of the web

HubSpot

Promote Your Content



Promote Flattering Content



twitter

StumbleUpon
Discover new sites

del.icio.us
your bookmarks

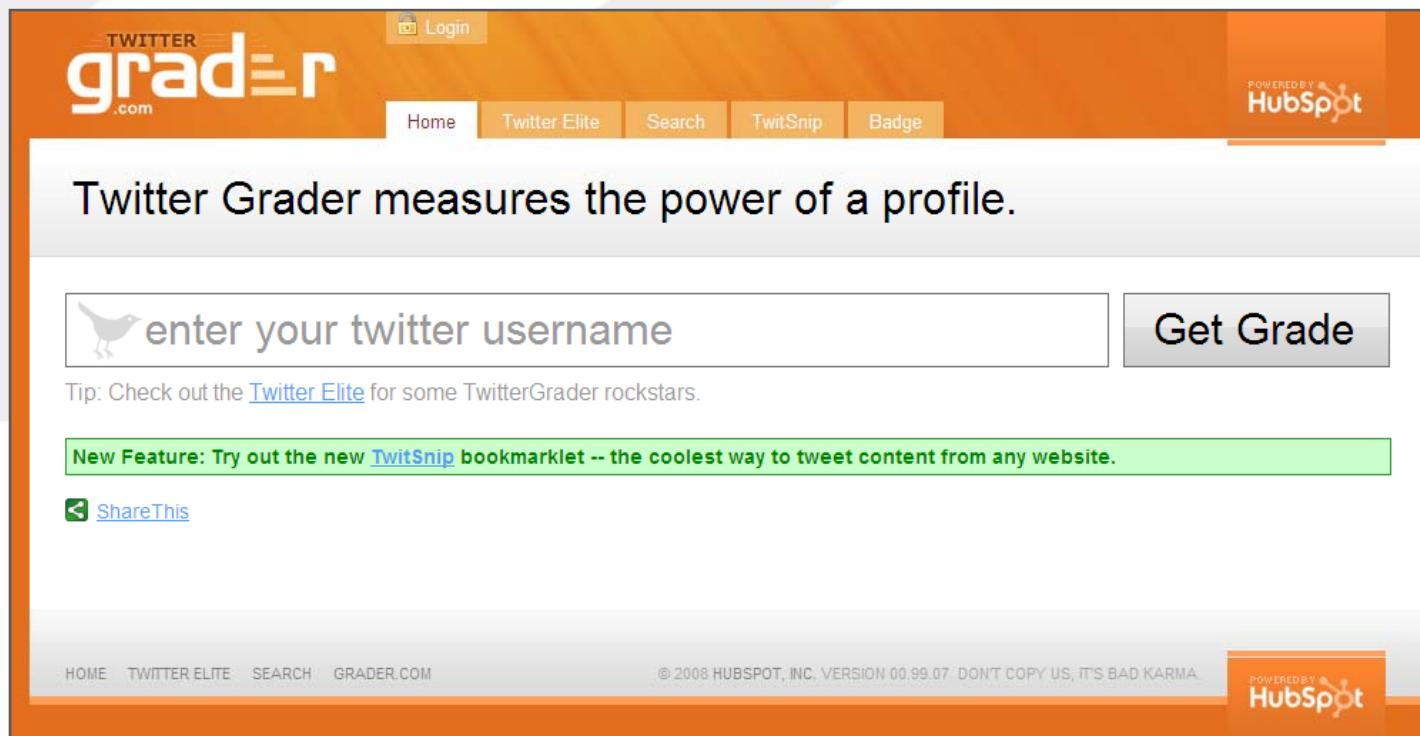
digg

facebook

HubSpot

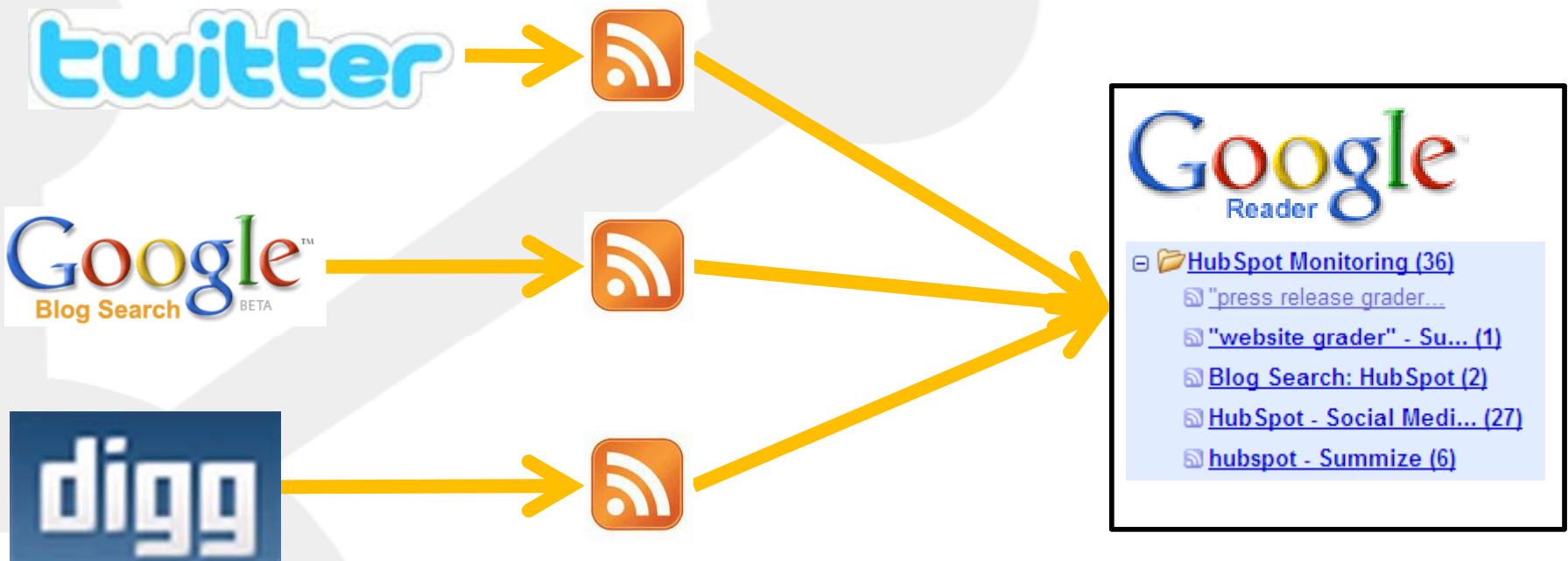
Case Study: Twitter Grader

- Promoted only on Twitter for free
- Over 600,000 profiles graded to date
- 50% of traffic from Twitter



The screenshot shows the Twitter Grader website interface. At the top, there is an orange header bar with the "TWITTER grader .com" logo on the left, a "Login" button in the center, and "POWERED BY HubSpot" on the right. Below the header is a navigation bar with links for "Home", "Twitter Elite", "Search", "TwitSnip", and "Badge". The main content area has a grey background with the text "Twitter Grader measures the power of a profile." Below this is a search form with a Twitter bird icon and the placeholder text "enter your twitter username". To the right of the form is a "Get Grade" button. Below the form, there is a tip: "Tip: Check out the [Twitter Elite](#) for some TwitterGrader rockstars." A green banner below the tip reads: "New Feature: Try out the new [TwitSnip](#) bookmarklet -- the coolest way to tweet content from any website." Below the banner is a "ShareThis" link. At the bottom, there is a footer with links for "HOME", "TWITTER ELITE", "SEARCH", and "GRADER.COM". In the center of the footer is the copyright notice: "© 2008 HUBSPOT, INC. VERSION 00.99.07. DON'T COPY US, IT'S BAD KARMA." On the right side of the footer is the "POWERED BY HubSpot" logo.

RSS Monitoring



Monitor Publishing

The screenshot shows a Windows Internet Explorer browser window with the title "hubspot -site:hubspot.com - Google Blog Search". The address bar contains the URL "http://www.google.com/blogsearch?hl=en&ie=UTF-8&q=hubspot+-site%3Ahubspot.com&btnG=Search+Blogs". The search bar contains the text "hubspot -site:hubspot.com". The search results are displayed on the "Google Blog Search" page, showing results 1-10 of about 2,753 for "hubspot -blogurl:hubspot.com" in 0.05 seconds. The results are sorted by relevance. The first result is "Website Optimization for PR Value" by planetrelations, dated 16 hours ago. The second result is "HubSpot Gives SEO Advice" by John Gartner, dated 19 Feb 2008. The third result is "HubSpot Professional - Closed Loop Internet Marketing" dated 25 Mar 2008. The fourth result is "Tool I Love: HubSpot's Website Grader" by Amanda Gravel, dated 12 Mar 2008. The left sidebar includes links for "Published" (Last hour, Last 12 hours, Last day, Past week, Past month, Anytime, Choose Dates) and "Subscribe" (Blogs Alerts, Atom, RSS).

hubspot -site:hubspot.com - Google Blog Search - Windows Internet Explorer

http://www.google.com/blogsearch?hl=en&ie=UTF-8&q=hubspot+-site%3Ahubspot.com&btnG=Search+Blogs

Google

hubspot -site:hubspot.com - Google Blog Search

Images Maps News Shopping Mail more

mvolve@hubspot.com | Web History | My Account | Sign out

Google Blog Search BETA

hubspot -site:hubspot.com

Search Blogs Search the Web Advanced Blog Search Preferences

Blog Search

Results 1 - 10 of about 2,753 for hubspot -blogurl:hubspot.com. (0.05 seconds)

Sorted by relevance Sort by date

Published

Last hour
Last 12 hours
Last day
Past week
Past month
Anytime
Choose Dates

Subscribe:

☒ Blogs Alerts
Atom | RSS

Did you mean: [hub spot -site:hubspot.com](#)

[Website Optimization for PR Value](#)
16 hours ago by planetrelations
I recently discovered **Hubspot's** Website Grader, which is a free search engine optimization (SEO) tool that measures the marketing effectiveness of a website. By entering your website, the Grader analyzes data across several broad ...
[Planet Relations - http://planetrelations.com](#)

[HubSpot Gives SEO Advice](#)
19 Feb 2008 by John Gartner
Last week I attended a webinar give by **HubSpot** on the fundamentals of search engine optimization, and I'm passing on a few noteworthy tips. The company says that 75 percent of SEO is not related to the content that is shown to readres ...
[MarketingShift: Daily Crash Course in Marketing... - http://www.marketingshift.com/ - References](#)

[HubSpot Professional - Closed Loop Internet Marketing](#)
25 Mar 2008
HubSpot Professional is an inbound Internet marketing system that enables closed loop marketing, linking lead intelligence from your website into Salesforce and generating marketing reports showing which leads or campaigns produced ...
[Latest Listings - http://www.salesforce.com/appexchange/](#)

[Tool I Love: HubSpot's Website Grader](#)
12 Mar 2008 by Amanda Gravel
A tool I've been using in my scanning and monitoring work is **Hubspot's** Website Grader.

Internet 100%



Monitor Sharing

Search for "hubspot.com" - Windows Internet Explorer

http://digg.com/search?s=hubspot.com&submit=Search§ion=all&search-buried=1&type=all&area=all&sort=most

Search for "hubspot.com"

digg My Profile Friends' Activity 1816 Submit New Logout Search Digg...

« Home

Less color in our ads means more green in your pocket.
When DISH Network save, you save.
OVER 100 CHANNELS FREE FOR 3 MONTHS
Restrictions apply. SAVE OVER CABLE

Search Digg

hubspot.com Search

Include Buried Stories

Title, Description, and URL All Stories Sort by Most Diggs


524 diggs
[Now, Any Business Can Tap 53 Million Facebook Users \(For Free\)](#)
blog.hubspot.com — Anyone can now create a business page on Facebook. Quick and easy steps to get started. Also some interesting stats on Facebook. [More...](#) (Business & Finance)
dugg! 33 Comments Share Favorite? kirsten99 made popular 148 days ago

191 diggs
[George Bush is Google Bombed AGAIN](#)
blog.hubspot.com — Who's a Failure? Google says George Bush! Is this a political statement by Google? Why haven't they corrected this mistake since it happened first in 2003? How have bloggers and political pundits powered this new Google Bomb? [More...](#) (Political News)
dugg! 32 Comments Share Favorite? eaham submitted 41 days ago

107 diggs
[Outbound vs. Inbound Marketing](#)
blog.hubspot.com — Great post that explains the difference between outbound and inbound marketing and why inbound marketing is very important to


Done Internet 100%

Monitor Discussions

[Advanced Search](#)


Realtime results for **hubspot**

0.03 seconds




mvolpe: [@Starbucks](#) (can't reply to your DM) Send something cool to the office, I might (video)blog about your marketing... <http://Blog.HubSpot.com>

17 minutes ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)




tomdog: [@BeverlyMacy](#) here's the [#HubSpot](#) retort to that [#WSJ](#) article <http://bit.ly/Ho5L> (expand)

43 minutes ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)




mvolpe: [@direstraits94](#) No comment on my coffee preferences. There is both an [@dunkindonuts](#) and an [@starbucks](#) within 1 block of [@hubspot](#)

about 1 hour ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)




ryangraves: [@mvolpe](#) you fit the marketing geek bill well...you guys are kickin ass w/ **hubspot** so keep the geekdom up!

about 2 hours ago · [Reply](#) · [View Tweet](#)




gonzalo: Muy bueno... :p "Twitter In Real Life" <http://hubspot.me/?blqcart> by [@hubspot](#)


about 2 hours ago · [Reply](#) · [View Tweet](#)




Nancydbrown: Check out this funny cartoon "Twitter In Real Life" <http://hubspot.me/?blqcart> by [@hubspot](#)

about 3 hours ago · [Reply](#) · [View Tweet](#)

 [Feed for this query](#)

 [Twitter these results](#)

Show tweets written in:

English 

Trending topics:

[Christmas](#)

[#hohoto](#)

[Heroes](#)

[Shorty Award](#)

[Xmas](#)

[Santa](#)

[#TSS](#)

[#tcot](#)

[Bush](#)

[iPhone](#)

Nifty queries:

[cool filter:links](#)


["is down"](#)

[movie :\)](#)

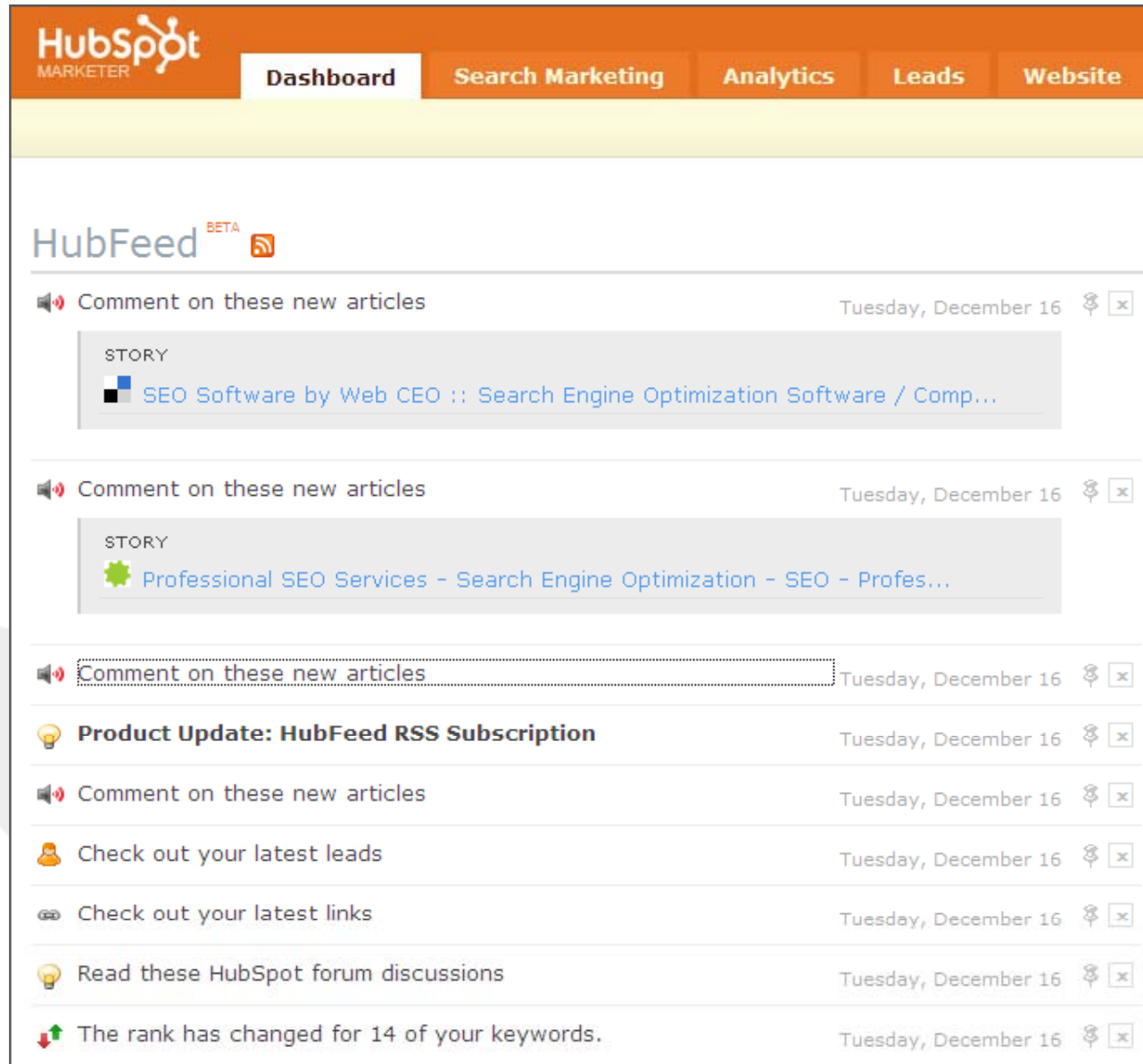
["happy hour" near:SF](#)

[#haiku](#)

["listening to"](#)



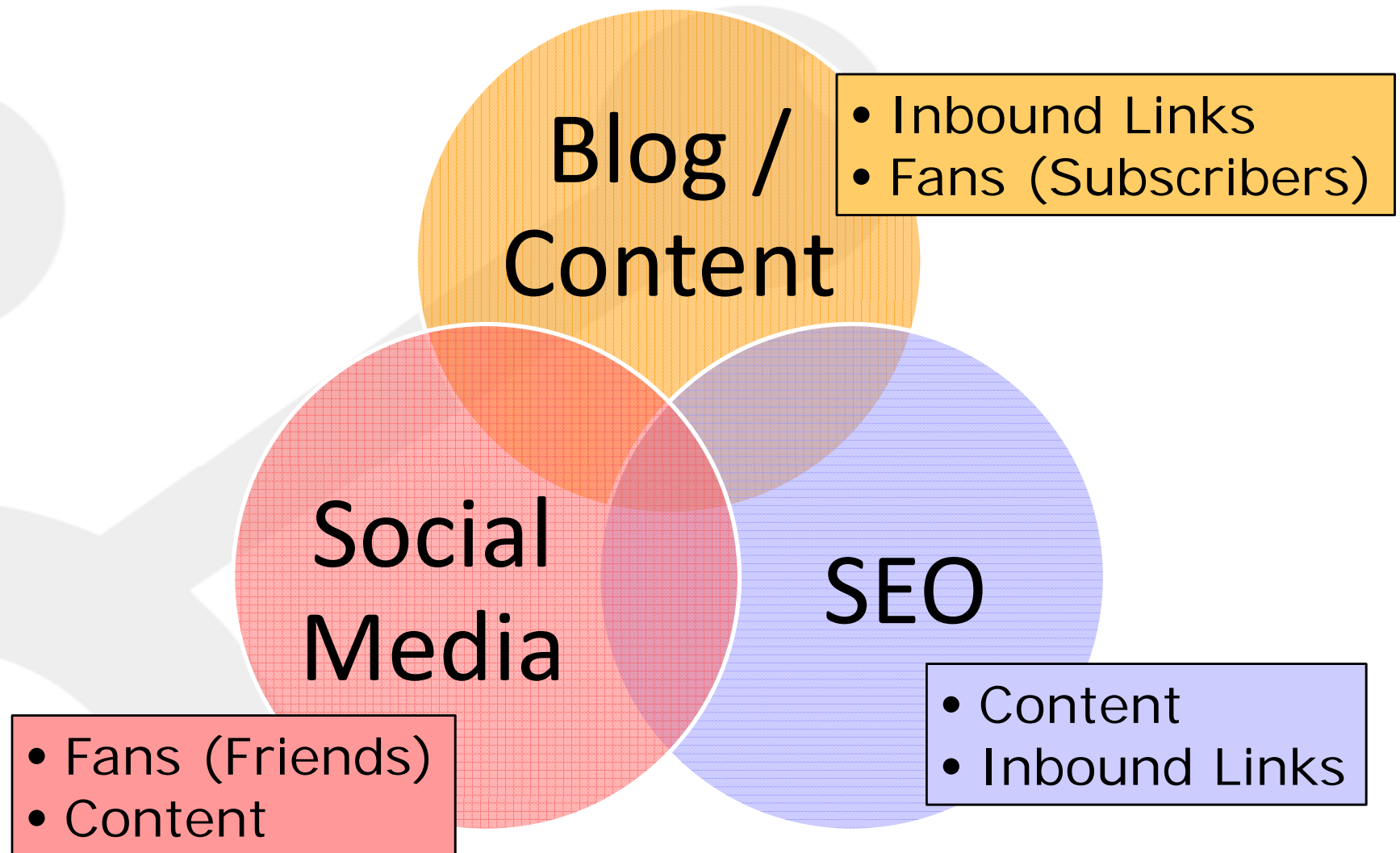
HubFeed Automatic Monitoring



The screenshot displays the HubSpot MARKETER dashboard. At the top, there is a navigation bar with tabs for Dashboard, Search Marketing, Analytics, Leads, and Website. The HubFeed BETA section is active, showing a list of article feeds and notifications. Each item includes an icon, a title, and a timestamp of Tuesday, December 16.

- Comment on these new articles** (Speaker icon): Tuesday, December 16. Includes a story titled "SEO Software by Web CEO :: Search Engine Optimization Software / Comp...".
- Comment on these new articles** (Speaker icon): Tuesday, December 16. Includes a story titled "Professional SEO Services - Search Engine Optimization - SEO - Profes...".
- Comment on these new articles** (Speaker icon): Tuesday, December 16.
- Product Update: HubFeed RSS Subscription** (Lightbulb icon): Tuesday, December 16.
- Comment on these new articles** (Speaker icon): Tuesday, December 16.
- Check out your latest leads** (Person icon): Tuesday, December 16.
- Check out your latest links** (Link icon): Tuesday, December 16.
- Read these HubSpot forum discussions** (Lightbulb icon): Tuesday, December 16.
- The rank has changed for 14 of your keywords.** (Up/Down arrow icon): Tuesday, December 16.

What Determines Success?



Case Study: Oughta Know Inbound Mktg

- Video
 - 40,000 views first week
 - 10,000 views first day
- Social Media
 - #1 source = StumbleUpon
 - #2 source = Twitter
 - #3 source = Facebook
- SEO
 - Page 1 for “inbound marketing”
 - 50+ inbound links to blog article



Case Study: Will It Blend?

- Blog / Content
 - 74 videos
 - 2m YouTube channel views
- SEO
 - Page 1 for “blend”
 - 55,000 inbound links
- Social Media
 - 83,000 channel subscribers
 - Over 500 Facebook groups
 - 5 Digg front page stories



[Will It Blend: Bic Lighters](#)

willitblend.com — Some people might say i



jasnmb 354 days

Conclusion: A Day of Inbound Marketing

8:00 - 8:30 am: Check blogs, Facebook and Twitter

- Leave some comments
- Add some new friends

8:30 - 9:30 am: Publish new blog article

- Post link on Twitter and Facebook

3:00 - 3:30 pm: Someone says nice stuff about you

- Vote for it on StumbleUpon, Digg, etc.
- Post link on Facebook and Twitter
- Email friends/employees to promote it

3:30 – 4:00 pm: Review SEO results

- Make a couple tweaks to on-page SEO

Thank You!

Learn more about HubSpot:
<http://www.hubspot.com/demo>

Become a Fan:
<http://facebook.hubspot.com>

Mike Volpe
VP Inbound Marketing
Twitter: **@mvolpe**



Two large, light grey keys are positioned in the background. One key is on the left, and the other is on the right, slightly higher and further back, creating a sense of depth. They are simple, rounded keys with a small oval hole at the top.

HubSpot

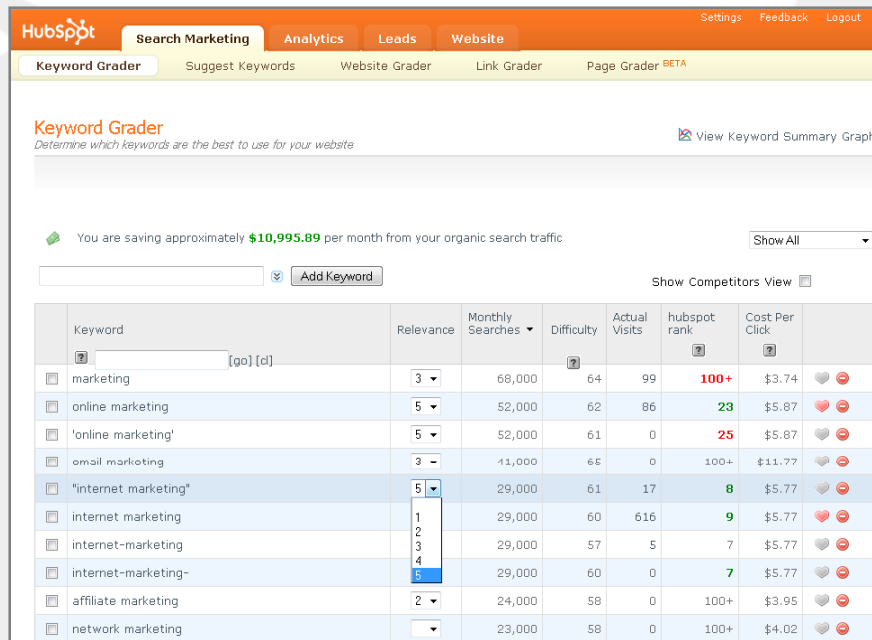
Inbound Marketing System

Inbound Marketing System



Getting Found: On-Page SEO

Keyword Grader



HubSpot Search Marketing Analytics Leads Website Settings Feedback Logout

Keyword Grader Suggest Keywords Website Grader Link Grader Page Grader BETA

Keyword Grader
Determine which keywords are the best to use for your website

You are saving approximately **\$10,995.89** per month from your organic search traffic

Search bar: [go] [d] Add Keyword Show Competitors View

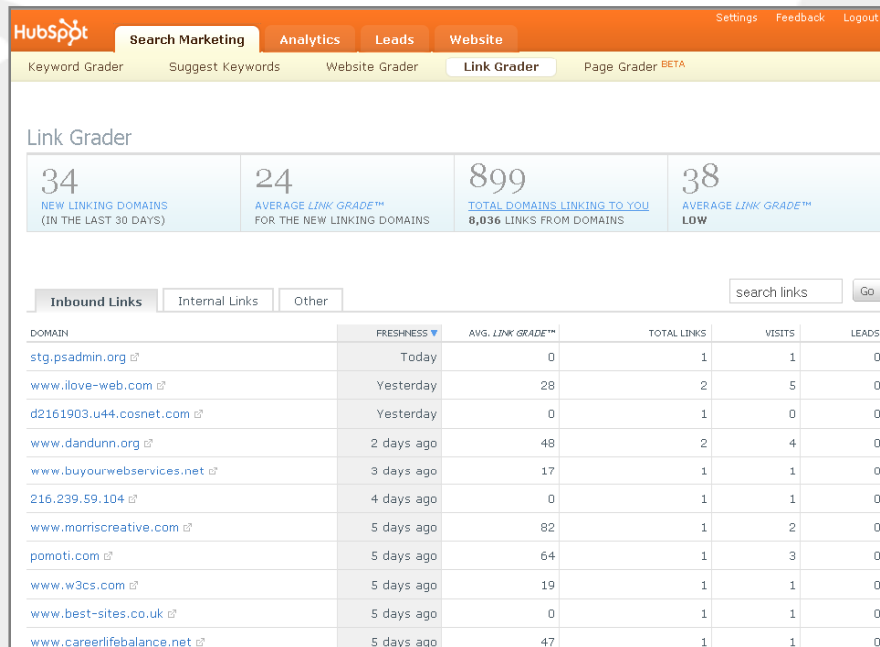
Keyword	Relevance	Monthly Searches	Difficulty	Actual Visits	HubSpot Rank	Cost Per Click
marketing	3	68,000	64	99	100+	\$3.74
online marketing	5	52,000	62	86	23	\$5.87
'online marketing'	5	52,000	61	0	25	\$5.87
email marketing	3	41,000	66	0	100+	\$11.77
internet marketing	5	29,000	61	17	8	\$5.77
internet marketing	1	29,000	60	616	9	\$5.77
internet-marketing	2	29,000	57	5	7	\$5.77
internet-marketing-	4	29,000	60	0	7	\$5.77
affiliate marketing	2	24,000	58	0	100+	\$3.95
network marketing	2	23,000	58	0	100+	\$4.02

- Determine what keywords to optimize your pages around based on relevance, search volume, and how difficult it will be to rank on the first page of Google
- Identify critical long tail words (high conversion rates, low competition)
- Monitor your rank against competitors for each keyword/phrase
- Determine the specific page on your site that is ranking for each keyword(phrase) and how to make further improvements

Getting Found: Off-Page SEO

Link Grader

- Identify opportunities to generate more return from your existing links
- Monitor your live inbound links and which inbound links are producing the most value for you
- Aggregate your competitors inbound links to discover new link building opportunities that you have not taken advantage of



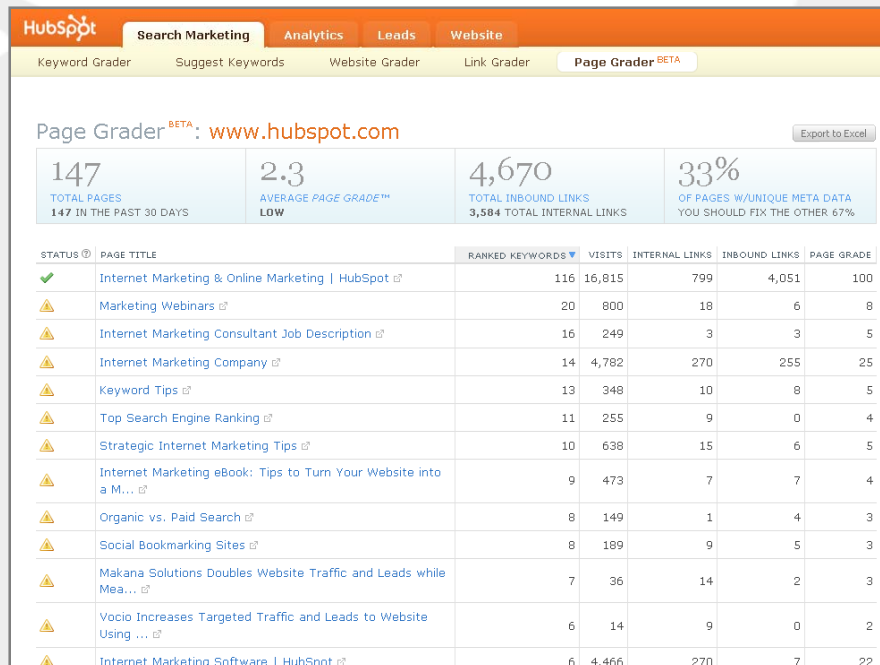
The screenshot displays the HubSpot Link Grader interface. At the top, there's a navigation bar with tabs for Search Marketing, Analytics, Leads, and Website. Below this, a sub-navigation bar includes Keyword Grader, Suggest Keywords, Website Grader, Link Grader (selected), and Page Grader BETA. The main content area is titled 'Link Grader' and features four summary cards: '34 NEW LINKING DOMAINS (IN THE LAST 30 DAYS)', '24 AVERAGE LINK GRADE™ FOR THE NEW LINKING DOMAINS', '899 TOTAL DOMAINS LINKING TO YOU 8,036 LINKS FROM DOMAINS', and '38 AVERAGE LINK GRADE™ LOW'. Below these cards, there are tabs for 'Inbound Links', 'Internal Links', and 'Other'. A search bar labeled 'search links' with a 'Go' button is present. The main table lists inbound links with columns for DOMAIN, FRESHNESS, AVG. LINK GRADE™, TOTAL LINKS, VISITS, and LEADS. The table contains 11 rows of data, with the last row highlighted in blue.

DOMAIN	FRESHNESS	AVG. LINK GRADE™	TOTAL LINKS	VISITS	LEADS
stg.psadmin.org	Today	0	1	1	0
www.ilove-web.com	Yesterday	28	2	5	0
d2161903.u44.cosnet.com	Yesterday	0	1	0	0
www.dandunn.org	2 days ago	48	2	4	0
www.buyourwebservices.net	3 days ago	17	1	1	0
216.239.59.104	4 days ago	0	1	1	0
www.morriscreative.com	5 days ago	82	1	2	0
pototi.com	5 days ago	64	1	3	0
www.w3cs.com	5 days ago	19	1	1	0
www.best-sites.co.uk	5 days ago	0	1	1	0
www.careerlifebalance.net	5 days ago	47	1	1	0

Getting Found: SEO for Your Whole Site

Page Grader

- Analyze each page of your site to see which produce the most value for you (traffic, leads, ranked keywords, links)
- Automatically recommend improvements to optimize each page of your site



The screenshot shows the HubSpot Page Grader interface for the website www.hubspot.com. The summary section displays four key metrics: 147 total pages (147 in the past 30 days), an average page grade of 2.3 (LOW), 4,670 total inbound links (3,584 total internal links), and 33% of pages with unique meta data (67% to be fixed). Below this is a table listing individual pages with their status, title, ranked keywords, visits, internal links, inbound links, and page grade.

STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INTERNAL LINKS	INBOUND LINKS	PAGE GRADE
✓	Internet Marketing & Online Marketing HubSpot	116	16,815	799	4,051	100
⚠	Marketing Webinars	20	800	18	6	8
⚠	Internet Marketing Consultant Job Description	16	249	3	3	5
⚠	Internet Marketing Company	14	4,782	270	255	25
⚠	Keyword Tips	13	348	10	8	5
⚠	Top Search Engine Ranking	11	255	9	0	4
⚠	Strategic Internet Marketing Tips	10	638	15	6	5
⚠	Internet Marketing eBook: Tips to Turn Your Website into a M...	9	473	7	7	4
⚠	Organic vs. Paid Search	8	149	1	4	3
⚠	Social Bookmarking Sites	8	189	9	5	3
⚠	Makana Solutions Doubles Website Traffic and Leads while Mea...	7	36	14	2	3
⚠	Vocio Increases Targeted Traffic and Leads to Website Using ...	6	14	9	0	2
⚠	Internet Marketing Software HubSpot	6	4,466	270	7	22


Getting Found: Blogosphere

Blogging

- Enable easy, natural process to consistently update content on your site, achieve more frequent search engine crawls, and improve authority
- Develop an audience of email and RSS subscribers
- Attract more inbound links (“link bait”)
- Write keyword rich content to attract more high conversion rate traffic



Track Your Competitors



Search Marketing

Analytics

Leads

Website


Keyword Grader

Suggest Keywords

Website Grader
















Link Grader

Page Grader BETA



Website Grader

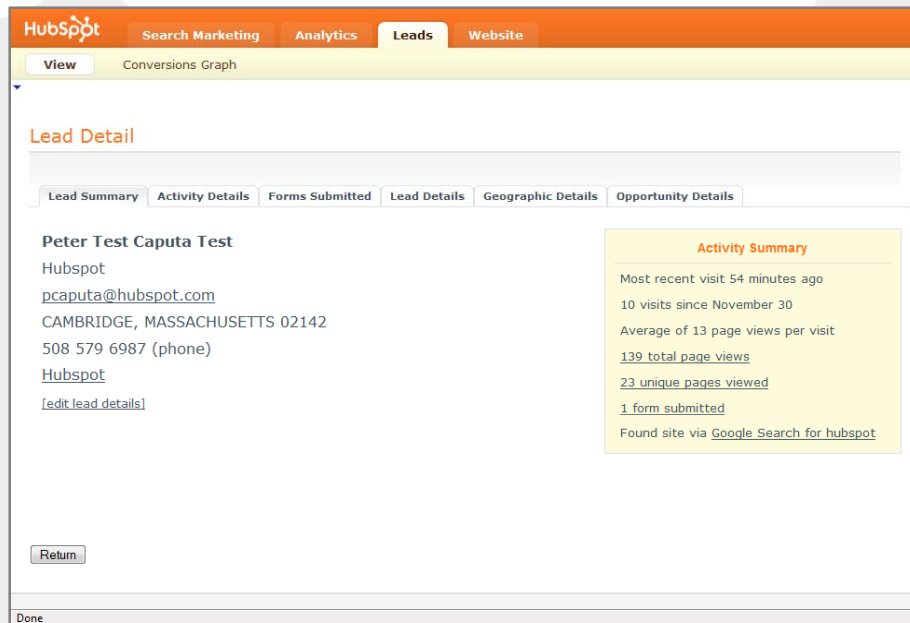
A comprehensive measure of your website's effectiveness

Website		Website Grade ?	Google Page Rank ?	Traffic Rank ?	Blog Rank ?	Inbound Links ?	del.icio.us Bookmarks ?	Google Indexed Pages ?	Keywords in Google Top 100 ?	
blog.hubspot.com		99	5	70,753	15,348	10,785	83	475	316	
www.hubspot.com		98	6	70,753	15,731	12,264	449	174	41	
onstartups.com		99	6	101,536	15,782	45,178	933	465	N/A	
www.websitegrader.com		91	6	67,743	890,286	30,960	3,740	166	N/A	
										

Compare Site:



Lead Intelligence



The screenshot shows the HubSpot interface with the 'Leads' tab selected. The 'Lead Detail' section for 'Peter Test Caputa Test' is displayed. The lead's contact information includes the email 'pcaputa@hubspot.com', address 'CAMBRIDGE, MASSACHUSETTS 02142', and phone number '508 579 6987'. A yellow 'Activity Summary' box on the right provides key metrics: 'Most recent visit 54 minutes ago', '10 visits since November 30', 'Average of 13 page views per visit', '139 total page views', '23 unique pages viewed', and '1 form submitted'. It also notes the lead was found via 'Google Search for hubspot'. Navigation tabs at the top include 'View', 'Conversions Graph', 'Lead Summary', 'Activity Details', 'Forms Submitted', 'Lead Details', 'Geographic Details', and 'Opportunity Details'. A 'Return' button is at the bottom left.

Activity Summary
Most recent visit 54 minutes ago
10 visits since November 30
Average of 13 page views per visit
139 total page views
23 unique pages viewed
1 form submitted
Found site via Google Search for hubspot

- Track the full path of all of your leads through your web site
- Automatically develop more intelligence around each lead (number of visits, time on site, pages visited, comments written on blog, documents downloaded, information submitted via web forms created)
- Increase close rate through improved lead quality

Making Better Marketing Decisions

Analytics

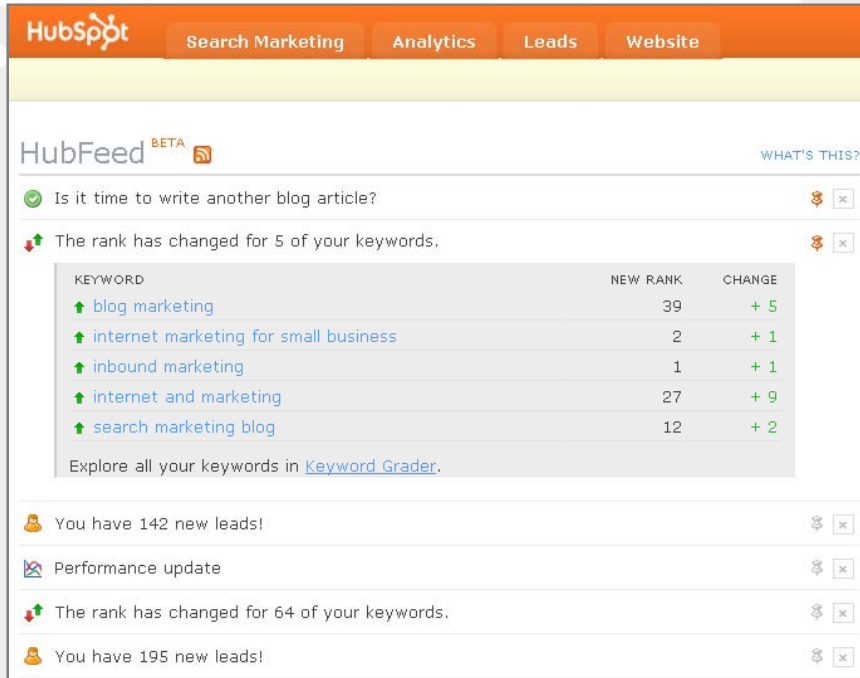
- Integrated reports in HubSpot software allow you to understand the effects of all your marketing activities so you can optimize your efforts and allocate your time and money towards the programs that generate the most leads and sales for your business



Actionable Marketing Insights

HubFeed

- HubFeed “watches” your Internet marketing efforts and delivers highlights and actionable insights based on your data



The screenshot displays the HubSpot HubFeed interface. At the top, there's a navigation bar with tabs for Search Marketing, Analytics, Leads, and Website. Below this, the HubFeed section is titled "HubFeed BETA" with a "WHAT'S THIS?" link. The feed contains several notifications: a green checkmark icon with the text "Is it time to write another blog article?", a red and green arrow icon with "The rank has changed for 5 of your keywords.", a person icon with "You have 142 new leads!", a performance icon with "Performance update", a red and green arrow icon with "The rank has changed for 64 of your keywords.", and another person icon with "You have 195 new leads!". A table is embedded in the feed showing keyword rankings.

KEYWORD	NEW RANK	CHANGE
↑ blog marketing	39	+ 5
↑ internet marketing for small business	2	+ 1
↑ inbound marketing	1	+ 1
↑ internet and marketing	27	+ 9
↑ search marketing blog	12	+ 2

Below the table, it says "Explore all your keywords in [Keyword Grader](#)."

HubSpot Methodology and Consulting

Sections

The Internet Marketing Methodology is comprised of three sections: (1) getting found by more visitors (top of the sales funnel), (2) converting more visitors to leads and customers (middle of the sales funnel), and (3) measurement and optimization.

A. [Get Found by Potential Customers \[Grow the Top of the Funnel\]](#)

- I. [Keyword Discovery](#)
- II. [On-Page SEO](#)
- III. [Off-Page SEO](#)
- IV. [Blogosphere](#)
- V. [Paid Search Advertising](#)
- VI. [Social Mediasphere](#)

B. [Convert More Visitors into Customers \[Grow the Middle of the Funnel\]](#)

- I. [Convert More Visitors to Leads](#)
- II. [Convert More Leads to Customers](#)

C. [Measure & Optimize: Marketing Intelligence](#)

- I. [Overall Marketing Effectiveness](#)
- II. [Competitors](#)
- III. [Top of the Sales Funnel](#)
- IV. [Middle of the Sales Funnel](#)

Like Video?

Watch webinars led by HubSpot leadership covering [Keyword Discovery & On-Page SEO](#), [Off-Page SEO](#), [the Blogosphere](#), [Optimizing the middle of the sales funnel](#), and [Marketing Intelligence](#). Or, explore the [Functionality 101 series](#) to learn to use the HubSpot tools.

- Our Internet Marketing Consultants are experienced in all aspects of online marketing and specifically trained on HubSpot's products and methodologies
- Consulting sessions focus on these topics based on the specific needs of the client



HubSpot Training Materials and Resources

HomeMethodologyHelp and SupportForumsTraining

HubSpot Training Videos

Webinars

- [Getting Found I](#) - 9/14/07
- [Getting Found II](#) - 9/20/07
- [Blogging & Blogosphere](#) - 9/28/07
- [Marketing Intelligence](#) - 10/04/07
- [Converting More Prospects to Customers](#) - 10/12/07
- [Modern Press Releases](#) - 12/14/07

Register for Training

HubSpot Webinars

HubSpot has presented a series of webinars about Internet marketing. Each webinar is approximately one hour long and provides in-depth commentary and guidance about particular topics of interest and importance to search engine optimization and current marketing techniques. The following webinars are available for viewing on Success.HubSpot:

- [Getting Found I](#) -- Covers on-page search engine optimization (SEO) techniques, such as keyword discovery and keyword placement, and demonstrates how to use HubSpot to optimize your web site and stretch the top of your sales funnel by "getting found" by more and qualified prospects
- [Getting Found II](#) -- Covers off-page SEO techniques, including link analysis and improvement, and how to use these techniques to improve search engine rankings
- [Blogging and Blogosphere](#) -- Describes how to leverage your blog and the blogosphere, as well as social media sites, to use inbound marketing to get more links and traffic to your site and more leads in your sales funnel.
- [Marketing Intelligence](#) -- How to use HubSpot's tools to analyze your site's traffic and performance, and to assess the success of your marketing campaigns and SEO programs
- [Converting More Prospects To Customers](#) -- Leveraging your increased site traffic and leads into more customers
- [Modern Press Releases - PR 2.0](#) -- Write and distribute SEO-optimized press releases and understand how modern marketers use PR for maximum benefit

HubSpot Training Videos

Webinars

Register for Training

Training Videos

These training videos cover general HubSpot functionality for HubSpot users. Start watching to become a HubSpot power user today!

- [Analytics](#) (6)
- [Blogging](#) (1)
- [CMS](#) (4)
- [CMS Overview](#) (1)
- [Conversion Graph](#) (1)
- [Customizing Look and Feel](#) (1)
- [Form Builder](#) (1)
- [Geographic Optimization](#) (1)
- [Keyword Grader](#) (1)
- [Leads](#) (2)
- [Link Grader](#) (1)
- [Locations](#) (1)
- [Overview Videos](#) (18)
- [Page Manager](#) (1)
- [Page Popularity](#) (1)
- [Referrers](#) (1)
- [RSS Subscribers](#) (1)
- [Search Marketing](#) (5)
- [Suggest Keywords](#) (1)
- [Traffic](#) (1)
- [View Leads](#) (1)
- [View Website](#) (4)



Thank You!

Learn more about HubSpot:
<http://www.hubspot.com/demo>

Become a Fan:
<http://facebook.hubspot.com>

Mike Volpe
VP Inbound Marketing
Twitter: **@mvolpe**

