Inbound Marketing:
SEO + Blogs + Social Media

Mike Volpe
VP Inbound Marketing
HubSpot

Twitter: **@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

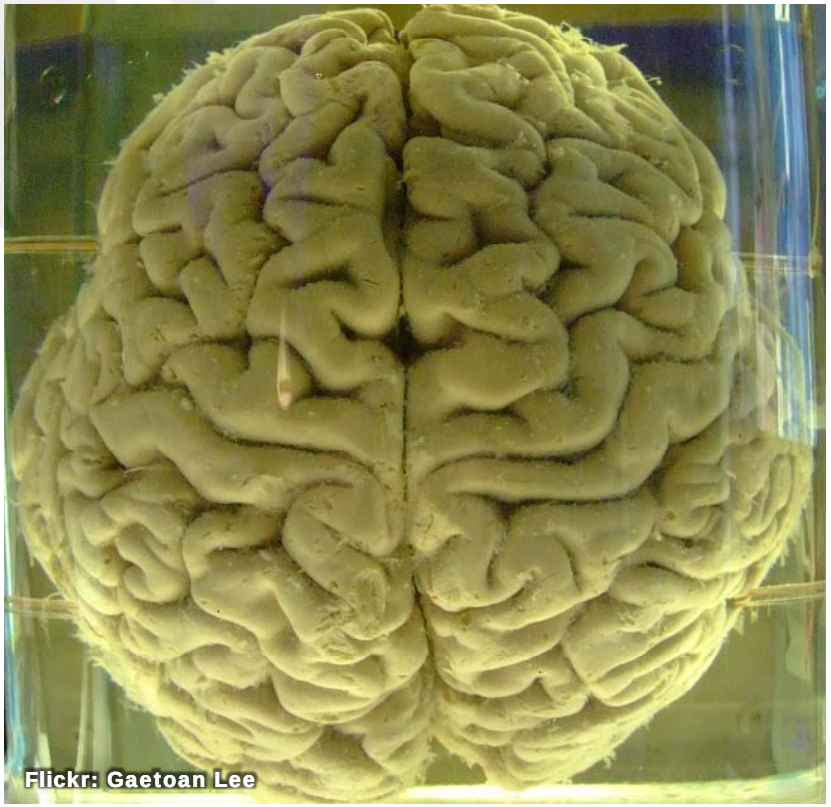
- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Public Relations

Permission

HubSpot

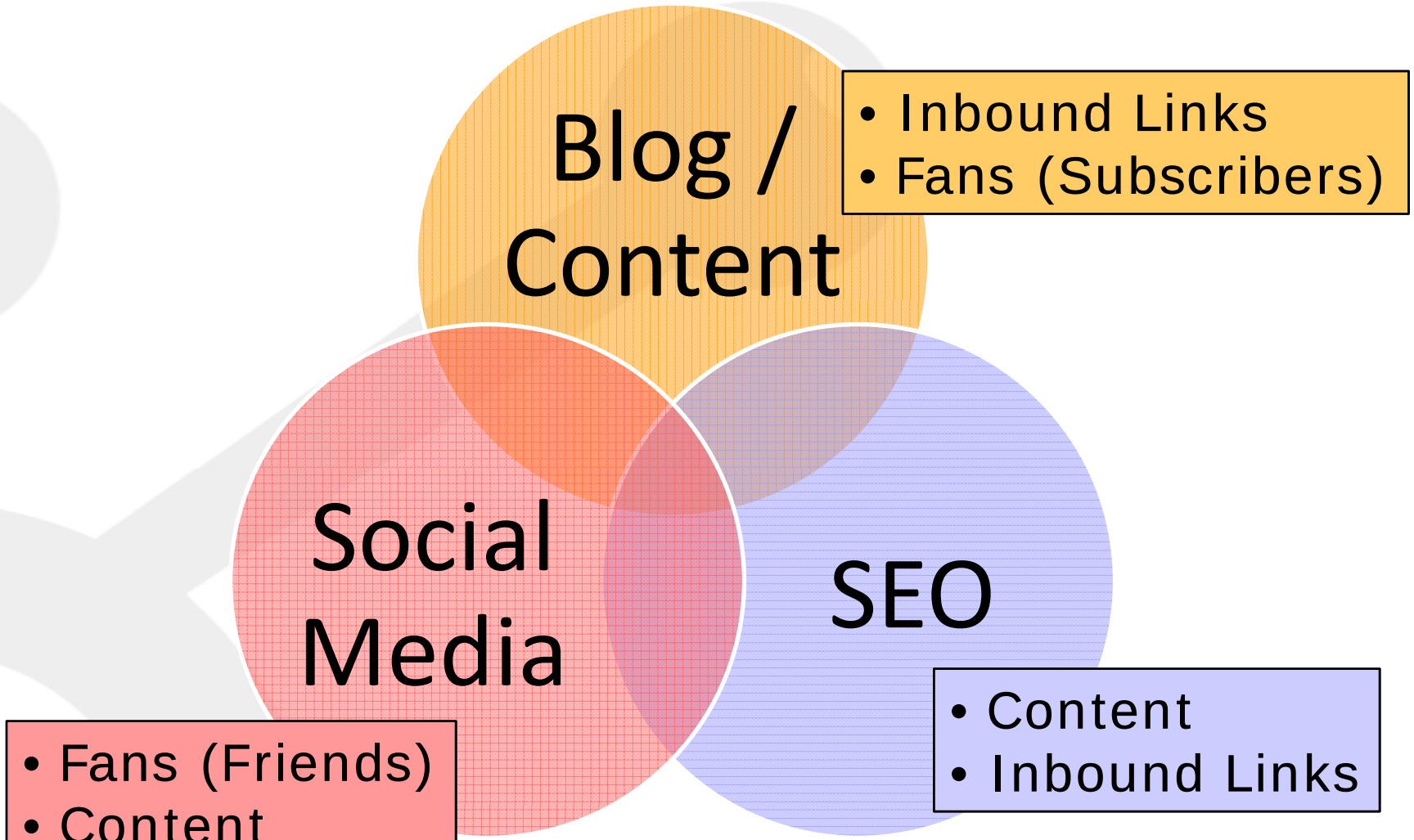
Budget vs. Brains

Flickr: Refracted Moments


Flickr: Gaetoan Lee

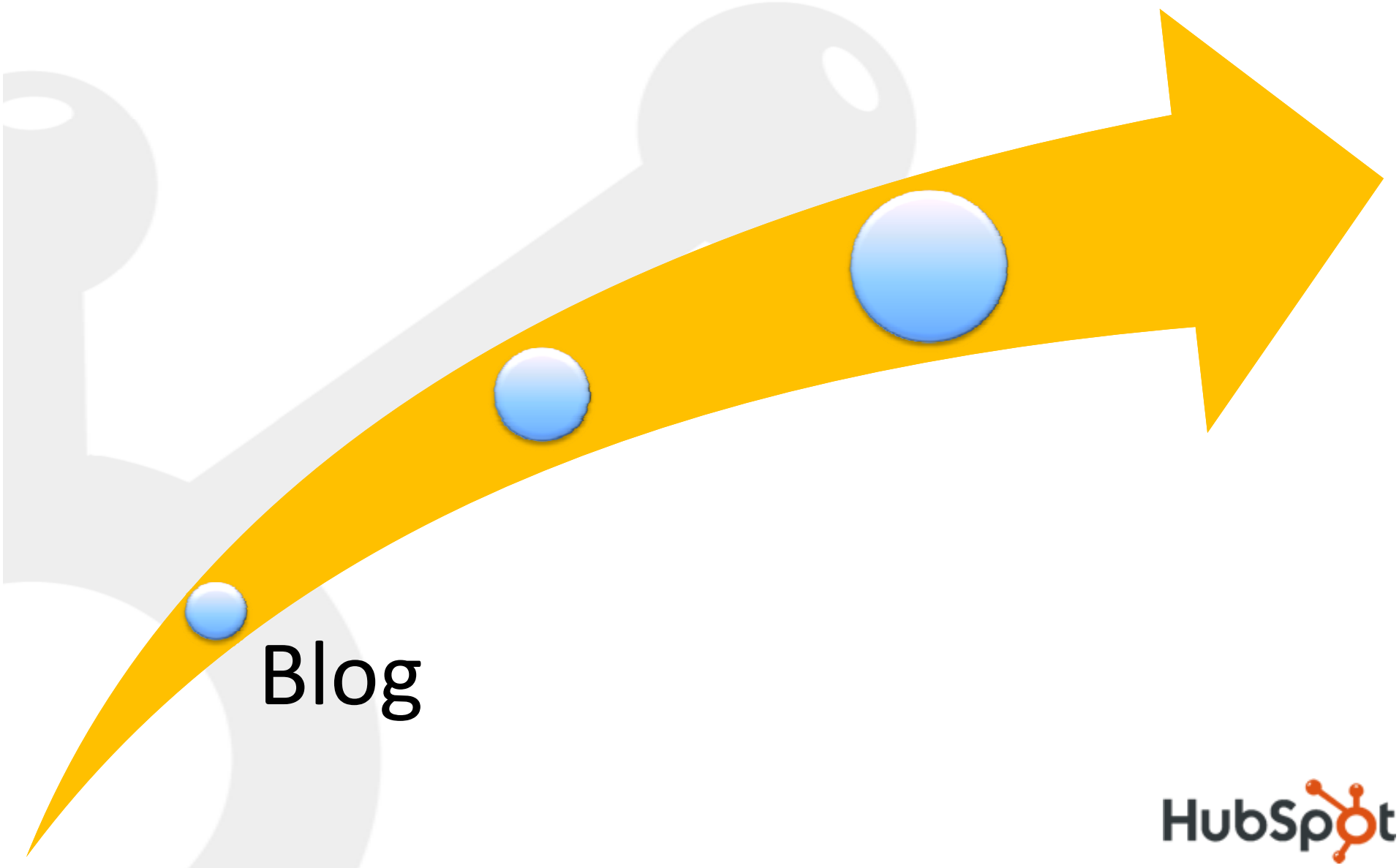
HubSpot

What Determines Success?



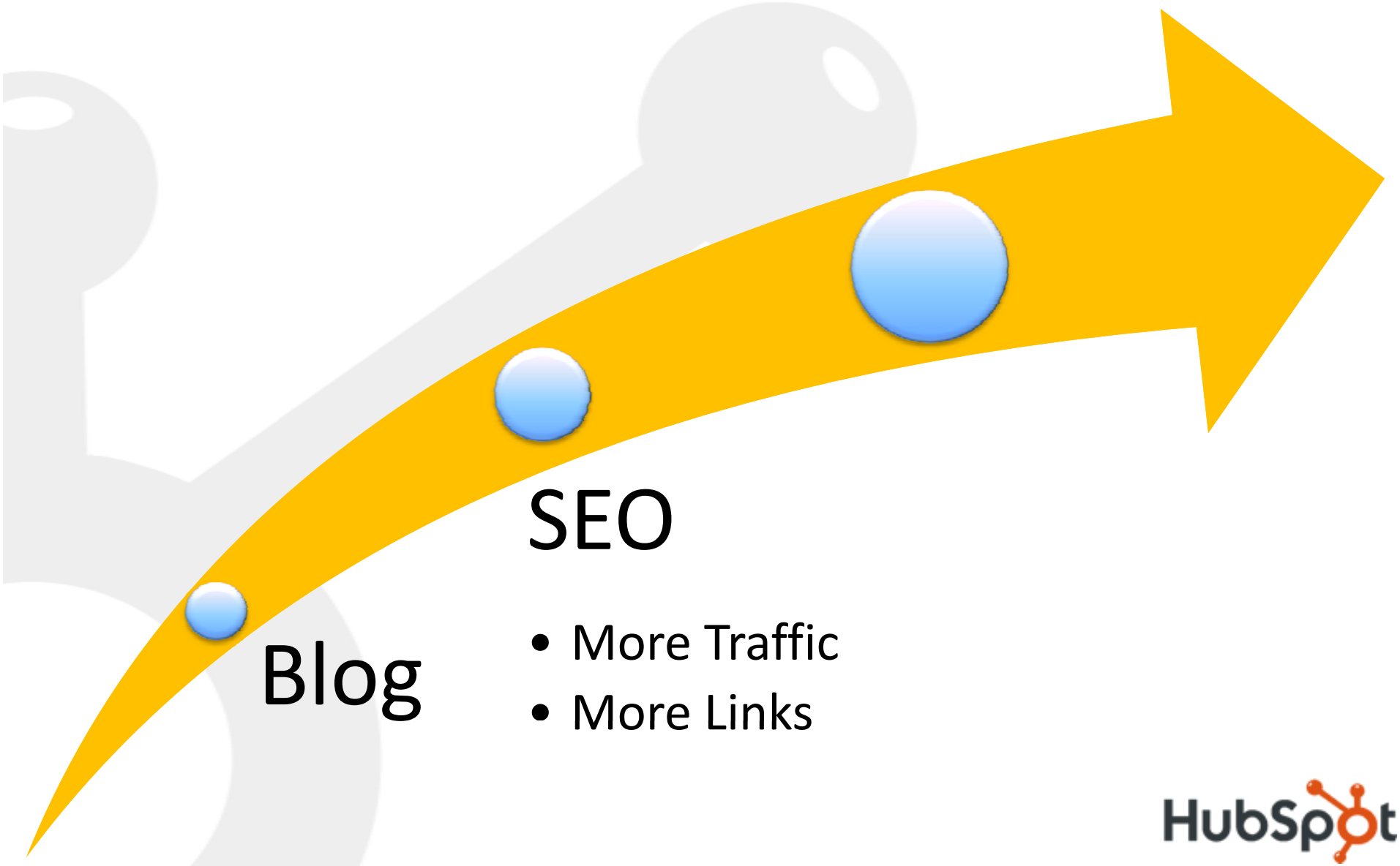
HubSpot

Exponential Effects



HubSpot

Exponential Effects



HubSpot

Exponential Effects

HubSpot

Exponential Effects

HubSpot

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].

HubSpot

What to Publish?

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

HubSpot

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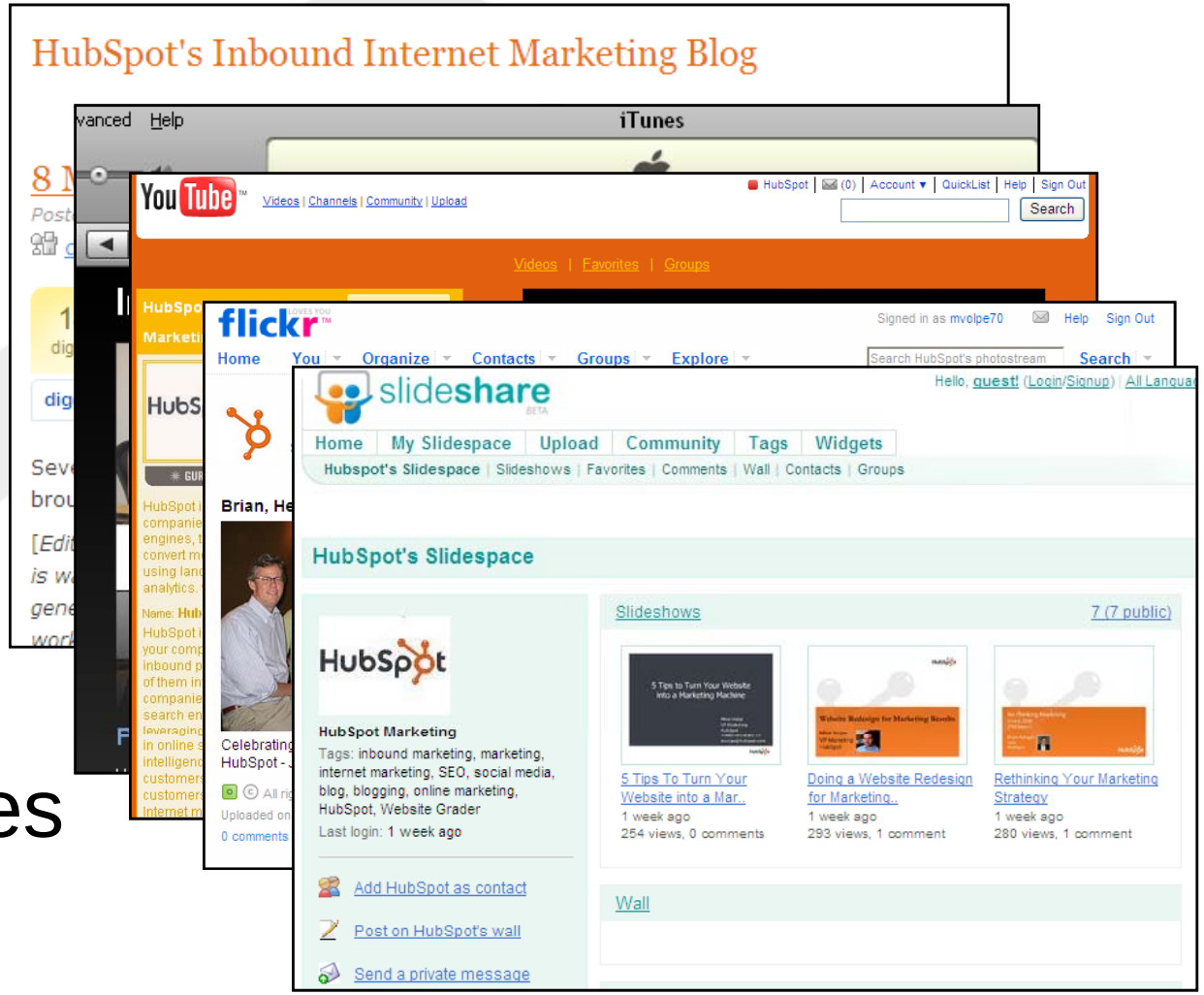


HubSpot

Where to Publish?

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

HubSpot

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

HubSpot

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”

6th Most Popular HubSpot Blog Article

HubSpot

Blog Frequency

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

HubSpot

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

HubSpot

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
★★★★½
03:36
More in Howto & Style

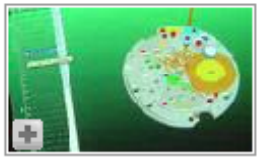
Views: 72,727
★★★★½

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
★★★★½
04:34
More in Howto & Style

Views: 43,758
★★★★½



Luxury Watch Maker designs in **SolidWorks** CAD Software

creating small and dense parts in a limitied 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
★★★★½
03:11
More in Howto & Style

Views: 14,088
★★★★½

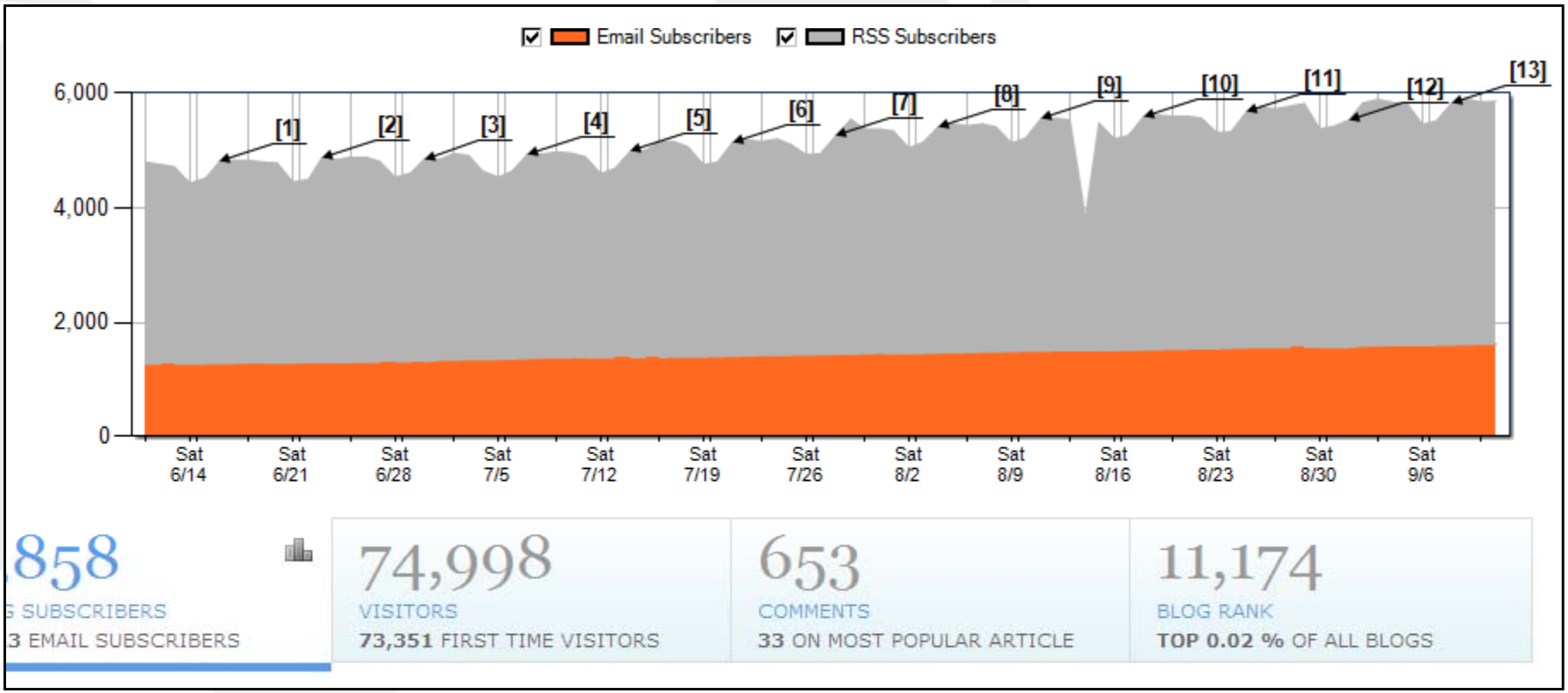
HubSpot

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

HubSpot

Blog Subscribers & Visitors



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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

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Exponential Effects

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25% of SEO = On Page (Visible)

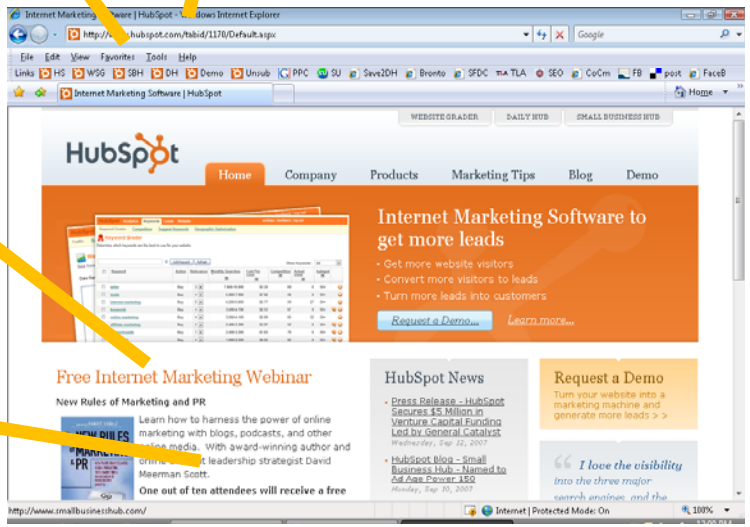
- Page Title

- URL

- H1,H2,H3 tags

HubSpot Internet Marketing Software

- Page Text
  - Bold



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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

HubSpot

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

HubSpot

SEO Benefits of Blogging/Publishing

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

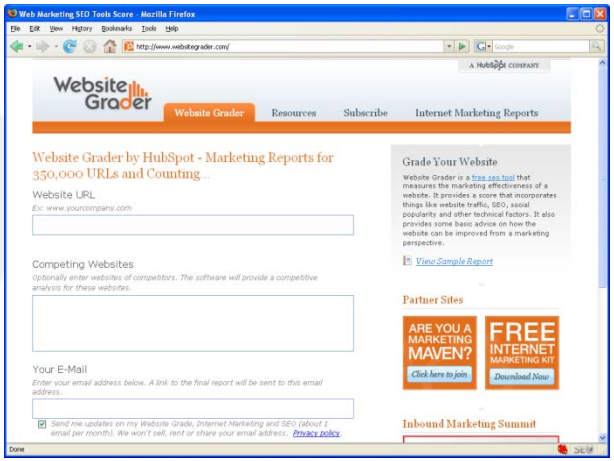
What would you link to?

27,000 links

18,000 links

HubSpot

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

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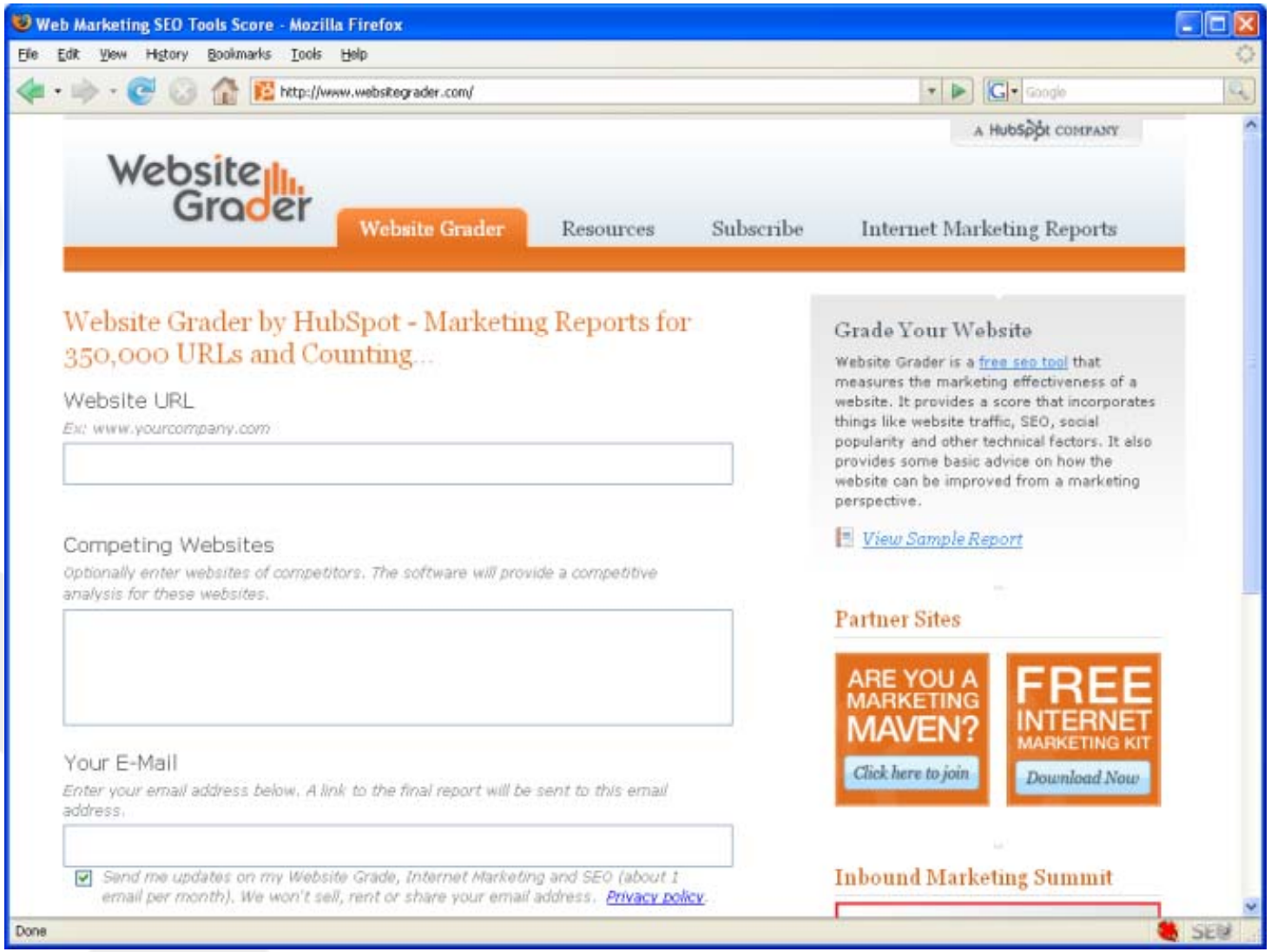
Website Grader SEO Tool



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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.	⚠

HubSpot

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	101	24	3,727
PAGE GRADE	TOP 100 KEYWORD RANKS	INTERNAL LINKS	VISITS
2ND MOST POWERFUL PAGE	**61** IN THE TOP 10	**181** OUTBOUND LINKS	**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]

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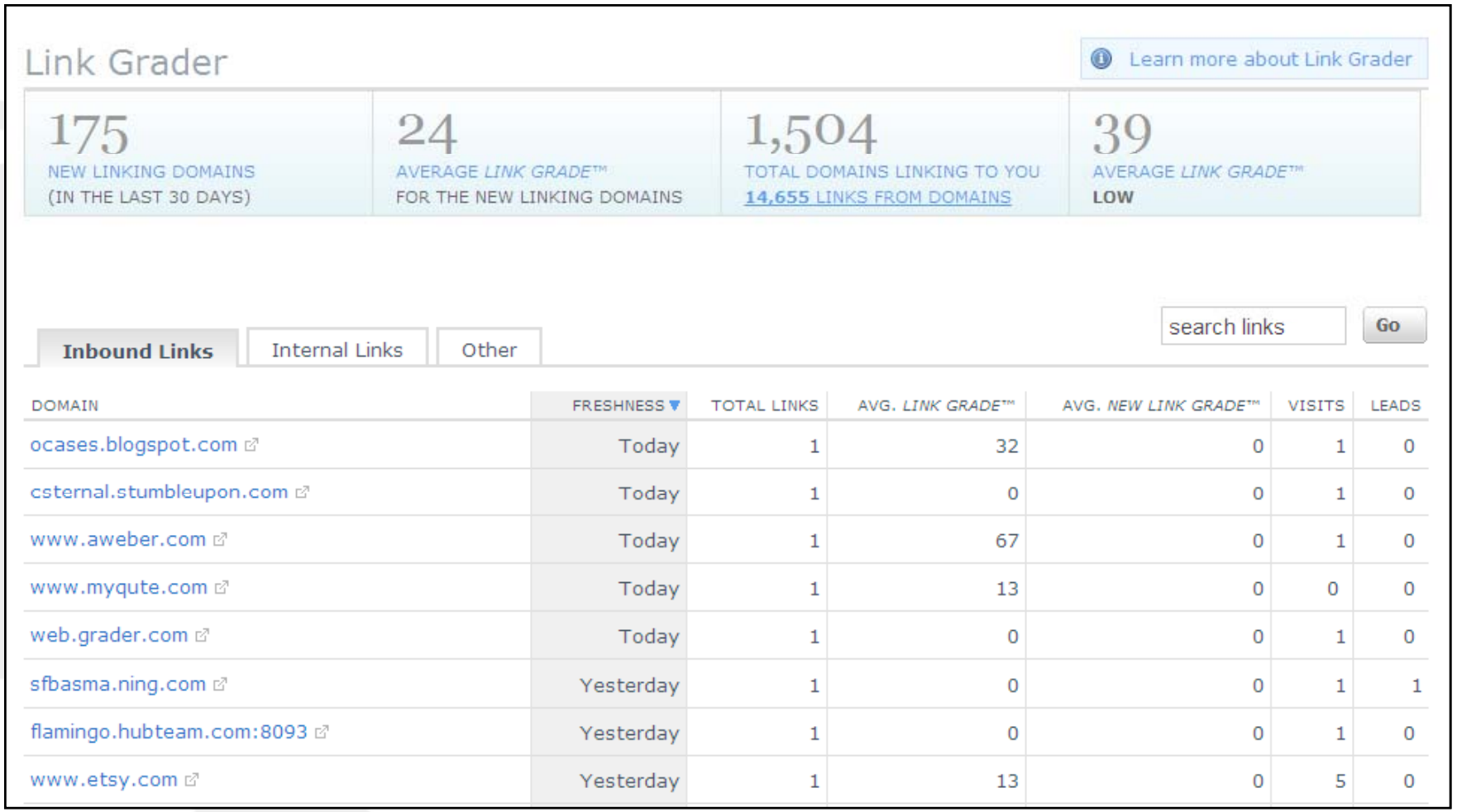
Inbound Link Analysis



Link Grader

Learn more about Link Grader

175	24	1,504	39
NEW LINKING DOMAINS (IN THE LAST 30 DAYS)	AVERAGE *LINK GRADE*™ FOR THE NEW LINKING DOMAINS	TOTAL DOMAINS LINKING TO YOU 14,655 LINKS FROM DOMAINS	AVERAGE *LINK GRADE*™ LOW

Inbound Links | Internal Links | Other

search links Go

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

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Exponential Effects

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

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

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Business Cocktail Party Advice

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

HubSpot

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

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Promote Your Content

HubSpot

Promote Your Content

twitter

StumbleUpon
Discover new sites

YouTube
Broadcast Yourself

flickr

REVVER

facebook

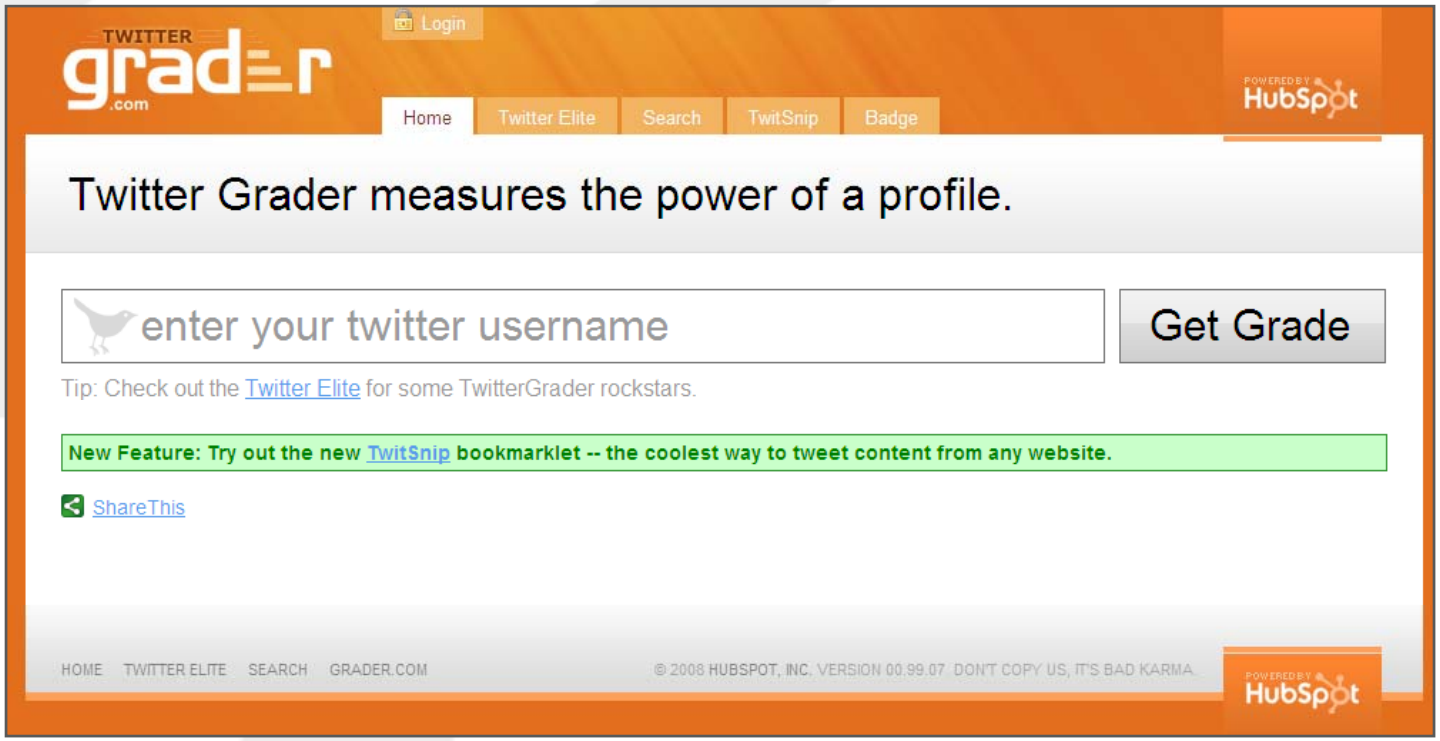
HubSpot

Promote Flattering Content

HubSpot

Case Study: Twitter Grader

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



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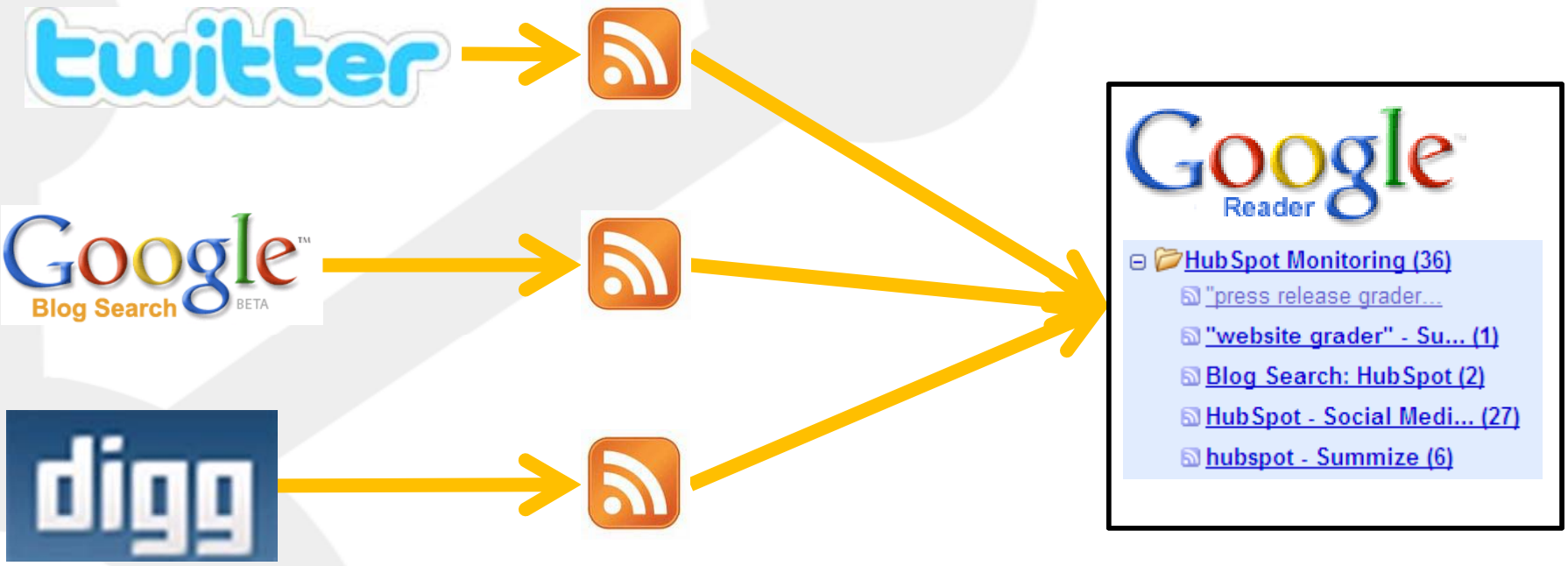
RSS Monitoring



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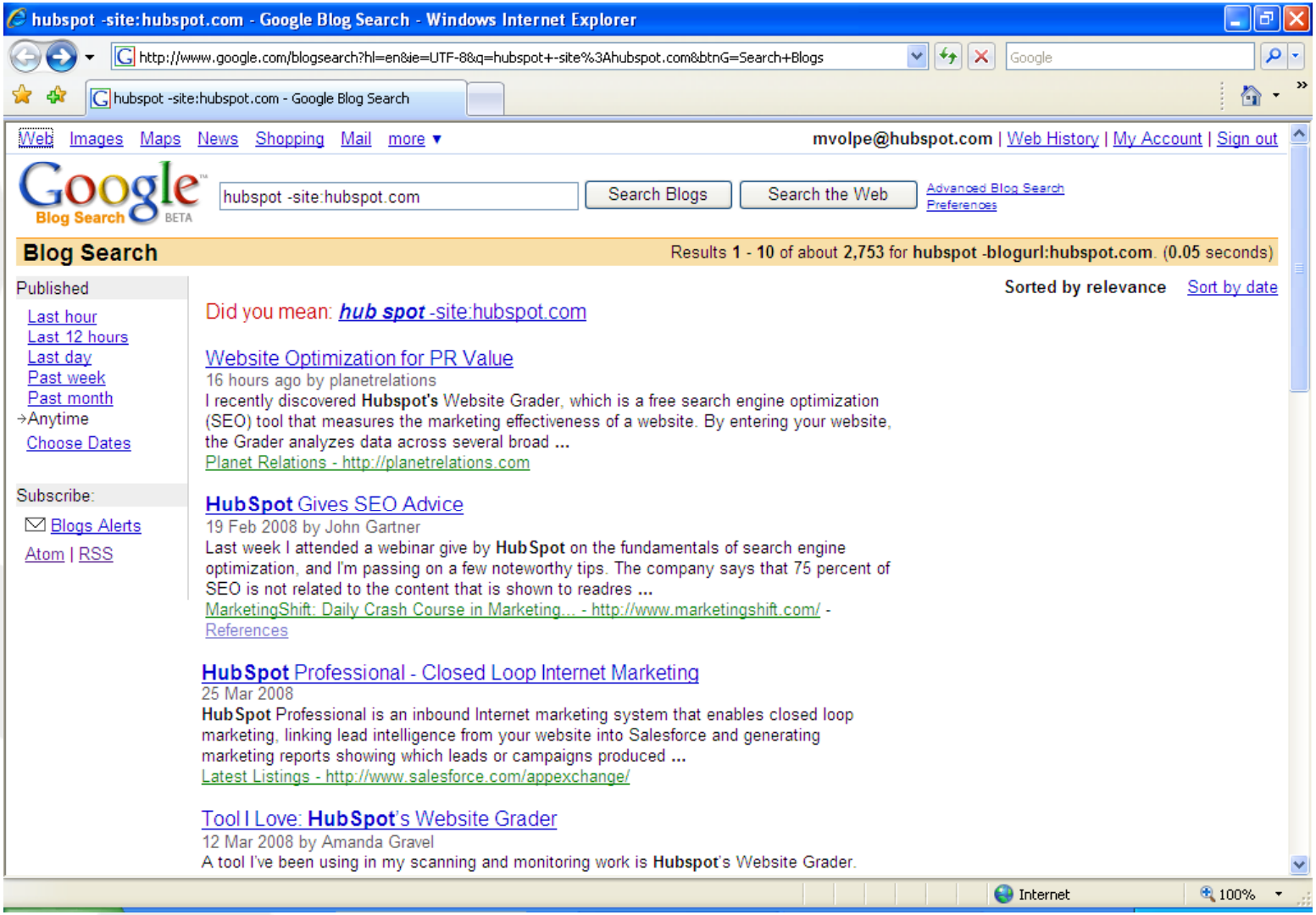
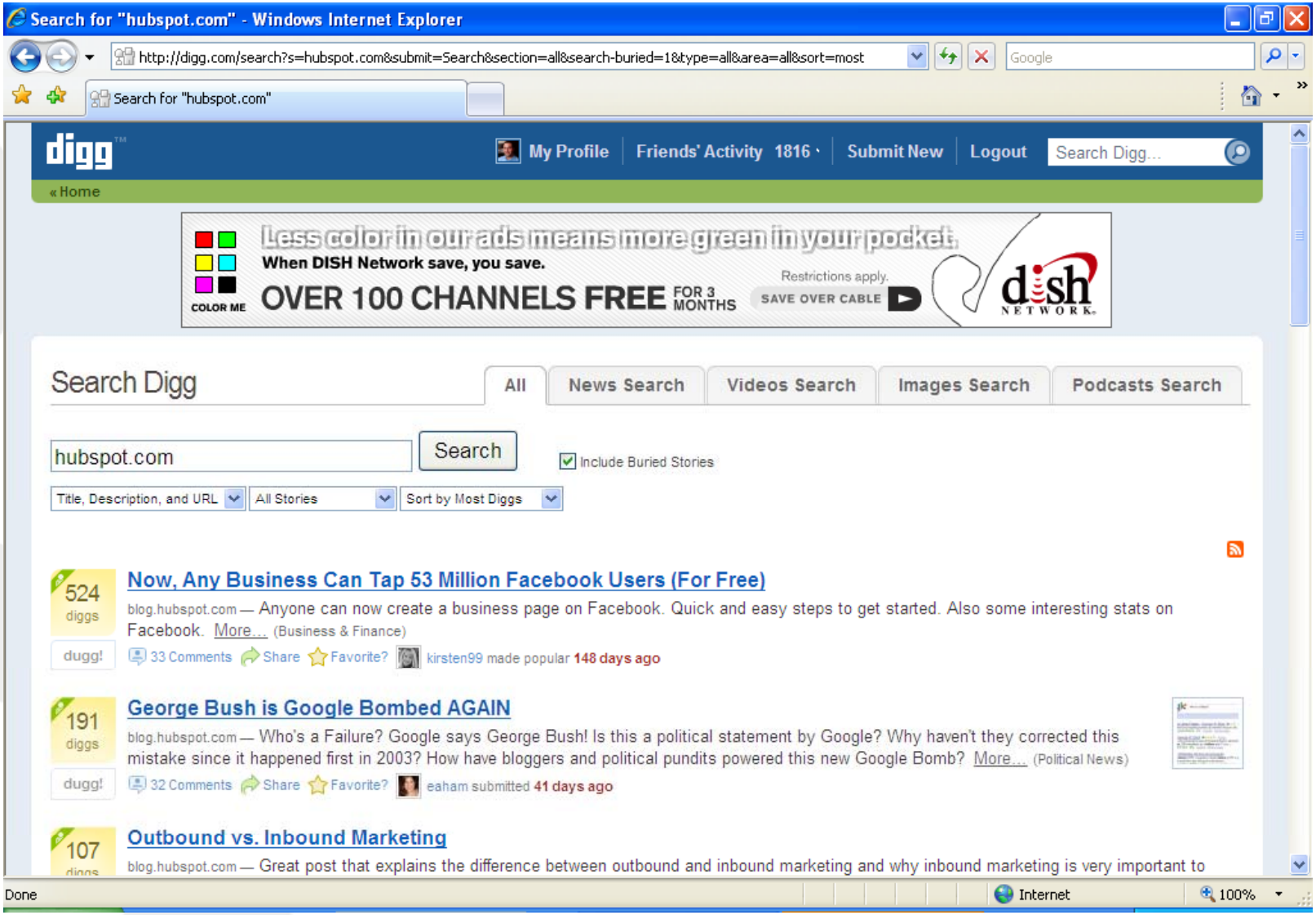
Monitor Publishing



HubSpot

Monitor Sharing



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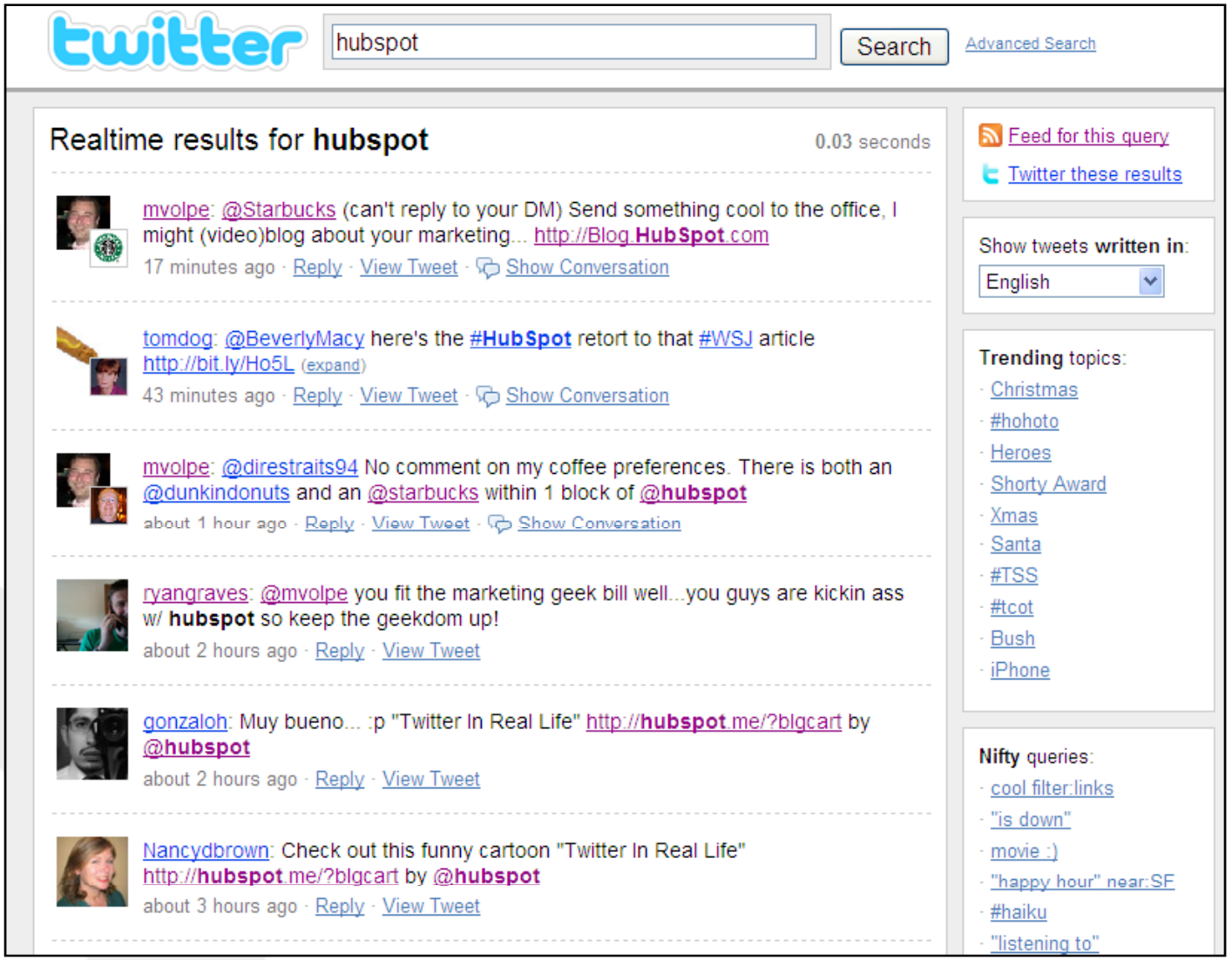
Monitor Discussions



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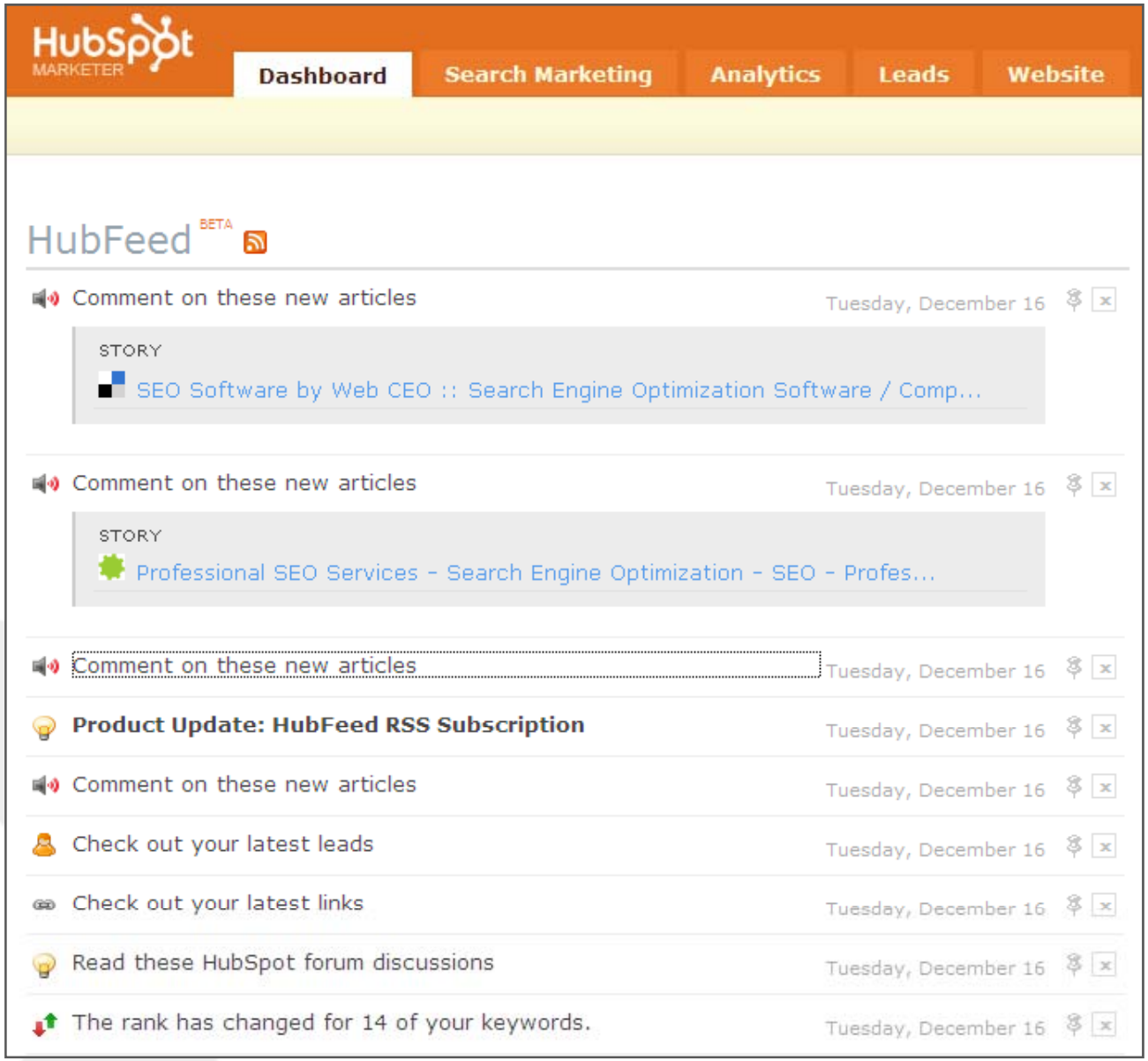
HubFeed Automatic Monitoring



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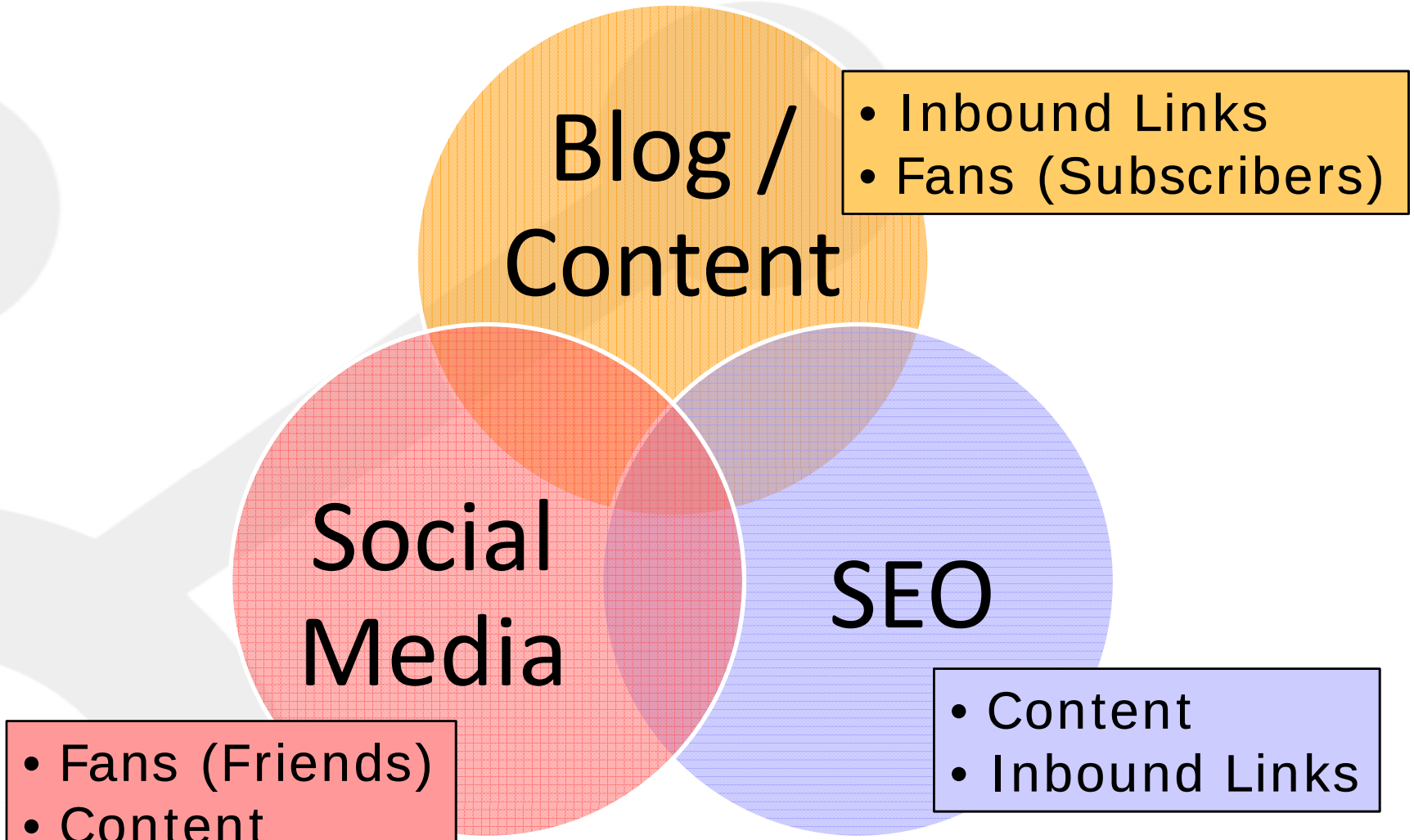
What Determines Success?



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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

HubSpot

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

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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

HubSpot

Thank You!

Learn more about HubSpot:

http://www.hubspot.com/demo

Become a Fan:

http://facebook.hubspot.com

Mike Volpe
VP Inbound Marketing

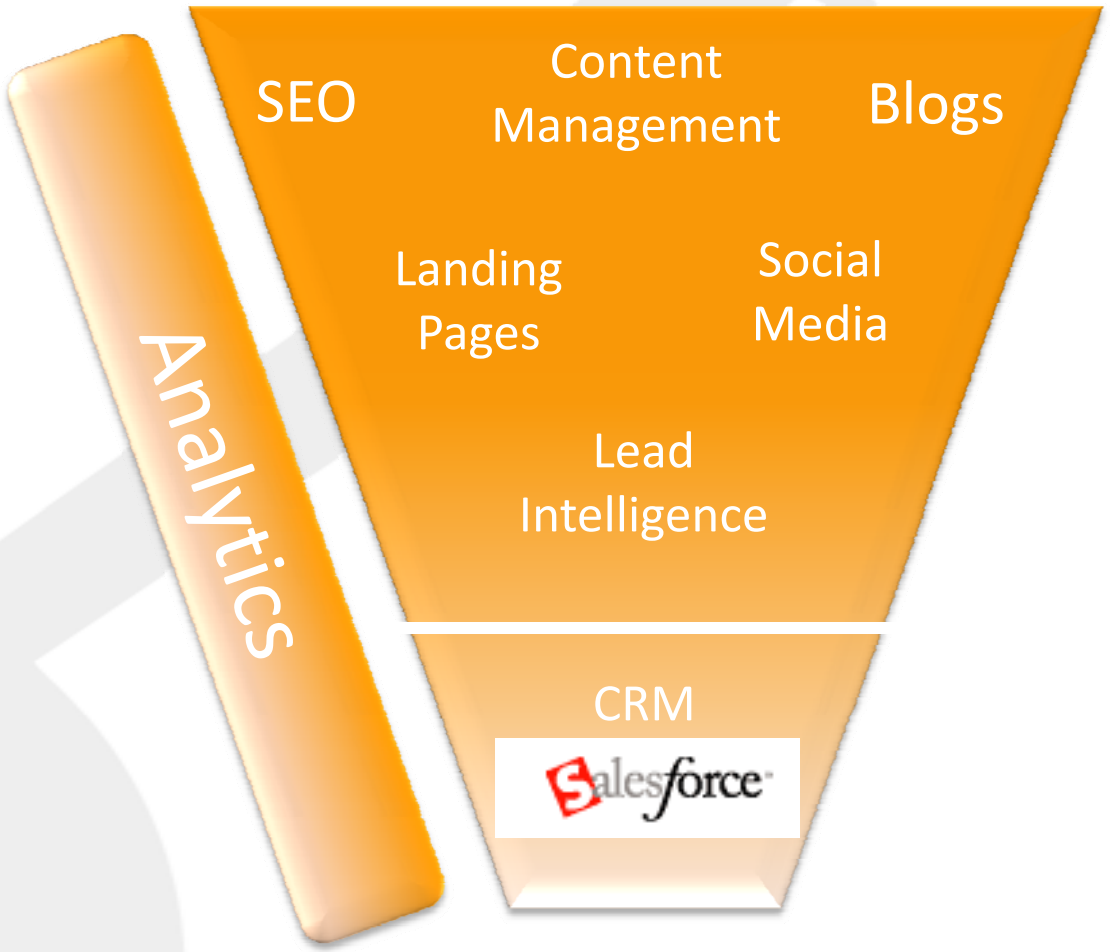
Twitter: **@mvolpe**

HubSpot

HubSpot

Inbound Marketing System

Inbound Marketing System



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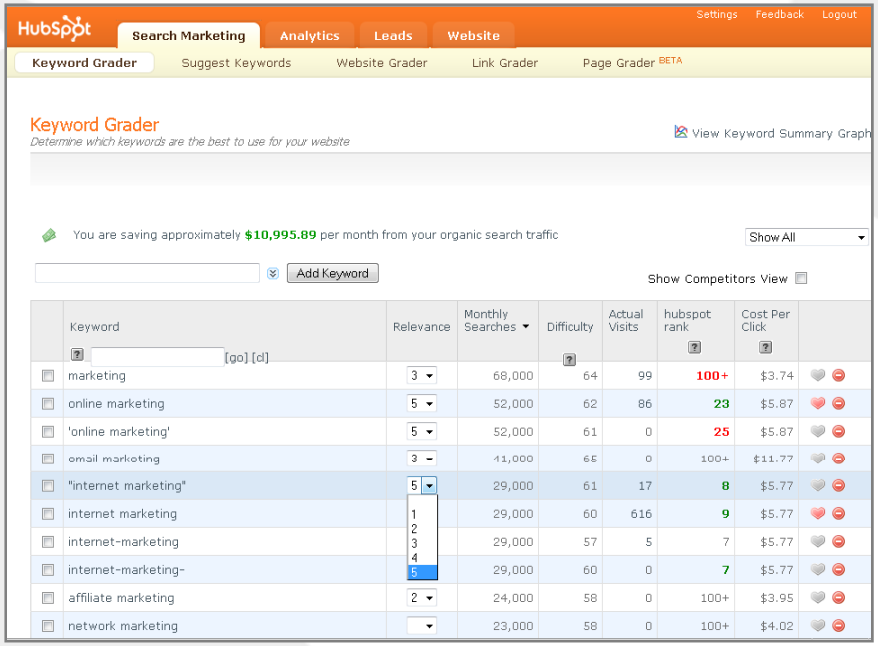
Getting Found: On-Page SEO

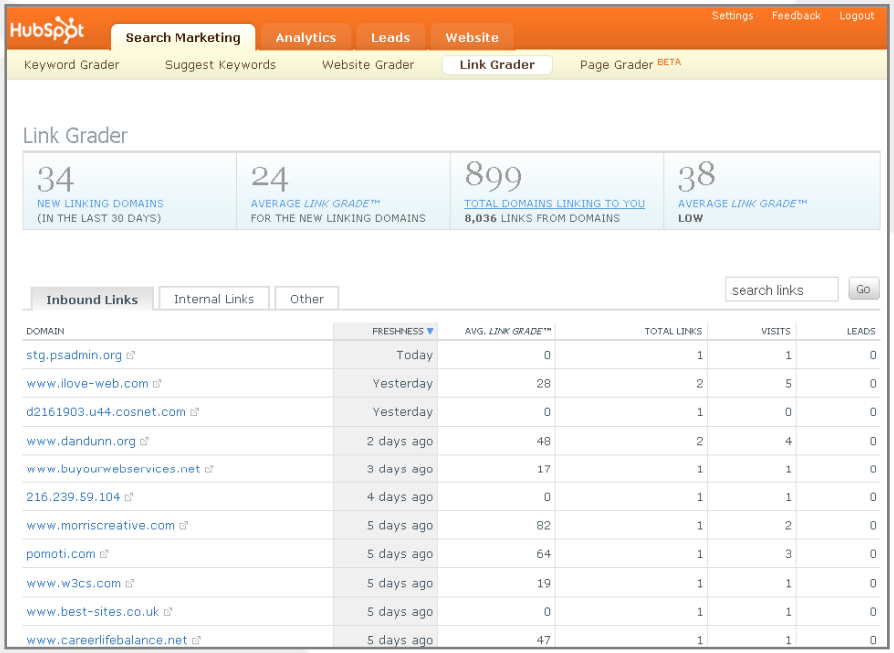


Keyword Grader

- 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

HubSpot

Getting Found: Off-Page SEO

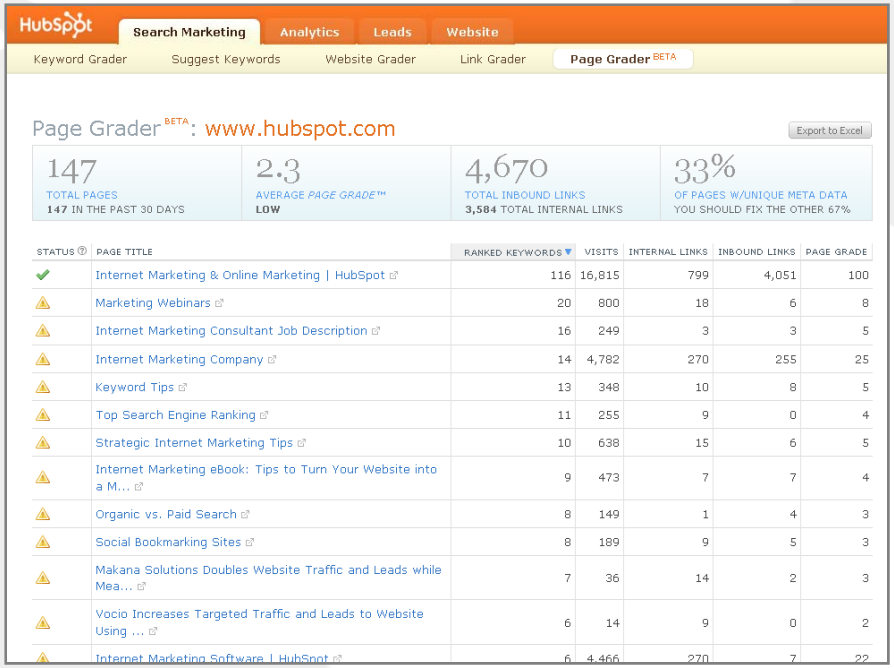


Link Grader

- 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

HubSpot

Getting Found: SEO for Your Whole Site



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

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

HubSpot

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

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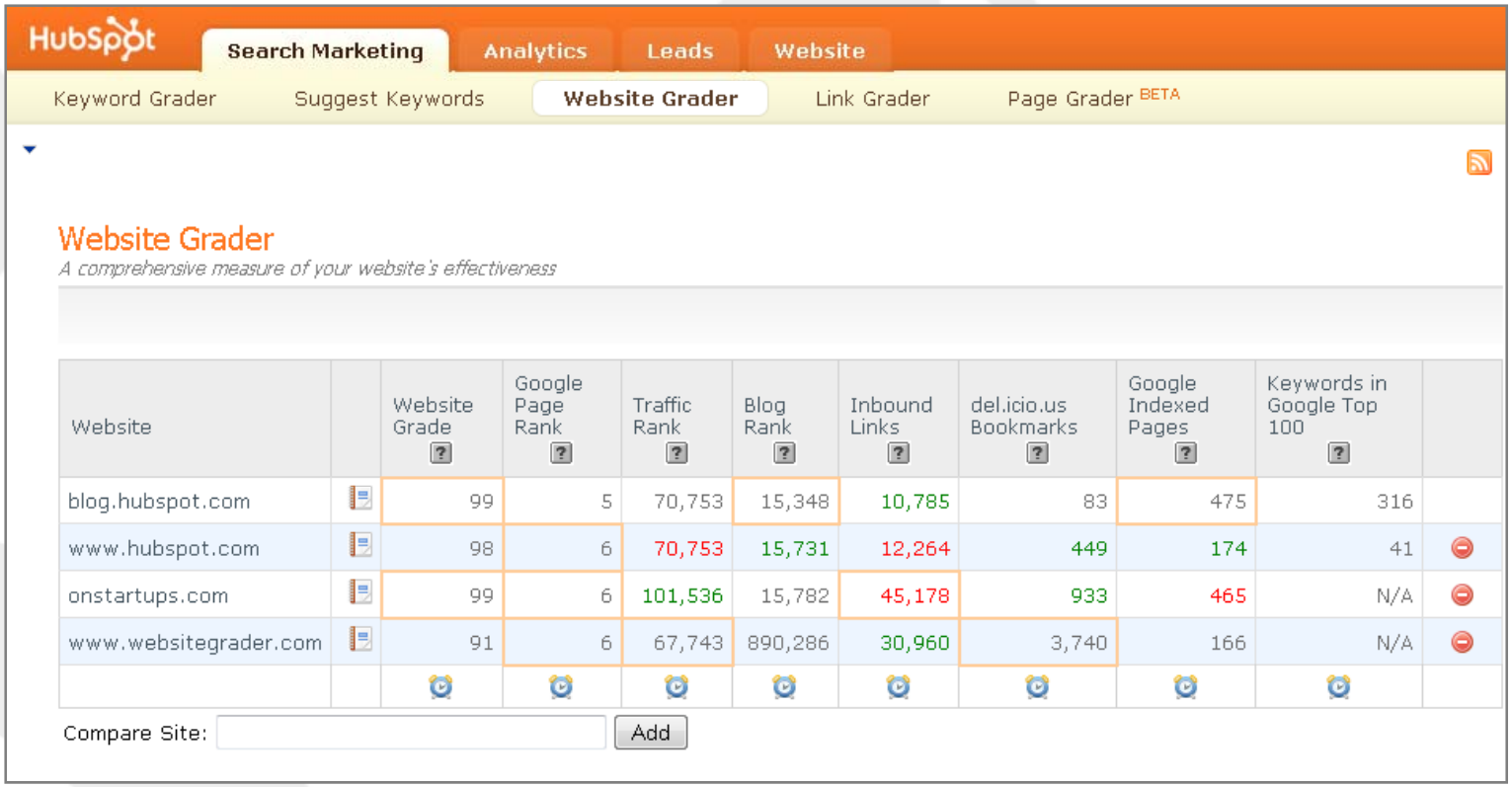
Track Your Competitors



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

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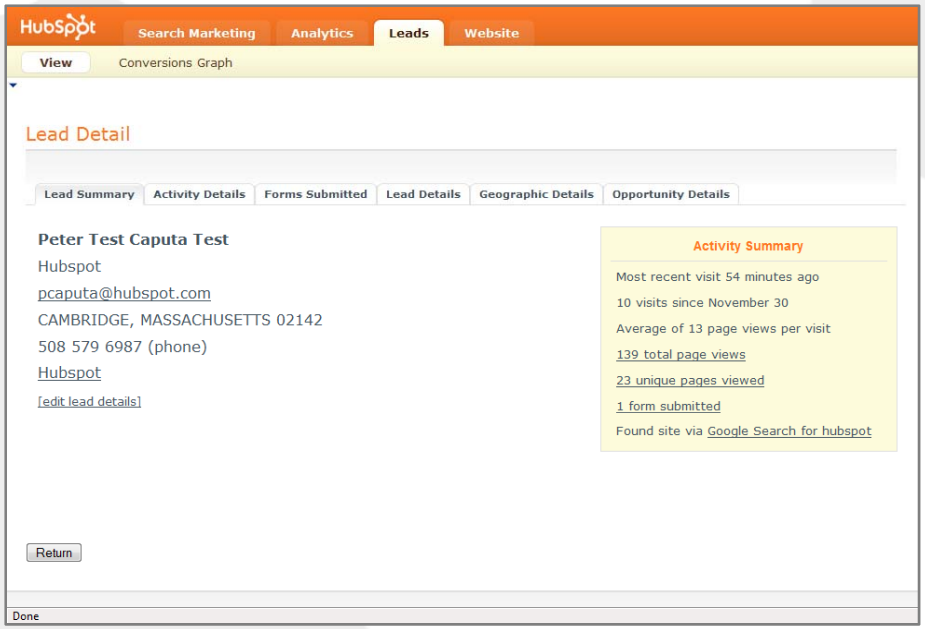
Lead Intelligence



- 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

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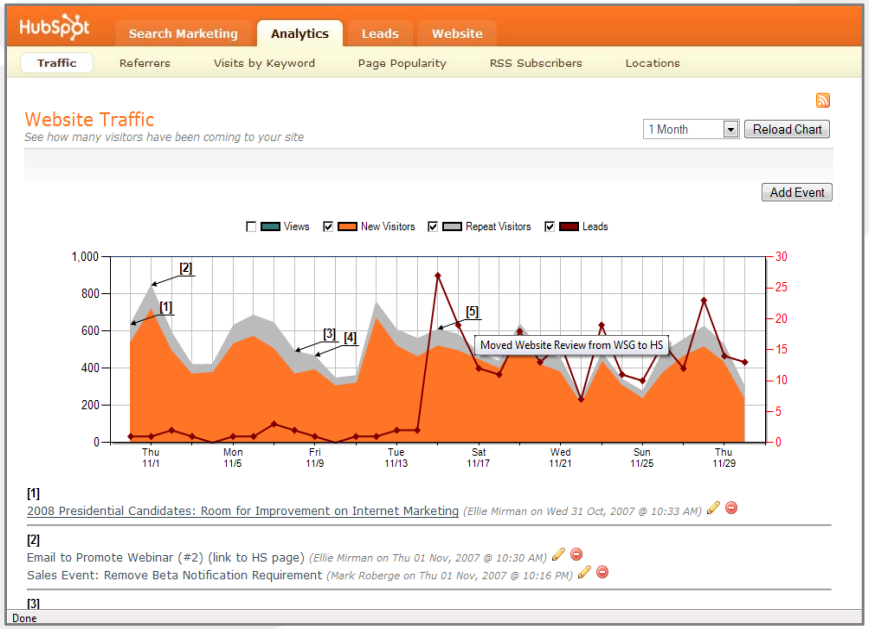
Making Better Marketing Decisions

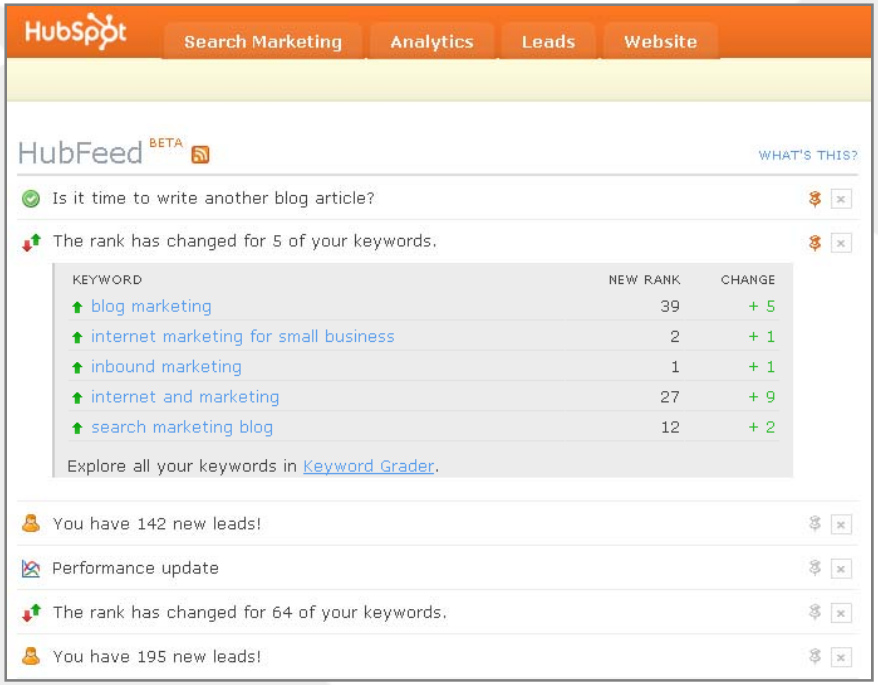


Analytics

- 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

HubSpot

Actionable Marketing Insights



HubFeed

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

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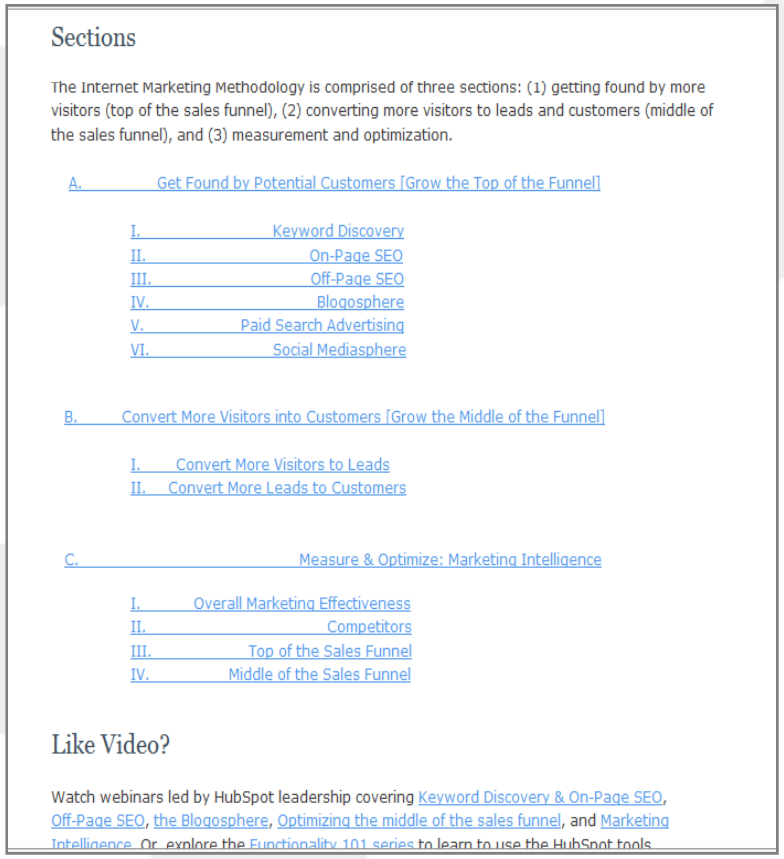
HubSpot Methodology and Consulting



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

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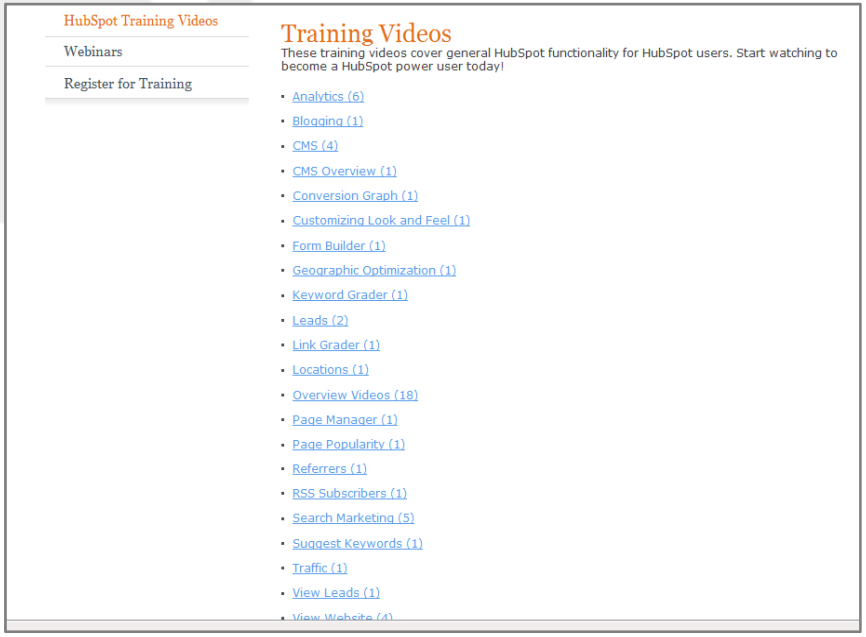
HubSpot Training Materials and Resources



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Thank You!

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