

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Relevancy – The New Black For Online Marketing?**

**By Martin Day**

Information Overload

With information overload rapidly killing traditional forms of online advertising – today the key to effective marketing is relevancy.

Smaller businesses with a niche or limited product range are more often than not focused by default but for the larger company with a diverse product range the 'all things to all men' approach to advertising is becoming less and less effective.

Monthly newsletters may have worked in the past but with the online marketing juggernaut churning out newsletters after newsletter along with countless other marketing material the newsletter is losing its punch.

With over zealous spam filters and the sheer weight of marketing material it is not enough that a newsletter is well written and well presented it has to be wanted, and to be wanted it has to be relevant.

How confident can a newsletter editor be that if a subscriber did not receive their regular copy that the subscriber would look to see why; how confident can anyone be that the subscriber would even notice?

For the larger supplier who has a diverse product range the websites and newsletter has to become 'intelligent' and move away from the 'these are the answers to everyone's problems' and develop the individually customised websites and newsletters that says 'these are the answers to your specific needs'.

Adding intelligence

To achieve high relevancy companies need to be able to accurately profile their customers and likely to be at the heart of a high relevancy marketing initiative will be a Customer Relationship Management (CRM) database.

## Relevancy – The New Black For Online Marketing?

Along with demographic and personal information such as location, age and gender a good CRM database will also store the customer's lifestyle preferences and build up an individual picture of each customer's likes and dislikes.

Amazon is one such company that has led the way with website relevancy and with their 'one stop' shopping philosophy and vast range of stock it is easy to see why it makes sense for them to highlight to each individual consumer what products may be of greatest interest.

Amazon do this by greeting their returning registered users by name and offering recommendations based on previous purchases and profile information that can be further fine tuned by each customer.

A company that builds an effective CRM database with accurate and current information is in a position to develop both on and off line precision marketing.

With good CRM information newsletters can be delivered with the most relevant story first, a simple step that could make the difference between a potential consumer dismissing, or reading, what has been sent.

### How to achieve accurate and effective CRM information

The CRM database is a pool of information and the first task for any company wishing to take the CRM approach is to populate the CRM database with quality information. The most obvious starting point is existing customers and the information that has already been collated such as any existing inquiry and ordering processes.

However, although useful ordering and inquiry processes will not on their own fully profile the existing customer and nor will they profile the potential customer.

A good, cost effective method of populating a CRM database is to conduct online surveys and questionnaires where demographic and personal information can be gathered along with lifestyle and general profiling information.

A small incentive may be required to ensure a good response but companies need to take advantage of the human trait where many people are willing to express an opinion. Online surveys can be targeted at the existing customer in the form of customer satisfaction and product evaluation surveys as well as the potential customer in the form of market research, advertising and general promotion.

Using to days breed of online survey websites such as

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

anyone can now

generated online surveys on the fly, they are easily adaptable and can be used to react quickly to shifts

## Relevancy – The New Black For Online Marketing?

in the market. Online surveys offer an effect non–passive marketing channel, quite unlike any other form of advertising, where the survey mentally engages the consumer.

Using an online survey websites such as

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

where the gathered survey

information is stored in a database it is a simple task to upload the relevant information into the CRM database.

If the CRM database is the queen bee of any precision targeted marketing campaign then the online survey represents the worker bee, gathering information and delivering the message.

With good CRM information companies are able to reduce their costs by not wasting time sending information to people who have no interest in their product. By keeping their powder dry for when they do have something that a particular consumer will find useful and of interest they will be able to maximise their marketing resource and develop better communication with the consumer.

When it comes to marketing relevancy is undoubtedly the new black.

Martin Day is a Director of Survey Galaxy a web site that allows anyone to create, design and publish online surveys. For more information please visit

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

## **Googles Drive To Stay Relevant & Your Bottom Line**

**By Kevin Dahl**

Everyone knows that Google is designed for relevancy in searching and that Adwords are subjected to a relevancy rating scheme, which determines cost–per–click for keywords. What you may not be aware of is that Google has made some recent changes to their relevancy algorithm and those changes might be costing you considerably more money for the same keywords you've always used.

Understanding the intricacies of how Google makes relevancy determinations is not a necessity. However, understanding how they affect your minimum bid price and your overall campaign success is critical to weathering the storm the recent changes have been creating.

Have you been affected by the recent changes? If you've seen the minimum bid prices for your keywords jump to high levels, you've probably been affected. Many marketers have seen this price increase and thrown up their hands in defeat. Those that stay and remain competitive adapt to the

changes.

### Staying Competitive Means Staying Relevant

The breakdown analysis of the change made by Google Adwords in July 2006 is that keywords, landing pages and URLs need to be even more relevant to show up in a search. All of the old rules regarding keyword relevancy apply, but there are some new twists.

Let's explore three areas you'll need to address to stay relevant with the new algorithm.

**Keyword Relevance** Closely examine your ads and your landing pages to determine how targeted your keywords are. As in the past, make certain your keywords in your ads are contained in your landing pages. And additionally, don't use any keywords in your ads that are not contained in your landing pages. If Google can't tie the keyword back to the landing page, your rating will drop and your minimum bid price will soar.

**Landing Pages** We all know that landing pages play a very important role in relevancy scores. You can make some very specific changes and/or additions to your landing pages and improve your quality score. Your focus keywords should be inserted in your first paragraph, as well as in your header tag. Also, make certain your keywords are included in the titles you have for your pages.

**Keyword Density** When is enough too much? With keywords, you'd be surprised. The denser your text or content is with your keywords, the higher your relevancy. According to Google guidelines, your keywords should equate to between 2% and 5% of the total word count. For an average page of 500 words, that means your keyword should show up from 10 to 25 times.

So what's the best way to implement changes and stay relevant in Google's eyes? You may want to consider just creating brand new ad campaigns, versus making changes to your old campaigns. A new campaign is more likely to be "reviewed" by the Google bots and scored accordingly. If you simply make changes to your old ads, you can't guarantee the bots will detect your changes in a timely fashion.

There is always a lot to know and it's a challenge to keep up with changes. But doing so will put you way ahead of your competitors. Find more information about Google's latest relevancy scoring changes at [The Wealthy Affiliates](#).

Kevin Dahl is a software developer with over 20 years experience developing Windows software. You can visit his web sites at

<http://www.pdf4u.com>

and

<http://www.affiliate-marketing-advantage.com>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**