



● identity
● reputation
↔ interaction
→ trust

Managing your firms online reputation

The diagram shows two Lego minifigures, one with a red helmet and one with a brown hat, positioned on a light-colored surface. They are connected by four arrows: a blue arrow pointing from the red-helmeted figure to the brown-hatted figure, a green arrow pointing from the brown-hatted figure to the red-helmeted figure, a blue arrow pointing from the red-helmeted figure to the brown-hatted figure, and a green arrow pointing from the brown-hatted figure to the red-helmeted figure. A legend on the left identifies the colors: blue for identity, green for reputation, blue for interaction, and green for trust.

Roy Keely
Xcentric.com

A close-up photograph of a ceramic mug filled with a yellow liquid. The mug has the "Xcentric" logo printed on it in a stylized font. The mug is light-colored with some darker, possibly burnt or stained, areas around the rim and handle.

I'm a hypocrite

Agenda

Philosophically

Principally

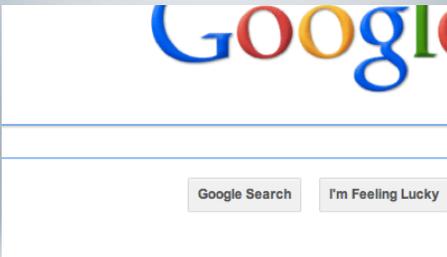
Practically



Everyone is an archeologist



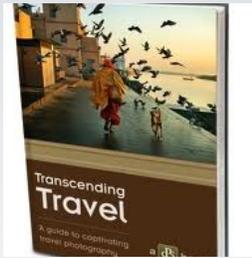
Dig Site



dig site
Everyone is here for a find.



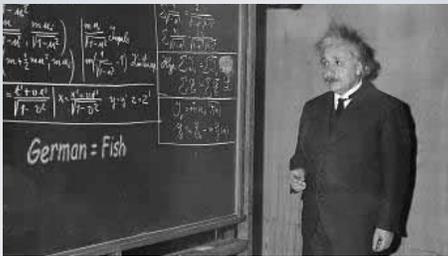
Find A?



Find A?



Find A?



Find A?

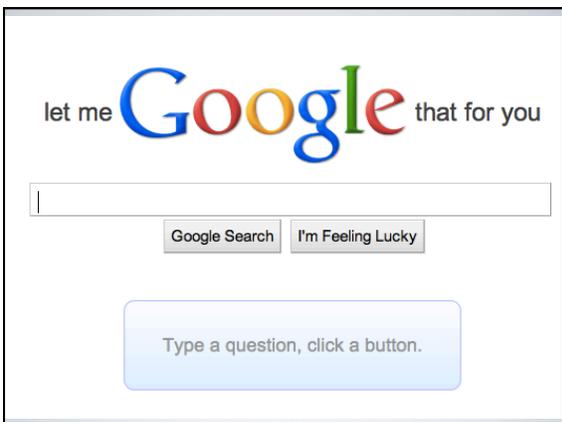
We have **changed** the way we look for & pass information

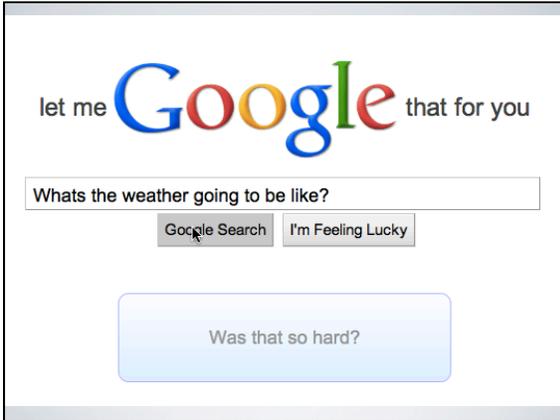


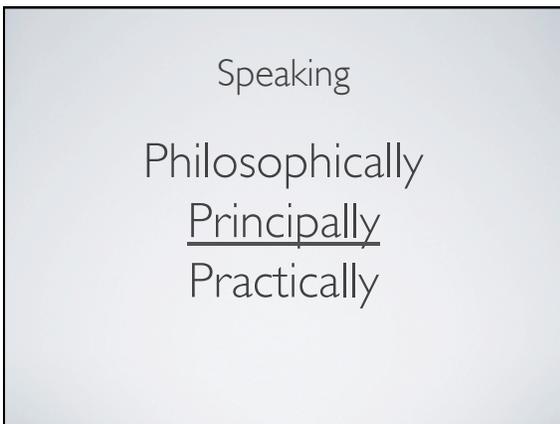


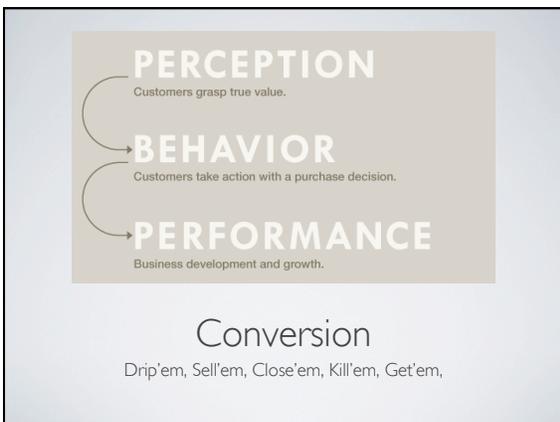


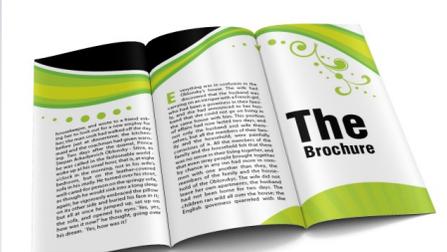
	% of adult internet users in the U.S. who do this online ▼	Survey month/year
Use a search engine to find information	92	5/1/2011
Send or read e-mail	91	8/1/2011
Look for info on a hobby or interest	84	8/1/2011
Search for a map or driving directions	84	8/1/2011
Check the weather	81	5/1/2010
Look for health/medical info-	80	9/1/2010
Look for information online about a service or product you are thinking of buying*	78	9/1/2010
Get news	76	5/1/2011
Go online just for fun or to pass the time	74	8/1/2011
Buy a product	71	5/1/2011









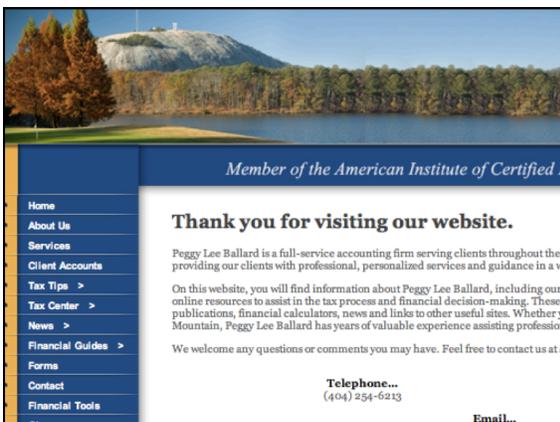


The Brochure

State of the union
Current online marketing mix is not hitting the mark.
Don't convert - **EVOLVE!!**

Example of a current
online marketing Mix

- **Website (Brochure-ware)**
- **Email Newsletter (most likely not original content)**
- **Social Media (presence, not active)**



Member of the American Institute of Certified Accountants

Thank you for visiting our website.

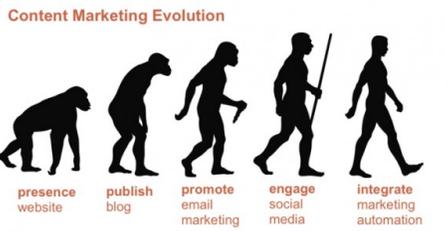
Peggy Lee Ballard is a full-service accounting firm serving clients throughout the South. We provide our clients with professional, personalized services and guidance in a variety of areas including tax, financial planning, and business valuation. On this website, you will find information about Peggy Lee Ballard, including our online resources to assist in the tax process and financial decision-making. These publications, financial calculators, news and links to other useful sites. Whether you are a current client or a potential client, we welcome you to our website. Peggy Lee Ballard has years of valuable experience assisting professional accountants and business owners. We welcome any questions or comments you may have. Feel free to contact us at:

Telephone...
(404) 254-6213

Email...

Modern Mix has evolved

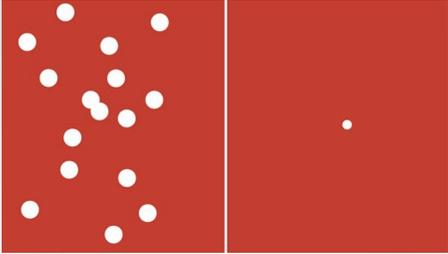
- **Website (hub model)**
- **Email Newsletter (orig content)**
- **Webinars**
- **Blogs**
- **Social Media mix (active)**
- **Content (strategy)**
- **ETC**



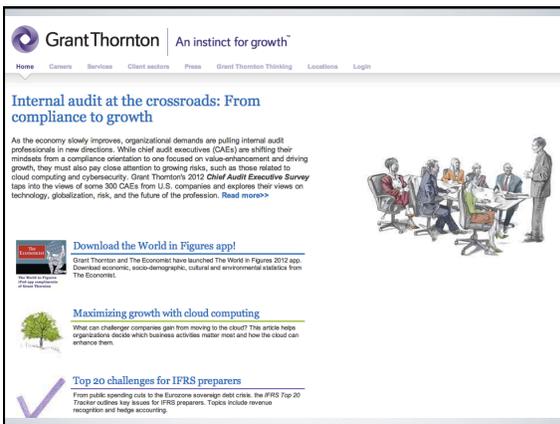


Website as the hub

Website is to act as the hub of all your other activity.



Shotgun -Vs- Sniper
Generic content versus tailored content directed at prospects



Grant Thornton | An instinct for growth™

Home Careers Services Client sectors Press Grant Thornton Thinking Locations Login

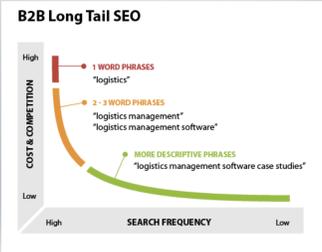
Internal audit at the crossroads: From compliance to growth

As the economy slowly improves, organizational demands are pulling internal audit professionals in new directions. While chief audit executives (CAEs) are shifting their mindsets from a compliance orientation to one focused on value enhancement and driving growth, they must also pay close attention to growing risks, such as those related to cloud computing and cybersecurity. Grant Thornton's 2012 Chief Audit Executive Survey taps into the views of some 300 CAEs from U.S. companies and explores their views on technology, globalization, risk, and the future of the profession. [Read more»](#)

Download the World in Figures app!
Grant Thornton and The Economist have launched The World in Figures 2012 app. Download economic, socio-demographic, cultural and environmental statistics from The Economist.

Maximizing growth with cloud computing
What can challenge companies gain from moving to the cloud? This article helps organizations decide which business activities matter most and how the cloud can enhance them.

Top 20 challenges for IFRS preparers
From public spending cuts to the Eurozone coverage deal crisis, the IFRS Top 20 Tracker outlines key issues for IFRS preparers. Topics include revenue recognition and hedge accounting.



B2B Long Tail SEO

High COST & COMPETITION

Low SEARCH FREQUENCY

1 WORD PHRASES
"logistics"

2 - 3 WORD PHRASES
"logistics management"
"logistics management software"

MORE DESCRIPTIVE PHRASES
"logistics management software case studies"

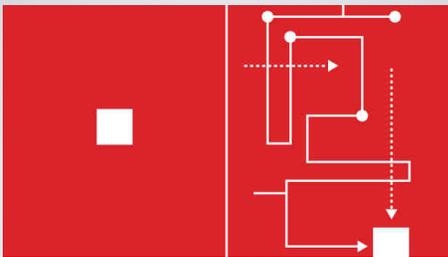
Long Tail SEO
Specific searches yield specific results, this is where you want to be 'optimized'

How do people search?

1998: Pork Recipe
2005: Pork Recipe
2013: Pork honey Glaze with carrots

1998: Derek Jeter
2005: Derek Jeter RBI's
2013: Short-stop fantasy sports totals

1998: Company Finance
2005: Company Finance for non-profits
2013: Restructuring Debt for a non-profit



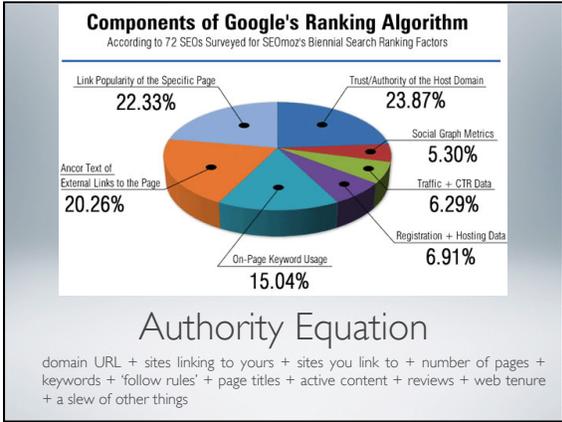
Front Door -vs- Side door visits

Your home page, while important, is not as important as people entering through 'side doors'.

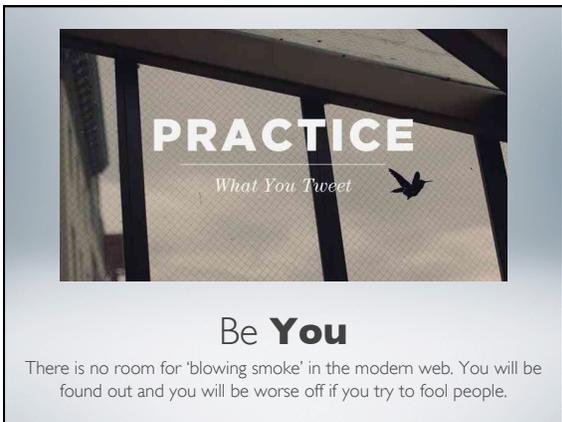


Are you an **Authority**?

Think of **authority** as being both competent and relevant on a given subject.









Be a good citizen
Being a good corporate citizen goes far on the web. Interact with your community via the web.



Conversion
Drip'em, Sell'em, Close'em, Kill'em, Get'em,



Conversion
Drip'em, Sell'em, Close'em, Kill'em, Get'em,

Agenda
Philosophically
Principally
Practically

Road Map

- 1. Buy in from the top**
- 2. Marketing plan that considers the website as the hub of all things marketing**
- 3. Build your website as a platform**
- 4. Content Strategy**
- 5. Tools + delivery systems**

Web platform

- **Ability to update on fly**
- **Updates push to WWW**
- **Blog/Articles/Resources Component built in**
- **Analytics**
- **SEO Easy(er)**
- **Open**
- **Conference room rule**

Dashboard

At a Glance

386 Posts	2,018 Comments
136 Pages	148 Approved
24 Categories	0 Pending
263 Tags	1,870 Spam

Theme XeenPro: 2010 with 76 Widgets

You are using WordPress 3.8.2

Assumed has protected your site from 28,819 spam comments already, and there are 1,870 comments in your spam queue right now.

Recent Comments

From Jason DeBaker on Why I spent \$45 on a camp chair...and how it relates to technology #

Good post Roy! I bought one of these (http://www.ikea.com/us/en/ikadetailing/products/60111123/) after reading this (http://blogs.for.org/your-health-at-work/2010/08/the-many-benefits-of-standing.html)

Update on fly
Don't be held hostage by a marketing company or a design firm

NO COMMENTS | POST A COMMENT

f t g+ 0 ✉️ 🖨️ +

Updates push to WWW
When content is updated on your site certain aspects should push to the web automatically. After that it should be easy to share content from the site.

Edit Posts Add New

07 | Published (386) | Scheduled (4) | Pending

Blog engine
Need to make sure that the blog/article/resource component is built into the site. You should not have a separate site!

4,144 people visited this site

- 33.42% Search Traffic (1,385 Visits)
- 11.41% Referral Traffic (473 Visits)
- 55.16% Direct Traffic (2,286 Visits)

Search Traffic	Source	Visits	% Visits
Keyword	1. google	1,136	82.02%
Matched Search Query	2. bing	125	9.03%
Source	3. yahoo	94	6.79%
Referral Traffic	4. aol	13	0.94%
Source	5. msn	9	0.65%
Direct Traffic	6. baidu.com	3	0.22%
Landing Page	7. aol	2	0.14%
	8. image.google	1	0.07%
	9. naver	1	0.07%

Analytics
If you can't measure it you didn't do it.

City	Visits	Pages/Visit
1. San Francisco	74	1.39
2. Menlo Park	40	1.08
3. Newport Beach	30	1.23
4. Los Angeles	26	1.38
5. Oakland	22	1.41
6. Irvine	18	2.22
7. San Diego	16	2.94
8. Sacramento	11	2.73
9. Walnut Creek	11	1.91
10. Mountain View	9	2.44

Analytics
If you can't measure it you didn't do it.

All in One SEO Pack

Click here for Support

Title: Network installation and cutover services for CPA firms r
67 characters. Most search engines use a maximum of 60 chars for

Description: Xcentric is a provider of IT services to CPA firms. Firm's nationwide trust for both large and small projects knowing the expertise needed to do is crucial.
168 characters. Most search engines use a maximum of 160 chars for description.

Keywords (comma separated): networks, CPAs, technology, accounting, CCH, Thomson

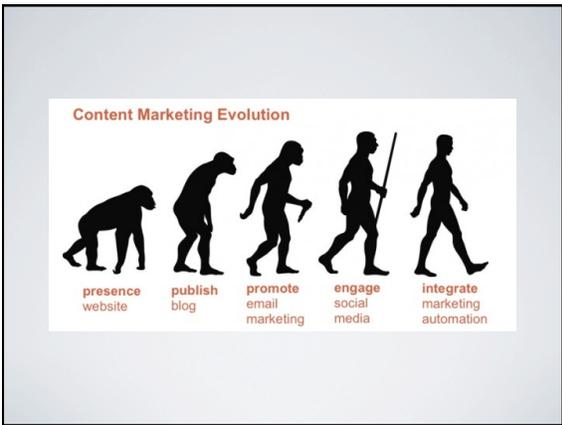
Title Attribute:

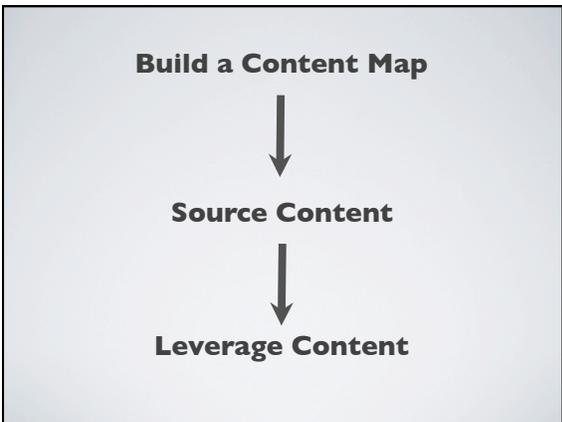
Menu Label:

Disable on this page/post:

SEO
Websites can be SEO tuned by a novice so long as the platform has the capability.

Content Strategy





◆ 2012 Subjects & Topics

- ◆ Security
 - ⇒ Cloud Security
 - ⇒ Keeping client data secure
 - ⇒ Security Loop holes
 - ⇒ End user Security training and best practices
 - ⇒ Secure devices
 - ⇒ Update on mobile security
 - ◆ Policies
 - ⇒ Acceptable use policy
 - ⇒ Confidential Data Policy
 - ⇒ Incident Response Policy
 - ⇒ Encryption Policy
 - ⇒ Password Policy
 - ⇒ Smartphone security
 - ⇒ Audit/Laptop Security
 - ⇒ Microsoft Patch Tuesday
 - ⇒ Update on Security regulations that effect CPA firms
- ◆ Virtualization
 - ⇒ Latest trends in virtualization
 - ⇒ ROI of Virtualization

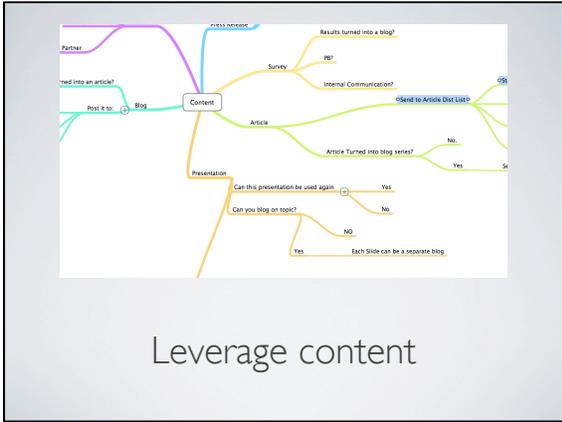
Build a Content Map

Source Content

- Build a Blogging team
 - Creators
 - Curator/s
- Repurpose Emails
 - Create a content@firmname.com
- Rewards System
- Clients
 - Video interview or testimonial
 - Q-A Blog
 - Written pieces
 - Surveys - reveal findings

Source content

- Capture content already in motion
 - Presentations-Each slide = a blog
 - 3 or so blogs on related topic = an article
- Internal Social Media
- Culture Pieces



- ### Leverage Content
- Build Distribution lists
 - Local news outlets
 - Trade associations (aligned with your niche)
 - Drip Marketing List (prospects, clients, etc)
 - ReSkin Content
 - An article can be sent:
 - Local Newspaper
 - Email Newsletter to Dist lists
 - Tweeted, FB, LinkedIn

- ### Tools + Delivery Systems
- Website should do some of the work for you
 - Social Dashboard tools
 - Hootsuite
 - Tweetdeck
 - Email Marketing
 - MailChimp
 - Biz Actions
 - Google Alerts



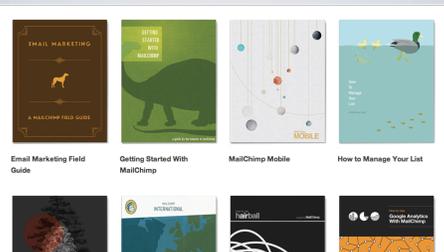
Internal Social media

It can be a real tool. Content by committee is greatly helped if a platform has been adopted.



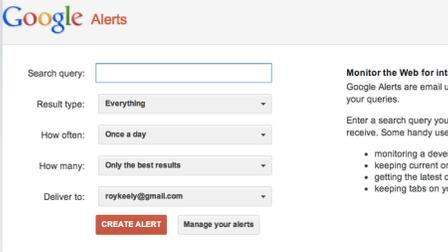
Social Dashboards

TweetDeck, Hootsuite, and others allow you to send, monitor, and interact on multiple sites in one dashboard.



Email Marketing

A no brainer way to get started. Build your list. MailChimp or BizActions are my go to firms.

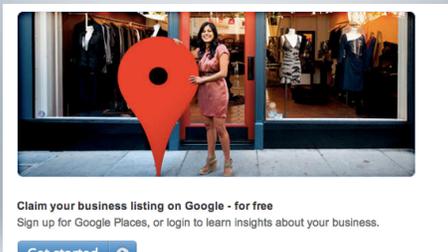


Google Alerts

Listen in on your brand all over the web. (can also use to keep an eye on competitors or prospects)

Social Media sites

- All things Google
 - Google Places, Google+, Maps, YouTube, Register your site
- Blogs
- Twitter
- LinkedIn
- Video
 - YouTube and/or Vimeo
- Facebook

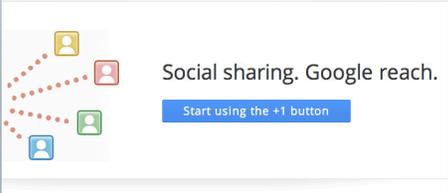


Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

[Get started](#)

Google Places

No brainer, must do. Helps 'authority' as discussed earlier in the presentation.



Social sharing. Google reach.

Start using the +1 button

Google+

SEO help. Another social media site.



Thanks!

Happy to help on all things technology related.
rkeely@xcentric.com
