

Tuning Out The Static:

Modern Web Essentials

Who is Plaudit Design?

- Plaudit Design is...
 - Web Strategy
 - Custom Web Design
 - Internet Marketing



David Schlotfeldt



Matt Dittbenner

Tuning out the Static

- Summarizing **key components** of an effective web presence

Essential?

- **High Impact**
- ~~Technical Details~~
- ~~How To~~
- **Possibilities and Opportunities**

Start With a Strategy

- Goal & Strategy Guides Decisions
 - **Channel** selection and application
 - **Design Style** that appropriate
 - **Layout** decisions
 - etc.



TurboTax.com

intuit
TurboTax ✓

Get Started Products & Pricing Help Tools & Tips After You File [Sign In](#)

Your taxes **done right**
100% accurate calculations and your **maximum refund, guaranteed.**

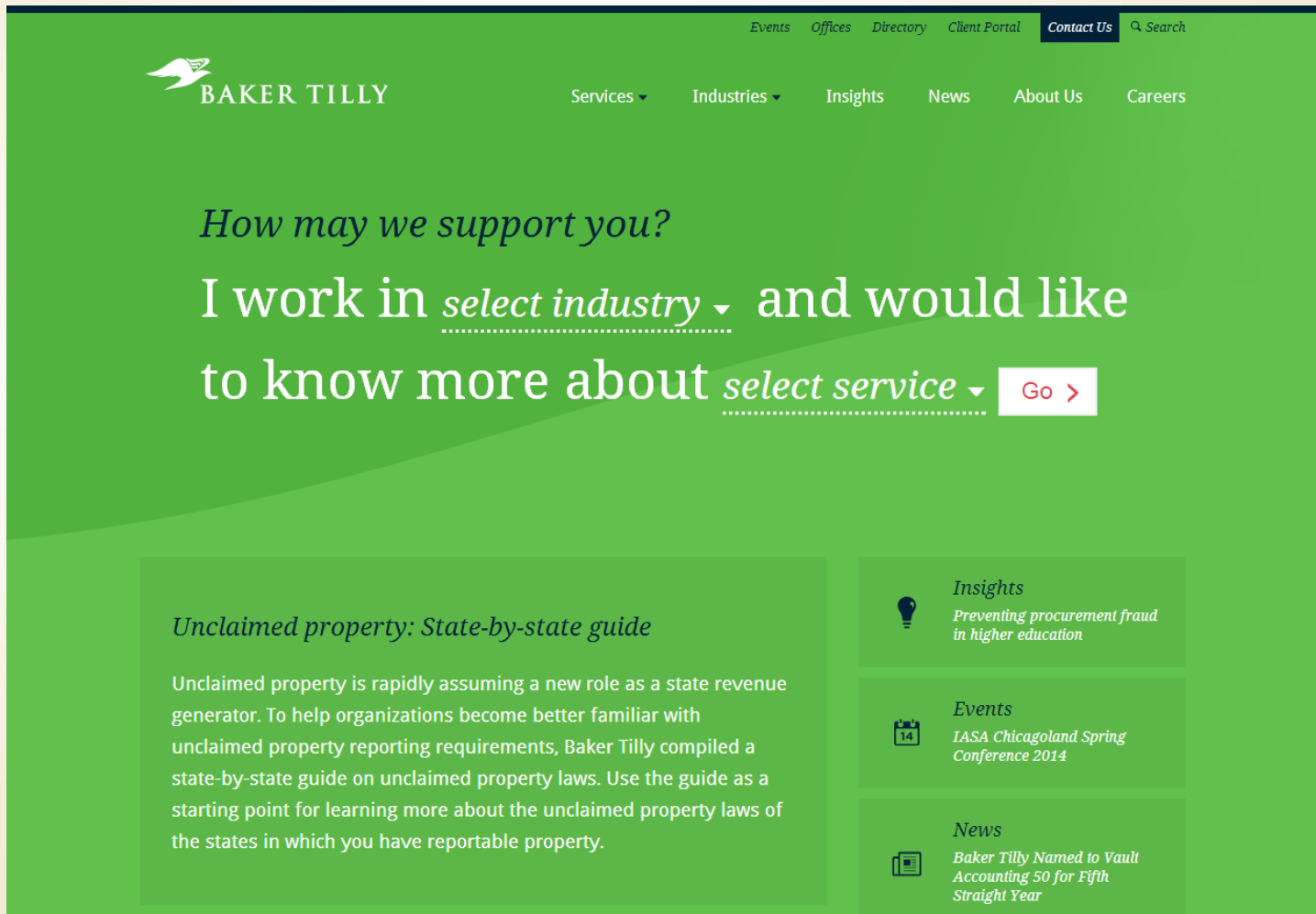
New to TurboTax? [Start for Free](#) or Existing Customer? [Sign In](#)

Our **BEST** Federal Free Edition ever!

	TurboTax Federal Free Online Edition	H&R Block Federal Free Online Edition
Price to file your federal tax return	Free	Free
Claim Earned Income Tax Credit (EITC)	Free	Upgrade for \$14.99*
Automatically import your W-2 data	✓	✗
Free answers from a tax expert by phone	✓	✗
5% bonus on top of your federal refund	✓	✗
	BEST VALUE	<small>*Not all returns include EITC.</small>

(1) High Volume (2) Consumer (3) Simple Services

BakerTilly.com



The screenshot shows the BakerTilly.com website with a green header and a white navigation bar. The navigation bar includes links for Events, Offices, Directory, Client Portal, Contact Us, and a Search icon. Below the navigation bar, the BakerTilly logo is displayed on the left, and a series of dropdown menus for Services, Industries, Insights, News, About Us, and Careers are on the right. The main content area has a green background with the text "How may we support you?" followed by a form: "I work in select industry and would like to know more about select service Go >". Below this, there are three columns of content. The first column, titled "Unclaimed property: State-by-state guide", contains a paragraph about unclaimed property reporting requirements. The second column, titled "Insights", features a lightbulb icon and the text "Preventing procurement fraud in higher education". The third column, titled "Events", features a calendar icon and the text "IASA Chicagoland Spring Conference 2014". A fourth column, titled "News", features a document icon and the text "Baker Tilly Named to Vault Accounting 50 for Fifth Straight Year".

Events Offices Directory Client Portal **Contact Us** Search

BAKER TILLY

Services Industries Insights News About Us Careers

How may we support you?

I work in select industry and would like to know more about select service **Go >**

Unclaimed property: State-by-state guide

Unclaimed property is rapidly assuming a new role as a state revenue generator. To help organizations become better familiar with unclaimed property reporting requirements, Baker Tilly compiled a state-by-state guide on unclaimed property laws. Use the guide as a starting point for learning more about the unclaimed property laws of the states in which you have reportable property.

Insights
Preventing procurement fraud in higher education

Events
IASA Chicagoland Spring Conference 2014

News
Baker Tilly Named to Vault Accounting 50 for Fifth Straight Year

(1) Long Term Relationship (2) Business (3) Advanced Services

From Strategy to Tactics

- Here we are focusing on what is part of *most* strategies
- It's different for each company
- These items will be applied to different degrees for each company



Reach

Bring People To Your Website

Organic Search

- Match Words
- Importance of Links
- Understanding of User's Search Context
 - Geographical location of interest.
 - Type of devices being used.
 - etc.
- Understanding Types of Content
 - Products vs News vs A Person
 - Use this to display information differently

Localized Results

- Search engines able to determine when a location matters
- They extract location of interest based on:
 - Search term: “restaurants in st paul”
 - Your GPS location.
 - Your previous searches.

Let's See This!

Sales tax - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Sales_tax ▾ Wikipedia ▾

A **sales tax** is a tax paid to a governing body for the sales of certain goods and services. Usually laws allow (or require) the seller to collect funds for the tax from ...
[Sales taxes in the United States](#) - [Sales taxes in Canada](#) - [Sales tax audit](#)

Sales Tax Rate Calculator

www.revenue.state.mn.us/businesses/sut/Pages/SalesTaxCalculator.aspx ▾

Aug 27, 2013 - Use this calculator to determine the state and local general **sales** and use **tax** rate to apply to **sales** made in Minnesota. Enter the 9-digit zip ...

[PDF] Minnesota Sales and Use Tax Instruction Booklet

www.revenue.state.mn.us/Forms_and.../sales_tax_booklet.pdf ▾

2. You must register to collect **sales tax** if you make taxable retail sales in Minnesota. This includes sellers outside Minnesota who: • have an office; distribution, ...

News for sales tax



Japan Trade Deficit Surges Before Sales Tax Rise

Wall Street Journal - 20 hours ago

Japan's trade deficit ballooned in the month before a **sales tax** increase took effect as imports surged and export growth remained subdued ...

[More news for sales tax](#)

Sales Tax in St. Paul - What is the Sales Tax in St. Paul?



minneapolis.about.com ▸ ... ▸ Shopping, Style & Services ▾

by Clara James - in 149 Google+ circles

What is the **sales tax** in St. Paul? In St. Paul, the **sales tax** for most items is 7.625%. The 7.625% **sales tax** in St. Paul is made up from state, city and special taxes.

Saint Paul, MN Sales Tax Rate - Sale-Tax.com

www.sale-tax.com/SaintPaulMN ▾

The latest **sales tax** rate for Saint Paul, MN. This rate includes any state, county, city, and local **sales taxes**. 2013 rates included for use while preparing your ...

City of St. Paul, MN - Official Website - Sales Tax ...

www.stpaul.gov ▸ ... ▸ Economic Development ▾ Saint Paul ▾

Sales Tax Revitalization (STAR). What is the STAR Program? The authorizing legislation states that revenues may be used to pay all or a portion of the capital ...

Search: "sales tax"

- No location specified
- Results are related to
 - MN
 - St Paul
 - US



Compared To...

[Sales and Use Tax - Texas Comptroller of Public Accounts](http://www.window.state.tx.us/taxinfo/sales/)

www.window.state.tx.us/taxinfo/sales/ - Cached - Similar

In addition to filing and paying your **sales tax** electronically, you can now pay the following sales-related taxes via WebFile. Direct Pay Sales and Use Tax* ...

[WebFile Sales Tax](#) - [Frequently Asked Questions](#) - [Sales Tax and Your New ...](#)

[Sales tax - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Sales_tax)

en.wikipedia.org/wiki/Sales_tax - Cached - Similar

A **sales tax** is a tax paid to a governing body for the sales of certain goods and services.

Usually laws allow (or require) the seller to collect funds for the tax from ...

[Sales taxes in the United States](#) - [Sales taxes in Canada](#) - [Sales tax audit](#)

[Sales taxes in the United States - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Sales_taxes_in_the_United_States)

en.wikipedia.org/wiki/Sales_taxes_in_the_United_States - Cached - Similar

Sales taxes in the United States are taxes placed on the sale or lease of goods ...

[News for sales tax](#)



[Japan Trade Deficit Surges Before Sales Tax Rise](#)

[Wall Street Journal](#) - 20 hours ago

Japan's trade deficit ballooned in the month before a **sales tax** increase took effect as imports surged and export growth remained subdued ...

[CA City & County Sales & Use Tax Rates - Board of Equalization](http://www.boe.ca.gov/sutax/pam71.htm)

www.boe.ca.gov/sutax/pam71.htm - Cached - Similar

Tax Districts. California has many special taxing jurisdictions (districts), which are funded by a transactions (**sales**) and use **tax** rate that is added to the standard ...

[Sales and use tax](http://www.tax.ny.gov/bus/st/stidx.htm)

www.tax.ny.gov/bus/st/stidx.htm - Cached - Similar

Nov 27, 2013 ... We've updated **Sales Tax** Web File to make it more user and business friendly. Learn more about the enhancements and adjusted reporting ...

[FL Dept Rev - Florida Sales and Use Tax](http://dor.myflorida.com/dor/taxes/sales_tax.html)

dor.myflorida.com/dor/taxes/sales_tax.html - Cached

Florida Department of Revenue - Florida's **Sales** and Use **Tax**.

[SalesTax.com - CCH Integrator](http://www.cchintegrator.com/salestax/)

www.cchintegrator.com/salestax/ - Cached - Similar

Comprehensive **sales** and use **tax** rates, calculation and compliance solutions from Wolters Kluwer reduce risk and help manage complex **tax** issues.

Search: "sales tax"

- Using an anonymous proxy that hides my geographic location.
- We see results related to Texas, New York, California, etc.



Results Page

Museum near Saint Paul, MN

Filter by user rating ▾



4.2 ★★★★★
75 reviews

**Science
Museum of Min...**
Kellogg Blvd W



4.2 ★★★★★
17 reviews

**Minnesota
History Center**
Kellogg Blvd W



4.5 ★★★★★
34 reviews

**Minnesota
Children's Mus...**
7th St W



1 review

**Minnesota
Museum of Am...**
E 4th St



4.1 ★★★★★
5 reviews

Gibbs Museum
Larpenteur Ave W



No reviews

**Minnesota
Transportation ...**
Pennsylvania Ave E



4.5 ★★★★★
22 reviews

**James J. Hill
House**
Summit Ave



4.4 ★★★★★
8 reviews

**Twin Cities
Railroad**
Bandana

Science Museum of Minnesota - Minnesota's Favorite Muse...

www.smm.org/ ▾ Science Museum of Minnesota ▾

The Science **Museum** of Minnesota is the most popular **museum** in the Upper Midwest. Featuring dinosaurs, Omnitheater & hands-on exhibits.

[Hours & Showtimes](#) - [Maya: Hidden Worlds Revealed](#) - [Buy Tickets](#) - [Members](#)

City of St. Paul, MN - Official Website - Museums

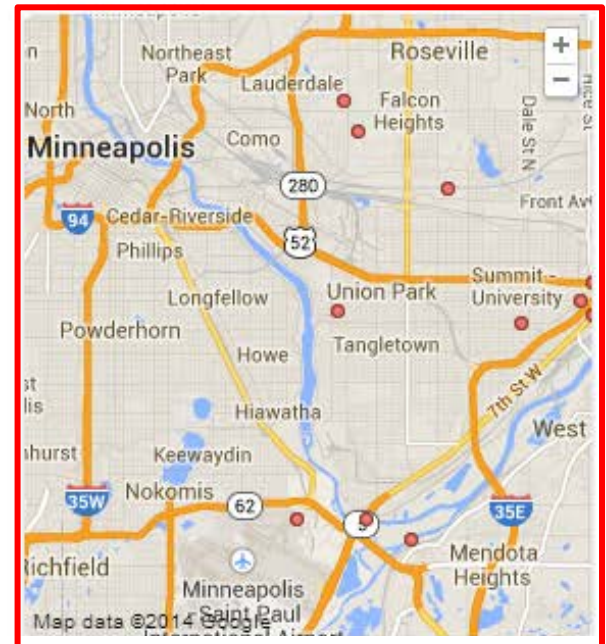
www.stpaul.gov ▸ [Arts Culture and Events](#) ▸ [Things To Do](#) ▾ Saint Paul ▾

[American Association of Woodturners Gallery of Wood Art](#) [View the American Association of Woodturners Gallery of Wood Art website.](#) [American Association of ...](#)

Minnesota History Center | Visit our museum and library

www.minnesotahistorycenter.org/ ▾

Explore Minnesota through **museum** exhibits that feature large-scale objects, hands-on experiences and multimedia presentations. At the Library, access the ...



Now what?

- **Verified Listings**



- **Accurate and Consistent**

- Addresses, names, phone, etc.

- **Additional**

- “GetListed.org” - Has a great tool to help.

High-Quality Results

No Longer *Just* About Links



Online Reviews



Angie's list®
Reviews you can trust.®








Citysearch®

So what? Higher Ranking

“burger restaurant”

Burger restaurant near Saint Paul, MN








Price, Rating...

Burger Moe's	American Burger Bar	The Blue Door Pub	BYO Burger	Snuffy's Malt Shop	Casper & Runyon's Nook	Smashburger
						
3.7 ★★★★★ 44 reviews	3.9 ★★★★★ 22 reviews	4.3 ★★★★★ 252 reviews	3.8 ★★★★★ 7 reviews	4.0 ★★★★★ 52 reviews	4.6 ★★★★★ 112 reviews	3.8 ★★★★★ 15 reviews
\$ • Hamburger	\$\$ • Hamburger	\$\$\$ • Hamburger	Hamburger	\$\$ • American	\$\$ • Hamburger	\$ • Hamburger

“best burger restaurant”

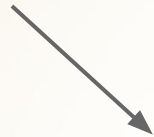
Best burger restaurant near Saint Paul, MN

Rating, Hours

Burger Jones	The Blue Door Pub	Casper & Runyon's Nook	Snuffy's Malt Shop	Burger Moe's	Matt's Bar	American Burger Bar
						
3.9 ★★★★★ 296 reviews	4.3 ★★★★★ 252 reviews	4.6 ★★★★★ 112 reviews	4.0 ★★★★★ 52 reviews	3.7 ★★★★★ 44 reviews	4.1 ★★★★★ 283 reviews	3.9 ★★★★★ 22 reviews
W Lake St	Selby Ave	Hamline Ave S	Larpenteur Ave W	7th St W	Cedar Ave	Wabasha St N

So what? Stand Out

Stand out in search results



The Flatiron Building - Flatiron - New York, NY | Yelp

www.yelp.com > ... > Landmarks & Historical Buildings ▾ Yelp, Inc. ▾

★★★★★ Rating: 5 - 89 reviews

89 Reviews of **The Flatiron Building** "Looks like... Cake Triangle Triangle Cake An architectural marvel built on such a tiny plot of land. Not easily confused with ...

Flatiron Building - Facts & Summary - HISTORY.com

www.history.com/topics/flatiron-building ▾ The History Channel ▾

Find out more about the history of **Flatiron Building**, including videos, interesting articles, pictures, historical features and more. Get all the facts on ...

The Flatiron Building - Landmarks - New York Magazine

nymag.com > Arts & Events ▾ New York Magazine ▾

Dec 29, 2007 - An iconic and angled landmark. See the profile of this NYC attraction in Manhattan.

Flatiron Building, New York City - A View On Cities

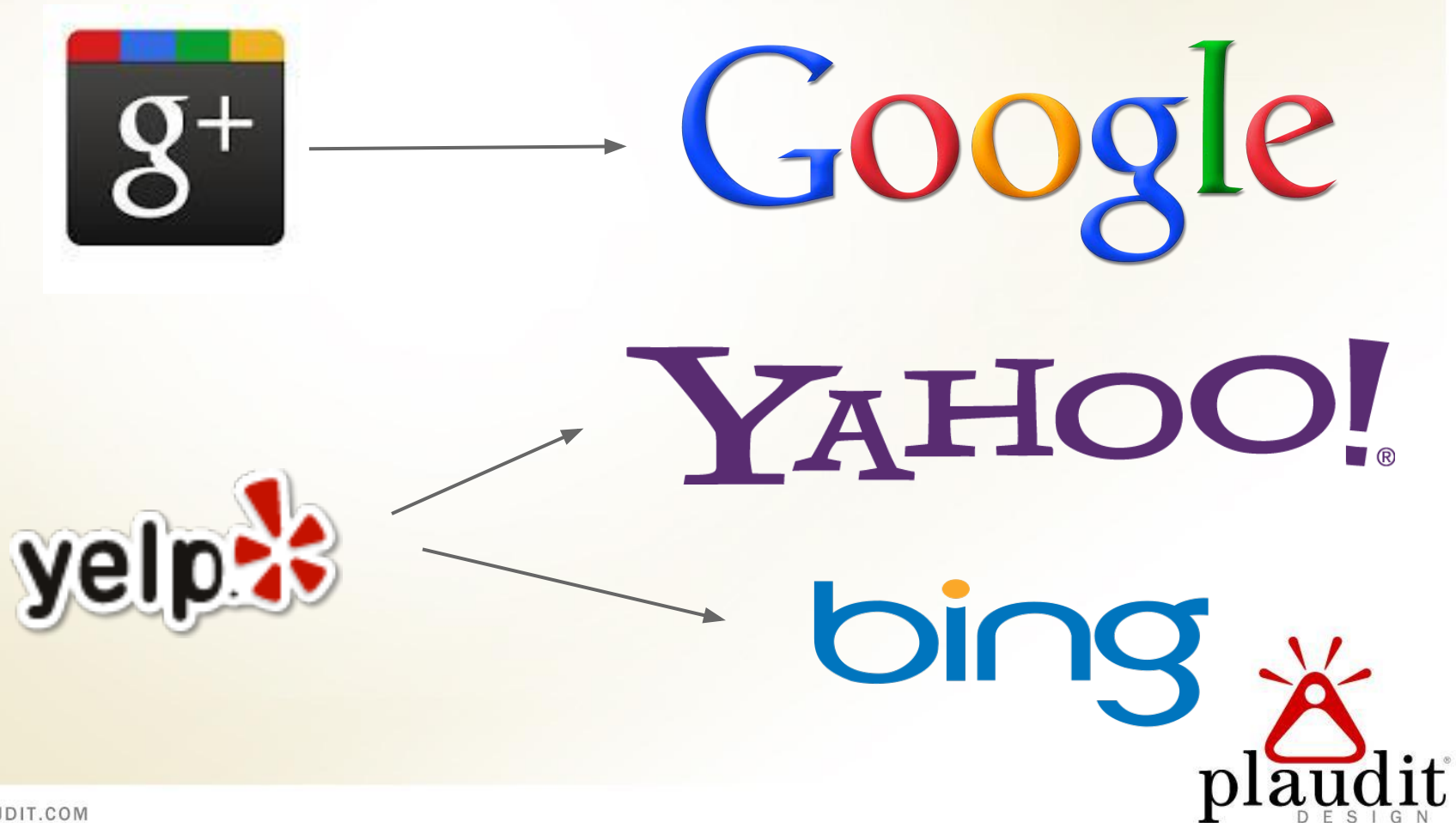
www.aviewoncities.com > New York City > New York Attractions ▾

The Flatiron Building, a famous skyscraper in New York City.



Now what?

Many platforms to consider, but start with:



Enhanced Search Results

Enhanced Search Results

Standard search results:

Title

PX4IOAR - AR.Drone Shield - PX4 Autopilot Platform

pixhawk.org/modules/px4ioar ▼

AR.Drone is a trademark of Parrot SA, Paris. The PX4IOAR board is compatible to the AR.Drone 1.0 and 2.0 frame and motor controllers. PX4 is not affiliated to ...

URL

Description

Enhanced Search Results

Breadcrumbs

Product Information

Parrot **AR.Drone** 2.0 - Apple Store (U.S.)

store.apple.com › ... › Shop Accessories › Toys & Hobbies ▾ Apple Store ▾

★★★★☆ Rating: 3.5 - 33 reviews - \$299.95 - In stock

Parrot **AR.Drone** 2.0 - The **AR.Drone** 2.0 remote-control quadricopter combines the best of many worlds, including modeling, video gaming and augmented ...

Rating & Reviews

Video Thumbnail

Parrot **AR.Drone** 2.0: The unarmed flying film-maker's ...



www.cnet.com/videos/parrot-ar-drone-2-0-th... ▾ CNET ▾

The cool quad-copter gets updated with new flight control software and a 720p video camera in its nose.

Location & Title

David Schlottfeldt | LinkedIn

www.linkedin.com/in/davidschlottfeldt ▾

Greater Minneapolis-St. Paul Area - Founder of Plaudit Design

View **David Schlottfeldt's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **David Schlottfeldt** discover ...



So what? Huge Impact!

- Enhanced results have more visual impact.
- Leading to: Increased click-through-rate
- Research suggests CTR increases of 30%, 50% and even 200%



Now what?

- Use metadata to inform search engines about additional content details.
- Recommended technical approaches:
 - Google Sitemaps
 - Schema.org
- Speak with your web developer for specifics.

Paid Placement

Paid Placement

- **In The Beginning** - Limited targeting options
- **Targeting Evolved** - Providing greater control over where and who sees your ads.
- **Social Platforms** - Gained traction, began monetizing, and are able to provide extremely detailed targeting methods.



Search Results

Paid ads in search results.

About 105,000,000 results (0.34 seconds)

Have A Dental Emergency? - NowCareDental.com

Ad www.nowcaredental.com/Emergency ▼

Same Day Appointment, Open 365 Days Affordable Care, Call Us Now.

📍 1380 Duckwood Drive, Suite 108, Eagan, MN - (866) 748-4180

Emergency Dentist - 1-800-Dentist

www.1800dentist.com/emergency-dentist/ ▼

Emergency **Dentist**: Emergency **dentists** are at your fingertips when you rely on ... time to **need** emergency **dentistry** care, but with our service, you can rest assured ... **dentist** who can relieve your pain **now** and improve your smile in the future.

Dentist - Dentists in Your Area - Find a Dentist 24/7 - 1-800 ...

<https://www.1800dentist.com/> ▼

Mar 18, 2010 - innovative **dental** marketing tools can help **dentists** build strong, successful **dental** practices. Learn More. Talk to a Referral Specialist **Now**.

[Find a Dentist](#) - [Find a Dentist ...](#) - [Dentist Reviews](#) - [Contact](#) - [About](#)



Ads ⓘ

\$89 Dental Cleaning Visit

www.krengeldental.com/ ▼

High Comfort Bloomington **Dentist**

Call for New Patient Specials

📍 8900 Penn Avenue South #112

(952) 888-1311

Top Dental Plan - Use Now

www.1dental.com/Immediate ▼

4.2 ★★★★★ rating for 1dental.com

Save 20-60% - Use Immediately!

From \$76/yr - Join Today

Find A Local Dentist

www.getlocaldentist.info/ ▼





Find a **Dentist** Close To Home.

Search Results

Product Listing

[Shop on Google](#)

Sponsored ⓘ


 <p>Parrot AR.Drone 2.0 Quadcopter B... \$299.99 B&H Photo-Video...</p>	 <p>Parrot AR.Drone 2.0 Power Edition... \$369.95 Apple Store</p>
 <p>Parrot AR Drone Quadricopter \$179.99 Bed Bath & Beyo...</p>	 <p>Parrot Ar. Drone The Flying Video... \$500.00 eBay</p>

Mobile Results

Google

Web Maps Images Videos More ▾

Have A Dental Emergency? - Same Day Appointment, Open 365 Days ⓘ

Ad www.nowcaredental.com/Emerg... 

Affordable Care, Call Us Now.

📍 9.7mi - [Get Directions](#)

Family **Dentist in St Paul - Experience Our Pain Free Approach**

Ad www.saintpaulsedationdentist.com/

No Lectures. Make an appointment now

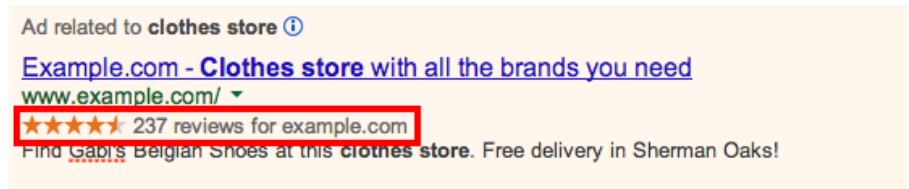
Search Results

- Ad Extensions

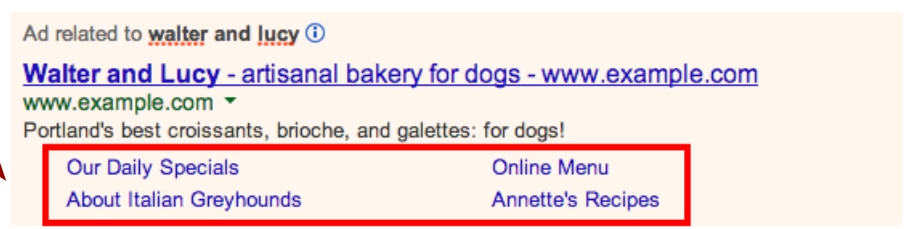
- Call Extension



- Seller Rating



- Sitelink Extension



- More...

Content Networks

- Appear Across the Web
- Ad Types - Text, image, interactive, video



Targeting Options

- **Search Ads (Standard)**

- Search Phrase
- Location
- Language
- Time of Day
- Device

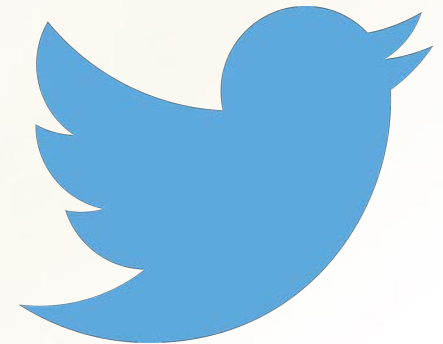
- **Content Network (Additional)**

- Keywords & Topics
- Age & Gender
- User Interests
- **Remarketing**

Remarketing allows you to create campaigns that target users that have **previously visited your website**. This helps you to capture traffic that otherwise may have been lost.

Social Networks

- Many options for various types of ads
- Very detailed targeting options



Why pay for advertising?

- **Reach A Greater Audience**

- Sites that aren't search engines or social networks. News sites, etc.
- Gain visibility in searches you don't rank for.
- Unlimited in number of ads while SEO may limit you.

- **Stay In Front of Customers**

- Remarketing lets you display ads to those who have previously visited your site.



Quick!

- **Immediately Be Seen**

- SEO and social take huge time investments, and take time to see results.

- **Test New Markets and Market Segments**

- **ROI**

- Easy to compare cost of advertising in terms of Cost-Per-Acquisition



Now what?

1. **Select Channels** - Select the channels that work best for your business and strategy.
2. **Run Targeted Ads** - Target potential customers with detailed targeting criteria.
3. **Monitor & Improve** - Using data collected on CTR and conversions, optimize ads to improve ROI.



Every User, Every Device



Every User, Every Device

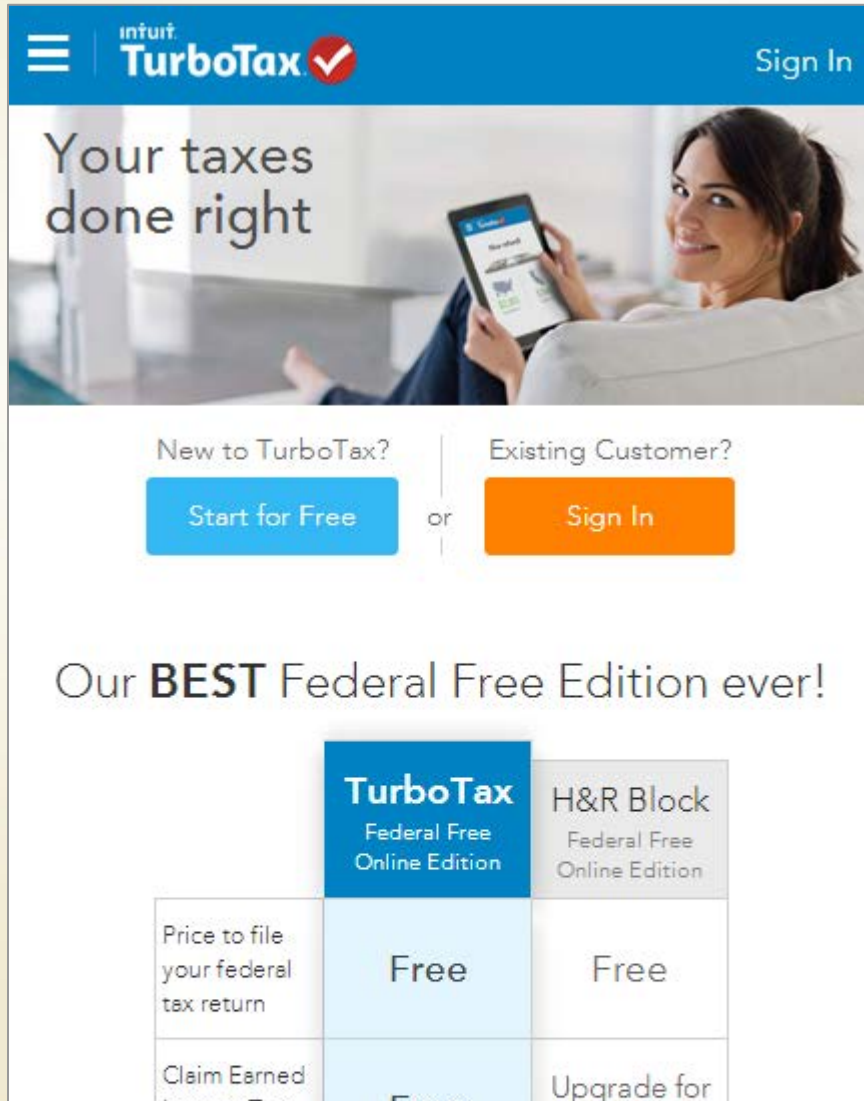
- Mobile devices drive traffic:
 - Average: 20 - 30%
 - Mobile-friendly industries: 30 - 40%
 - Mobile-enhanced websites: 60%+
- Mobile devices assist conversion:
 - Almost 30% of all conversions include mobile devices
 - Almost 50% of cross-device conversions are initiated from a mobile device

Every User, Every Device

- Device diversity
 - Screen sizes
 - Resolution
 - Browser
 - Software
 - Power
 - Speed

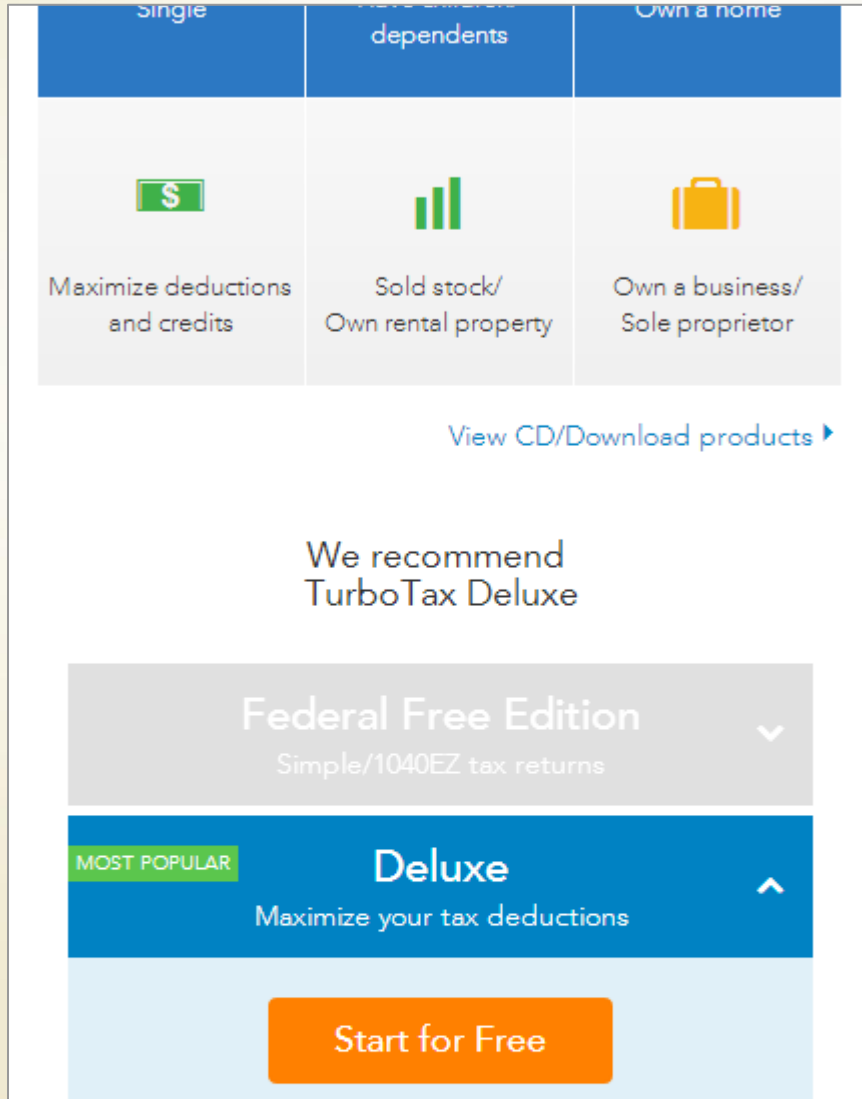


Every User, Every Device



- Small Screens
 - Still highlights key actions
 - Updates layout to maintain message

Every User, Every Device



- Small Screens

- Updates layout to maintain key functionality
- Optimizes for touch vs. click interaction

Now what?

Most organizations will see significant benefits from a high-quality mobile-friendly website.

Work with your web team to focus on:

- Maintain key actions and conversion focus.
- **Responsive** vs. ~~Mobile URL~~
- **Liquid layout** vs. ~~adaptive layout~~

Conclusion

An effective web strategy will:

- Drive **high-quality traffic** to your website
- **Solve** visitor's **problems**
- **Convert visitors** to customers



Conclusion

Be sure to address:

- **Localized Results** - Google +, Bing Places
- **Online Reviews** - Google +, Yelp
- **Enhanced Search Results** - Sitemaps, Schema.org
- **Paid Placement** - Search and social
- **Mobile Responsive** - Fluid layout



The End

Plaudit.com/TechPulse-2014-Essentials