



# Web Success



# In today's webinar



- What is a successful website?
- What do successful websites have in common?
- What are the design elements of a successful website?
- What do your visitors want from your website?
- What should you provide to make a website successful?
- How to find what your visitors want
- How to create a successful website
- How to promote a successful website
- Examples of success
- Planning for website success



Google<sup>UK</sup>

You Tube

facebook

twitter™

WIKIPEDIA  
The Free Encyclopedia

BBC

amazon.com

Linked in

YAHOO!

TESCO



[google.com](https://www.google.com)

This site's metrics are **not certified**.

Google

Enables users to search the world's information, including webpages, images, and videos. Offers unique features and search technology.

### Statistics Summary for **google.com**

Google is ranked #1 in the world according to the three-month Alexa traffic rankings, and the site has been online for more than fourteen years. The site's visitors view 11.1 unique pages each day... [Show More](#)

#### Alexa Traffic Rank

**1**  
Global Rank

**1**  
Rank in [US](#)

#### Reputation

**4,580,917**  
Sites Linking In

**1035** Reviews



**Did you know?** You can enhance your Site Listing by displaying your Visitors and Pageviews. [Find out how!](#)

Traffic Stats

Search Analytics

Audience

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Reviews

Related Links

Clickstream

Traffic Rank

Reach %

Pageviews %

Pageviews/User

Bounce %

Time on Site

Search %

#### Daily Traffic Rank Trend

[google.com](https://www.google.com)



Trailing 3 months

#### Traffic rank for google.com:

	Traffic Rank	Change
<b>Yesterday</b>	1	0
<b>7 day</b>	1	0
<b>1 month</b>	1	0
<b>3 month</b>	1	0

Compare **google.com** to:

Compare

**610.82** +17.76 (2.99%) 20 Jul 21:00 | After Hours: **610.80** -0.02 (0.00%) 21 Jul 00:01

## Income Statement

Get Income Statement for:

GO

View: [Annual Data](#) | [Quarterly Data](#)

All numbers in thousands

Period Ending	31 Dec 2011	31 Dec 2010	31 Dec 2009
<b>Total Revenue</b>	<b>37,905,000</b>	<b>29,321,000</b>	<b>23,651,000</b>
Cost of Revenue	13,188,000	10,417,000	8,844,000
<b>Gross Profit</b>	<b>24,717,000</b>	<b>18,904,000</b>	<b>14,807,000</b>
<b>Operating Expenses</b>			
Research Development	5,162,000	3,762,000	2,843,000
Selling General and Administrative	7,813,000	4,761,000	3,652,000
Non Recurring	-	-	-
Others	-	-	-
<b>Total Operating Expenses</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Operating Income or Loss</b>	<b>11,742,000</b>	<b>10,381,000</b>	<b>8,312,000</b>
<b>Income from Continuing Operations</b>			
Total Other Income/Expenses Net	584,000	415,000	69,000
Earnings Before Interest And Taxes	12,326,000	10,796,000	8,381,000
Interest Expense	-	-	-
Income Before Tax	12,326,000	10,796,000	8,381,000
Income Tax Expense	2,589,000	2,291,000	1,861,000
Minority Interest	-	-	-
<b>Net Income From Continuing Ops</b>	<b>9,737,000</b>	<b>8,505,000</b>	<b>6,520,000</b>
<b>Non-recurring Events</b>			
Discontinued Operations	-	-	-
Extraordinary Items	-	-	-
Effect Of Accounting Changes	-	-	-
Other Items	-	-	-
<b>Net Income</b>	<b>9,737,000</b>	<b>8,505,000</b>	<b>6,520,000</b>
Preferred Stock And Other Adjustments	-	-	-
<b>Net Income Applicable To Common Shares</b>	<b>9,737,000</b>	<b>8,505,000</b>	<b>6,520,000</b>



[twitter.com](https://twitter.com)

Twitter

This site's metrics are not certified.

Social networking and microblogging service utilising instant messaging, SMS or a web interface.

### Statistics Summary for **twitter.com**

Twitter is the ninth most popular site in the world according to the three-month Alexa traffic rankings. The site's visitors view an average of 5.3 unique pages per day. Search engines refer about... [Show More](#)

#### Alexa Traffic Rank

**9**  
Global Rank

**12**  
Rank in [US](#)

#### Reputation

**5,811,925**  
Sites Linking In

168 Reviews



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Traffic Stats

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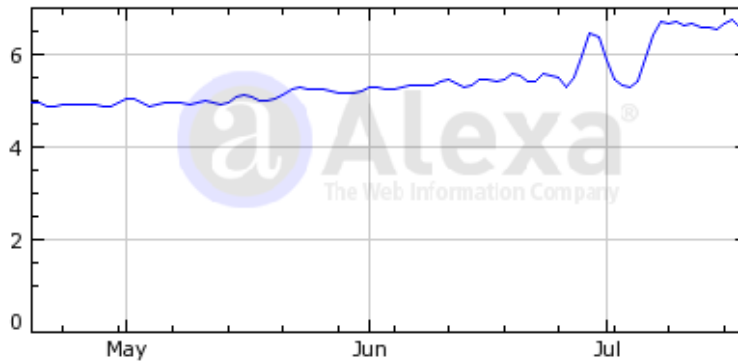
Related Links

Clickstream

Traffic Rank   Reach %   Pageviews %   **Pageviews/User**   Bounce %   Time on Site   Search %

#### Daily Pageviews per User

[twitter.com](https://twitter.com)



Trailing 3 months

Estimated daily unique pageviews per user for twitter.com:

	Pageviews/User	Change
<b>Yesterday</b>	6.28	-6%
<b>7 day</b>	6.51	-0.3%
<b>1 month</b>	5.9	+11.3%
<b>3 month</b>	5.29	+9.5%

Compare **twitter.com** to:

Compare

# Saudi Prince Invests \$300 Million in Twitter

BY EVELYN M. RUSLI AND MARK SCOTT

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## Related Links

- [With Twitter, Walid Adds Another Brand Name to His Portfolio](#)
- [The press release](#)

Prince Walid bin Talal of Saudi Arabia has taken a \$300 million stake in the social media start-up Twitter, adding an emerging brand name to an international investment portfolio that largely includes established giants



Fahad Shadeed/Reuters

Prince Walid bin Talal holds assets worth an estimated \$21 billion.

like [Apple](#), [Citigroup](#) and [Walt Disney](#).

Although the billionaire investor has long been known for taking stakes in stalwarts, the Twitter deal focuses on the next generation of blue-chip companies.

The five-year-old microblogging site, which now has more than 100 million active users, has quickly evolved into a ubiquitous communications tool, allowing individuals and companies to broadcast and share information in real-time. During the Arab Spring, revolutionaries embraced Twitter as a means to galvanize support and organize protests.



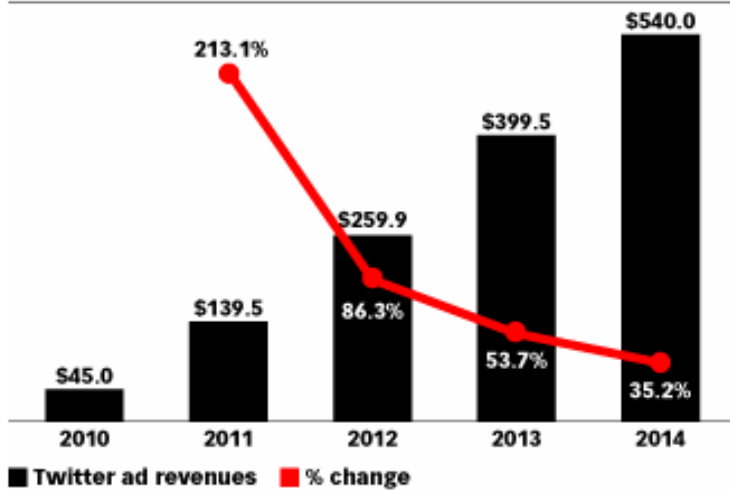
# After Strong 2011, Twitter Ad Revenues to Grow 86% to \$259 Million in 2012

## Strong Growth Forecast for Both Twitter and LinkedIn

**NEW YORK (January 31, 2012)**—Advertising revenues at Twitter grew 213% to \$139.5 million in 2011—the company’s second full year of selling advertising—and strong international growth is expected to push the company’s ad revenues to \$259.9 million in 2012, according to a new forecast by eMarketer.

By 2014, eMarketer estimates, global ad revenues at Twitter will reach \$540 million.

**Twitter Ad Revenues Worldwide, 2010-2014**  
millions and % change



*Note: paid advertising only; excludes spending by marketers that goes toward developing or maintaining a Twitter presence*  
Source: eMarketer, Jan 2012





[amazon.com](https://www.amazon.com)

Amazon.com

This site's metrics are not certified. ▼

Amazon.com seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Site has numerous personalization features and services including one-click buying, extensive customer and editorial product reviews, gift registries, gift certificates, wish lists, restaurant and movie listings, travel, and photo processing.

### Statistics Summary for **amazon.com**

Amazon.com's three-month global Alexa traffic rank is 10. The site is based in the US. Relative to the overall population of internet users, the site's users are disproportionately Caucasian, and... [Show More](#)

#### Alexa Traffic Rank

**10**  
Global Rank [?](#)

**5**  
Rank in [US](#) [?](#)

#### Reputation

**1,101,565**  
Sites Linking In [?](#)

**87** Reviews

**Did you know?** You can enhance your Site Listing by displaying your Visitors and Pageviews. [Find out how!](#)

Traffic Stats

Search Analytics

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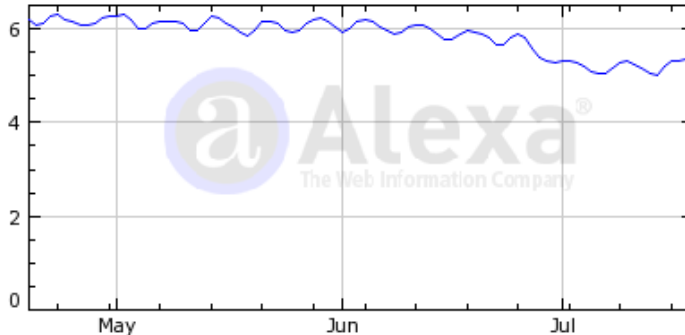
Reviews

Related Links

Clickstream

Traffic Rank **Reach %** Pageviews % Pageviews/User Bounce % Time on Site Search %

Daily Reach (percent)  
[amazon.com](#)



Trailing 3 months ▼

Estimated percentage of global internet users who visit amazon.com:

	Reach %	Change
<b>Yesterday</b>	5.54%	+5%
<b>7 day</b>	5.24%	+1.4%
<b>1 month</b>	5.376%	-10.4%
<b>3 month</b>	5.843%	-5.81%

Compare **amazon.com** to:

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27 April 2012 Last updated at 01:06



## Amazon profits beat Wall Street forecasts

Amazon has posted better-than-expected profits after the world's largest online retailer cut costs and boosted sales of its Kindle digital range.

Amazon shares rose almost 15% in after-hours trading in New York after it said quarterly net income was \$130m (£80m).

The firm has been launching new products such as the Kindle Fire, a tablet that competes with Apple's iPad.

There had been nervousness among some investors that new product launches would be a drain on profits.

According to Stifel Nicolaus analyst Jordan Rohan, Amazon, which has been spending heavily on expansion, is starting to get a grip on costs.

The earnings have "something for everyone; growth and margins to satisfy investors", he added.

Amazon said that revenues rose 34% to \$13.18bn during the first three months of 2012.

In a conference call, Amazon executives said they were pleased with growth in sales of the digital content that the Kindle and Kindle Fire are designed to accelerate.



Amazon founder Jeff Bezos launched the Kindle Fire tablet last year

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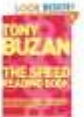
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together some great books on recycling  
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Heatmap overlay on the main feed content, showing high engagement (red/yellow) in the top left and middle sections.

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darzenia

Sponsorowane

sponsorowane

Prośby

zaproszenia

Łącz się

- Kto jest na Facebooku? Szukaj znajomych
- Kogo nie ma na Facebooku? Zaproś ich teraz
- Kto jest tutaj za Twoją namową? Śledź swoje zaproszenia
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Navigation + Size

Keywords

Trust



will dispute lawyer rugby

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[www.yell.com/s/solicitors-rugby.html](#) - Similar

[Six Nations: a union of lawyers and rugby | News | The Lawyer](#)

8 Feb 2010 ... **Rugby** and the law have always been happy bedfellows. ... fear that England will have a tough time in this year's tournament. ... Hogan Lovells partner left with hefty legal bill after firm loses boundary dispute ...  
[www.thelawyer.com/six...a...lawyers...rugby/1003402.article](#) - Cached - Similar

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19 May 2010 ... "Lawyers will see a lot more of these kinds of cases," says ... Lovells partner left with hefty legal bill after firm loses boundary dispute ...  
[www.thelawyer.com/rugby-damages.../88757.article](#) - 18 hours ago - Cached

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[Dispute and Litigation Solicitors in Rugby, Warwickshire](#)

Johns Gilbert & Frankton Solicitors are a progressive law firm based in **Rugby**, Warwickshire offering an extensive range of legal services to families and ...  
[www.jgfsolicitors.co.uk/page.asp?id=7&Other%20disputes](#) - Cached

[Brethertons Law Firm in Banbury and Rugby was recognised for two awards](#)

The ongoing success of Banbury and **Rugby's** largest law firm was recognised with a ... to avoid litigation disputes in court and save time and legal costs, ...  
[www.brethertons.co.uk/Home/Award-Winning-Firm.aspx](#) - Cached - Similar

Dispute and Litigation Solicitors in Rugby, Warwickshire - Mozilla Firefox

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http://www.jgfsolicitors.co.uk/page.asp?id=7&Other disputes

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Graham Jones: Information Sources: N... will dispute lawyer rugby - Google Sea... Dispute and Litigation Solicitors i...



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**Client Services : Other disputes**

**Can We Help You?**  
 For a FREE, NO OBLIGATION assessment of how we can help and how much it is likely to cost, please call us on **01788 576384** or complete our [Online Enquiry Form](#).

We deal with most types of disputes. Ongoing training ensures that we are up to speed with not only the law itself, but also the ever expanding pre-action protocols and all embracing procedural rules. Non compliance can have catastrophic costs and other consequences, so expert help from the very beginning is absolutely vital.

We actively encourage Clients to resolve disputes by way of negotiation, mediation and/or arbitration and thus avoid prolonged and expensive litigation.

We also adopt a practical approach to help maintain a sense of proportion. A cost/benefit analysis is conducted at regular intervals. There is obviously little point in spending £1,000 in the hope of recovering the same amount, especially when neither success nor the recovery of costs can be guaranteed. For claims worth no more than £5,000, we are even prepared, in certain circumstances, to agree a fixed fee with you. In other cases, we are willing to consider acting on a "no win, no fee" basis. Where appropriate, we can also arrange "after the event" insurance to cover not only our own charges and expenses, but also those of your opponent.

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#### Client Services : Wills and Trusts

##### Making A Will In Rugby, Warwickshire

###### Can We Help You?

For a FREE, NO OBLIGATION assessment of how we can help and how much it is likely to cost, please call us on **01788 576384** or complete our [Online Enquiry Form](#).

An intestacy occurs where all or part of the property of which a deceased person was competent to dispose by Will has not been effectively disposed of by a valid Will. In such circumstances, the "Intestacy Rules" determine who administers the estate and the order of distribution. Adequate provision cannot be guaranteed, even if you are married/civil partners.

Here are 10 very good reasons why you should make a Will:

1. The Intestacy Rules make no provision for co-habitees. This could lead to a lengthy and expensive claim being made against the estate ([Disputes, Inheritance](#)).
2. The ability to decide who administers your estate. You can consider friends, relatives and/or professionals and discuss their possible appointment with them. This avoids the law imposing such duties on your spouse/[civil partner](#) or close relatives.

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will dispute lawyer rugby x

Keyword: will dispute lawyer rugby

Track Rank



### Keyword Research

Match Type:  Period:  Filter:

<input type="checkbox"/>	Keyword (45 active, 3 removed, 0 filtered)	Searches	SEOT	SEOLC	SEOLTC ▲	SEOLUC	SEOTCR	AWT	AWC	AWCPC	AWCTR	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how can you contest a will	178	75	5 ↗	0 ↗	0 ↗	1%	0	94%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	nsw wills	1	0	11 ↗	0 ↗	0 ↗	1%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	what is contesting a will	217	91	11,900,000 ↗	0 ↗	0 ↗	2%	0	78%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	when to contest a will	178	75	113 ↗	0 ↗	8 ↗	1%	0	93%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will dispute lawyer rugby	-	-	1 ↗	0 ↗	0 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	wills nsw	1	0	8 ↗	0 ↗	0 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	can you challenge a will	6	2	10 ↗	1 ↗	0 ↗	1%	0	93%	\$10.00	0.18%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contest wills	19	8	339 ↗	1 ↗	0 ↗	0%	0	84%	\$10.32	1.13%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contesting a will lawyers	2	1	95 ↗	1 ↗	1 ↗	4%	0	100%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how can i contest a will	178	75	113 ↗	1 ↗	0 ↗	3%	0	98%	\$13.80	0.24%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	reasons for contesting a will	7	3	232 ↗	1 ↗	1 ↗	0%	0	96%	\$13.27	0.29%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how do you contest a will	178	75	190 ↗	2 ↗	0 ↗	0%	0	91%	\$11.63	0.23%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	lawyers in mediation	13	5	190 ↗	2 ↗	2 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will contest lawyer	1	0	8 ↗	2 ↗	0 ↗	31%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will dispute cases	1	0	11 ↗	2 ↗	1 ↗	1%	0	83%	\$10.01	13.31%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	can you contest a will	11	4	292 ↗	3 ↗	0 ↗	0%	1	89%	\$10.31	6.94%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	challenging will	53	22	5,180 ↗	3 ↗	7 ↗	0%	4	71%	\$11.87	7.83%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contesting the will	217	91	8,030 ↗	3 ↗	0 ↗	0%	0	82%	\$10.01	0.07%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how to dispute a will	62	26	89 ↗	3 ↗	1 ↗	2%	0	83%	\$16.20	0.54%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will nsw	6	2	83 ↗	3 ↗	0 ↗	1%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	disputing wills	4	2	286 ↗	4 ↗	1 ↗	0%	0	97%	\$14.74	2.21%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how to challenge a will	95	40	137 ↗	4 ↗	1 ↗	0%	0	94%	\$12.79	0.46%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will dispute lawyers	2	1	18 ↗	5 ↗	4 ↗	2%	0	-	\$10.01	0.42%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contest of wills	19	8	5,950 ↗	6 ↗	4 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contesting will	217	91	33,400 ↗	6 ↗	14 ↗	1%	5	67%	\$13.49	2.18%	<input type="checkbox"/>	<input type="checkbox"/>

Actions on selected...

Show removed



will dispute lawyer rugby x

Keyword: will dispute lawyer rugby

Track Rank



### Keyword Research

Match Type:  Period:  Filter:

<input type="checkbox"/>	Keyword (45 active, 3 removed, 0 filtered)	Searches	SEOT	SEOLC	SEOLTC ▲	SEOLUC	SEOTCR	AWT	AWC	AWCPC	AWCTR	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how can you contest a will	178	75	5 ↗	0 ↗	0 ↗	1%	0	94%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	nsw wills	1	0	11 ↗	0 ↗	0 ↗	1%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	what is contesting a will	217	91	11,900,000 ↗	0 ↗	0 ↗	2%	0	78%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	when to contest a will	178	75	113 ↗	0 ↗	8 ↗	1%	0	93%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will dispute lawyer rugby	-	-	1 ↗	0 ↗	0 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	wills nsw	1	0	8 ↗	0 ↗	0 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	can you challenge a will	6	2	10 ↗	1 ↗	0 ↗	1%	0	93%	\$10.00	0.18%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contest wills	19	8	339 ↗	1 ↗	0 ↗	0%	0	84%	\$10.32	1.13%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contesting a will lawyers	2	1	95 ↗	1 ↗	1 ↗	4%	0	100%	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how can i contest a will	178	75	113 ↗	1 ↗	0 ↗	3%	0	98%	\$13.80	0.24%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	reasons for contesting a will	7	3	232 ↗	1 ↗	1 ↗	0%	0	96%	\$13.27	0.29%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how do you contest a will	178	75	190 ↗	2 ↗	0 ↗	0%	0	91%	\$11.63	0.23%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	lawyers in mediation	13	5	190 ↗	2 ↗	2 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will dispute cases	1	0	11 ↗	2 ↗	1 ↗	1%	0	83%	\$10.01	13.31%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	can you contest a will	11	4	292 ↗	3 ↗	0 ↗	0%	1	89%	\$10.31	6.94%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	challenging will	53	22	5,180 ↗	3 ↗	7 ↗	0%	4	71%	\$11.87	7.83%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contesting the will	217	91	8,030 ↗	3 ↗	0 ↗	0%	0	82%	\$10.01	0.07%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how to dispute a will	62	26	89 ↗	3 ↗	1 ↗	2%	0	83%	\$16.20	0.54%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will nsw	6	2	83 ↗	3 ↗	0 ↗	1%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	disputing wills	4	2	286 ↗	4 ↗	1 ↗	0%	0	97%	\$14.74	2.21%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	how to challenge a will	95	40	137 ↗	4 ↗	1 ↗	0%	0	94%	\$12.79	0.46%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	will dispute lawyers	2	1	18 ↗	5 ↗	4 ↗	2%	0	-	\$10.01	0.42%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contest of wills	19	8	5,950 ↗	6 ↗	4 ↗	0%	0	-	\$0.00	0.00%	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	contesting will	217	91	33,400 ↗	6 ↗	14 ↗	1%	5	67%	\$13.49	2.18%	<input type="checkbox"/>	<input type="checkbox"/>

Actions on selected...

Show removed

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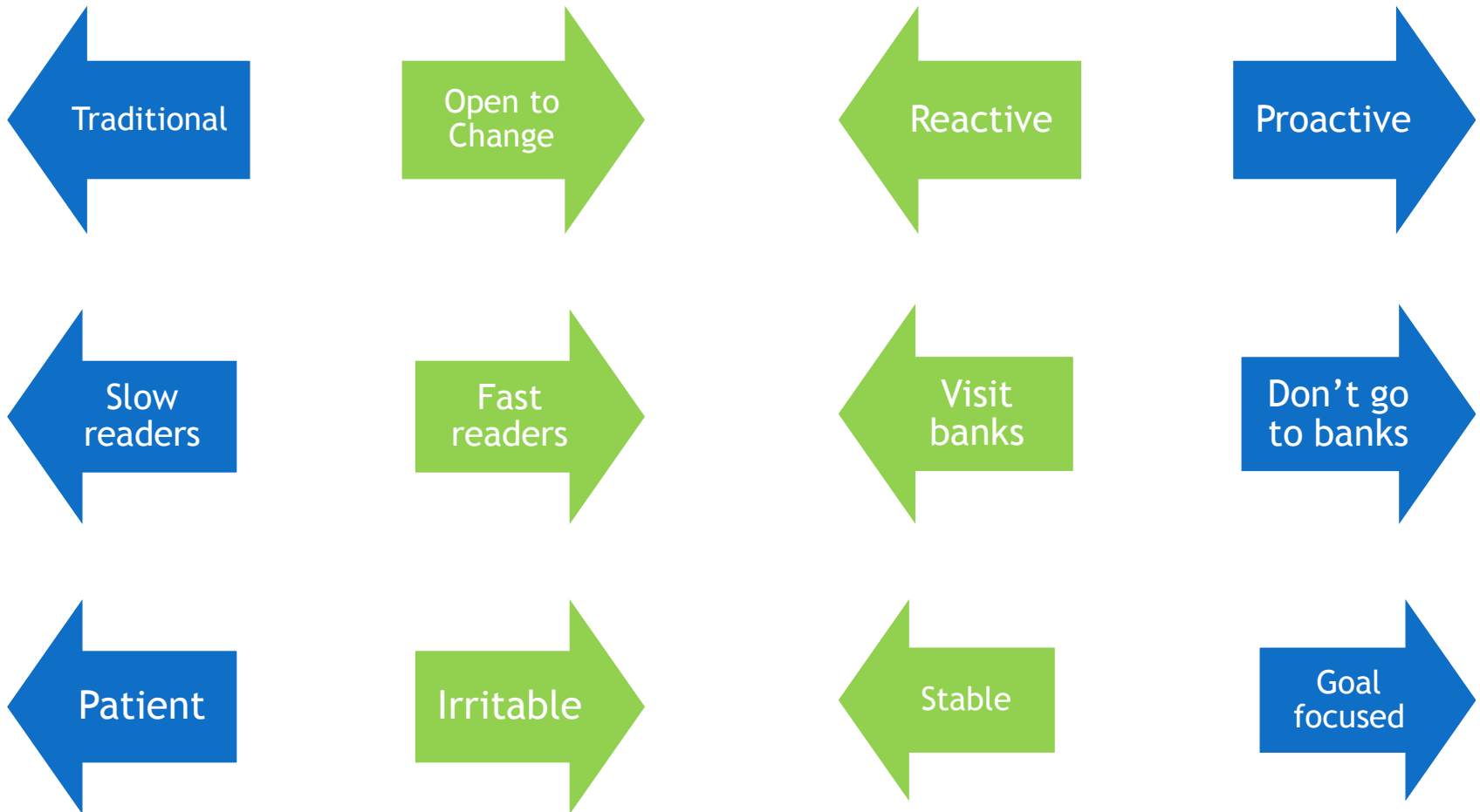
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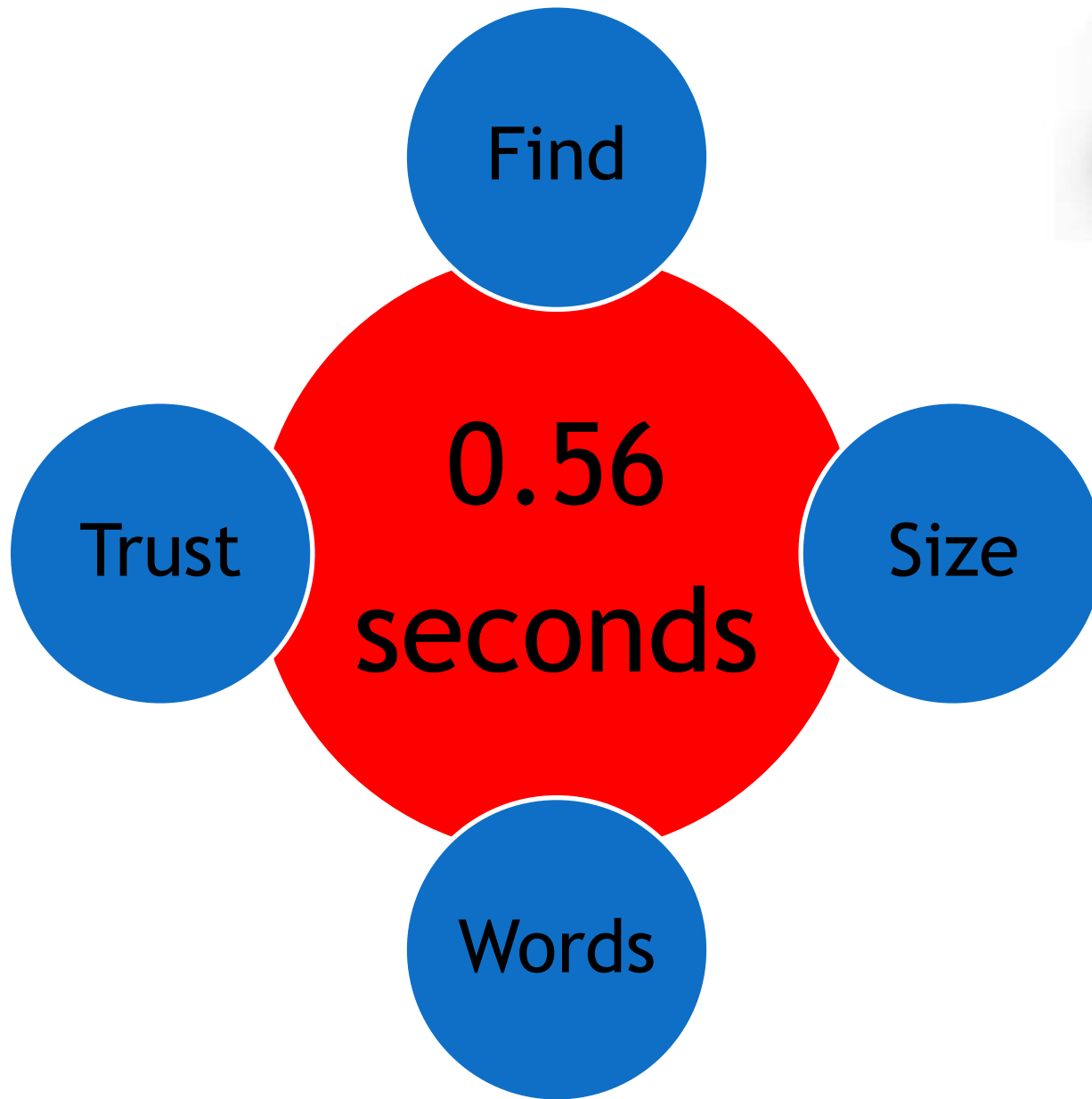


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# BusinessWeek

EUROPEAN EDITION / MAY 2, 2005

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# Blogs

## will change your business

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...or catch you later.

**MORE ON PAGE 42 >**

More on blogs  
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**SIX TIPS**

Experts weigh in on the do's and don'ts of corporate blogging

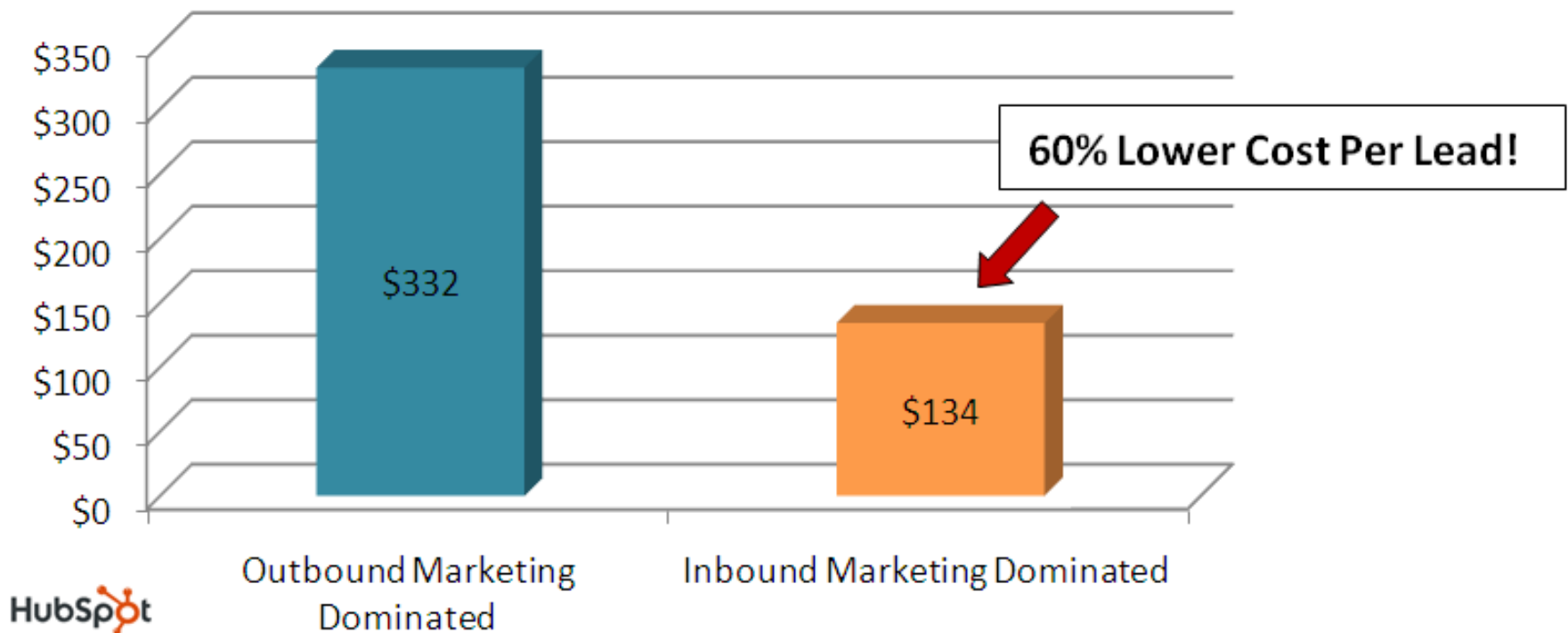
[BusinessWeek online](http://businessweek.com)



AUSTRIA	6450	FRANCE	6430	GERMANY	6510	ITALY	6430	JAPAN	6520	NETHERLANDS	6430	SPAIN	6430	UNITED KINGDOM	6430
BAHRAIN	6420	GERMANY	6430	ITALY	6430	POLAND (CZ)	6430	TURKEY	6430	USA (NY)	6430	USA (CA)	6430	USA (FL)	6430
BEARING	6430	GERMANY	6430	ITALY	6430	POLAND (CZ)	6430	TURKEY	6430	USA (NY)	6430	USA (CA)	6430	USA (FL)	6430
CHINA (HK)	6430	GERMANY	6430	ITALY	6430	POLAND (CZ)	6430	TURKEY	6430	USA (NY)	6430	USA (CA)	6430	USA (FL)	6430
CHINA (CN)	6430	GERMANY	6430	ITALY	6430	POLAND (CZ)	6430	TURKEY	6430	USA (NY)	6430	USA (CA)	6430	USA (FL)	6430
DENMARK	6430	GERMANY	6430	ITALY	6430	POLAND (CZ)	6430	TURKEY	6430	USA (NY)	6430	USA (CA)	6430	USA (FL)	6430
HONG KONG	6430	GERMANY	6430	ITALY	6430	POLAND (CZ)	6430	TURKEY	6430	USA (NY)	6430	USA (CA)	6430	USA (FL)	6430



## Average Cost Per Lead

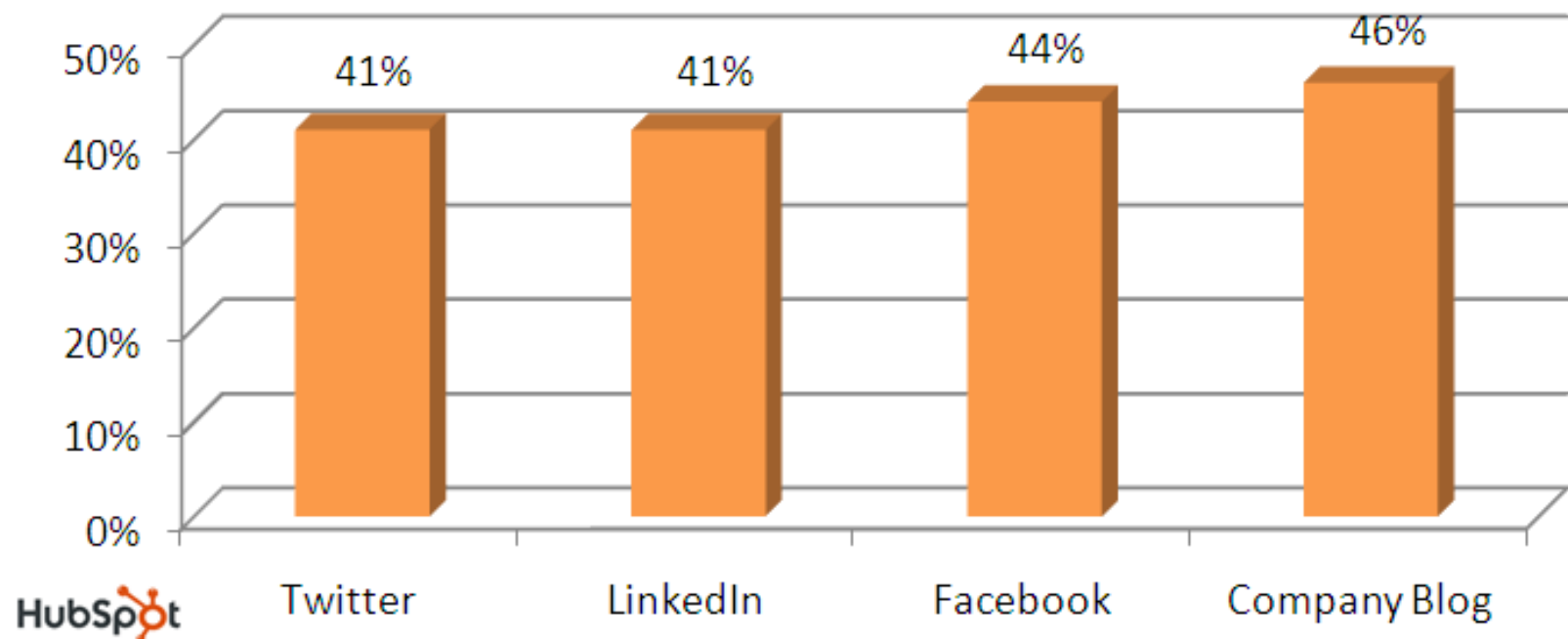


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>





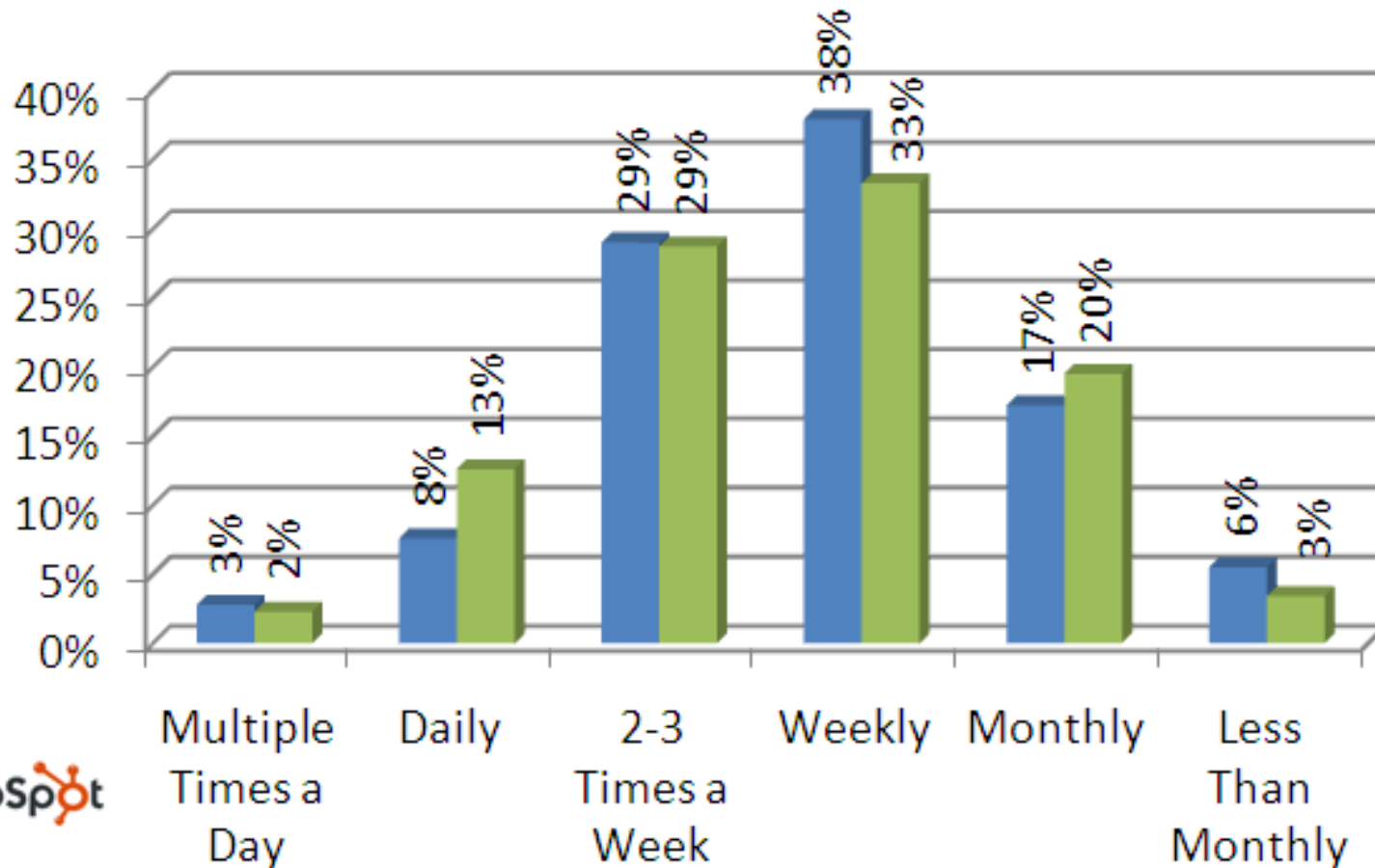
## Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel





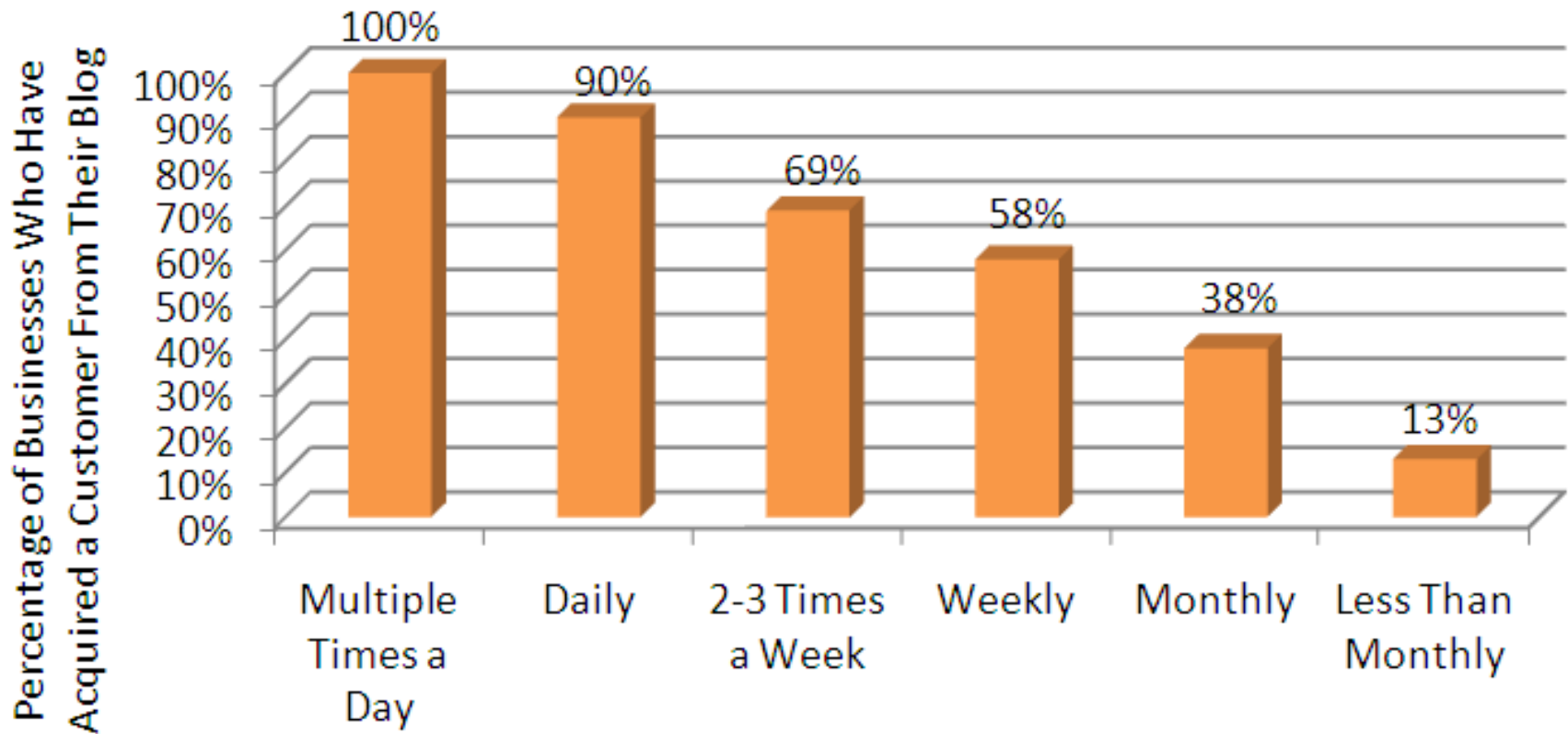


## Frequency of Blog Posts





## Blog Post Frequency vs. Customer Acquisition



Frequency of Company Blog Posts

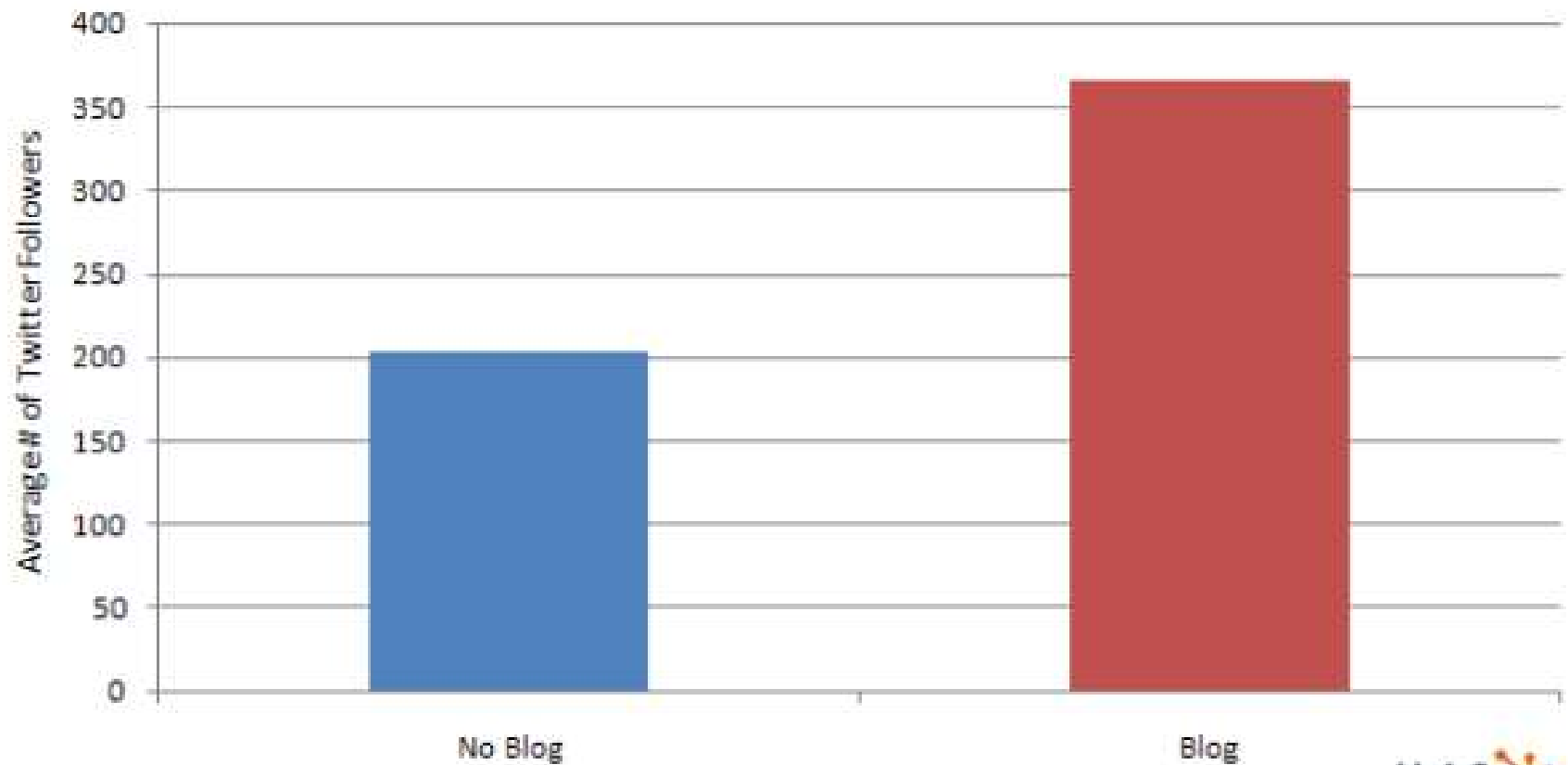


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## Blogging Increases Twitter Reach



HubSpot

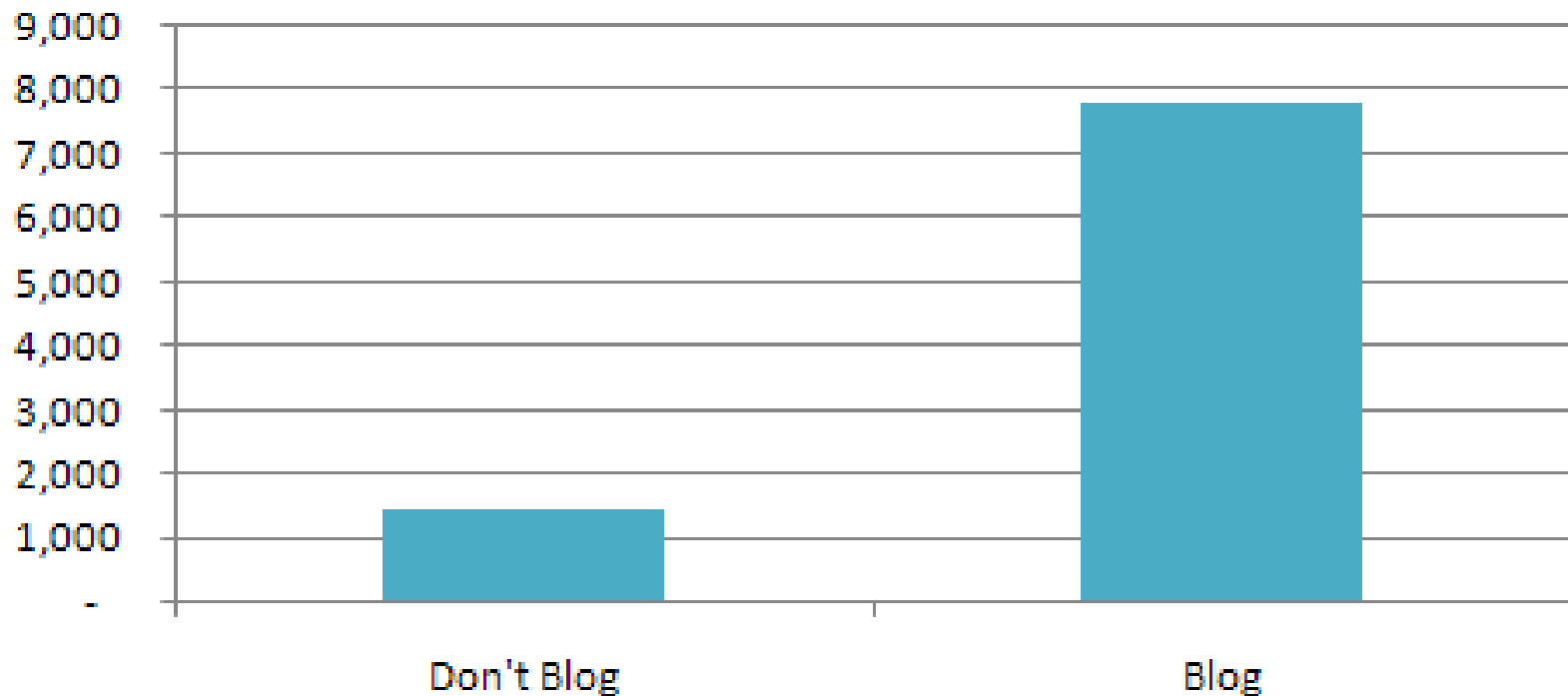


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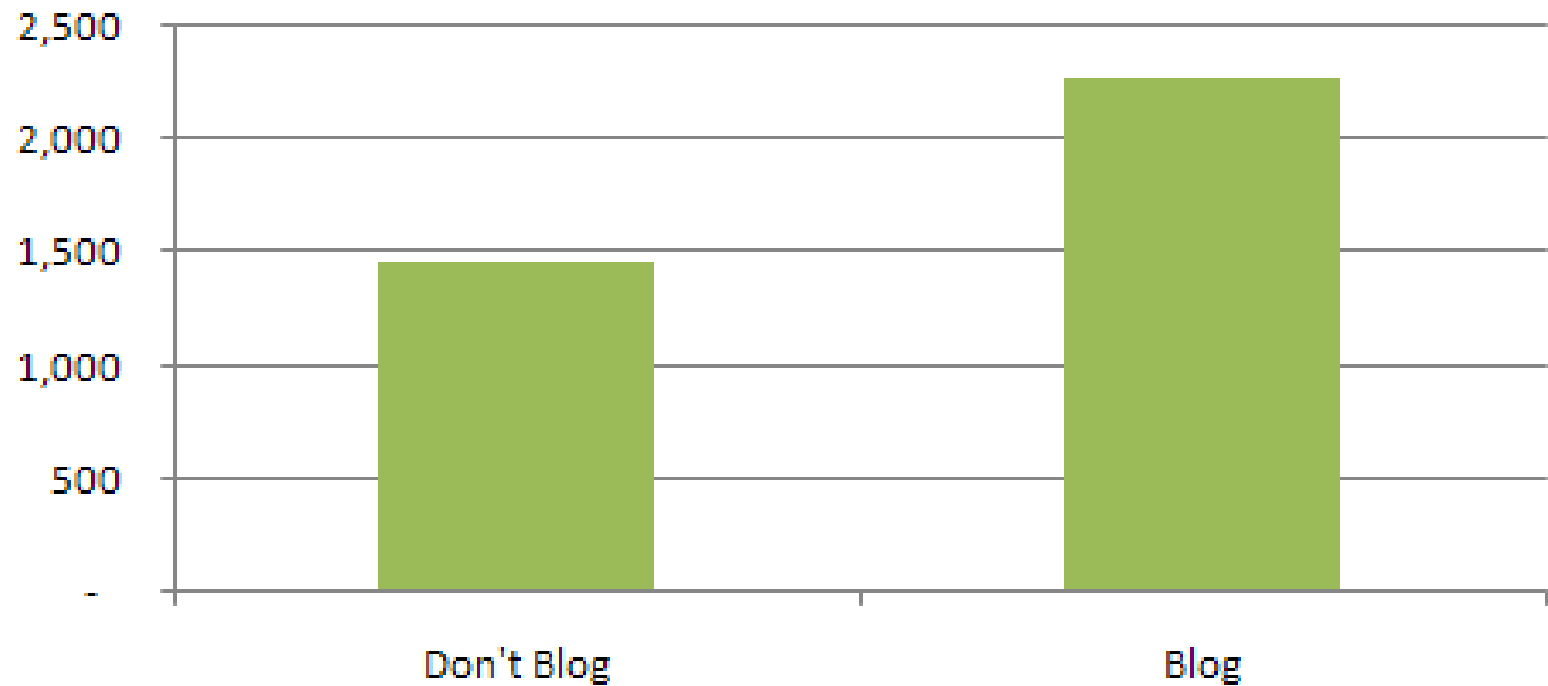


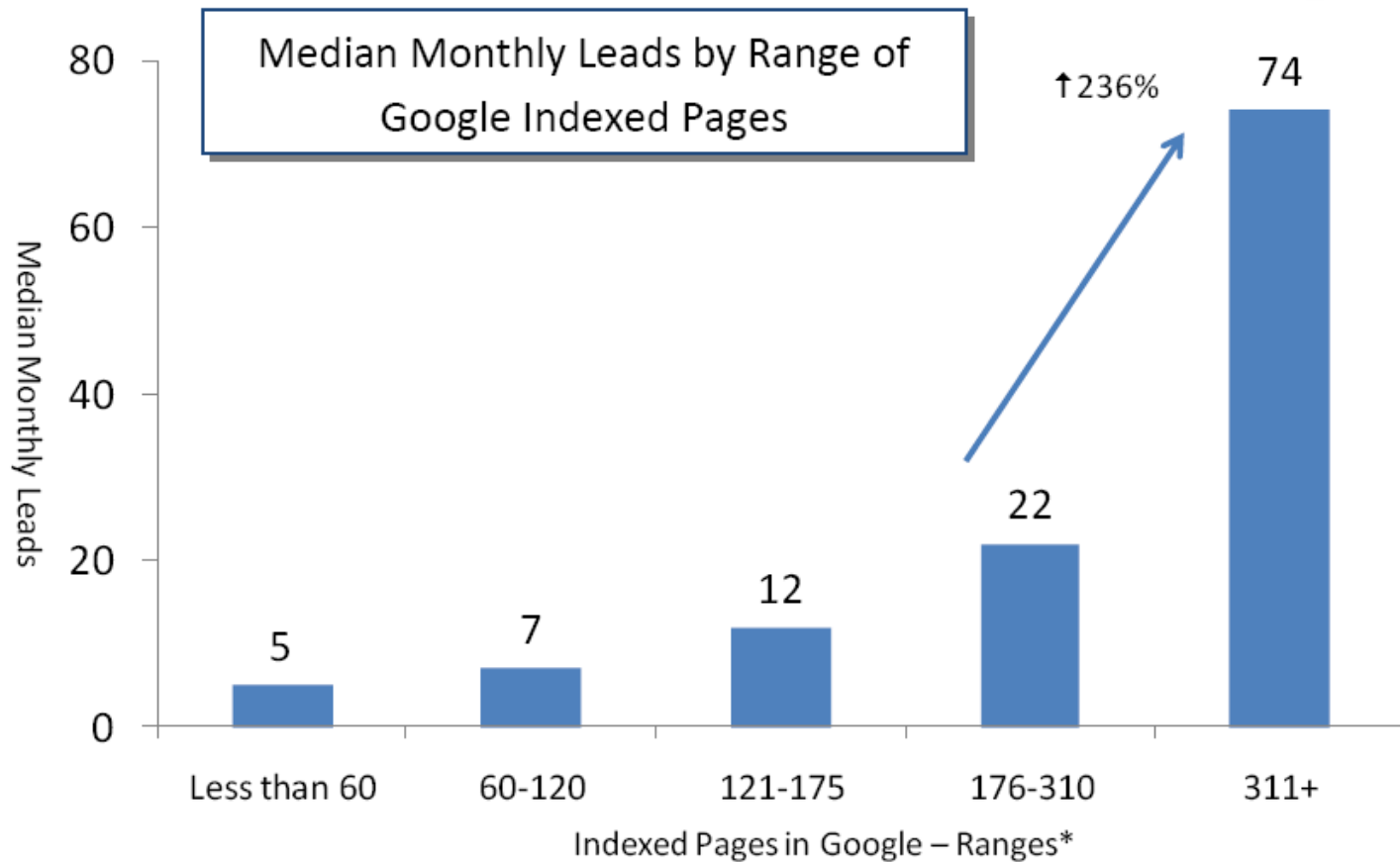
## 434% More Indexed Pages for Companies That Blog





## 55% More Website Visitors for Companies That Blog

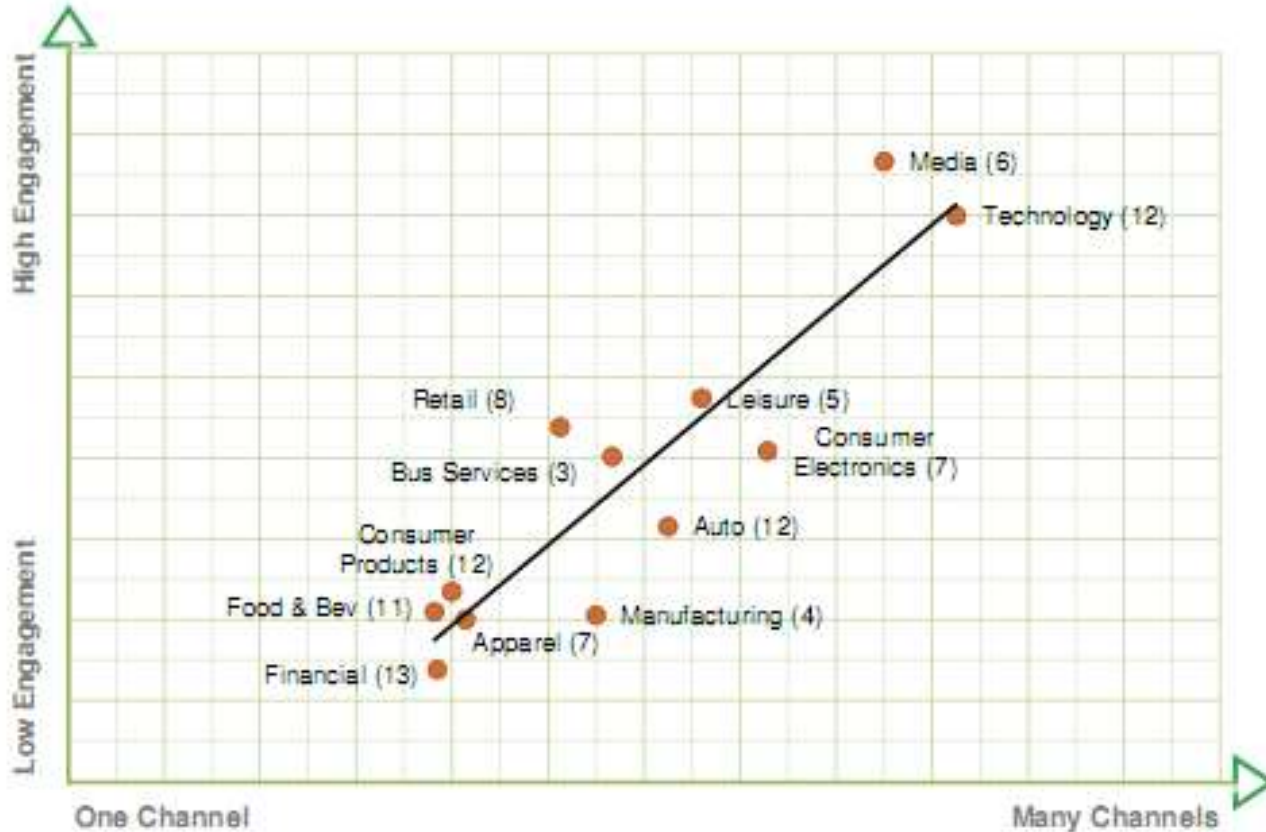




\* Each range represents an equal number of customers



# The World's Top 100 Brands



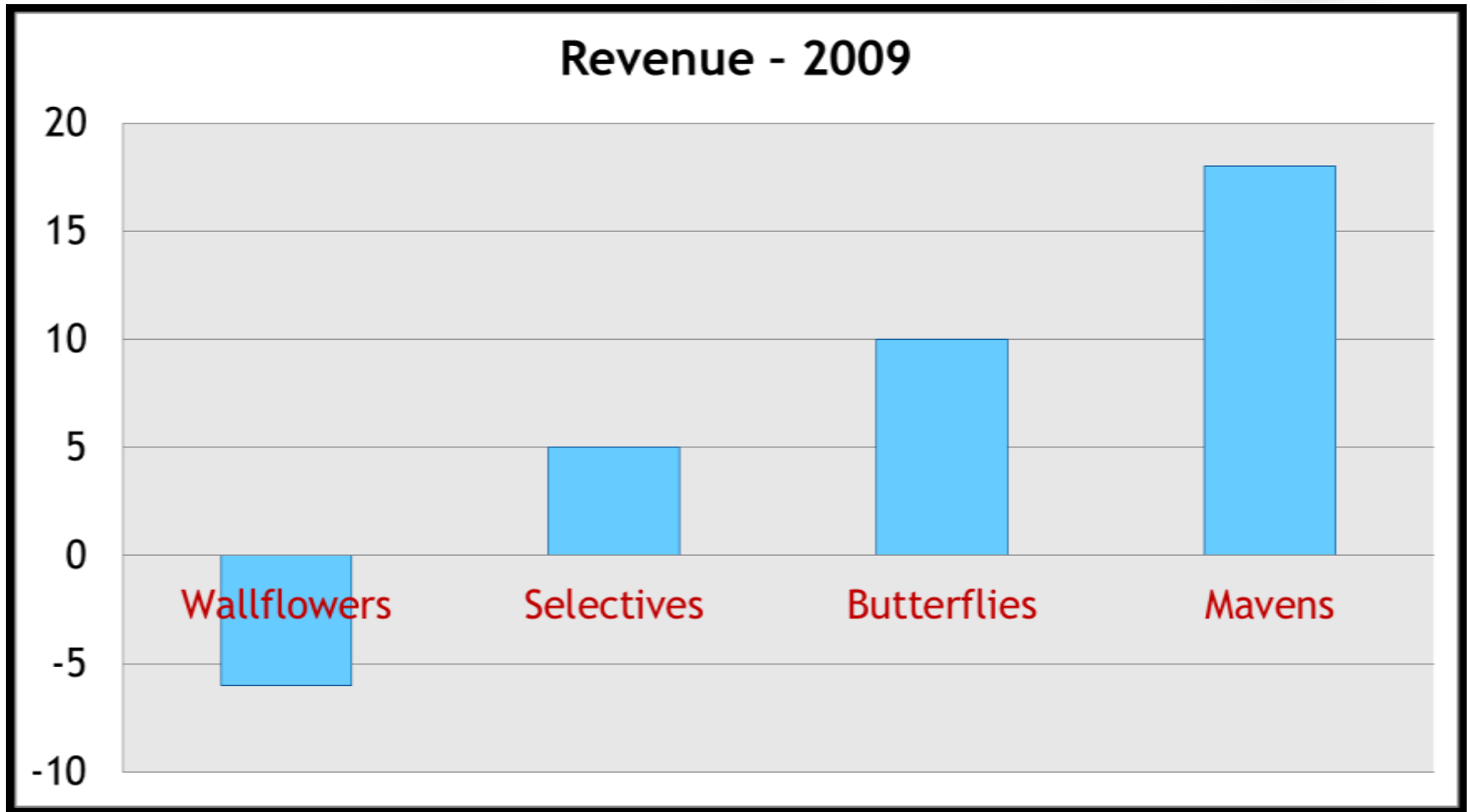
Source: [www.engagementdb.com](http://www.engagementdb.com)



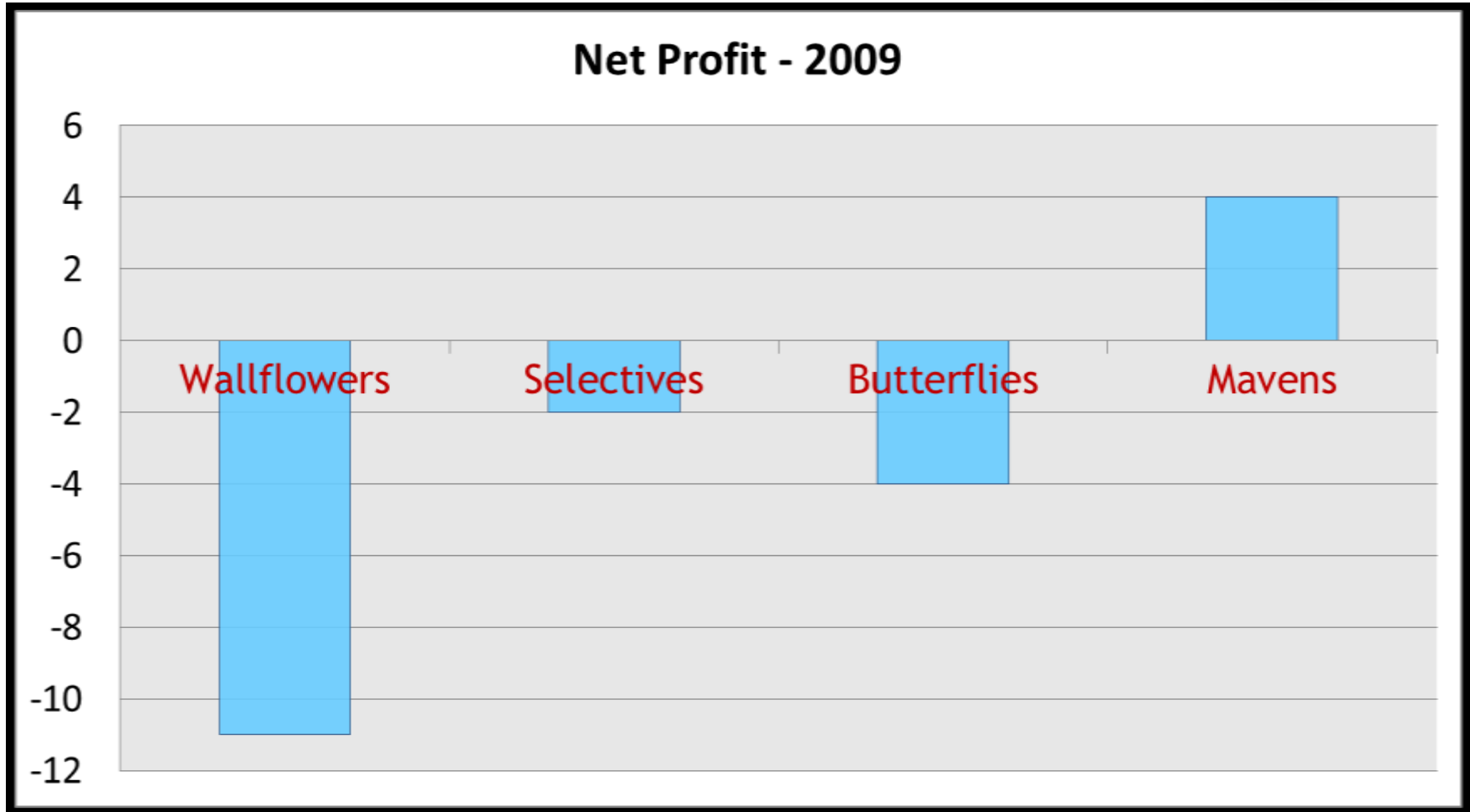
# Social Media Engagement



# Social Media Engagement



# Social Media Engagement





SEARCH ENGINE OPTIMIZATION

# Social Media's Direct Influence on Search Engine Ranking



41

Sphinn's

3 retweet

LOREN BAKER, EDITOR  
August 31st, 2007  
28 Comments



Social media marketing is becoming more of an accepted part of the online marketing mix because of its ability to drive website traffic and inbound links to sites. Techniques like link baiting, Digg-baiting, and submitting sites to bookmarking or social voting services like Del.icio.us, Digg, StumbleUpon and Reddit have been known to achieve both short and long term value to the sites targeted by such campaigns.

Sometimes however, the short term effects can outweigh the long term effects, and if a social media campaign does not end up with a lot of external links

which help with search engine rankings, the end result can be criticism. Complaints about social media marketing such as "none of the links point to the homepage", "the traffic is worthless", or "it's just the flavor of the month" are tremendously overshadowed and cast aside by some new developments in the major search engines.

Social media marketing has a direct effect on search engine rankings and engines are using social voting systems and bookmarking trends to determine quality sites.

In an effort to open the eyes of the search and online marketing community to the importance of social media in the online marketing mix, I am going to discuss :

Current trends with Google and Yahoo giving higher ranking to sites or content

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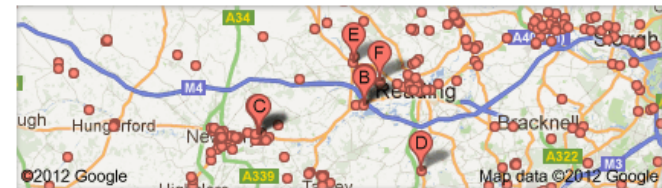
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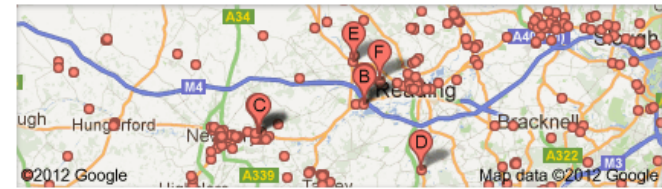
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@grahamjones/a-list-4

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3:40pm via TweetDeck  
Free Ebook on implementing CRM + Inboxes of the Famous! <http://bit.ly/b0E3QG> (@smartinsights ECRM update)

**DaveChaffey**  
3:38pm via TweetDeck  
Thank for sharing your frameworks s @jamesgurd ; <http://bit.ly/dzd4iJ> : Creating an SEO strategy – where should I focus my efforts?

**AnnHawkins**  
3:37pm via HootSuite  
Gardening tips RT @PhilippaPearson: Cut back perennials like Alchemilla mollis and hardy geraniums now for more flowers later

**PaulSloane**  
3:35pm via SocialOomph  
How to think what nobody else thinks <http://bit.ly/xGYS8>

**ducttape**  
3:35pm via TweetDeck  
Fraternity of the Wired Works in the Wee Hours - <http://nyti.ms/c1ymjZ> every community could do this why not start one in your town

**DannyWhatmough**  
3:33pm via TweetMeme  
Coca-Cola axes Lean Mean Fighting Machine after porn scandal <http://retwt.me/102qv>

**markshaw**  
3:33pm via foursquare  
Treating my elder brother to a sneaky coffee as I walked past his office in Tavistock Sq (@Starbucks) <http://4sq.com/6U5280>

Mentions (grahamjones)

**markshaw**  
Jul 26, 6:36pm via HootSuite  
@grahamjones your very welcome...  
Show Conversation

**mediacoach**  
Jul 26, 6:34pm via Web  
@grahamjones Good call - I have another hosting site with free space - thanks  
Show Conversation

**LouiseBJ**  
Jul 26, 6:21pm via HootSuite  
Thank you for RTs & mentions @grahamjones @dovefarm @TJConsultingUK @Tradewaves @jackiecameron1 @duncanbrodie @IrishSmiley @CDaveyMarketing

**MorganPR**  
Jul 26, 1:34pm via HootSuite  
(via @GrahamJones) Numbers mean a lot to your customers - Which is the best way to present numbers on your website? ... <http://ht.ly/18ilgL>

**Nigel\_Morgan**  
Jul 26, 1:34pm via HootSuite  
(via @GrahamJones) Numbers mean a lot to your customers - Which is the best way to present numbers on your website? ... <http://ht.ly/18ilgK>

**mfsadler**  
Jul 26, 12:22pm via HootSuite  
RT @grahamjones: Numbers mean a lot to your customers <http://dlvr.it/32M4N> - interesting post!

**markshaw**  
Jul 26, 9:58am via HootSuite  
Most newsletters are part @grahamjones

@grahamjones/celebs

**andipeters**  
3:40pm via TwtPic  
Awesome views. <http://twitpic.com/295u4k>

**andipeters**  
3:28pm via TwtPic  
On the London Eye as a birthday treat. Thanks @peterelder and @ragazza\_belle <http://twitpic.com/295qkd>

**benshephard**  
3:21pm via UberTwitter  
RT @Seb4chuf: 4 sleeps til C2C Run, we have kit, nutrition, water & support vehicles. Any idea where me, @benshephard can get new legs

**antonymcotton**  
2:42pm via Twitter for iPhone  
I'm now in Pizza Express with a very bored niece x

**NickyAACampbell**  
2:29pm via Web  
bought the bike and came back from the bike shop [we had that Fiona Phillips in ere] by-bi Love it. pic later <http://bit.ly/a4ytff>

**richardpbacon**  
1:27pm via Twitter for iPhone  
The Olympic stadium, Sophie Rayworth and Christine Ohurogou. Lucky you. <http://yfrog.com/0e76uyj>

**antonymcotton**  
12:41pm via Twitter for iPhone  
In Argos. Oh the glamour...

**maggiophilbin**  
12:39pm via Web  
RT @ComputerArts Make better images: get the best out of textures and brushes - <http://bit.ly/1ag51h1>





LED Components & Modules



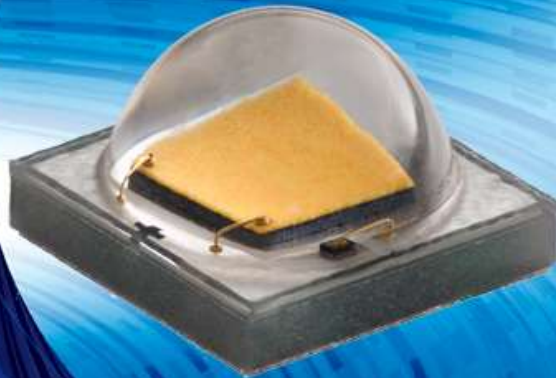
LED Chips & Materials



Power



RF



# New XLamp XP-G2 LEDs Deliver 20 Percent Efficiency Increase in the XP Footprint

Leverages SC<sup>3</sup> Technology Platform to Drive Performance Up and System Cost Down

[Learn more](#)

**Recent News** | [New XLamp® XP-G2 LEDs Deliver 20 Percent Efficiency Increase in the XP Footprint](#)

[More News](#)

**Cree is a market-leading innovator of** lighting products, LED components, and semiconductor products for power and radio-frequency (RF) applications.



**Connect with Cree**

Want the latest Cree updates?

### Cree Power Technology Breakthrough



Cree technology breakthrough enables 50 Amp Silicon Carbide Power Devices, bringing efficiency and cost

### The LED Revolution and Street Lights



Designed from the bottom up as a totally optimized LED street light system, the XSP Series redefines municipal

### Lighting the LED Revolution Tour



Cree lighting products are on tour, and you can experience them from the front row. We're stopping in 25 cities nationwide!



**cree.com**

Cree, Inc.

This site is not certified.

Manufacturer of silicon carbide based semiconductors.

### Statistics Summary for **cree.com**

Cree.com is ranked #106,694 in the world according to the three-month Alexa traffic rankings. While this site is ranked #48,961 in the US, where roughly 38% of its visitors are located, it is also... [Show More](#)

#### Alexa Traffic Rank

**106,694**  
Global Rank

**48,961**  
Rank in [US](#)

#### Reputation

**2,009**  
Sites Linking In

(No reviews yet)

**Did you know?** You can enhance your Site Listing by displaying your Visitors and Pageviews. [Find out how!](#)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Traffic Rank

Reach %

Pageviews %

Pageviews/User

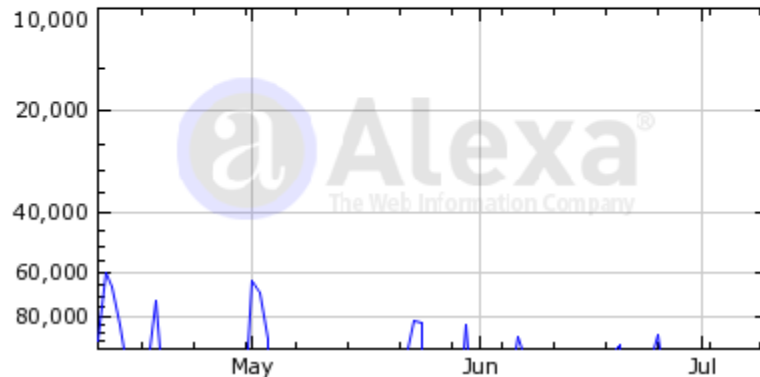
Bounce %

Time on Site

Search %

#### Daily Traffic Rank Trend

[cree.com](#)



#### Traffic rank for cree.com:

	Traffic Rank	Change
<b>1 month</b>	115,219	-1,509
<b>3 month</b>	106,694	-10,599



# Take a look inside Cree's new module: The LMR4

CreeInc



Subscribe

62 videos

Introducing:



Cree LED Module  
LMR4



0:07 / 1:09



Like



Add to

Share



7,764



Uploaded by [CreeInc](#) on 6 Apr 2010

<http://CreeLEDRevolution.com> The first product in the new LED module product line is the Cree LED Module LMR4, created to overcome common design issues manufacturers have faced when trying to incorporate LED

6 likes, 0 dislikes

## LIGHTING THE LED REVOLUTION™

Tue, 22 Feb 2011

### The incandescent light bulb phase out does not mandate CFLs as a replacement

Last night, I cried out at my TV as I watched the NBC Nightly News story on the upcoming incandescent light bulb phase out. The very...

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SEE WHO'S PART OF THE REVOLUTION  
NCSU  
Wolf Village

[Join the Revolution!](#)

### LATEST CRY FOR HELP



Submitted by: [caitlin](#)

[Win Free Lighting!](#)



### DID YOU KNOW?

## LEDs Live Long

One LED light can last 50,000 hours or longer. It could take 10 CFLs and 50 incandescent bulbs to reach the lifetime of one LED light.

[LEARN ABOUT THE REVOLUTION](#)



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# Cree Inc.

@Cree

*Cree is working to obsolete the incandescent light bulb. We tweet about Cree LED lighting. Follow [@CreeLEDs](#) for tweets on our LED components & customers.*

Durham, NC, USA <http://www.creeledrevolution.com>

Follow

3,931 TWEETS

877 FOLLOWING

7,834 FOLLOWERS

## Follow Cree Inc.

Full name

Email

Password

Have an account? [Sign in](#).

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Tweets

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Lists

Recent images



## Tweets



**Cree Inc.** @Cree

[@claystorm](#) Not a problem! Hope it was helpful.

[View conversation](#)

15h



**Cree Inc.** @Cree

[@claystorm](#) Kevin- look for a DM from us soon. We have an answer for your question :)

[View conversation](#)

15h



**Cree Inc.** @Cree

[@waltdennyinc](#) Thanks for your RT!

[View conversation](#)

23h



**Cree Inc.** @Cree

[@DigitalLumens](#) Thanks for your RT!

[View conversation](#)

23h



**Cree Inc.** @Cree

[@RickMcDermott](#) Thanks for the MU RT!

[View conversation](#)

23h



**Cree Inc.** @Cree

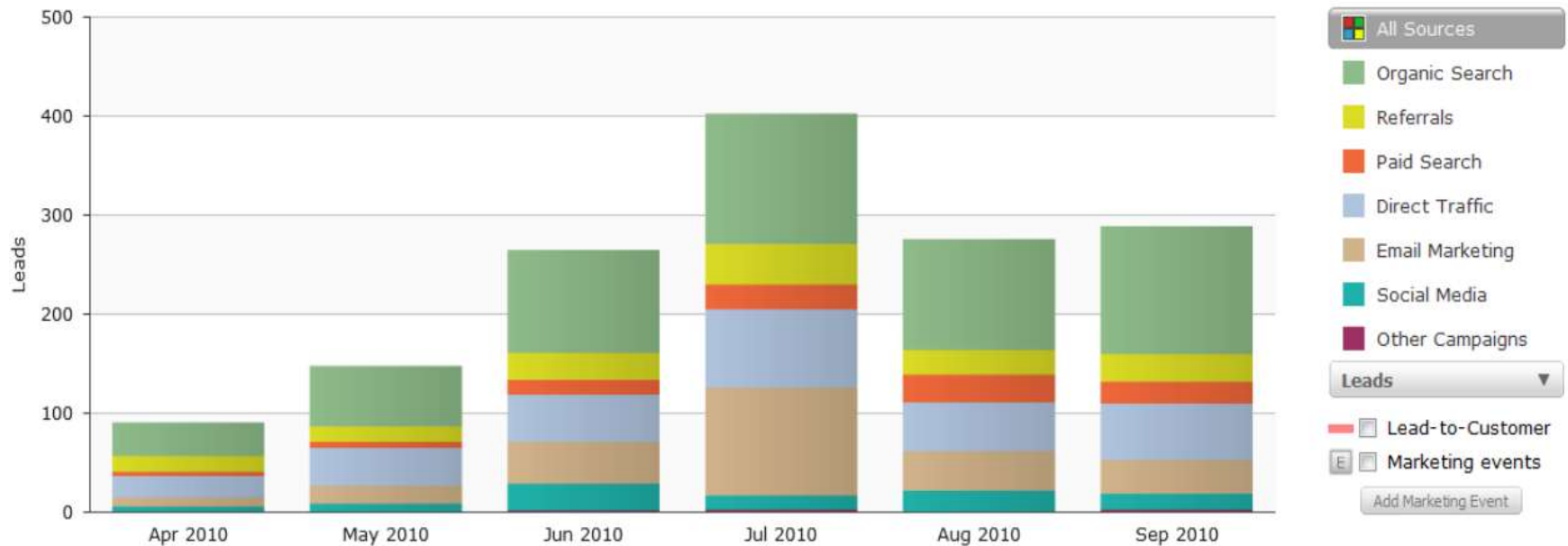
[@CI\\_Electronics](#) Thanks for your RT!

[View conversation](#)

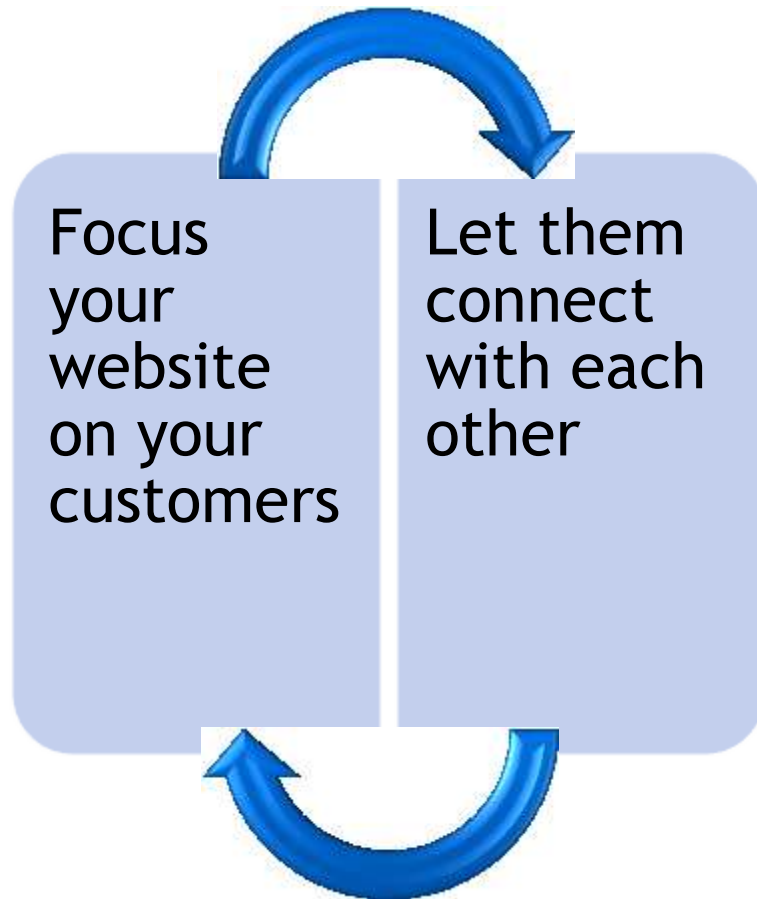
23h

# Huthwaite Training

- Captured over 1300 leads in the past 6 months
- Reduced Cost Per Lead 40x
- Reached a 21% conversion rate for all landing pages



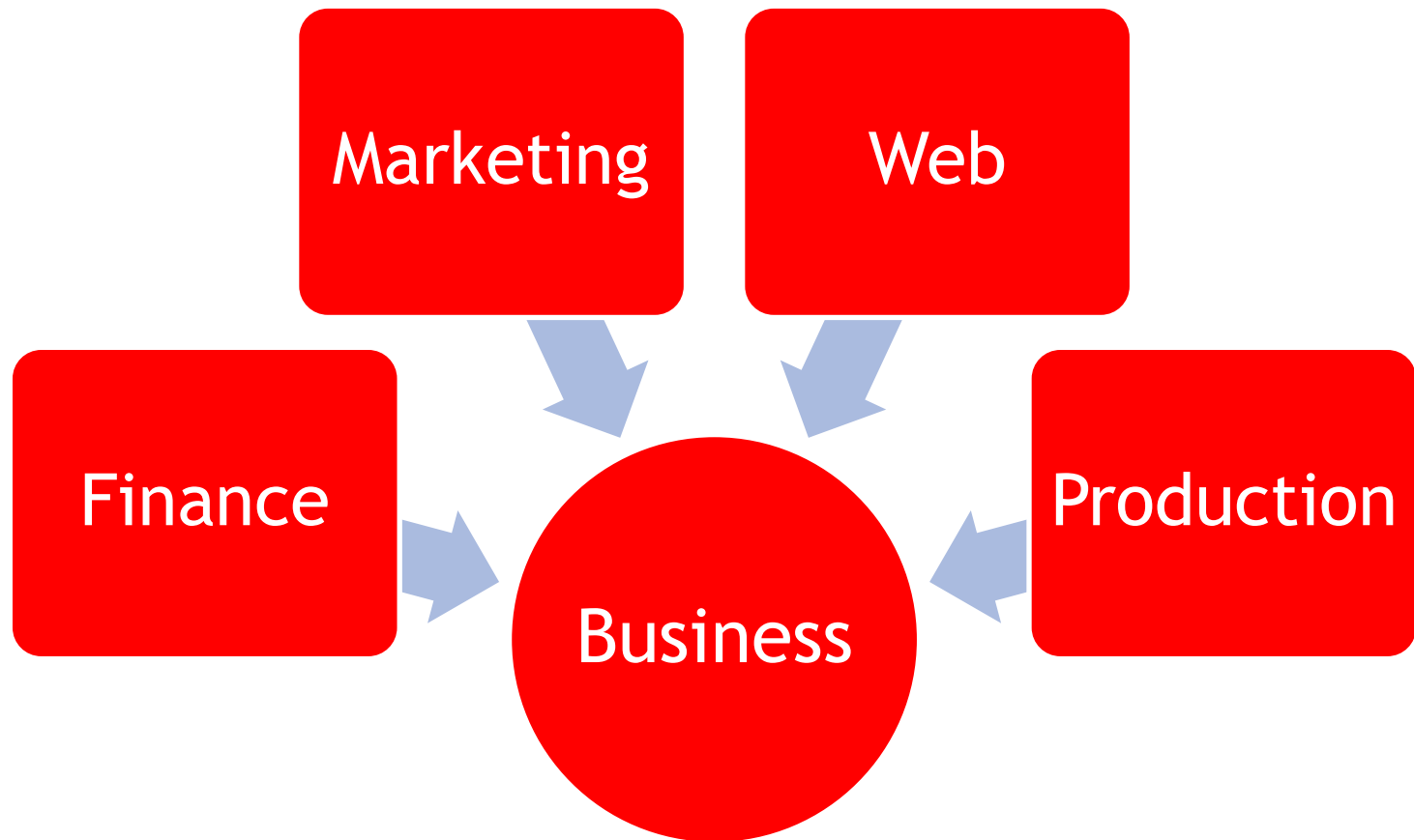
# Set yourself apart from the competition



**Your website should NOT be about your business, but about your customers and their interests**



# Old technology

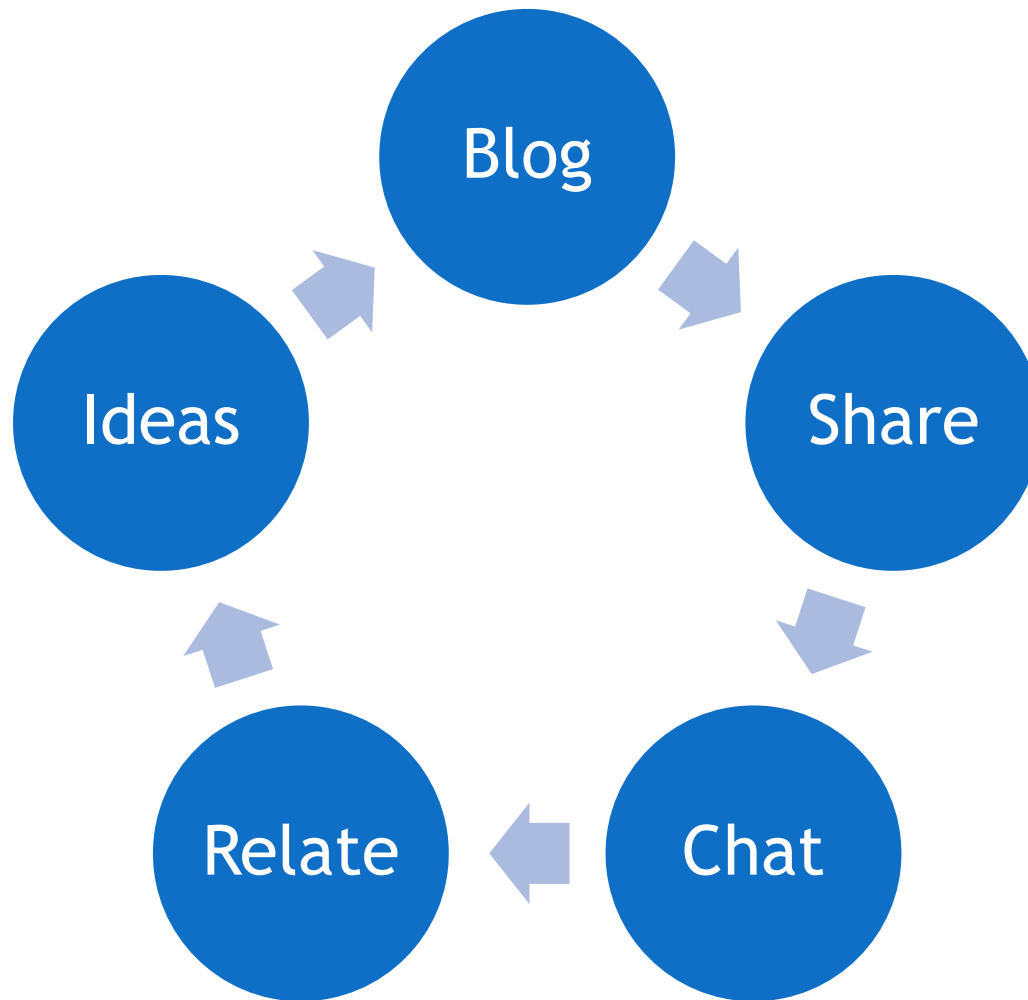




# New technology



# Tasks



# Your schedule



Daily	Weekly	Monthly	Quarterly	Annually
Emails	Guest Blog	Plan blog posts	Run a webinar	Revise web design
Review Twitter	Newsletter	Plan guest posts	Podcast	Write an ebook
LinkedIn Answers	Check analytics	Write White Paper	Update LinkedIn Profile	Review hosting
LinkedIn Discussion	Check AdWords	Repair website	Check for new services	Create niche site(s)
Facebook	Autoresponder series	Record YouTube video	Check keywords	
Ecademy, Pinterest etc.	PR/Media	Tidy profiles		
Blog	Produce ideas			



# Download



- You can download the slides from this webinar at:

[www.grahamjones.co.uk/websuccesswebinar](http://www.grahamjones.co.uk/websuccesswebinar)

