

The logo for Sift Groups, featuring the word "sift" in orange and "groups" in black, both in a lowercase sans-serif font.The logo for Fusion Corporate Partners LLP, featuring the word "Fusion" in blue and "Corporate Partners LLP" in a smaller blue font to its right.The logo for Madgex, featuring the word "madgex" in a green lowercase sans-serif font.The logo for SiteVisibility, featuring the word "site" in black and "VISIBILITY" in orange, with "A division of AI Digital" in a smaller black font below it and a small orange circle to the right.

# 100 ways to win through in online publishing

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# Content

## **P5/6**

### **Designing your website**

1. Acknowledge the intrinsic link between business objectives, design and revenue.
2. Understand your weaknesses
3. Design from the inside out
4. Avoid costly redesigns by iterating with cheap prototypes first
5. Rediscover the power of sketching
6. Use post-it notes as a core tool in your decision-making meetings
7. Build experiences, not feature lists
8. Don't reinvent the wheel - use well known design patterns
9. Use research to avoid "fingers crossed design"
10. Read "Don't make me think" by Steve Krugg
11. Raise an enhancement request, and then follow journey on foot
12. Always start with the audience

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## **P6/7**

### **Enhancing your existing content**

13. Ensure your website is accessible and compliant
14. Keep your site regularly updated with new indexable content
15. Kill your darlings
16. Don't use photos for the sake of decoration
17. Recognise the value of your content
18. Take advantage of seducible moments

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## **P7/8**

### **Developing new content to specifically improve SEO**

19. Create "personas"
20. Add a glossary or resource centre to your site
21. Make your content work
22. Develop a link-building campaign
23. Craft engaging content
24. Repurpose your existing content
25. Add a blog to an old site

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## **P8**

### **Designing for your audience**

26. Bridge the gap between your business and your site's users.
27. Watch 30 minutes of usability test highlight videos,
28. Spend half a day in your call centre
29. Create a competitor war room
30. You don't choose your competitors, your customers do

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## **P9**

### **Making money from your audience**

31. Don't just connect with the users who give you money
32. Observe the rules of "Permission marketing"
33. Run ad campaigns that target subsections of your user base
34. Don't kill the golden goose with aggressive advertising

<b>P10</b> <b>Measuring activity</b>	35. Define your site's conversion goals 36. Ensure your internal site search engines actually work 37. Use analytics to make sense of your internal search engine logs 38. Try A/B testing on one key upsell area on your homepage 39. Vary the wording in your email templates
<b>P11</b> <b>Optimising your website for search engines</b>	40. Add your website to relevant directories, both general and specialist 41. Ensure your keywords are on every page of content on your website 42. Check the anchor text of internal and external links 43. Attract good links
<b>P11/12</b> <b>Troubleshooting search engine ranking issues</b>	44. Make use of your sitemap 45. Verify your site within Google Webmaster Tools 46. Use analytics to find out where your site's usability is failing 47. Check that your site is not duplicated within the search engine results (canonicalization) 48. Make sure your domain name matches the geographical location of your target markets 49. Avoid excessive use of code, such as JavaScript 50. Create branded 404 error pages with a link back to your home page
<b>P12</b> <b>Improving link building campaign conversion rates</b>	51. Use Yahoo Site Explorer to see which websites currently link to your site 52. Use Yahoo Site Explorer to see which websites currently link to your competitors' sites 53. Get the best from potential link partners 54. Get your partners to link effectively 55. Use <a href="http://www.go2web20.net">www.go2web20.net</a> to find relevant communities to network with
<b>P13</b> <b>Increasing value from pay per click campaigns (PPC)</b>	56. Use separate landing pages 57. Make the best of pay per click data 58. Use pay per click for seasonal campaigns 59. Use pay per click to improve natural search
<b>P13</b> <b>Maximising SEO performance</b>	60. Use KPIs for your SEO campaigns 61. Make the best of Google Website Optimiser 62. Use Google Analytics to monitor goal conversions from SEO 63. Get the best from "site:http://www.yoursite.com" 64. Track keywords from non-paid search

**P13/14**  
**Working with advertisers**

65. Put quality before quantity
  66. Recognise a sustainable online publishing model
  67. Banner ads are not effective
  68. Direct relationships improve yields
  69. Find the money for your advertiser
  70. Understand the skill sets
  71. Target high yield advertising campaigns
  72. Your advertisers need to trust you
  73. Start small
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**P14/15/16**  
**Getting the audience to engage**

74. Advertisers must bring value
  75. Engage outside your space
  76. Respect your community as individuals
  77. Work with the rule of participation inequality
  78. Nurture the 1% advocates.
  79. Don't underestimate what it takes
  80. Build loyalty
  81. Learn from physical events
  82. Go and meet your audience
  83. Ask your audience to tell you what you're doing wrong
  84. Use Twitter to audience with your customers
  85. Turn your funnel into a megaphone
  86. Make it exceptionally easy for users to unsubscribe
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**P16/17**  
**Differentiating from your larger competitors**

87. Work with your audience
88. Recognise what's in it for both of you
89. Recognise the virtuous relationship
90. Make sure your and your audience's content is connected
91. Always assess the value of your content through the eyes of your audience
92. Focus on the niche groups
93. Avoid the "me too" trap
94. Strive to be the "first port-of-call"
95. Be the trusted content filter for your audience
96. Only provide what they want
97. Serve your niche in a compelling way
98. Keep your site vibrant and 'sticky'
99. Recognise the different choices we all have to communicate
100. Don't dominate the conversation

# Designing your website

- 1. Acknowledge the intrinsic link between business objectives, design and revenue.**

Design is not about decoration. Design is the real world manifestation of your business objectives - it defines how your site behaves, and how effective it is at persuading users to engage in revenue generating activities. Bad design means that fewer users will engage in these valuable activities.

*Madgex*
- 2. Understand your weaknesses**

Trawl your entire company, asking the question “What are we bad at?” It may seem negative, but it will quickly reveal which areas you need to hire in specialist consultancies or outsource entire areas of responsibility.

*Madgex*
- 3. Design from the inside out**

Technology driven design is bad, because you instantly limit yourself to a vision within your perceived technical capabilities. Instead, design should begin with an understanding of user needs, goals and expectations. Often user needs are latent, but these can be elicited through rapid iterative research and prototyping.

*Madgex*
- 4. Avoid costly redesigns by iterating with cheap prototypes first**

Code is like concrete: once created, it can be costly to break it up and make changes. It’s very dangerous to wait until a site is built to find out what the user experience is really like, because if it is poor, you will face large costs, delays and possible failure. Instead, user experiences can be mocked up using sketches, wireframes, and simple “click-through” prototypes. Since these are quick to create, it is easy to throw them away and try alternatives. This enables you to perfect the experience design before a line of code is written.

*Madgex*
- 5. Rediscover the power of sketching**

If you find most of your meetings about your websites involve just talk and no whiteboards, flipcharts or drawings, you are doing something wrong. One of the biggest reasons for design failure (and poor conversion rates) is due to poor communication and iteration in the early stages of idea formation.

*Madgex*
- 6. Use post-it notes as a core tool in your decision-making meetings**

If you take a walk around any top consultancy firm, be they specialists in business strategy, innovation, user experience or design, you will see one common theme - all of them have post-it notes plastered floor to ceiling in their meeting rooms. This isn’t a whimsical fashion - repositionable notes genuinely aid group-based analytical activities. Buy a copy of Rapid problem solving with post-it notes, a pack of oversized post-it notes and some fine-tipped sharpies. Use them in your next decision-making meeting.

*Madgex*
- 7. Build experiences, not feature lists**

Samsung, Nokia, OpenMoko & Apple’s newest mobile handsets all have similar feature lists. However, one of the companies in that list have just gone under (Openmoko) another leads streets ahead (Apple) and the other two are scrambling to keep up (Samsung and Nokia). Apple are in the lead because they are obsessive about designing the experience of using their handset, rather than simply expanding the feature list. It’s easy to copy features -it’s much harder to copy how they behave.

*Madgex*

8. **Don't reinvent the wheel - use well known design patterns**

None of your users will thank you for inventing an entirely new checkout process or placing the link to log-in in a completely new place. Users like sites to behave in a familiar way, so they don't have to relearn things. The exception to this is when inventing a new wheel is central to your business proposition

*Madgex*
  9. **Use research to avoid "fingers crossed design"**

When talking about decision-making, Google's Analytics evangelist Avinash Kaushik coined the term "HIPO" - Highest Paid Opinion. This is the most common way decisions get made in organisations: discussion takes place, and then the HIPO over-rules. A better approach is to seek input from your customers and end users.

*Madgex*
  10. **Read "Don't make me think" by Steve Krugg**

At only 224 pages long, this book is only as thick as a magazine, yet it's widely regarded as one of the best usability text books ever written. Why should you care so much about usability? It's simple - usable sites deliver more revenue and happier customers. Buy a copy from Amazon and read it cover to cover on your next trip.

*Madgex*
  11. **Raise an enhancement request, and then follow journey on foot**

Bug fixing and the implementation of feature enhancements on your website may seem like a purely technical activity, but it is often the primary means by which your business objectives get translated into design actions. When a bug or feature enhancement is logged, it goes through a journey of many different hands before it finally emerges on your website as a design change. This journey is a perilous one, where miscommunication and erosion of vision can cause good ideas to be transformed into poor implementations that negatively impact your site's conversion rates. Walk the journey of your enhancement request and talk to each of the people involved. You are likely to discover ways to smooth the journey between idea and execution.

*Madgex*
  12. **Always start with the audience**

When planning a new or redeveloped website start with your audience and not with the technology.

*SiftGroups*
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## Enhancing your existing content

13. **Ensure your website is accessible and compliant**

Ensure your website is accessible and complies with the Disability Discrimination Act (2005). It is a legal requirement that is also highly complementary to search engine optimisation. By investing in a site where presentation, content and functionality are separated by using CSS/XHTML and descriptions/transcripts are included for images, content, podcasts and video your site will be accessible to both screen readers and search engine robots.

*SiteVisibility*
14. **Keep your site regularly updated with new indexable content**

This will keep the search engine spiders returning frequently. Subscriber-only content behind "the walled garden" can be indexed using Google's 1 view option.

*SiteVisibility*

15. **Kill your darlings** Review the copy used on your homepage and other key landing pages. Highlight any areas where the copy consists of corporatese and marketese. If any of the content reads like a press release, it is unlikely it has been written with your web users in mind.  
*Madgex*
16. **Don't use photos for the sake of decoration** Photographs should be original and should communicate information that's relevant to the page in hand. Adding a large stock photo of businessmen shaking hands communicates nothing of value to the user - all it does is reduce the amount of white space on the page. White space is well known to improve readability, and it reduces the likelihood of readers becoming fatigued and leaving your site.  
*Madgex*
17. **Recognise the value of your content** There is a threshold beneath which your content's value to your audience is perceived as negligible but above this point its perceived value increases rapidly. In many areas news is well below the threshold but user contributed content is well above it.  
*SiftGroups*
18. **Take advantage of seducible moments** After a user's activity has finished (e.g. reading an article), they reach a natural break point. Your site needs to work hard to entice their interest in further activities here, and seduce them into engaging in another activity, e.g. reading another article, posting user generated content, and so on.  
*Madgex*
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## Developing new content to specifically improve SEO

19. **Create "personas"** Create personas by gathering user behaviour information about your target markets to aid you in developing new content that meets their needs.  
*SiteVisibility*
20. **Add a glossary or resource centre to your site** By providing extensive information across your subject area, this will help your site to appear in more search results and introduce your brand at an earlier stage in the buying process. It is also an ideal place to add optimised content that doesn't fit in your main navigation.  
*SiteVisibility*
21. **Make your content work** Identify which keywords you would like to rank for and create pages of optimised content to specifically match each keyword.  
*SiteVisibility*
22. **Develop a link-building campaign** Target keywords that you would like to rank in higher positions for with a link building campaign to generate links using each keyword as the anchor text.  
*SiteVisibility*
23. **Craft engaging content** Engaging content is content that your potential customers will find particularly useful. This will help them to value your brand as an expert within your area as well as encourage them to link to it or share it.  
*SiteVisibility*

24. **Repurpose your existing content** Make everything you produce work as hard as possible for you. Upload presentations on to Slideshare; add photos to Flickr; add videos to YouTube and serialise blog posts on Twitter.  
*SiteVisibility*
25. **Add a blog to an old site** If you're constrained by the content management functionality of your current website, adding a blog to your site using a service such as Wordpress is a great way to add lots of search engine optimised content quickly and regularly.  
*SiteVisibility*
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## Designing for your audience

26. **Bridge the gap between your business and your site's users.** When was the last time you or anyone in your business spent a day in close proximity to a dozen of your site's users? In today's economy, it's dangerous to rely on old assumptions about your users' needs, goals and expectations.  
*Madgex*
27. **Watch 30 minutes of usability test highlight videos,** Did point number 26 seem too time consuming for you? Don't worry, that's a common sentiment and there are other ways to bridge the gap. Highlight videos of user research are one of the most concentrated, time efficient ways of understanding the needs, goals and expectations of your end users; and they simultaneously tell you about the problems and bottlenecks on your site. Engage with a user experience specialist to run a research project and deliver these highlight videos to you.  
*Madgex*
28. **Spend half a day in your call centre** If you have a customer call centre, go there and spend a day shadowing your staff. It's a treasure trove of information about the gritty reality of how your organisation deals with dissatisfied or confused customers. Many organisations give their customers the red carpet on the way in, but after they take their money they suddenly get second class treatment. This is short sighted as your existing customers are a valuable asset.  
*Madgex*
29. **Create a competitor war room** It's easy to become in-turned. Print out key pages from your competitors sites using a large format colour printer. Stick them on the walls of one of your meeting rooms and invite team members to add comments. This war room should become a place your team can immerse themselves when considering your position in the competitive landscape.  
*Madgex*
30. **You don't choose your competitors, your customers do** Find out from your customers who they consider to be your competition. There is often a gap between who you think you are competing with, and who you really are competing with.  
*Madgex*

# Making money from your audience

- 31. Don't just connect with the users who give you money**

Most businesses have a range of very different users. For example in the world of job boards, you have two types: job seekers and recruiters. It's easy to focus on the recruiters, because they are the customers who pay. This is dangerous. The non-paying customers need just as much attention - their satisfaction is critical for your success.

*Madgex*
- 32. Observe the rules of "Permission marketing"**

Permission marketing is different from traditional marketing because it is anticipated, personal and relevant (Godin, 1999). In today's challenging economy, it's tempting to repurpose your mailing lists and use them to send all kinds of messages. Proceed with caution; this is not the best way to leverage your user base, and can be illegal. To quote Seth Godin: "Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them. [...] In order to get permission, you make a promise. You say, "I will do x, y and z, I hope you will give me permission by listening." And then, this is the hard part, that's all you do. You don't assume you can do more. [...] the promise is the promise until both sides agree to change it."

*Madgex*
- 33. Run ad campaigns that target subsections of your user base**

In the old days of Internet advertising, there was no link between what users were doing and the advertising that they were shown. A user could be looking for information about gardening and get inundated with ads for credit cards. As a result, users developed a coping strategy - they ignored the ads completely. This meant the ad designers had to become more aggressive, and use bigger, more obnoxious ads. It was a race to the bottom. Google changed the game by only displaying relevant advertising. When users searched for gardening tips, they would see ads from local suppliers for gardening materials, books, seeds and tools. This meant that ads became perceived as content, and people were more likely to click through and make a purchase. This simple concept formed the basis of Google's revenue stream. In short: targeted advertising works. You probably already have a detailed profile of each user in your database regarding their characteristics and behaviours: use it.

*Madgex*
- 34. Don't kill the golden goose with aggressive advertising**

It's tempting to chase a quick revenue injection by simply upping the number of advertising units on your site, or to engage an aggressive advertising vendor to use dirty tricks to grab users' attention. Such tricks include hijacking keywords for in-text advertising and adding numerous interstitial ad pages. Such techniques are only effective for the short term: users will quickly become frustrated with your brand and look elsewhere for calmer, easier to read content.

*Madgex*

# Measuring activity

- 35. Define your site's conversion goals**

What activities do you want users to engage in? Once you define the priorities of what you want your users to do, then you can set about designing your site to enable these things, and to set up analytics to track the performance over time. It can be useful to consider your high priority user activities as being like “red routes” - paths through the site where you want to strongly discourage users from stopping, and continue rapidly through to the destination. Read more: <http://bit.ly/redroutes>

*Madgex*
- 36. Ensure your internal site search engines actually work**

The gap between the quality of Google's search results and the results given by most site search engines is staggering. This is a big loss, since many users gravitate directly to your search engine when seeking out specific content. For further information on how to diagnose and improve your site's search experience, refer to the Nielsen Norman report on “Design Guidelines for Search”: <http://bit.ly/searchexperience>

*Madgex*
- 37. Use analytics to make sense of your internal search engine logs**

On the face of it, internal search engine logs are very boring files: endless lists of search terms and associated data. But this data can be mined to produce actionable findings. If you find out what users are frequently searching for, you can use this data to make sure they find it, either by creating new content or using thesauri and synonym rings to link queries with content. For example, if your logs show your users are searching for “hoovers” but getting zero results, even though you have a mass of articles on Dysons, then it's clear you need to define them as synonyms. Read more site search analytics here: <http://bit.ly/searchanalytics>

*Madgex*
- 38. Try A/B testing on one key upsell area on your homepage**

If you're not already doing A/B or Multivariate testing then you have to get your toe in the water as soon as possible. It's a cost effective research method that directly relate to your conversion rates and ROI. For example, take the newsletter sign-up area on your site's homepage. Design three alternatives and load them into your A/B testing platform. It will test the alternatives on a random sample of your live user-base, giving you solid data on which one gives the best sign up rate. Google's Website Optimiser tool (GWO) is free to use.

*Madgex*
- 39. Vary the wording in your email templates**

Most online publishers send vast numbers of marketing emails and alerts to their users on a daily basis. Making small changes to the email templates can have an uplift on clickthrough rates, as can continuing to make periodical changes. Tracking the performance of the variants is a valuable endeavour.

*Madgex*

# Optimising your website for search engines

40. Add your website to relevant directories, both general and specialist

*SiteVisibility*

41. Ensure your keywords are on every page of content on your website

Particularly in the following for:

- Meta titles
- Meta descriptions
- Domain names
- Folder names
- URLs
- Headers
- Content

*SiteVisibility*

42. Check the anchor text of internal and external links

Ensure the anchor text of internal and external links includes the keywords that the page you are linking to has been optimised for *SiteVisibility*

43. Attract good links

Aim to secure links from sites with greater authority (Google Page Rank) than your own site, particularly .gov.uk and .ac.uk domains. *SiteVisibility*

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## Troubleshooting search engine ranking issues

44. Make use of your sitemap

Make sure your site has either a HTML or XML sitemap to help search engine robots to find all your pages. This also helps to improve the usability of your site for your users.

*SiteVisibility*

45. Verify your site within Google Webmaster Tools

This ensures your site is automatically re-crawled by Google every time it is updated.

*SiteVisibility*

46. Use analytics to find out where your site's usability is failing

Almost everyone has an analytics package like or Google Analytics or Hitbox. However, the sad fact is, you're probably barely scratching the surface of what you could be finding out from your data. You can use analytics to tell you not just where your users come from and what pages they visit - you can find out exactly what things are making them give up and leave. For example, when users enter a payment process, which pages do they typically drop out on? Answer this and you immediately know where to focus your attention for optimisation.

*Madgex*

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|---|---|
| <b>47. Check that your site is not duplicated within the search engine results (canonicalization)</b> | Test if your site can be viewed at both <a href="http://www.yoursite.com">http://www.yoursite.com</a> and <a href="http://yoursite.com">http://yoursite.com</a> . Ideally typing in either version into your browser address bar should revert to just one version. If both versions remain in your browser this could mean a penalty from the search engines, reducing your potential rankings.<br><i>SiteVisibility</i> |
| <b>48. Make sure your domain name matches the geographical location of your target markets</b>        | This could prevent your site from being presented in search engine results for certain countries. E.g. a .co.uk may be excluded from US results and a .com may be excluded from UK results.<br><i>SiteVisibility</i>  |
| <b>49. Avoid excessive use of code, such as JavaScript</b>  | This can prevent search engine robots from indexing your actual page content. Create separate files for your scripts.<br><i>SiteVisibility</i>  |
| <b>50. Create branded 404 error pages with a link back to your home page</b>                          | This helps visitors and search engines who have “favourited” or indexed your old content to find their way to your new content without going clicking away completely.<br><i>SiteVisibility</i>   |
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## Improving link building campaign conversion rates

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|--|---|
| <b>51. Use Yahoo Site Explorer to see which websites currently link to your site</b>                               | Use this list to generate ideas for more potential linking partners.<br><i>SiteVisibility</i>   |
| <b>52. Use Yahoo Site Explorer to see which websites currently link to your competitors' sites.</b>                | Use this list as a prospect list - if they link to your competitors, they're more likely to link to you.<br><i>SiteVisibility</i>   |
| <b>53. Get the best from potential link partners</b>   | When approaching potential link partners, highlight the benefit to their audience, as well as their organisation. This will help to dramatically improve conversion rates from initial contact to securing a link.<br><i>SiteVisibility</i>   |
| <b>54. Get your partners to link effectively</b>   | Make sure all your partners, distributors and affiliates link directly to your website (rather than via an affiliate network), preferably using your top keywords in the anchor text.<br><i>SiteVisibility</i>  |
| <b>55. Use <a href="http://www.go2web20.net">www.go2web20.net</a> to find relevant communities to network with</b> | <a href="http://www.go2web20.net">www.go2web20.net</a> also provides useful information to help them. The aim should be to secure a link and relevant traffic. It's important to respect the etiquette of the community at hand by not attempting to sell directly. Listen to the conversation before diving in.<br><i>SiteVisibility</i> |

# Increasing value from pay per click campaigns (PPC)

- 56. **Use separate landing pages** Create a specific landing page for each pay per click (PPC) campaign that relates to the search performed.  
*SiteVisibility*
  - 57. **Make the best of pay per click data** Use pay per click data to inform your natural search campaigns, with the aim of reducing your PPC spend.  
*SiteVisibility*
  - 58. **Use pay per click for seasonal campaigns** Unlike natural search pay per click can be turned on and off when you want.  
*SiteVisibility*
  - 59. **Use pay per click to improve natural search** Use pay per click to test and provide a business case for developing potential new content areas for natural search.  
*SiteVisibility*
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## Maximising SEO performance

- 60. **Use KPIs for your SEO campaigns** Set objectives and key performance indicators (KPIs) for your search engine optimisation campaigns.  
*SiteVisibility*
  - 61. **Make the best of Google Website Optimiser** Use Google Website Optimiser to test different variations of your pages to see which version generates the best result.  
*SiteVisibility*
  - 62. **Use Google Analytics to monitor goal conversions from SEO**  
*SiteVisibility*
  - 63. **Get the best from “site:http://www.yoursite.com”** Search for “site:http://www.yoursite.com” to see all the pages currently indexed by a particular search engine.  
*SiteVisibility*
  - 64. **Track keywords from non-paid search** Monitor the number of keywords sending your website traffic from non paid search. As you add more optimised content this number should increase.  
*SiteVisibility*
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## Working with advertisers

- 65. **Put quality before quantity** Before you can start to increase yield stop chasing ‘eyeballs’ and consider engaging communities.  
*SiftGroups*

66. **Recognise a sustainable online publishing model** Until you can monetise your site's community activities and engagement, not just the space around your content you don't have a sustainable online publishing model.  
*SiftGroups*
67. **Banner ads are not effective** If your audience are truly engaged on your site are they really going to click (away) on a banner ad?  
*SiftGroups*
68. **Direct relationships improve yields** To improve yield, work at developing key relationships directly with advertisers regardless if the advertiser works with an agency. Agencies rarely understand the outcomes their advertising clients are looking for.  
*SiftGroups*
69. **Find the money for your advertiser** Help your advertising client get more budget for future campaigns by helping them prove ROI from the previous campaign - through delivering qualified (and trackable) leads not click-throughs.  
*SiftGroups*
70. **Understand the skill sets** Take time to understand the different skill sets required in selling print display and online campaigns.  
*SiftGroups*
71. **Target high yield advertising campaigns** By giving your audience every opportunity to further segment themselves through opting in to additional niche content or special interest groups allows you to target specific high yield advertising campaigns.  
*SiftGroups*
72. **Your advertisers need to trust you** Whether your advertising clients are online savvy or not is largely irrelevant. The question is do they trust you enough to invest in an online campaign that you know will deliver them ROI.  
*SiftGroups*
73. **Start small** With a new advertising client start with small low risk campaigns to build trust before moving toward more expensive and higher risk campaigns. Then if a future campaign response is less than anticipated you still have a solid track record of success in the past to be judged on.  
*SiftGroups*
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## Getting the audience to engage

74. **Advertisers must bring value** Make sure your salespeople work with your advertisers to help them understand that they must add value to your audience as a community before they can hope to get value from your audience as individuals - Use this as a starting point in working with them to develop a compelling campaign.  
*SiftGroups*
75. **Engage outside your space** Encourage your audience to signpost good stuff outside the confines of your own site.  
*SiftGroups*

76. **Respect your community as individuals** People will vote with their voice or feet if they feel they have been taken advantage of. For instance a poorly targeted or blanket email campaign on behalf of an advertiser will question the authenticity of your site in the minds of your audience.  
*SiftGroups*
77. **Work with the rule of participation inequality** Ninety percent of your audience will consume but never contribute, 9% will on occasion add their thoughts to another's content and 1% are your advocates - passionate and informed enough to share and contribute on a regular basis. Each group needs the other.  
*SiftGroups*
78. **Nurture the 1% advocates** *SiftGroups*
79. **Don't underestimate what it takes** Don't underestimate the time, effort and skill it takes to create and grow an online community to where you can reap the rewards.  
*SiftGroups*
80. **Build loyalty** Use authenticity and transparency within the site to build audience trust which converts into community loyalty.  
*SiftGroups*
81. **Learn from physical events** Done well online publishing is an effective way for buyers and sellers to engage on equal terms. In this way online publishing has more in common with physical events and exhibitions than with traditional publishing, online communities love meeting at physical events and vice versa.  
*SiftGroups*
82. **Go and meet your audience** Meet your audience wherever they are by adding value to their existing conversations - wherever that environment is.  
*SiftGroups*
83. **Ask your audience to tell you what you're doing wrong** Negative feedback is a goldmine that many companies find too painful to deal with head on. Third party services like GetSatisfaction and Kampyle make it trivial to give your customers a voice.  
*Madgex*
84. **Use Twitter to audience with your customers** Twitter has a real time search engine that you can use to track any mentions of your brand and products and receive emails. Whether their comments are positive or negative, you can have public conversations with these people.  
*Madgex*
85. **Turn your funnel into a megaphone** Give your existing customers an amplifier to talk about and promote your brand from a grass roots level (Godin, 2006). For example, you should offer a widget builder for your job board that allows people to show selections of your job ads on their own blogs or websites. You should have extensive RSS support so users can subscribe to new articles within a particular interest area, and repurpose the content in novel ways. Your site's commenting systems should allow users to receive emails when people reply to their comments, to invite further discussion. You should consider using federated login tools like Facebook Connect to lower the barrier of entry: anyone with a Facebook account can become an active commenter without having to create a password. Also, your articles or product pages should have permalinks - permanent URLs that are easy for users to link to from other sites. This gives your customers hooks so they can easily link to your articles from elsewhere on the web.  
*Madgex*

86. **Make it exceptionally easy for users to unsubscribe** Nobody wants users to stop receiving marketing emails, but consider the implications if you make it too hard. If a user cannot work out how to stop receiving emails from your site, they may mark it as spam. When email providers (e.g. gmail, hotmail, etc) see masses of users are marking your emails as spam, they will start automatically putting your messages in the spam folder. This is very bad news.  
*Madgex*
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## Differentiating from your larger competitors

87. **Work with your audience** Your audience are smarter than you think. In fact, as a group they are smarter than you can ever hope to be - accept it and let your editorial line be guided by their implicit and explicit feedback - what they are reading and through content they provide.  
*SiftGroups*
88. **Recognise what's in it for both of you** You and your audience are trading time against value. That is their time for your site's value.  
*SiftGroups*
89. **Recognise the virtuous relationship** Get the above right within an engaging environment and members of your audience will contribute value to your site which others will be happy to exchange their time for.  
*SiftGroups*
90. **Make sure your and your audience's content is connected** Much intelligence for new engaging content and monetisation can be found in your forums. Ensure you have a good internal flow of information between what is happening in your community areas and editorial and sales.  
*SiftGroups*
91. **Always assess the value of your content through the eyes of your audience** Take a detached view on the real value of your premium or paid for content to your audience.  
*SiftGroups*
92. **Focus on the niche groups** Critically ask yourself why your site matters to each audience sub-group you want to attract.  
*SiftGroups*
93. **Avoid the "me too" trap** Don't fall into the "me too" trap developing an online offering that is indistinguishable from your competition particularly if your competition is the incumbent brand.  
*SiftGroups*
94. **Strive to be the "first port-of-call"** A "walled garden" has no place in a publishing model that purports to be the "first port-of-call" for its audience. Put links to other good content even if it resides on competitors sites.  
*SiftGroups*
95. **Be the trusted content filter for your audience** Despite the abundance of "content" on the web today most is still "noise" in the heads of your audience by engaging effectively you start to carve out the virtuous position of the "first port-of-call" for your online offering.  
*SiftGroups*

- 96. Only provide what they want** Your niche audience will value your online offering more if you sift out the irrelevant noise - at times there is more value created in providing less content.  
*SiftGroups*
- 97. Serve your niche in a compelling way** Compelling niche interest content and genuine audience engagement on your site is a natural environment that your audience will be drawn to return again and again.  
*SiftGroups*
- 98. Keep your site vibrant and 'sticky'** If your aim is to have your audience to regularly come back to the site expect to have to offer them something new each time they visit. Community activity is an effective and low resource tool to achieve this.  
*SiftGroups*
- 99. Recognise the different choices we all have to communicate** Understand how your audience prefers to reach you or be reached i.e. Search, email marketing, links from blogs etc.  
*SiftGroups*
- 100. Don't dominate the conversation** Remember your role is not to be the greatest podcaster, Tweeter or blogger. It is to provide compelling "must have" content in the eyes of your audience and deliver it to them through the method they are most receptive to.  
*SiftGroups*