

INTERNET MARKETING

ACQUISITION PROCESS

Case: www.flashgame4fun.com

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ABSTRACT

Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. However, how to apply Internet marketing especially how to utilize it to attract more visitors to a certain website is still a big question for a number of advertisers.

The thesis mainly covers the acquisition process of Internet marketing after touching upon the basic knowledge of Internet marketing, how the Internet adapts to the marketing mix, as well as companies' and consumers' perspectives in pursuing Internet marketing. The two main purposes of this study are to bring a general picture of Internet marketing to its readers and dig into how to drive traffic or attract customers to the Flashgame4fun.com website.

The information in the theory part is acquired through many textbooks, articles and websites by using qualitative research method, meanwhile quantitative method is used to collect all important data supporting the case study analysis.

The effectiveness of the acquisition process is tested. There is an incredible boost of visits to the website after applying Search engine optimization and link building activities. However, all activities of acquisition process should be combined and implemented continuously to maximize quality visitors.

Keywords: Internet marketing, acquisition process, search engine optimization, link building, Idea Works Tmi

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GLOSSARY

IP: Internet Protocol.

HTML: Hypertext Markup Language.

PHP: an HTML-embedded scripting language. Much of its syntax is borrowed from C, Java and Perl with a couple of unique PHP-specific features thrown in. The goal of the language is to allow web developers to write dynamically generated pages quickly.

MySQL: The world's most popular open source database software.

CTR: Clickthrough rate.

RSS: RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.

SERP: search engine result pages.

Bounce rate: a term used in web site traffic analysis. It essentially represents the average percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site.

Google Analytics: a service offered by Google that generates detailed statistics about the visitors to a website.

Google Adwords: an advertising product. AdWords offers pay-per-click (PPC) advertising, and site-targeted advertising for both text and banner ads.

Google Adsense: an advertisement serving program run by Google. Website owners can enroll in this program to enable text, image, and more recently, video advertisements on their websites. These advertisements are administered by Google and generate revenue on either a per-click or per-impression basis.

XML: Extensible Markup Language is a general-purpose specification for creating custom markup languages. It is classified as an extensible language because it allows its users to define their own elements. Its primary purpose is to help information systems share structured data, particularly via the Internet, and it is used both to encode documents and to serialize data. In the latter context, it is comparable with other text-based serialization languages such as JSON and YAML.

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1 INTRODUCTION

The foundation of the Internet has offered new advanced business transactions and models for the world economy. Internet marketing is born to adapt to this rapid development of online business. Especially, online advertising has been achieving many successes. According to IDC, the total worldwide spending on Internet advertising will reach USD 65.2 billion in 2008, which represents nearly 10% of all ads spending across all media. It is predicted that this number will be over USD 106 billion in 2011.

Internet marketing is defined as the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives (Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. 2006, 8). In reality, there are some alternative terms for Internet marketing such as e-marketing (electronic marketing) or digital marketing even though they have a broader scope since they include electronic customer relationship management systems (e-CRM systems) as well.

How important is Internet marketing to the success of an organization? There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, AirAsia, etc... However, companies such as UPM, the world's leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These media still play an extremely important role for the marketers to communicate with customers, for example, direct or face – to – face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which “defines

how different marketing channels should integrate and support each other in terms of their proposition development and communications based on their relative merits for the customer and the company.” (Chaffey *et al.* 2006, 5)

The benefits of using Internet marketing are for different company sizes. It is a new medium for advertising and PR (Public relationship) and a new product distribution channel. In addition to this, Internet marketing offers new opportunities for developing new international markets without the existence of representative or sales offices and agents. The Internet also provides new methods to improve customer services and is considered as the most cost-effective marketing tool as it reduces paper works and number of staff as well as by passes operating offices.

This thesis is carried out to explore one process of Internet marketing. It is divided it into two parts. The first part is about the theory or principles of Internet marketing which are gathered from books, research papers and articles. The authors focus on the basic definition of Internet marketing, how the Internet interacts with the marketing mix model, companies’ and consumers’ perspectives in pursuing Internet marketing, as well as Internet marketing acquisition activities. The second part is about the practice. Due to the limit of financial resources, only some of acquisition activities are applied to reveal how effective they are in order to attract more website visitors. However, we still cover all main issues of other activities in acquisition process to provide a common basic knowledge of them to our readers.

1.1 Motivation for this thesis

As mentioned, the Internet has been becoming a crucial part of successful business stories in this modern technology era. Many companies have already created competitive advantages by using this technology. Besides many successful

companies or websites, still certain numbers of them fail. What are the reasons? Or are there any secrets behind it?

It is quite simple to understand that Internet marketing means building a medium or websites or portal, in which, sellers can promote and sell their products or services. According to a survey in May 2008 by Netcraft, they received responses from 168,408,112 sites, in which, blogs also counted. However, Internet users or customers have known a small portion of these websites. There are many reasons for these failures. A typical explanation for this is: they have failed to drive traffics or in other words to attract customers to their websites. Unlike traditional marketing, Internet marketing has its own unique activities called acquisition process to get visitors to a site. In this study, the researchers only concentrate on exploring this process of Internet marketing, in which, different activities like SEO, Link building, and website Google PR (Google page ranking) are presented in details to help readers to have a closer look and better understandings of how Internet marketing activities work to attract customers.

1.2 Limitations

According to Figure 1 by Chaffey *et al.* (2006, xiv), there are many different marketing activities or operating processes needed to manage online businesses effectively such as acquisition, conversion/ proposition development, retention and growth, strategy and planning, and managing relationship. The main purposes of these activities are to acquire new customers, convert them into buyers and make them become regular customers. Besides that, the management processes of Internet marketing play an important role in integrating Internet marketing with other marketing activities. In this study, due to the limit of financial resources, we only apply two most cost effective acquisition process activities to test the effectiveness of Internet marketing. However, we still cover other acquisition process activities such as viral marketing, online PR, email marketing, etc. to let

our readers have an overall picture and common basic knowledge of these activities.

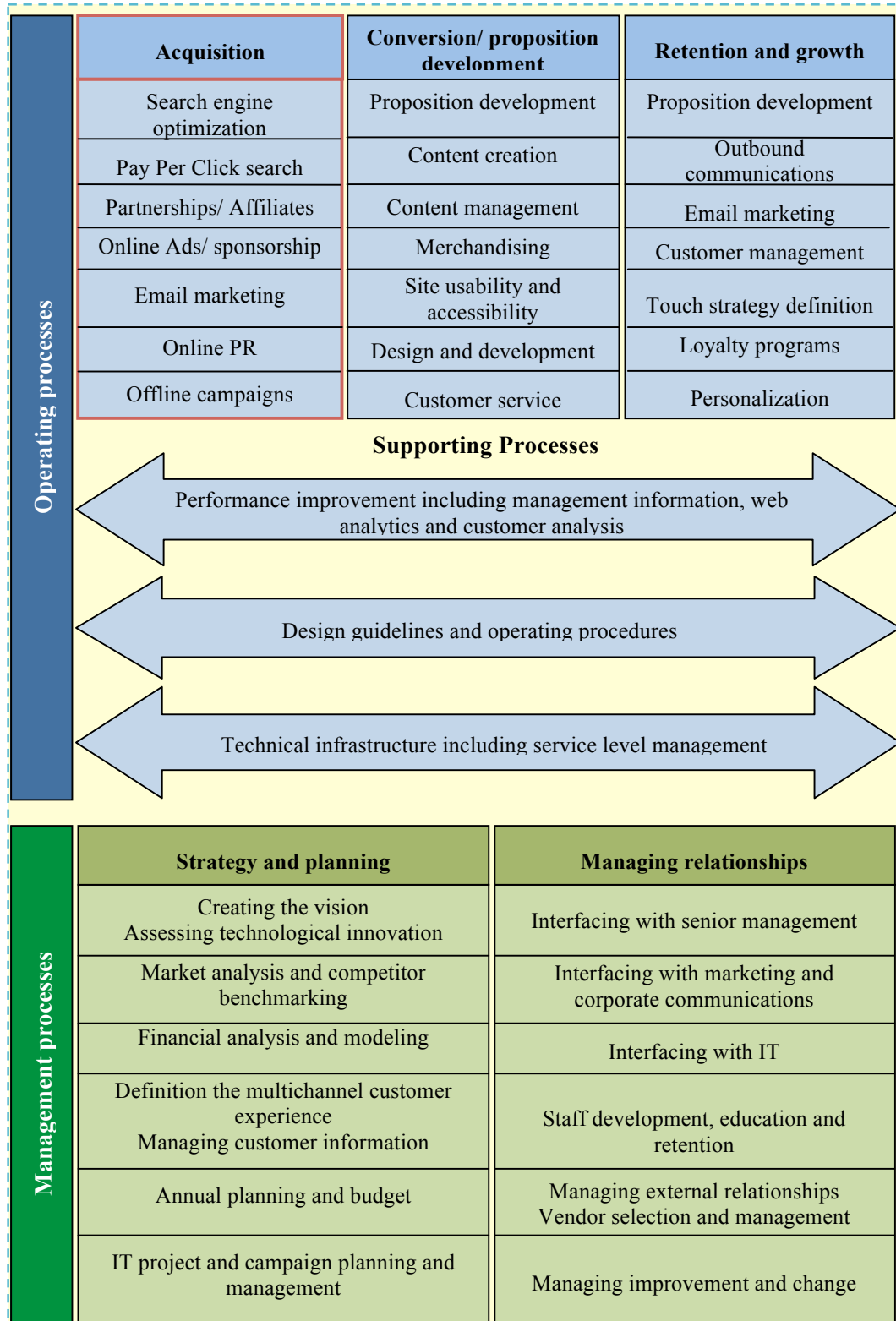


Figure 1: Key organizational processes for Internet marketing

Source: Chaffey et al. (2006, xiv)

1.3 Research questions

In this thesis, we designed the following set of questions which are aimed to explore the basic knowledge of Internet Marketing, companies' and consumers' perspectives in pursuing it, and especially to figure out how effective the Internet marketing activities are in the process of acquiring new visitors to a website.

1. What is Internet marketing in general?
2. How does the Internet adapt to the marketing mix?
3. What are companies' and consumers' perspectives in pursuing Internet marketing?
4. What is Acquisition process of Internet marketing?
5. How effective are the Internet marketing activities to attract more customers, and especially the most two cost effective activities: Search engine optimization and link building?

We believe that these research questions will bring a closer look at Internet marketing to the readers and show the necessity of using Internet Marketing activities to attract more customers.

1.4 Research Methods

Research methods are important to provide a systematic approach to a certain study. "Empirical research methods are a class of research methods in which empirical observations or data are collected in order to answer particular research questions. While primarily used in academic research, they can also be useful in answering practical questions." (<http://www.idi.ntnu.no/>) Empirical research methods can be divided into: qualitative methods and quantitative methods. Qualitative methods which collect data in the form of text, images, sounds drawn from observations, interviews and documentary evidence, then analyze it using

qualitative data analysis methods, is usually used in the early stages of research (exploratory research) and building a theory. Meanwhile, when theory is well built, or needs to be tested or refined, quantitative methods are the most appropriate choices since they collect numerical data then analyze it by using statistical methods. There are three most common quantitative methods: experiment (applying a treatment, measure results before and/or after), survey (asking questions by face to face interview, telephone, mail, or Internet) and historical data (looking for patterns in historical data). Case study (observations carried out in a real world setting) and action research (applying a research idea in practice, evaluate results, modify this idea) are the most two popular qualitative methods. However, “no research method is entirely qualitative or quantitative.” (<http://www.idi.ntnu.no/>). For instance, a survey can either collect qualitative data by using open ended questions or quantitative data by using closed questions. In other cases, observations of participant behavior and measures of response time and accuracy can be happened in an experiment, or quantitative data (e.g. system usage statistics) and qualitative data (e.g. interviews with users) can be collected in a case study. (<http://www.idi.ntnu.no/>)

In this study, we would like to bring an overall picture of Internet marketing by discussing Internet marketing versus the marketing mix, the customer and company perspectives to our readers. Especially, the main points are to test the effectiveness of two activities of Internet marketing acquisition process after presenting common knowledge of it. Therefore, both qualitative and quantitative methods are applied to answer the research questions. As mentioned, qualitative methods is used to analyze of documents and materials. Hence, in the theory part, these methods is applied to exploring secondary data from books, researches and articles to give a thorough understanding the topic and draw answers for the research questions. However, both qualitative and quantitative methods are applied in the thesis' case study. Case study method of qualitative methods helps us to observe the whole process of testing the most two cost effective Internet marketing's acquisition activities. Meanwhile, we also use experiment method of

quantitative methods to apply the two mentioned activities on the flashgame4fun website. After that, we collect, measure, analyze and compare the before and after data to have a conclusion of how effectiveness acquisition process activities are. The description of different research methods and reasoning of their use in this thesis will be explained in the following figure:

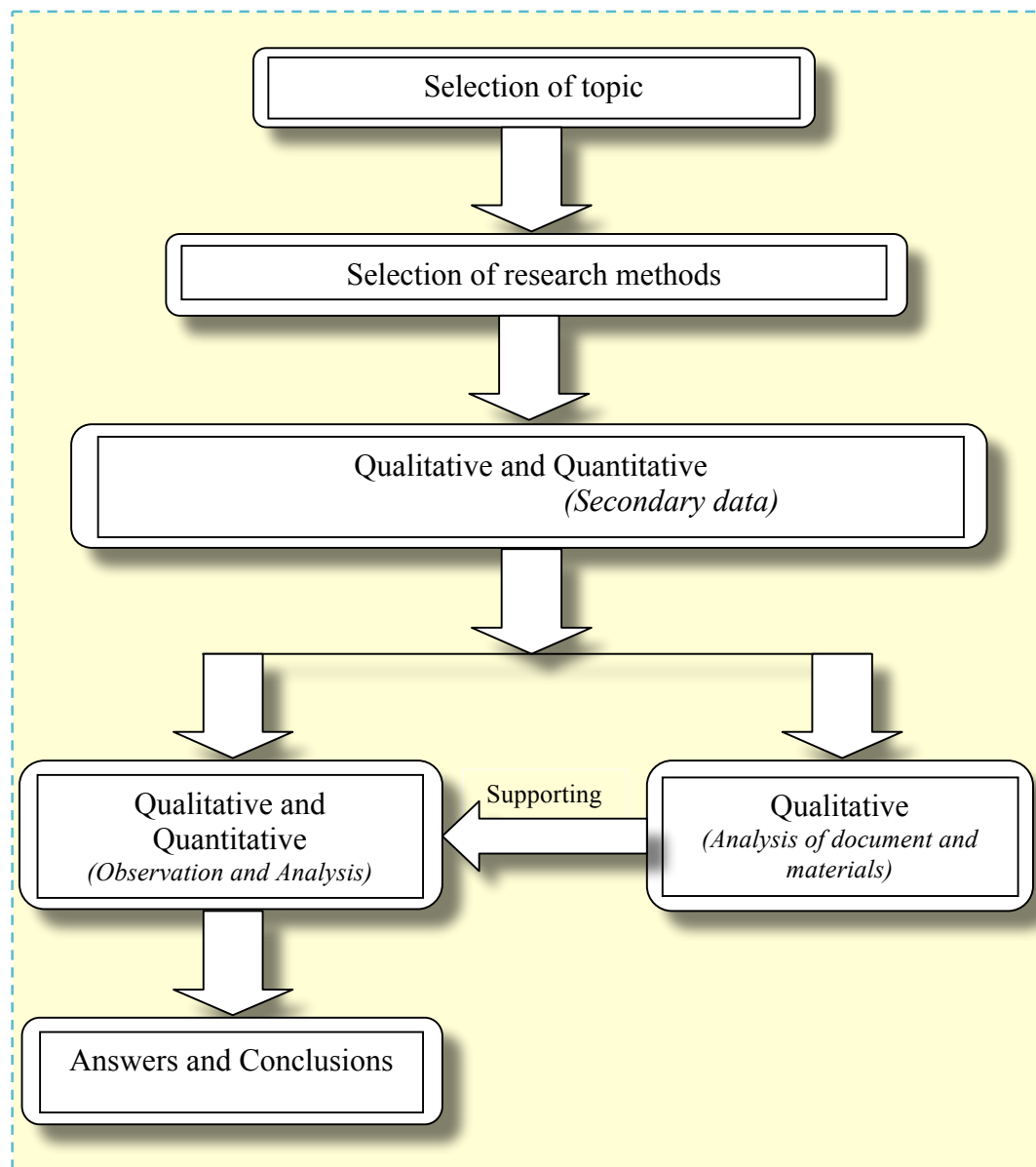


Figure 2: Research methods

2 THE INTERNET AND THE MARKETING MIX

Nowadays, the concept of Internet marketing has expanded and brought more opportunities for companies to approach their customers. In the past, the Internet was only used as a tool to contact customers, part of direct marketing. Nowadays, the Internet, particularly websites has been becoming a popular media for any firms to introduce their products and services. The Internet is considered as an independent and effective marketing tool. During eight years, from 2000 to 2008, the number of Internet users has increased by 4 times from about 361 millions to more than 1, 46 billion (<http://www.internetworldstats.com/stats.htm>), in which, Asia, the continent with the biggest population accounts for 39.5% of World Internet Users.

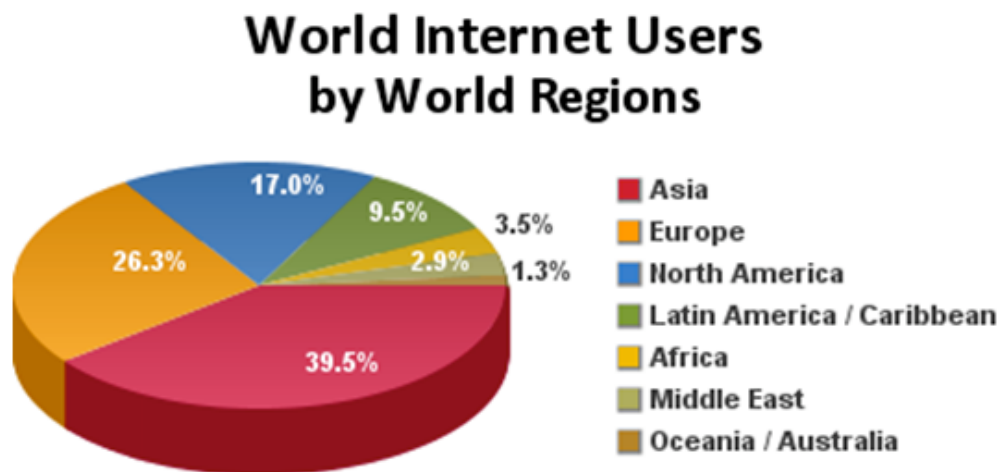


Figure 3: World Internet users by World regions

Source: www.internetworldstats.com/stats.htm

In Finland, nearly four out of five Finns aged 15 to 74, or over three million persons, used the Internet in Spring 2007 (www.stat.fi). To understand precisely how the Internet offers new opportunities to traditional marketing model, it is necessary to examine it based on the marketing mix which is traditional but still applicable.

In 1960, Jerome McCarthy introduced the marketing mix - widely referred as the 4 Ps of Product, Price, Place and Promotion. Until now, it still plays an important role in formulating and implementing marketing strategy. The 4 Ps have been developed and extended to the 7 Ps with the appearance of People, Process and Physical evidence (Booms and Bitner, 1981). It provides an effective strategic framework for changing different elements of a company's product offering to influence the demand for products within target market (Chaffey *et al.* 2006, 215). However, the researchers only focus on the first main and traditional 4 Ps in this paper due to some limitations.

According to Philip Kotler (2003), **Product** is the solution to customers wants or/and needs. It refers to the characteristics of a product, service or brand. The Internet offers options for varying the core product, options for changing the extended products, conducting research online, velocity of new product development and velocity of new product diffusion (Chaffey *et al.* 2006, 217 - 222). Many digital products now can be purchased easily over the Internet via providers' website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Thanks to this, consumers still have concepts about different kinds of product even when staying at home. Besides that, for some companies, it is possible for buyers to customize products. Dell is a typical example. Through its websites, a customer can build a laptop or a desktop with the desired functions and features. Besides that, companies also can supply more extended product user guides, packaging, warranty, after sales services in a new method. For example, new drivers or updated package for a computer or software are easily downloaded

via producers' websites. It brings conveniences for both of buyer and seller/producers. In addition, it is obvious that the Internet provides a new tool to collect customer feedback quickly and accelerate new product development since process of testing new products is more rapid and effective. The information about new products will spread out more wildly and quickly.

Price is the most flexible element comparing to other three elements of the marketing mix, since it can be changed quickly to adapt to the market's demand. Companies can use the Internet to build differential price for different customers in different countries, based on IP (Internet Protocol) analytic technologies. For buyers, they are able to find out the price differences by visiting companies' websites or price comparison sites. In addition to this, the Internet also reduces costs and price per product by reducing operating costs of stores and number of staffs. Therefore, the Internet is considered as the most effective marketing tool (D P S Verma *et al.* 2003, 135-156). Together with these advances, many new payment methods are created. The online payment method using credit cards is the most popular, efficient, convenient and flexible way for companies and customers. Bills can be paid at any time and in anywhere. Moreover, companies can cut costs by reducing paper works since the customers fill all the necessary information such as their own private information and credit cards information by themselves. Beside these conveniences, online customers still have to worry about securities and privacy matters. Hence, some third parties provide services to protect consumer privacy and to secure transactions. PayPal is one of the most successful companies in this business sector.

Place in the marketing mix refers to how the product is distributed to customers. New method of distributing goods through online selling is offered by the improvement of the Internet. It is possible for customers to make their purchasing decisions anywhere at any time. The Internet has the greatest implications for the Place in the marketing mix because it has a large market place (Allen and Fjermestad 2001, 14-23). Companies now can expand their business from local

areas to the whole country even to international market. They also can use the Internet to exploit new markets with low cost international advertising since they do not have to establish sales infrastructure in different countries (Chaffey, 2006, 237-243).

The **Promotion** element of the marketing mix refers to how marketing communications are used to inform customers and other stakeholders about an organization and its products (Chaffey, 2006, 243). The Internet can be used to review new ways of applying each of elements of communications mix such as advertising, sales promotions, PR and direct marketing; assess how the Internet can be used at different stages of the buying process; and assist in different stages of customers relationship management from customer acquisition to retention (Chaffey, 2006, 243 - 245).

Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers. (Rowley, 2001)

Sales promotion: Thanks to the Internet, sales promotions such as competitions or price reductions can be provided to visitors of the company's website in a cost-reduced way. Not only encourage the customers to visit the company website again, this also provides the means for the company to build a long term relationship with their customers (Chaffey, 2006, 243-245).

Public relations: The Internet is a new medium for Public Relations (PR). Blogs, Podcasts / Internet radio shows, online newsrooms and media kits offer companies a new opportunity to publish the news directly while in traditional marketing they would wait for periodical publications (Chaffey, 2006, 243-245).

Direct marketing: Thanks to the Internet, companies nowadays have a new tool for direct marketing and advertising that may be cost effective and maximum delivery to targeted customers. By using e-mail addresses, the company can establish a two way communication method with customers (Chaffey, 2006, 243-245).

3 INTERNET MARKETING – COMPANY AND CUSTOMER PERSPECTIVES

3.1 Internet marketing – Company perspectives

The 21st century is predicted to be a century of technologies when everyone, every company, every organization apply them to make their works become much easier and more effective. The popularity of using the Internet, together with the improvement of computer hardware and software industries, completely boost the development of e-marketing in the whole process of buying from pre-sale to sale to post-sale and further development of customer relationship. New comers in this area have to consider very carefully the use of these modern channels. Since, the role of Internet marketing is to support the multi-channel marketing which is the combination of digital and traditional channels at different points in the buying cycle (Chaffey *et al.* 2006, xiv - xv). They have to understand which the main marketing channel is and which the supportive marketing channel is. Below is some results drawn from different articles and researches which touch upon different parameters that make many companies pursue Internet marketing.

3.1.1 Drivers for Internet marketing

What are factors which drive many companies to apply the Internet marketing and how does the size of a company relate to these drives? Bengtsson, Boter,

Vanyushyn (2007, 27) who conducted a survey with various Swedish companies of different sizes, give their readers a set of quite satisfactory answers to these questions. Depending on the number of employees, the authors categorized them into three different sizes: small, medium and large (turnover and profit should be taken into consideration). They figure out that different factors drive different size companies to adopt Internet marketing including willingness to cannibalize, entrepreneurial drivers, management support, and market pressure. Besides that, they also find out which of these factors drive what size of companies.

3.1.2 Marketing channel preference

Nowadays, many companies have to take the pros and cons of Internet marketing channels and traditional marketing channels into consideration seriously to decide which channel is suitable and more effective for their companies. By comparing and contrasting between companies' motivations to choose between Internet channels and traditional channels, Jaeki Song and Zahedi F.M (2006, 222-238) in their study "Internet marketing strategies: Antecedents and implications", indicate that Internet marketing is another good choice for any companies. And what attracting customers is a reasonable price provided by companies. The results are only drawn from some successful websites. Failure websites, the reasons of failure, and many risks that consumers have to face when using Internet marketing for example Internet security, scammers etc. also need to be discussed.

3.1.3 How to be successful in Internet marketing

When entering an Internet marketing zone, a company should recognize some important issues such as different target customers, another way to contact customers, Internet security, new competitors, etc. According to Chaffey *et al.* (2006, 20), to be successful in Internet marketing, a strategic approach is needed

to manage the risks and deliver the opportunities available from online channels. Based on their experiences of strategy definition in a wide range of companies, they suggest a process for development and implement Internet marketing with different separated steps: Defining the online opportunity, selecting of the strategic approach and delivery result online. The authors also affirmed that the key strategic decisions for e-marketing are the same as strategic decisions for traditional marketing including selecting target customer groups, specifying how to deliver value to these groups. Segmentation, targeting, differentiation and positioning are all keys to effective digital marketing.

3.1.4 Effects on environment

Online sales are not only saving a huge amount of money by reducing store operating costs but also decrease remarkably the fuel consumption needed for traditional sales that contribute a lot to the environment protection program. This was once discussed in details by Chen, Christine Y. and Greg Lindsay in their article "Will Amazon (.com) Save the Amazon?" (2000, 224-225). According to the authors, Internet marketing not only contribute to save space by promoting paperless office but provide easy shipping of products than tradition sales channels as well.

3.1.5 Catering to consumer interest

According to Urban Glen (2006, 24-29, 10), when a company advocates for its customers, the customers will in turn advocate for the company. In other words, to be successful, a company has to apply any means to satisfy its customer's interests. By using variety of examples, he proved that many firms of different sizes and business fields were using many techniques to fulfill customer's needs and interests. However, factors such as costs, quality and diversification of

commodities should be taken into consideration to have a precise picture of how to advocate customers in general.

3.1.6 Focus on gender

Chiu Yu Bin, Lin Chieh Peng and Tang Ling Land (2005, 416-435) in their work named "Gender differs: assessing a model of online purchase intentions in e-tail service" figured out how important the role of gender was in online retailing. They concluded that female consumers tended to give lower evaluation to the effortlessness of online purchasing than male consumers. It means that if a company wants to retain and increase number of male customers, it should pay attention on user-friendliness seriously. According to Chiu *et al.* (2005, 416-435), the right products should be offered to male consumers whenever they order them and companies should respond to inquiries in a timely fashion. This will more or less strengthen the male customers' attitudes and intentions of purchasing. To increase a number of female customers, companies should provide them with a fashionable user guide, for instance, they can attract these target customers with the effectiveness of visual effects and wonderful background music.

3.2 Internet marketing – consumer perspectives

In fact, customers also have their own opinions and attitude towards Internet marketing. There are some works which concern what would interest consumers to pursue e-marketing and be willing to use it as well as what would prevent them from using it.

3.2.1 Consumer privacy

In an effort to understand New Zealand consumers more, Chung W. and Paynter J. (2002, 2402-2411), based on their work, drew a conclusion that it was a must for companies to have privacy policy statements under their website to protect consumer privacy information, to make sure that their customers' information cannot be misused. Some solutions were also discussed in this study to protect customers' privacy. For the authors, solutions such as legislation, self regulation and technical solutions had be combined together to maximize its effectiveness.

3.2.2 Consumers decision making process in buying a product or using a service

The fact is that any consumer is influenced by different factors in his or her decision making process of purchasing products or services. According to George Joye F (2002, 165-180), many customers feel confident to make an order only when they have made a few purchases. They are afraid their privacy can be revealed and misused without their acknowledgment. If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions. In addition, e-marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and contrast products and services before giving their final decisions. Davidson Alistair and Copulsky Jonathan (2006, 14-22) found out that online customers would purchase via the Internet with web maven reviews influencing their mind set. Kim D.J, Kim W.J and Han J.S (2007, 591-603) with their study about online travel agency service came to conclude that the top priority factor which affected customers' decision making in purchasing was lowest price, security, ease of navigation of the website and fast loading time of the website.

3.2.3 How consumers evaluate companies in the Internet

The participants in Cheung Christy M K and Lee Matthew K O (2006, 479 - 492) work evaluated Internet merchants based on integrity, competence through professional websites and security. External factors such as third party recognition also are very important. A company and its website can gain customers' trust easily if a recognized third party certifies that the website is secured. In addition, guarantee terms also contribute to build trust in customers' minds. However, the study can bring more precise results if the participants come from different group ages.

3.2.4 Factors preventing consumers from enjoying Internet marketing

According to Liebermann Yehoshua and Stashevsky Shmuel (2002, 291-300), the factors which can prevent customers from using and believing in e-commerce include: Internet credit card stealing, fear of supplying personal information, pornography and violence, vast Internet advertising, information reliability, lack of physical contact, not receiving Internet products purchased, missing the human factor when Internet purchases are made, Internet usage addiction. The participants for this study come from different genders, group ages, high/low education background, and different marital status. Other variables are also examined for example Internet user/non user, bought online/not bought online and heavy/light Internet user.

3.2.5 Effects of consumer gender differences on Internet purchases

The purchasing habits of male customers are partially different from female customers. This is also true in e-commerce. Male consumers prefer fast loading

speed websites, secured websites (their privacy is better protected). Meanwhile, female customers have confidence to purchase via the Internet mostly because they listen to other females. This can be considered as a big difference between males and females in perceiving Internet marketing. (Chiu *et al.* 2005, 416-435)

4 ACQUISITION PROCESSES

The Internet not only brings a wide range of products, services and prices from different suppliers, another steady means to purchase items for customers but also gives organizations tremendous opportunities to expand into new markets, offer new services and compete on a more equal footing with larger businesses. Besides that, for employees, they have new chances to improve their skills and contribute enormously to the competitiveness for their company. To be successful, a set of different marketing activities need to be managed effectively by the organizations. Chaffey (2006, xiii) shows the range of these activities or operating processes needed to support acquiring new customers through communicating with them on third-party websites, attracting them to a company website, converting them to sale and then using media to encourage further sales. They are called respectively: acquisition, conversion/ proposition development, retention and growth. In this study, we will concentrate on the acquisition process. Most of us more or less possess a very basic knowledge of how tradition marketing attracts customers such as a piece of advertisement on newspaper or a short adverting movie on TV, etc. However, how do online and offline marketing communications activities of Internet marketing maximize visitors to a website to acquire new customers online? And how do they operate to reach the organizations' goals? To answer these questions, it is better to take a closer look at the acquisition process of Internet marketing which includes different activities such as: search engine optimization, pay per click search, partnership/affiliates, online ads/sponsorship, e-mail marketing, online PR and offline campaigns. In addition, each of these

activities provides different options in the communication mix for increasing the number of visitors to a website which can be found in the below figure.

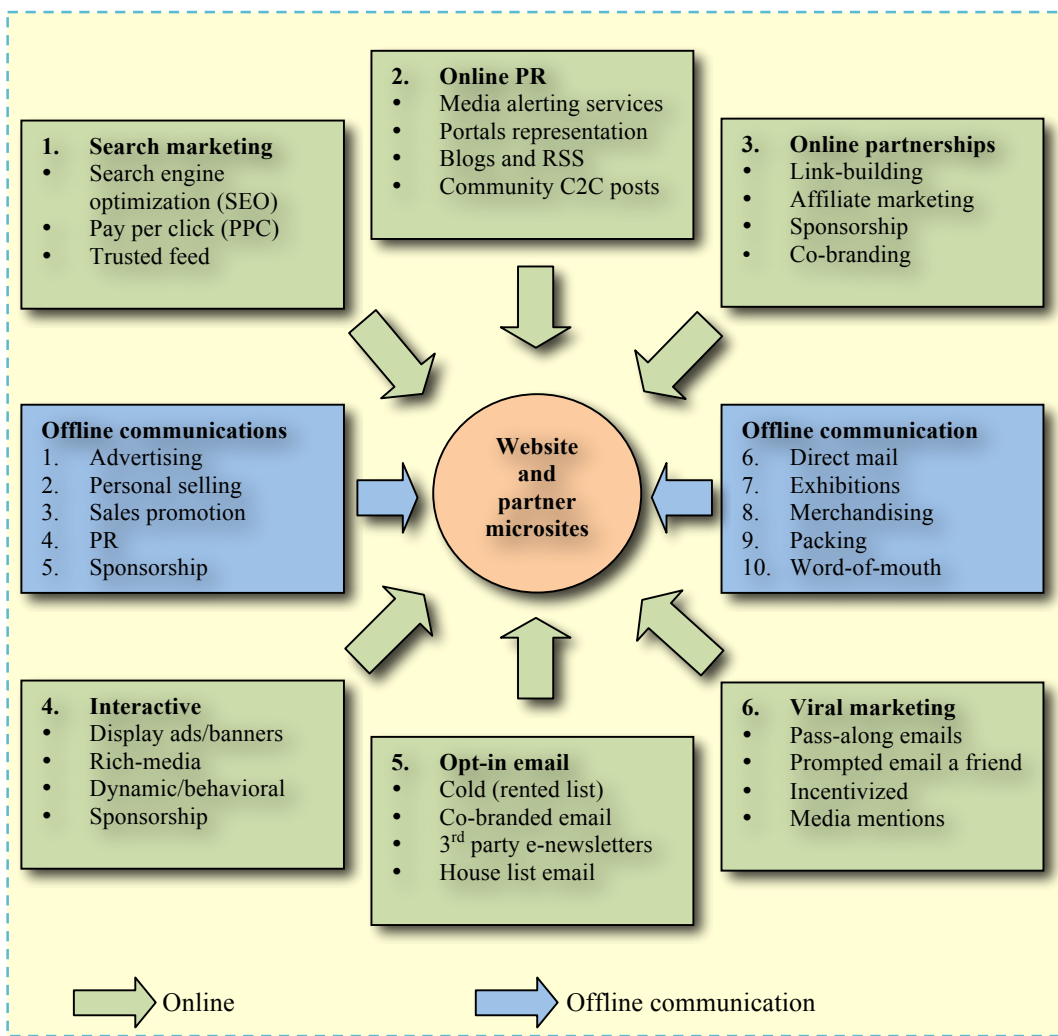


Figure 4: Options available in the communications mix for increasing visitors to a website

Source: Chaffey, 2006, 349

4.1 Search Engine Marketing

According to a research by AOL in 2004, search engines are considered as the most important source when researching a product or service.

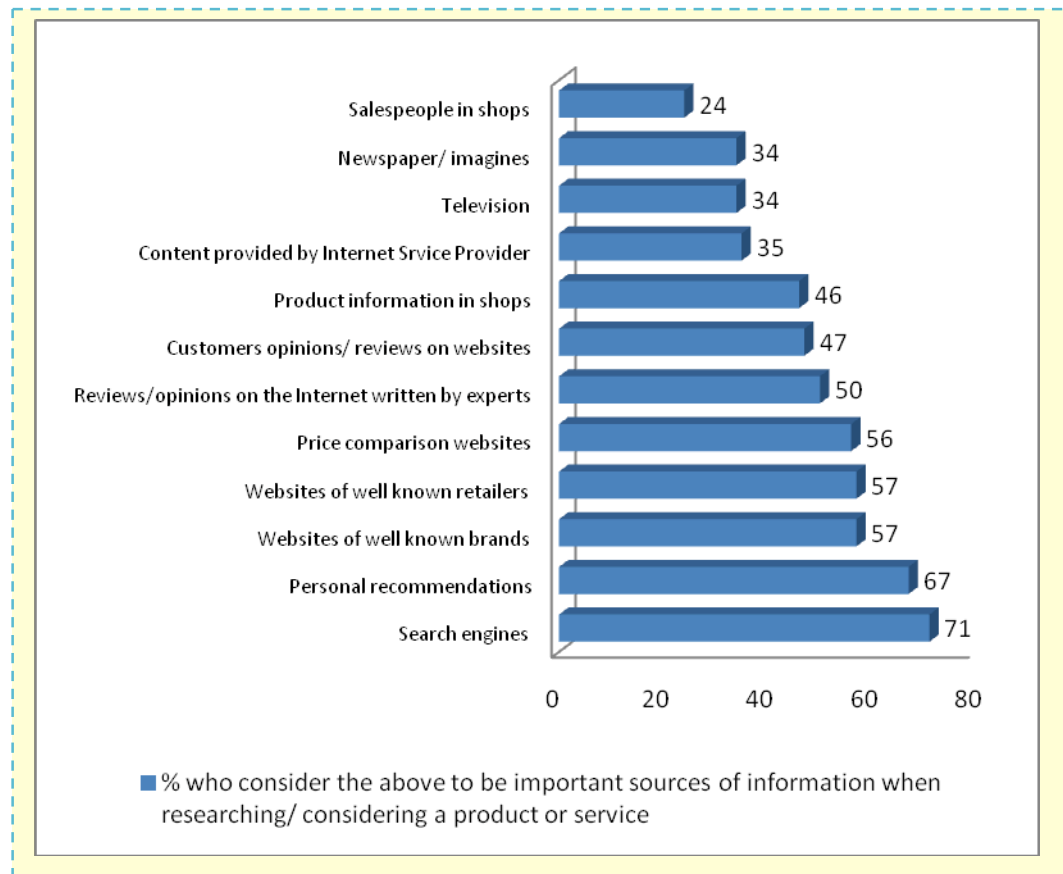


Figure 5: Percentage who considers the different information sources as important when researching of considering a product or service

Source: www.brandnewworld.co.uk (2004)

According to Figure 6, 71% of participants consider search engine as an important information source when researching a product or service. Personal recommendations comes the second place with 67% of interviewees.

There are many search engines which have been built and developed dramatically recently. According to Nielsen//NetRatings report in August 2007, Google Search was on the top of search providers in the U.S. with 53.6% of all search queries conducted during the given time period. Yahoo took the second position with 19.9% and was followed by MSN with 12.9%.

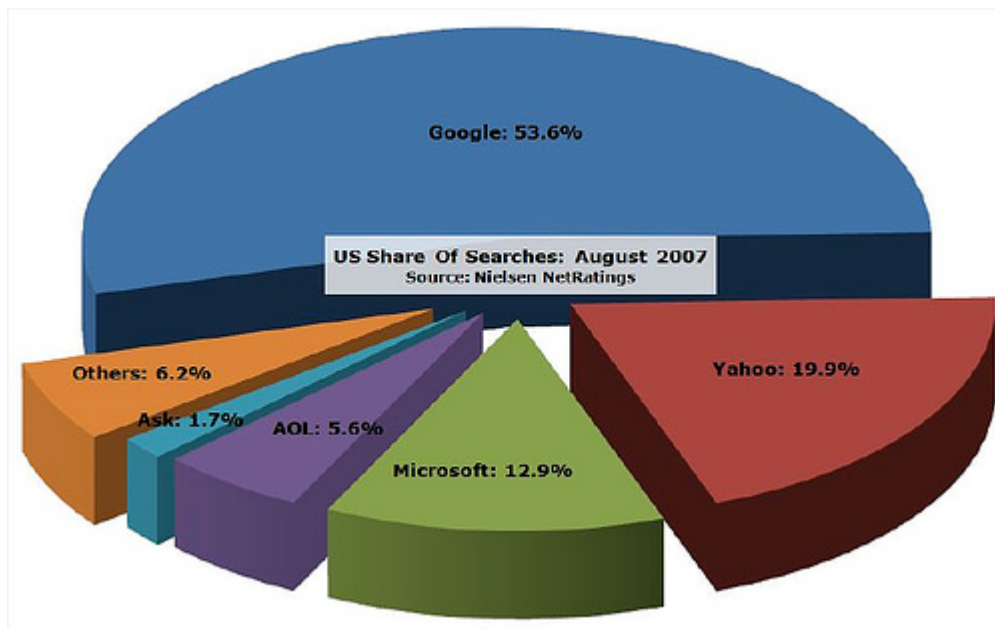


Figure 6: Shares of Search Provider August 2007

Source: <http://www.nielsen-netratings.com> (2007)

Each of these search engines has its own ranking system for websites. iProspect conducted research on how we search, the results revealed that 81.7% would start a new search if they could not find a relevant answer in the first three pages (typically 30 results). It also means that if your website is not in the top ranked pages, it probably will receive no or few visitors. In other words, the higher the rank of a company is in the search engine result pages (SERPs), the more visitors will be received. The below Figure proves that a number of visitors to a website reduce relatively with the lower ranking position on search engine results page.

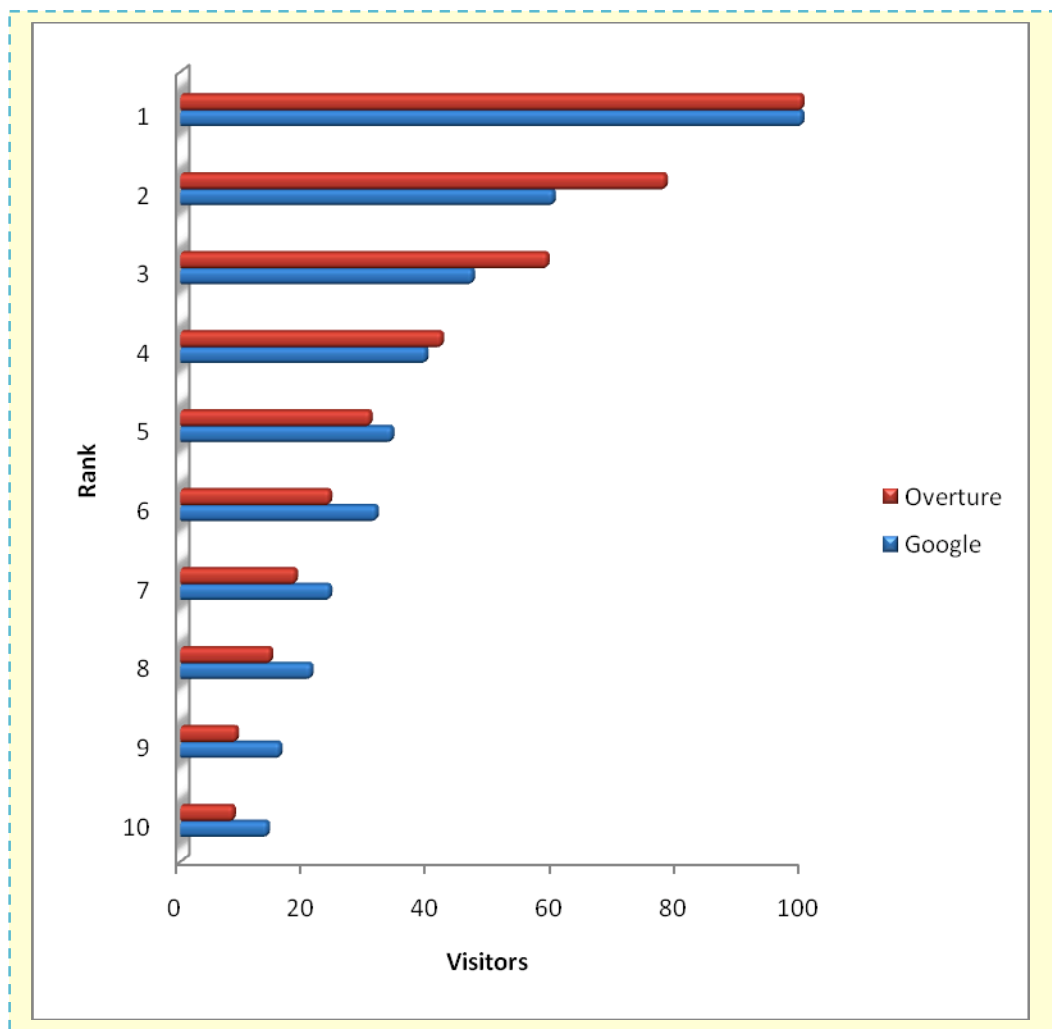


Figure 7: Relative traffic projections based on the ranking on search engine results pages (visitor numbers are shown relative to 100 for position 1)

Source: <http://www.atlassolutions.com/pdf/RankReport.pdf> (2004)

However, it does not mean that lower ranked websites in SERPs cannot attract visitors. For established brands, web analytics show that more than half of site visitors arrive at a site, not through search engines, but direct through typing in the web address or following a bookmark. The number of direct visitors shows the power of branding, PR, offline communications in driving visitor traffic (Chaffey *et al.* 2006, 375).

To make a company and its products or service become visible through search providers, there are three main search engine marketing activities: search engine optimization, pay-per-click (PPC) and trusted feed (Chaffey *et al.* 2006, 373-383).

4.1.1 Search Engine Optimization

Search engine optimization (SEO) is a structured approach used to increase the position of a company or its products/ services in search engine natural or organic results listings for selected key words/ phrase (Chaffey *et al.* 2006, 373-383). In simple words, SEO is method of archiving higher ranking, faster indexing in different search engines. The term “organic search” refers to results from a keyword or keyphrase (keyword phrase) search. Thus, the higher-ranking websites have higher chance of getting traffic from an organic search. How do the search engines rank a website? Each search engine has its own way of weighting. In common, most of the mechanism is based on spiders and robots. Search engines compile an index of words on websites by sending out spiders or robots to crawl around sites that are registered with that search engine traffic (Chaffey *et al.* 2006, 373-383). After crawling contents of sites, each search engine has its own algorithm that weight the index based on different parameters.

According to Chaffey *et al.* (2006, 373-383), search engine optimization should pay attention to the following steps/factors:

- Search engine registration which involves submitting a new website to different search engines. This is the first step to let the world of the Internet knowing that the website exists.
- Keyword, keyphrase analysis to find out which are the suitable keywords and key phrases for the whole websites.
- Frequency of occurrence in body copy or keyword, keyphrase density. Keyword Density is the percentage of times a keyword appears on your page, compared to the total number of words on the page. The more

numbers of a keyword, keyphrase appear in the body text the higher ranking that page is. However, too many of the keyword/keyphrase in a body text might be treated as spam and will be banned by certain search engines.

- Number of inbound links (Page ranking) refers to getting back links from higher-ranking websites. Link building is considered one of the most effective methods to get more traffic. This method will be discussed closely on Online Partnerships section.
- Title HTML tag plays important role because search engines spiders/robots pay special attention to the <TITLE> tag of HTML code.
- Meta-tags are also very important to spiders/robots though they are invisible to users.
- Alternative graphic text is a text that will only appear when a picture could not be load. In other words, it is description of an image. Today spiders and robots can only understand the alternative graphic text.
- Dynamic content will attract more attention from robots and spiders. This means if you change your content regularly, there will be more chance to get higher index.

4.1.2 Pay-per-click

According to Chaffey *et al.* (2006, 381), Pay-per-click search engine or paid listings refer to “a relevant text ad with link to a company page is displayed when the users of a search engine types in a specific phrase.” The search engines, for example Google, only get paid when Internet users click on any link under “sponsored links” category on the right hand side of search result page (Figure 8).

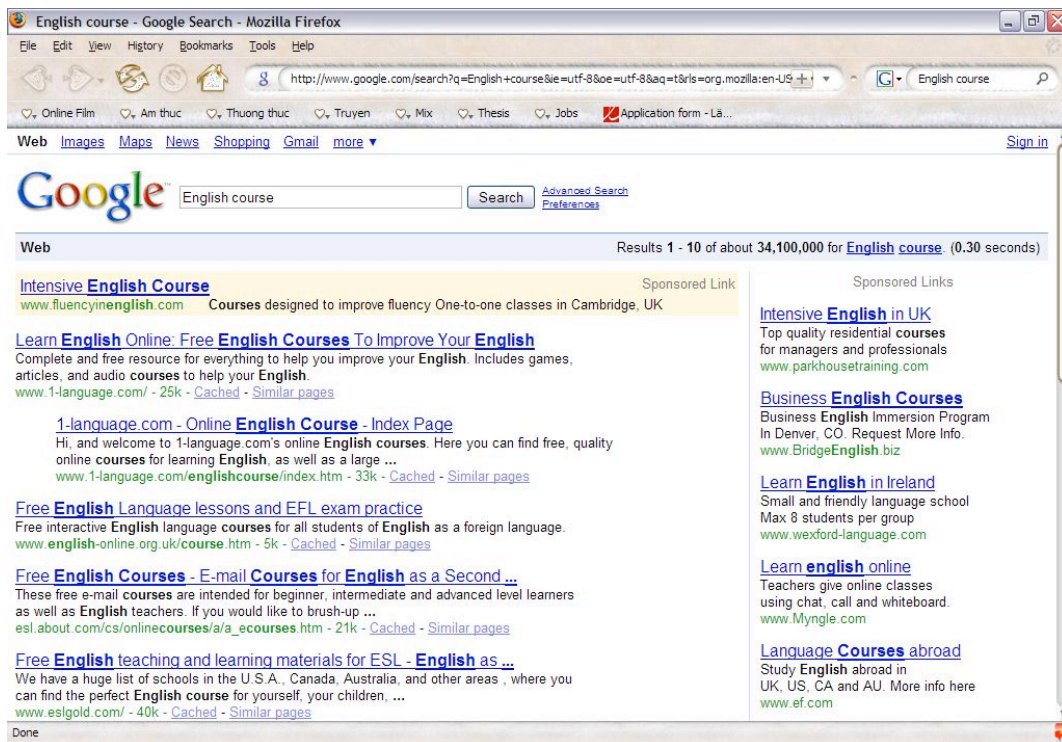


Figure 8: Google keyword search result page

Source: <http://www.google.com> (2008)

Paid search listings or sponsored links are very important for any company to be visible in all search engines. To achieve highest positions and regularly appear, websites should take bid strategy and clickthrough rate into consideration very carefully. Bid strategy helps advertisers maximize their exposure on PPC search engines such as Google, Yahoo or MSN. In cases when using Google, setting a maximum bid in the Adwords platform means how much an advertiser is willing to pay for a click on a specific keyword. Based on what other advertisers are bidding for the same keyword, you may be charged less but will never be charged higher than your set limit. The maximum bid you set will be one of the main factor determines what your rank number in sponsored links list. If for a same term, you bid higher than other advertisers, your ad will probably appear in the top three positions. If you bid too low, your ad may not be listed on the first page of result or even will not appear at all. Meanwhile, the clickthrough rate refers to the

number of persons who click on the link. Google also takes clickthrough rate into account to rank the sponsored links. When the clickthrough rate of a link is low or a zero, the link will be dropped down or taken away from sponsored link list. Google Adwords is not the only choice for PPC advertising. Yahoo Publishers or Microsoft's MSN are main competitors of Google in this market. Any company must be careful in calculating the advertising costs which relate to the actual purchase or lifetime value they can get from the average customer. As well as examining the cost-per-click (CPC), companies also have to take into account the conversion rate when visitors come to their websites.

4.1.3 Trusted feed

This type of search advertising is mainly used by retailers with a large product range with different prices however it is not commonly used in reality. From a XML data catalogue or document database, an ad or search listings contents are automatically uploaded to a search engine. This technique is not popular; therefore we only cover it briefly.

4.2 Online Partnerships

There are three kinds of online partnerships: link building, affiliate marketing, and online sponsorship.

Link building is a structured activity to include good quality hyperlinks to your website from relevant sites with a good page rank. Link building is a key activity for search engine optimization (Chaffey *et al.* 2006, 388 - 391). It can be considered as a part of Online PR because the links to your website are visible in third parties websites. Link building is a time consuming process including building reciprocal links, links which are agreed between yourself and another

organization (Chaffey *et al.* 2006, 388 - 391). Getting a “good” or “quality” links to your website also can be done by purchasing from high ranking websites or Search Engine Marketing companies. There are some guidelines for link building which we should pay attention to such as:

- These links must include our main keywords in the "anchor text". Anchor text is the actual text located within the link linking to our website.
- It's best to get links from the exact same websites that the top ranked websites have their links on.
- Try to get links from as many different IP Addresses as possible.

An affiliate marketing scheme is also known as associate marketing scheme. It is defined as a commission-based arrangement where an e-retailer pays sites that link to it for sales. In other words, a merchant pays the affiliate for links that are generated from the affiliate site to the merchant site. For instance, an e-retailer wants to sell his/her products through affiliate marketing. The affiliate will provide a link or a banner advertisement about the products on their sites. Once the products are sold, the merchant can track which affiliate was responsible for that sale, then pay them a promised commission. This is the most common affiliate marketing scheme which called pay-per-sale or pay-per-action. In fact, there are many companies which want to conduct surveys or want leads generated for them also find help from this scheme. They pay commission to affiliates' site whenever affiliates get a survey form filled through their website or generate a lead. This is named pay-per-lead.

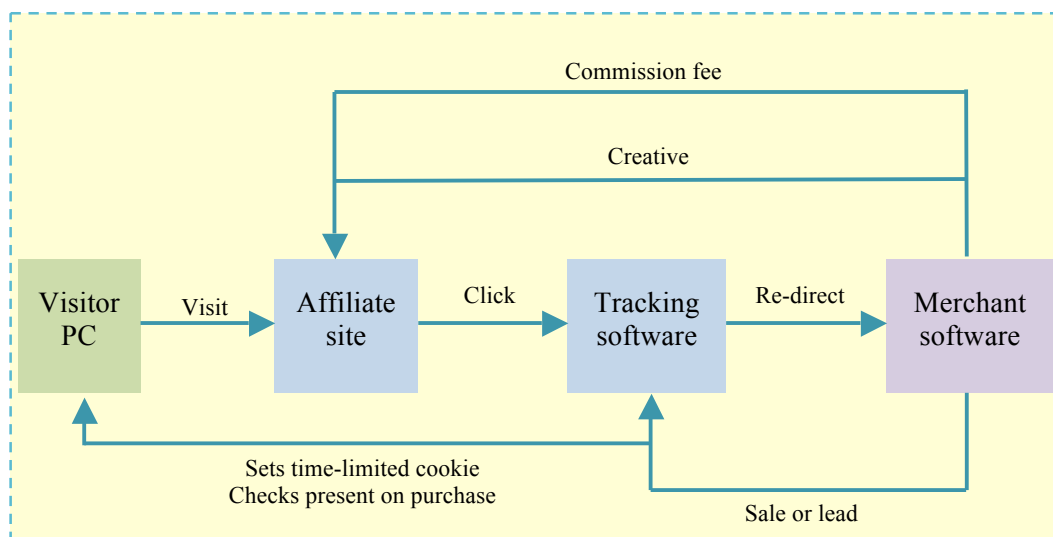


Figure 9: The affiliate marketing model (note that the tracking software and fee payment may be arranged through an independent affiliate network manager)

Source: Chaffey et al. (2006, 389)

The advantage of affiliate marketing for the merchant is that they do not have to pay any fee until products have been purchased or a lead generated. It is also considered as “zero-risk advertising”. Therefore, it is quite easy to control affiliate expenditure and able to ensure that spend is below the allowance cost of customer acquisition. However, it does not show that affiliate marketing does not have its own weaknesses. Since, affiliates may become true great competitors in search optimization and pay-per-click. For example, if they refer to pornography or gambling on their site, they will harm your brand by association. It is necessary to allocate the time to manage these relationships.

Another type of online partnership is Online sponsorship defined as “the linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button, or other standardized ad unit” (Ryan and Whiteman, 2000). The benefit of online sponsorship is a company name associated with a recognized online brand which there is many visitors per day. Online “co-branding” is one

lower cost method of sponsorship and can exploit synergies between different companies.

4.3 Interactive Advertising

Interactive marketing refers to place ad banners on other websites. If ad site visitors click on ad banners, visitors will be redirected to destination sites. In some aspects, it is quite similar with Pay-per-click search engine. The main difference between these two types of marketing activities is: there is no interference of the third parties or search engine providers. Besides traditional banner ads (468 by 68 pixel), there are now many different forms of interactive advertising such as pop-ups/ layer, video ads, or new large-format ad spaces (button 2, skyscrapers, wide skyscrapers, Leaderboards). The main purposes of interactive advertising for example are: delivering detailed information of a destination site's offer, leading to a sale, and brand awareness.

The foundation of interactive advertising results in the appearance of many new different terms, for instance page impression (occurs when an Internet user views a webpage), ad impression (occurs when a person views an advertisement on the webpage), reach (a number of unique individuals view an advertisement), Clickthrough (occurs each time a webpage visitor clicks on an ad banner which leads them to destination website) and clickthrough rate (CTR) (is the number of clicks your ad receives divided by the number of times your ad is shown (impressions) in ad sites (<http://adwords.google.com>)). According to an ADTECH research (2007), in Europe, the clickthrough rate has fallen from 0.33% in 2004 to 0.18% in 2007. Compared to other countries, the CTR in Finland is the lowest one, only 0.09%. Dirk Freytag, CEO, ADTECH, said: "The decreasing numbers overall in my opinion are due to the fact that the users have increasingly gotten used to online advertising during the last years. Banners are now commonplace on the Internet. New formats, such as video ads are needed to draw attention and

generate clicks. Layer and Leaderboards in contrast have a high reminder potential even beyond the Web.” (http://www.adtech.info/archive2007_1/pr-070510.htm)

4.4 Email marketing

Email marketing communications are separated into two categories: outbound email marketing and inbound email marketing, in which, outbound email marketing refers to emails are sent to customers and prospects from an organization, and inbound email marketing is the management of email from customers by an organization. This method of communication to customers through e-newsletter or periodic email blasts is considered as a vital communications technique for companies.

According to the Doubleclick website, there are three key measures for email marketing: delivery rate (non-bounce rate), open rate and clickthrough rate (click rate). Delivery rate simply shows the percentage of delivered emails. Emails will bounce when the email addresses is no longer exist or blocked by a spam filter. Open rate indicates how many emails are opened, however these figures are not accurate. It can be explained that a number of users have preview panes in their email reading programs which load the image even though it is deleted without reading. Besides that, some email readers such as Window Live Mail block images by default. It results to the open rate decline gradually through time. Clickthrough rate or click rate refers to the number of delivered emails are clicked through by readers.

Marketers have three choices for email marketing to acquire new visitors and customers to their web pages from recipient’s point of view: cold email campaign, co-branded email and third party e-newsletter (Chaffey *et al.* 2006, 397 - 400). In Cold email campaign, recipients receive an opt-in email (opt-in refers to an individual agreement to receive email communications) from an organization that

has rented an email list from a provider of a customer email list or trade publishers and event providers. When a recipient receives an email with an offer from a company which they have interests in, it is called co-branded email. The third option of email marketing is third party e-newsletter. A company advertises itself on a third party e-newsletter in form of an advertisement, sponsorship or PR which links to its website.

For any company, managing the number of inbound emails is absolutely important since it influences directly on the customer service quality. To be successful, an inbound customer contact strategies needs to be developed by organizations to reduce the cost of customer contact and improve the quality of customer enquiry management.

4.5 Online PR

PR stands for “public relations”. In some cases, it is also used as an acronym for “press release” or “press relations”. According to Chaffey *et al.* (2006, 384 - 388), online PR refers to maximizing favorable mentions of an organization, its brands, products or websites on third-party websites which are likely to be visited by its target audience. Online reputation management, which controls the reputation of an organization through monitoring and controlling messages placed about the organization, is another aspect of online PR.

There are many activities which belong to Online PR. Communicating with media (journalists) online is one of Online PR activities. It uses the Internet to spread out press releases via email and on-site. A company can create a press-release area on its webpage or send email alerts about news that journalists and other third parties can sign up to. It also can choose to submit its news stories or releases to online new feeds. Link building is another activity of Online PR since it aims to make your brand visible on third parties’ webpage. It must be well-structured effort to

achieve as many links as possible into a website from referring websites. The third activity of Online PR is blogs, podcasting and RSS. Blog is an online diary or news source prepared by an individual or a group of people. It is an easy method to disseminate information. Business blogs can be created by people within the company but need to be under control to avoid releasing harmful information. Podcasts are set up by individuals and organizations to post online media (audio and video) which can be viewed in appropriate media players. However, it is difficult to make podcasts visible because their contents are usually only be recognized by tags. Moreover it is not easy to assess quality without listening to the start of a podcast. Really Simple Syndication (RSS) is an extension of blogging where blogs, news or other content are published by an XML standard and syndicated for other sites or read by users in RSS reader software services. Another activity of Online PR is to manage how your brand is presented on third-party websites. It is necessary to establish monitoring services as well as have resources to deal with negative PR. Creating a buzz – online viral marketing is part of Online PR which is discussed separately in this paper since it plays an important part in attracting more visitors to a site.

4.6 Viral Marketing

According to Chaffey *et al.* (2006, 400 - 402) Viral marketing uses email to transmit a promotional message to another potential customer. It is very useful in reaching a large number of people rapidly like a computer virus. The contents of email can be a video clip, a TV ad, a cartoon, a funny picture, a poem, a song, a political message or a news item which must be so interesting and amazing that makes people pass it on. These authors (Chaffey *et al.* 2006, 400 – 402) also suggested three things needed to make a viral campaign effective: creative material – the “viral agent” (includes the creative message or offer and how it is spread), seeding (identifying websites, blogs or people to send email to start the virus spreading) and tracking (to monitor the effect, to assess the return from the

cost of developing the viral agent and seeding). Smith and Chaffey (2005) categorized viral marketing into 5 different types. The first one is pass-along email viral which involves an email with a link to a site such as video or an attachment. It does no harm to prompt the first recipient to forward the email along to interested friends or colleagues. The second type is web-facilitated viral (Email prompt). The email contains a link/graphic to a webpage with “Email friend” or “Email a colleague”. The web is used as a tool to collect email addresses. The company then can use the email addresses to send another message to the friend or colleague. Web-facilitated viral (web prompt) is the third type of viral marketing that refers a webpage such as a product catalogue or white paper contains a link/graphic to “Email a friend” or “Email a colleague”. By offering a reward to someone who provides someone else’s address, incentivized viral, the fourth type of viral marketing can attract many people take part in the game/offer. However, it is easy to break the privacy law with this type. The last type of viral marketing is web-link viral. Not only emails revolving in this category, links in forums or blogs which are from individual also included.

4.7 Offline campaigns

“Offline promotion” refers to using communications tools such as advertising and PR delivered by traditional media such as TV, radio and print in order to direct visitors to an online presence (Chaffey *et al.* 2006, 370 - 373). This is one of the most useful activities to drive traffic to a website. In addition, the characteristics of offline media usually have a higher impact and are more creative as well as explain the online value proposition. Many organizations whose depend mostly on the Internet continue to invest heavily in offline media. Dell and AirAsia are two companies which use online sales services as their main business transactions but they still have to spend a lot of money on offline media every year. According to web analytics of recognized brands, more than 50% of visitors type directly the web addresses into the address bar. Beside some advantages such as reaching

many customers at the same time, brand awareness through using high-impact visuals, emotional connection with brand again through visuals and sounds and explanation of the online value proposition for a brand; offline communications tools have a lot disadvantages including higher cost, higher wastage, poorer targeting, poorer accountability, less detailed information, less personalized and less interactive experience.

5 CASE STUDY – IDEA WORKS TMI

5.1 Flashgame4fun.com website

Flashgame4fun.com is an arcade games portal developed by Idea Works TMI Helsinki. The source code was from Arcade Builder, a game portal manager. With over 2, 200 flash games available, Flashgame4fun provides a large collection of funny games that target mostly to younger people. The website was completed and went live from November 2007. However, until January 2008, there were only few visitors. By that time, due to several requests from Idea Works customers to provide services in Search Engine Marketing, the company decided to use Flashgame4fun as a trial project to exploring the important of Search Engine Optimization and Online Partnership; and to drive more traffic with minimum resources.

In this case study, we apply the two most important and cost effective processes that are Search Engine Optimization and Link building. All the steps involve in this research were started at the beginning of February 2008. The first week was spent for Search Engine Optimization and the rest of the time was used for Link building process. We will show step by step all the works in the Applied Processes section.

Quantitative analysis will be shown in the Results and Analysis section. Statistical data was collected using third party application, Google Analytics, from 1st of February 2008 to 30 of June 2008.

Next is the Flashgame4fun user-friendly homepage interface:

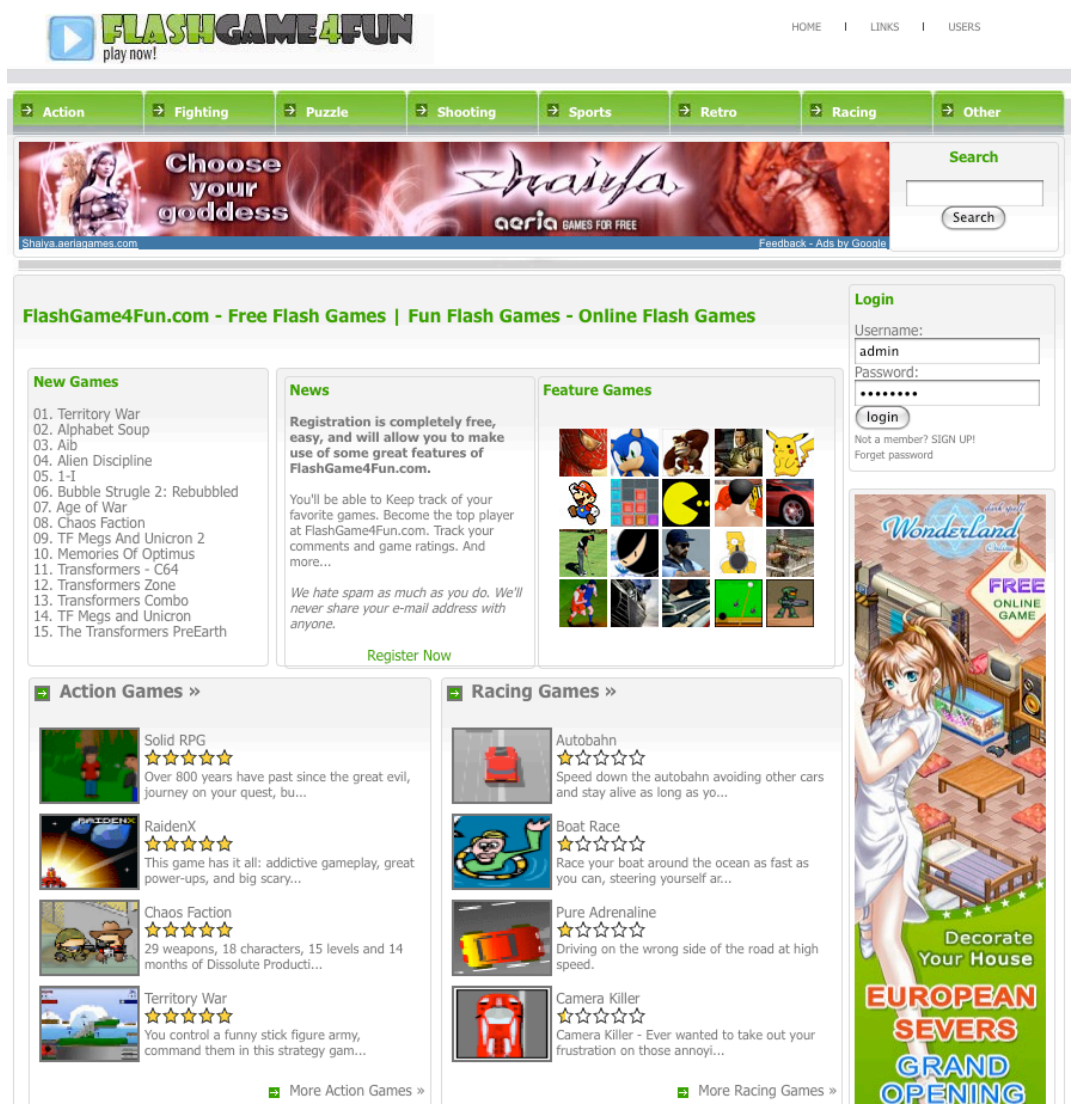


Figure 10: Flashgame4fun Homepage

Source: www.flashgame4fun.com (2008)

5.2 Applied Process

5.2.1 Search Engine Optimization

The Search Engine Optimization section showed a theoretical overview of how to optimize a webpage using different techniques. In this study, we apply the same methods to understand more the importance of SEO.

Note: It requires some basic knowledge in HTML to understand the activity deeply.

- Search engine registration
 - o The below figure describes the main Google submission web page where everyone or every organization registers for their web site.

Google™ Add your URL to Google

[Home](#)
[About Google](#)
[Advertising Programs](#)
[Business Solutions](#)
[Webmaster Info](#)
[Submit Your Site](#)

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:
 Comments:
 Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.

[Need to remove a site from Google?](#) For more information, [click here](#).

Figure 11: Google submission web page

Source: www.google.com (2008)

- Besides Google, Yahoo and Altavista also provide their visitors a webpage for registering their websites

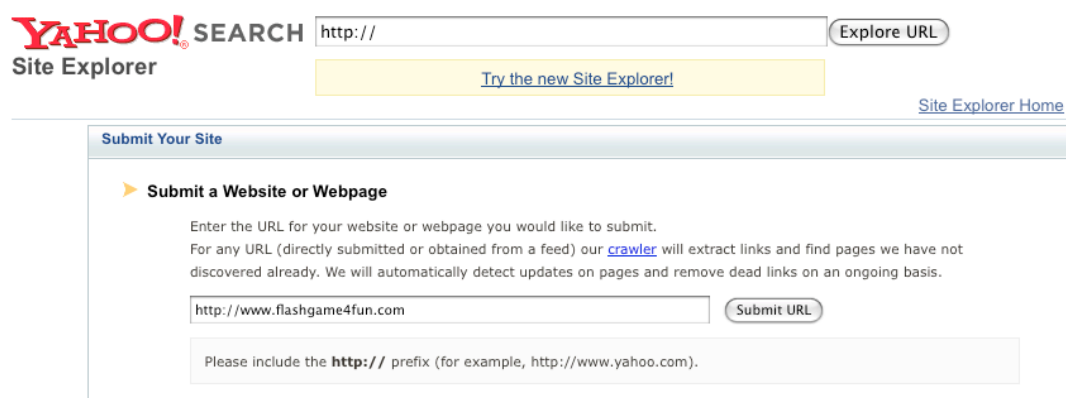


Figure 12: Yahoo and Altavista submission web page

Source: <http://www.yahoo.com> (2008)

- Window Live Search is another famous search engine which provides a web page for its visitors' to register new websites




Figure 13: Window Live Search submission web page

Source: www.live.com (2008)

- Keyword, keyphrase analysis: the Flashgame4fun.com website provides arcade games and flash games to its users, therefore when we use Softnik Technologies' Good Keyword software to generate keywords, keyphrases, the suggested phrases are: play games, play games online, addicting games, games to play online, online games, free online games, fun online games, free games, games play and online flash games.
- Frequency of occurrence in body copy or keyword, keyphrase density: we changed the source codes of the Flashgame4fun.com so that each result page contains several searched keywords. For example: if we search "Mario" using the websites' search function, there will be "Mario" keywords throughout the content of the page like header, descriptions, alternative image keywords, etc...
- Title HTML tag has been changed according to the content of each page. For instance, if you browse the home page, the title will be "FlashGame4Fun.com - Free Flash Games | Fun Flash Games". And if you surf the page Mario Brother 2 (<http://www.flashgame4fun.com/game/402/Mario-Brother-2.html>), the title will be changed to "FlashGame4Fun.com - Mario Brother 2".
- Meta-tags have been changed based on the keyword and keyphrase analysis:
 - o HTML code inserted into <HEAD> tag: *<meta name="keywords" content="play games, play games online, addicting games, games to play online, online games, free online games, fun online games, free games, games play, online flash games" />*. The following figure shows the source code injection of the keywords, keyphrase for the homepage:

```

<html>
  <head>
    <title>FlashGame4Fun.com - Free Flash Games | Fun Flash Games</title>
    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
    <meta name="keywords" content="play games, play games online, addicting games, games to play
    online, online games, free online games, fun online games, free games, games play, online flash
    games" />
    <meta name="description" content="FlashGame4Fun.com offers a large selection of free and fun
    flash online games." />
    <meta http-equiv="cache-control" content="no-cache" />
    <link rel='stylesheet' type='text/css' href='/plugins/site/themes/greentheme/css/style.css' />

    <link rel="shortcut icon" href="img/favicon.ico" type="image/x-icon" />
    <meta name="verify-v1" content="0iN/TMfp0d+3yzDZymgTf8600n2ge/CYEEPL+j74Eto=" />

```

Figure 14: The source code injection of the keywords, keyphrase for the homepage

- Alternative graphics: all the images displayed in the websites are now containing “ALT” attribute. For example, in the home page, there is a section named Feature Games, which includes 20 images linked to 20 games. Those entire images are injected with its own “ALT” attribute. This will make them more visible to search engines. Following figure shows the “ALT” injection sample:

```

<a class="gamelink" href="http://www.flashgame4fun.com/game/1202/Drag-Racer-v2.html">
  
</a>

```

Figure 15: “ALT” injection

- Other changes:
 - o Include keywords in page title
 - o Use the '|' symbol to separate words because search engines bots will ignore keywords such as: and, or.
 - o Use <h1> and <h2> header tags.
 - o Bold, italicize, and underline some keywords.
 - o Dynamically changing content of category boxes using PHP functions.

Search Engine Optimization does not have an immediate impact. It takes time, at least a few weeks for the robots and spiders of search engine providers, to crawl our website content. The result will be discussed more in the Results section.

5.2.2 Link building (Online PR and Online Partnerships)

As mentioned in the Online PR and Online Partnership, link building can be done by either purchasing from third party providers or by building reciprocal links. Due to limited resources, in this study we only concentrate on reciprocal links and directory submission. In fact, Flashgame4fun.com is a brand new website; therefore this is a disadvantage when building connection around the web.

Reciprocal link building is a long and time consuming process which includes finding partners based on our keywords analyzed in the SEO section; filtering the rules stated in the link building theoretical section like: anchor text, building network with high ranking partners, getting links from as many IPs as possible; and sending emails to request creating partnership.

There are many ways to find out which websites have high ranking on the web. In this study, we chose Google PR as a weighting element. The reason is simple: Google is the most popular Web search engine worldwide. Google PR stands for Google Page Ranking. Many people might think Page Rank is simply where their website ranked in the search engines. This does not mean if your webpage has Google PR equal to 5, your site ranked 5 for your keyword. Google PR is Google's way of displaying how important a webpage is. In simple words, if you have more connections from high-ranking websites, you will be ranked higher. Please note that a new website like the Flashgame4Fun.com will not be ranked, or Zero in ranking. The highest is ranked number 9, for example: google.com, live.com, yahoo.com.

Thanks to SEO Elite software, the first part was made much easier. We used the software with the input were our keywords: *play games, play games online, addicting games, games to play online, online games, free online games, fun online games, free games, games play, online flash games*. We found and chose a list of 25 potential partners to build link networks. The selection category is based on website's Google PR and keywords.

After having got the list of potential partners, we first sent an email request to each of the potential partners (email templates included in Appendix). Most of the email addresses could be found in their websites, the rest of them we used search engine to find out. It took one or two weeks to get an answer. If there were no responses, we would keep sending second email and so on until third request delivered.

Table 1: Results of Email requests

Potential Partners	Google PR	First Email Status	Second Email Status	Third Email Status
http://playgameonline.com/	0	Accepted		
http://playonlinegames.info/	0	Accepted		
http://genimo.com/	2	Accepted		
http://onlineflashgames.net/	2	NR	NR	NR
http://www.play2000games.com/	2	Accepted		
http://www.1000addictinggames.com/	3	NR	NR	NR
http://www.addictinggames10.com/	3	NR	NR	NR

(Continued)

http://www.addictinggames1000.com/	3	NR	NR	NR
http://www.addictinggames247.com/	3	NR	NR	NR
http://gamejokers.com/	3	NR	NR	NR
http://addictinggamesnow.com/	4	NR	NR	NR
http://playgames2.com/	4	NR	NR	NR
http://puffgames.com/	4	NR	NR	NR
http://teenfreearcade.com/	4	Accepted		
http://2flashgames.com/	5	Declined		
http://flashgames247.com/	5	Declined		
http://freearcade.com/	5	Declined		
http://www.gamenode.com/	5	Declined		
http://teagames.com/	5	Declined		
http://gamesarcade.net/	6	Declined		
http://gameskidsplay.net/	6	Declined		
http://www.addictinggames.com/	7	Declined		
http://freeonlinegames.com/	7	Declined		
http://gamehouse.com/	7	Declined		
http://www.gametap.com/	7	Declined		

NR: No Response

First Email Status, Second Email Status and Third Email Status columns display the results of each time when we sent out email requesting partnership.

In addition to the link building with websites, which have related keywords, we also submitted and contacted several link exchange websites for example minutecity.com, portportal.com, newsground.com, etc.

The second phase of this activity is submitting our websites to Web Directories. First, let's briefly explain what Web Directory is and its roles in driving traffic. Web Directory is simply a directory on the World Wide Web. It is not a search engine. It specializes in linking to other websites and categorizing those links (http://en.wikipedia.org/wiki/Web_directory). Many Web Directories are human edited, meaning that links submitted will be reviewed by editors. This makes them strong and gives them a highly ranking position on the web. As discussed in previous part about Google PR, the better quality back links you have, the higher your website ranking will be. So search engine optimizers always target Web Directory as one of the effective way to promoting websites. We decided to categorize web directory submission under this section because most of its work is actually building one-way or non-reciprocal links from Web Directories. In this study, we only submitted our websites to free Web Directories. It took from two weeks to six months to be listed in a free directory if accepted. Below is a list of 22 free and highest ranking directories which the Flashgame4fun.com has been submitted to:

Table 2: Web directory submission list

Web Directory	Status	Google PR
http://www.dmoz.org/	Not listed	8
http://searchsight.com/	Listed	5

(Continued)

http://www.gimpsy.com/	Not listed	5
http://www.illumirate.com/	Not listed	5
http://www.vietnamwebsite.net/	Listed	5
http://www.internet-web-directory.com/	Not listed	5
http://www.click4choice.com/	Listed	5
http://www.exactseek.com/	Listed	4
http://www.01webdirectory.com/	Not listed	4
http://www.arakne-links.com/	Not listed	4
http://www.netinsert.com	Not listed	4
http://www.gmdir.com/	Not listed	4
http://www.objectsdirectory.com/	Not listed	4
http://www.homepageseek.com/	Listed	4
http://www.seopicks.com/	Listed	3
http://www.gamesdirectory.co.uk/	Listed	3
http://www.abilogic.com/	Not listed	3
http://www.busybits.com/	Not listed	3
http://www.uudir.com	Listed	3
http://www.kazancity.ru/	Listed	3
http://www.gotowebguide.com	Listed	3
http://www.findservices.com/	Not listed	2

Note: Column Status show if Flashgame4fun is being listed or not by that web directory.

As clearly seen in table 1, only 5 out of 25 websites accepted our link building partnership, in which, most of them are from lower ranking websites with the exception of teenfreearcade.com Google PR 4. The reason can be foreseen. The Flashgame4fun.com was just a newcomer. Its Google PR was zero. Thus, highly ranked websites probably declined or did not response to our requests. Moving into the web directory submission, our website has been listed in 10 out of 22 directories which should help us in increasing our Google PR. We will take further analysis later in the Results and Analysis section.

5.3 Results and Analysis

To analyze and measure the results of applied activities, we use Google Analytics to keep track of all visitors of the Flashgame4fun.com. Quantitative data collection was applied in order to find out how the processes influence traffic of the website.

As of 1st of February 2008, there were approximately 10 visitors per day. Figure 16 below shows an increase of traffic from the end of February. The fluctuation occurs probably due to lower activities of the Internet at every weekend. In general trend, the number of visitors was rocketed thanks to the campaign. The highest number of visitors per day to the site is 335 on 30th April 2008. All the processes were stopped at the beginning of May 2008. The result was predictable from middle of May 2008 onward there was a dramatic decrease in traffic.

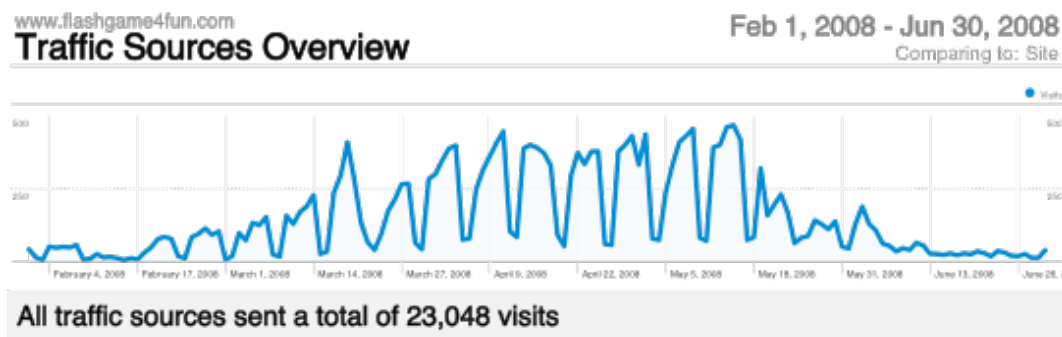


Figure 16: Traffic Sources Overview – Number of visits by day

Source: Google Analytics

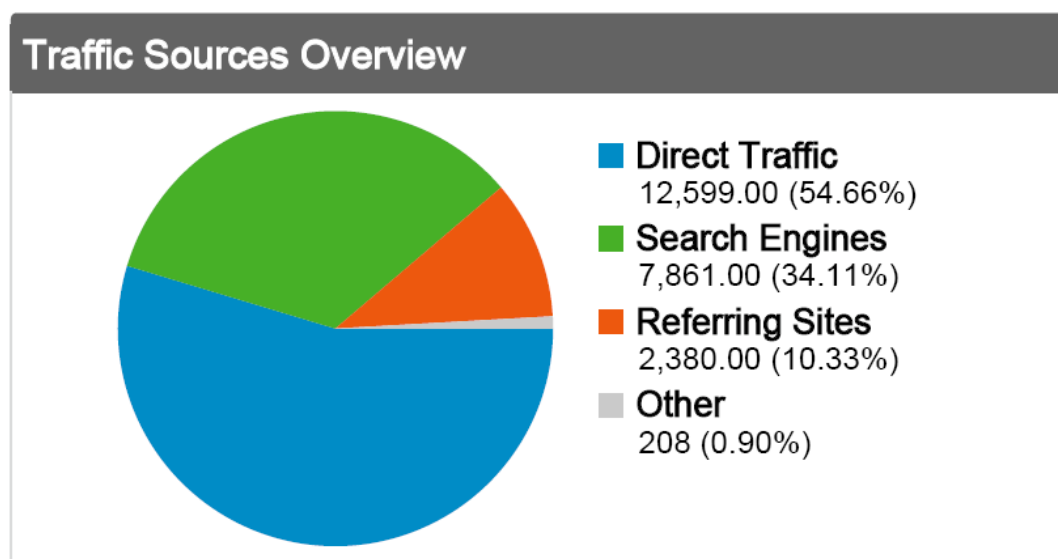


Figure 17: Share of Traffic Sources

Source: Google Analytics

Figure 17 screens the share of traffic sources. A large portion of visitors, 54.66 percent, are from direct traffic which was converted from the search engines and referring sites. Since most of visitors came to the website via the search engines and referring sites for the first time, from the second time onwards, they probably

visit the website by typing its address directly on the web browser bar address. In other cases, the visitors can use bookmark function to visit the website directly. In fact, the visitors were generated from search engines or referring sites, Google analytics count one direct hit each time he/she visits the websites. For example, a visitor typed a keyword “flash game” in Google search toolbar; the Google search result page provided her/him a list of different flash game websites. She/he found the website interesting and bookmarked it. From the second time onwards, he used his bookmarked website list to visit that website again instead of using search engine.

From 1st of February 2008 to 30th of June 2008, there was 7, 861 visits from the Search Engines. This source contributed 34.11 percent of total traffic. Referring sites source shares 10.33 percent equals to 2, 380 visits. Other traffic sources might come from bots, spiders that caused 0.9 percent.

In the next few pages, we will have a deeper analysis on traffics sources.

All traffic sources sent 23,048 visits via 67 sources and mediums

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
23,048 % of Site Total: 100.00%	3.57 Site Avg: 3.57 (0.00%)	00:03:56 Site Avg: 00:03:56 (0.00%)	31.28% Site Avg: 31.27% (0.04%)	46.58% Site Avg: 46.58% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(direct) / (none)	12,599	4.15	00:04:42	31.32%	33.32%
google / organic	7,244	2.90	00:02:48	35.09%	64.00%
guest.portaportal.com / referral	1,418	1.68	00:03:32	15.87%	70.45%
flashgame4fun.com / referral	316	3.68	00:04:16	2.53%	23.42%
yahoo / organic	285	5.29	00:04:38	67.37%	35.79%
answers.yahoo.com / (not set)	207	1.71	00:01:35	3.86%	82.13%
minutecity.com / referral	206	2.11	00:02:00	1.46%	82.52%
live / organic	171	5.33	00:05:18	30.99%	18.71%
portsmouth.k12.oh.us:90 / referral	132	2.70	00:02:19	37.88%	71.97%
msn / organic	115	3.57	00:03:01	3.48%	66.96%
					1 - 10 of 67

Table 3: Top 10 Traffic Sources

Source: Google Analytics

Taking a closer look at the Top ten traffic sources from the above table, the number of direct visits were 12, 599, in which, 31% are new visits. The rest of the direct sources – 71% are the result of previous organic searches, referrals and return users.

Google organic search, in second place, contributed totally 7, 244 visits. However the bounce rate was pretty high, 64%. This might be caused by many reasons for example: typo search keyword, website attractive, website content, etc. Other organic searches were from Yahoo, Microsoft Live Search, and MSN.

Referral sites come in third place, contributed 4 out of 10 top traffic sources.

Noticed the forth place was from Flashgame4fun.com, this number comes from inside links or internal links. Google analytics treats this source as important as other referral.

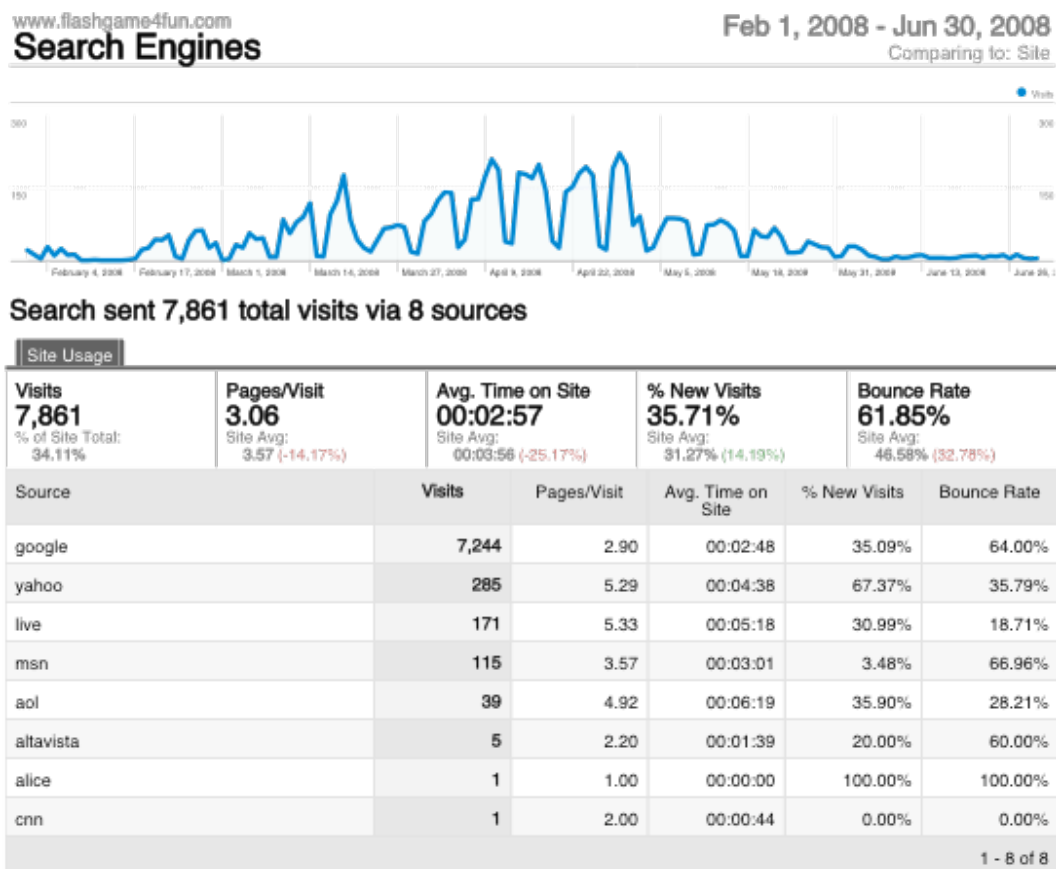


Figure 18: Search Engine Traffics

Source: Google Analytics

The above figure shows top ten search engines traffic. Flashgame4fun was not on the list of these search engines as of 01st February 2008. After the search engine optimization takes place, the web site has been indexed in many major search engines like Google, Yahoo, Window Live Search, MSN, AOL, and AltaVista. Google sends the most of the traffic, contributing 7, 244 of the total 7, 861. Coming in the second place is Yahoo with 285 visits. The third place is Window Live Search with 171 organic searches.

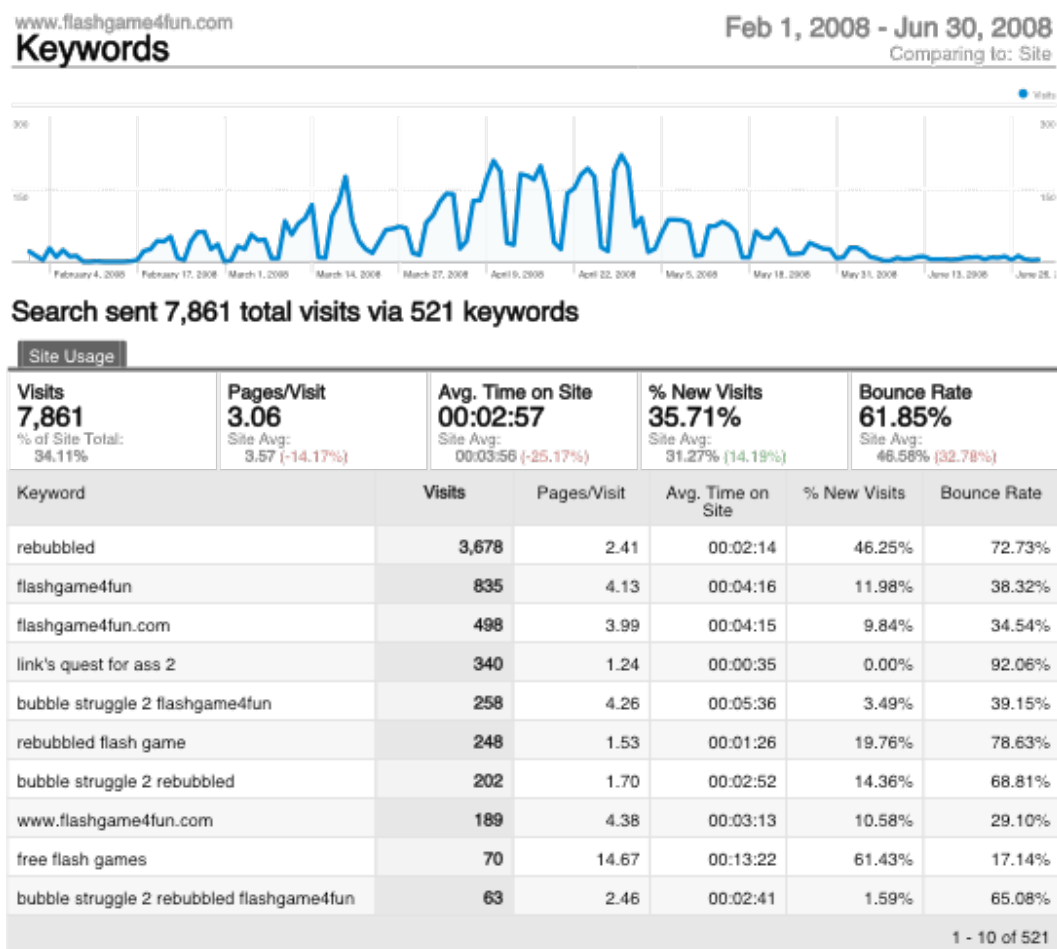


Figure 19: Top 10 Keywords

Source: Google Analytics

Figure 19 shows the Top 10 Keywords. We could clearly see the effectiveness of keyword searches. The Flashgame4fun.com has changed the keywords based on keyword analysis. In addition, every flash game has its own Meta tag keywords, which instruct the robots and spiders to understand the content of the pages. Let's recall that Search Engine Optimization is basically the process, which makes a websites more readable, understandable by the search engines.

The result shows that "Rebubbled" keyword is the biggest contributor. Rebubble Struggle 2 is the name of an interesting and fun game. Five out of ten top search

engines keywords and keyphrases are related to it. The most important contribution is the keyword “free flash games” which is one of the main website keywords. Even if it is placed in the ninth position of the top ten, it still shows a great potential with the bounce rate quite low at 17.14 percent.

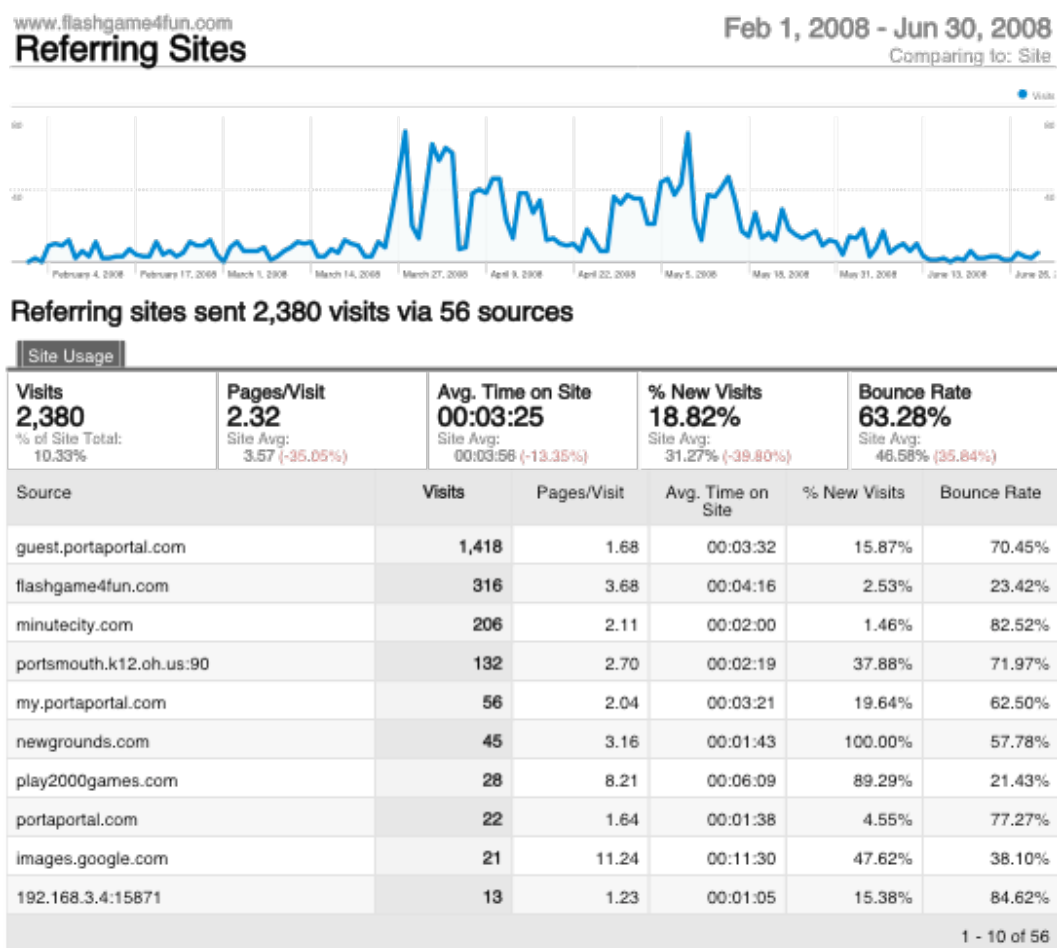
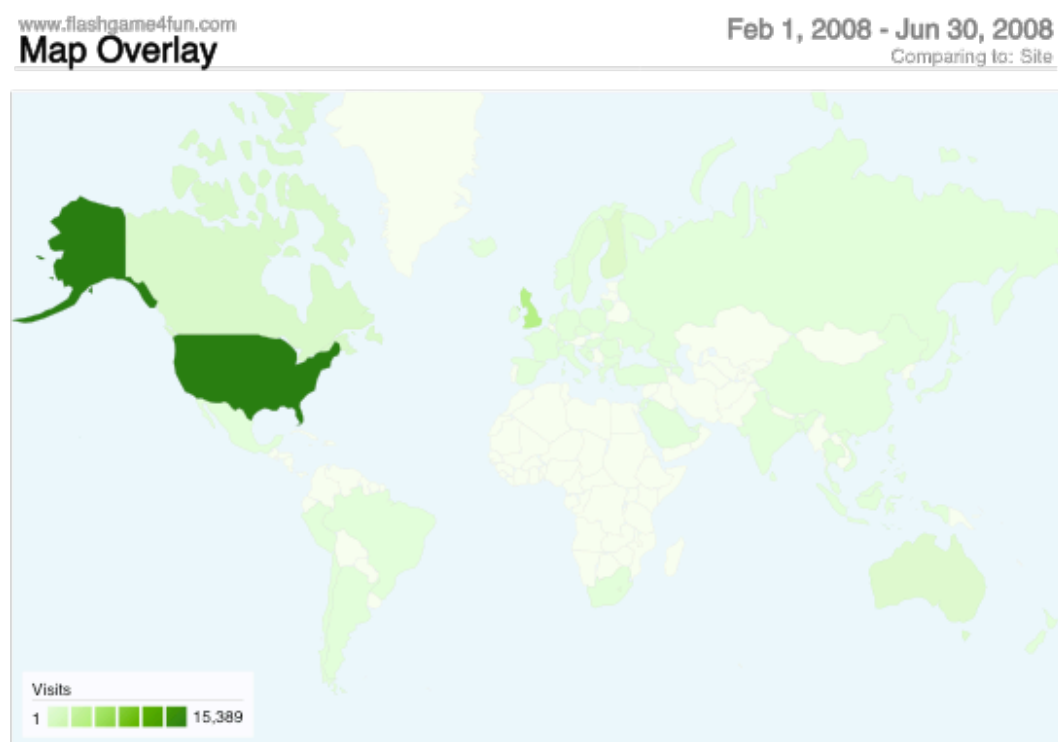


Figure 20: Top 10 Referring Sites

Source: Google Analytics

Figure 20 shows that there is only one of the total five target partner websites in the list of top ten referring sites, that is play2000games.com. But, once again, the bounce rate for this source is very low, 21.43%, and this screen a high hope.

Surprisingly, the first position is held by Portportal.com, a web based bookmarking utility that lets you store your favorite website links online. We could see the importance of social networking. The second place is derived from inner links of the Flashgame4fun.com itself. Let's remind that inner links are treated as important as links from outside by search engines.



23,048 visits came from 66 countries/territories

Figure 21: Map Overlay Traffics

Source: Google Analytics

Map overlay shows that as of Jun 30, 2008 the Flashgame4fun.com had visitors from 66 countries/territories, which is a great achievement. Most of the traffic comes from the USA. This is understandable because the website language is English and most of the link building partners originate from this country.

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
23,048 % of Site Total: 100.00%	3.57 Site Avg: 3.57 (0.00%)	00:03:56 Site Avg: 00:03:56 (0.00%)	31.28% Site Avg: 31.27% (0.04%)	46.58% Site Avg: 46.58% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	15,389	4.08	00:04:37	26.02%	37.51%
United Kingdom	4,431	2.33	00:01:58	51.05%	68.77%
Canada	964	4.83	00:06:50	20.64%	23.44%
Finland	865	1.58	00:01:15	1.73%	84.51%
Australia	745	2.12	00:02:38	35.97%	69.53%
Sweden	220	1.37	00:00:31	51.36%	86.36%
Vietnam	98	1.94	00:02:20	95.92%	46.94%
New Zealand	39	3.13	00:01:52	48.72%	53.85%
Hungary	38	1.37	00:00:39	34.21%	78.95%
Germany	34	3.82	00:04:59	61.76%	52.94%

Table 4: Top ten visit countries

Source: Google Analytics

Top ten visit countries shows that most of the visits come from English speaking countries. The top three are the United States, the United Kingdom and Canada in that order. We could notice a small number of visitors are from Finland. These would be visits made by researchers and friends while applying the processes. Since, we could see that there is only 1.73% of new visitors are from Finland.

Most people visited: 1 times

Number of Visits	Visits	Percentage of all visitors
1 times	7,210	31.28%
2 times	2,250	9.76%
3 times	1,302	5.65%
4 times	959	4.16%
5 times	786	3.41%
6 times	673	2.92%
7 times	584	2.53%
8 times	520	2.26%
9-14 times	2,186	9.48%
15-25 times	2,316	10.05%
26-50 times	2,359	10.24%
51-100 times	1,001	4.34%
101-200 times	150	0.65%
201+ times	752	3.26%

Figure 22: Visitor Loyalty*Source: Google Analytics*

Visitor Loyalty tells the number of times a customer visits Flashgame4fun.com. Approximately 65% of customers visit the website from once to 10 times, in which 31.28% surf through only once. There are only 3.26% of customers visiting the website more than 200 times. These results show that maintaining customers and converting them into loyal customers are as important as attracting them. In this study, we are limited to just exploring how to acquire customers.

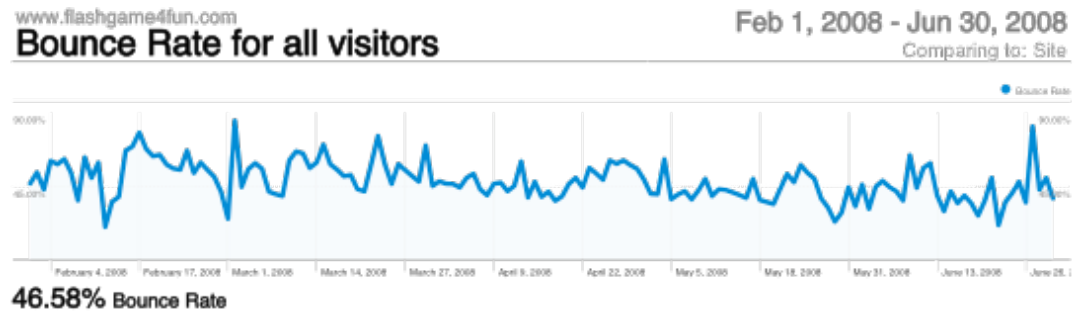


Figure 23: Bounce Rate for all visitors

Source: Google Analytics

We have to pay attention to the bounce rate seriously. The bounce rate of Flashgame4fun.com is 46.68 %, which is very high. It means that there are only just over 53% which are possible to convert into long-term customers. In addition, there are 3.26% of customers visiting the website more than 200 times. Only these customers can be considered as regular customers. It reveals that converting visitors into customers and maintaining the long-term relationship with them are as important as attracting customers.

6 SUMMARY

Based on our study, the Internet not only brings different image to all the elements of the marketing mix but has brought a new way to approach potential customers in a very interesting, creative and cost effective way as well. Moreover, according to many articles by different researchers, it figures out many parameters that make companies and consumers pursue Internet marketing.

The Internet absolutely has been offering new opportunities to adapt to the marketing mix. Instead of providing real products, companies use pictures of products with full descriptions to encourage the customers to be confident to make a purchasing decision. Besides that, companies not only are able to reduce product prices by passing by store space and staff costs but also provide customers with new methods of payment. In addition to this, using the Internet also creates a new method of distributing products. About the Promotion element of the marketing mix, it has been diversified in many aspects by Internet applications.

Nowadays, there are more and more companies using Internet marketing as a new communication channel to attract customers. Companies of different size can be driven by different factors. Particularly, using Internet marketing contributes a lot to the environmental protection. Besides that, they have to study how to be successful when applying Internet marketing as well as analyzing the advantages and disadvantages of Internet marketing in order to decide what is their main marketing channel between traditional and Internet marketing channels. In fact, this digital marketing forces companies to pay more attention on how to protect their customer privacy and to build confidence in their customers so that they do not hesitate in making purchases. Moreover, companies must understand that like traditional marketing, understanding gender as a factor in purchasing behavior plays a very important role in the success of Internet marketing.

To customers, their privacy is one of the most important issues that influence on whether they make online purchasing decisions or not. They are also interested in evaluating the Internet merchants based on competence through professional websites, security and integrity. During the whole decision making process of purchasing, the consumers are affected by a number of factors such as lowest price, security, ease of navigation of the website, fast loading time of the website, especially reviews from web mavens. Internet credit card stealing, fear of supplying personal information, pornography and violence, vast Internet advertising, information reliability, lack of physical contact, not receiving Internet products purchased, missing the human factor when Internet purchases are made, Internet usage addiction are serious problems that prevent consumers from purchasing online. In addition to that, a big difference between males and females in perceiving Internet marketing is another important parameter which needs to be understood precisely.

As mentioned, the key organization processes for Internet marketing are operating processes and management processes, in which, the operating processes include Acquisition, Conversion/proposition development, and Retention and growth. In this study, we only concentrate on explore the acquisition process. Due to the lack of financial resources, we only apply the SEO of search engine marketing, link building of online partnership and online PR and left out other activities of this process such as interactive advertising, viral marketing, email marketing and offline campaigns, we still prove the importance and effectiveness of Internet marketing activities in attracting or driving customers to a website. During 5 months, from 1st February 2008 to 30th June 2008, there were a total of 23,048 visits to the Flashgame4fun.com website from 66 countries/ territories. The website has been indexed in almost all major search engine providers such as Google, Yahoo and MSN. On 30th April 2008, there were 335 visits to the website, 33 times higher than an average number of visitors at the beginning of February 2008. However, we realize that search engine optimization and link building are continuous and long-term activities. The result reveals that when we

stopped all the activities, the traffic is dropped down dramatically. To maximize the page impression or traffic, other activities of acquisition process should also be implemented. Besides that, with the minimum budget available, SEO and link building prove to be very cost effective solutions. As 30th June 2008, the Google PR of Flashgame4fun.com is 2, which has been increased by 2 comparing to its rank on February 2008. It definitely raises the website credibility.

The benefits of this study go to Idea Works TMI. It realizes that nowadays, Internet marketing plays an extremely important role for the success of any organizations. Therefore, it wants to apply Internet marketing to attract more customers for its main website. The company decided to test the effectiveness of Internet marketing acquisition process activities by using the flashgame4fun.com website as a trial project. The result of this study is beyond the company's expectation. However, to maximize the number of quality customers to its main website, the company should invest its financial and human resources to apply all activities of acquisition process at the same time. Besides that, the process should be carried out continuously since the search engines' methods to weight a website will be changed regularly. In addition to that, these activities can support each other in order to reduce the bound rate which causes negative effects to attract more customers.

In this study, the bounce rate and visitor loyalty reveal that maintaining customers is as important as attracting customers. Therefore, future researchers should cover other activities of acquisition process, which have been left out in this paper, and other key processes to have a better and closer picture of how effective and important Internet marketing is.

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<http://www.yahoo.com>

<http://www.live.com>

<http://www.whatisrss.com/>

APPENDICES

Appendix 1

All Traffic Sources

Day	Visits		Day	Visits
20080201	43		20080416	391
20080202	15		20080417	373
20080203	7		20080418	331
20080204	53		20080419	93
20080205	48		20080420	54
20080206	52		20080421	296
20080207	49		20080422	374
20080208	58		20080423	335
20080209	8		20080424	378
20080210	10		20080425	379
20080211	27		20080426	61
20080212	15		20080427	58
20080213	17		20080428	379
20080214	13		20080429	401
20080215	6		20080430	432
20080216	13		20080501	333
20080217	9		20080502	437
20080218	31		20080503	80
20080219	49		20080504	75
20080220	78		20080505	241
20080221	86		20080506	334
20080222	79		20080507	411
20080223	20		20080508	432

20080224	12		20080509	456
20080225	85		20080510	83
20080226	96		20080511	72
20080227	115		20080512	392
20080228	93		20080513	401
20080229	104		20080514	462
20080301	8		20080515	468
20080302	20		20080516	419
20080303	99		20080517	75
20080304	74		20080518	85
20080305	134		20080519	321
20080306	126		20080520	159
20080307	154		20080521	196
20080308	25		20080522	231
20080309	18		20080523	169
20080310	158		20080524	64
20080311	130		20080525	83
20080312	171		20080526	89
20080313	191		20080527	142
20080314	229		20080528	129
20080315	27		20080529	112
20080316	36		20080530	139
20080317	238		20080531	52
20080318	296		20080601	46
20080319	410		20080602	131
20080320	283		20080603	190
20080321	134		20080604	130
20080322	67		20080605	108

20080323	41		20080606	63
20080324	96		20080607	55
20080325	175		20080608	36
20080326	214		20080609	47
20080327	267		20080610	41
20080328	268		20080611	66
20080329	65		20080612	56
20080330	43		20080613	28
20080331	284		20080614	27
20080401	301		20080615	24
20080402	349		20080616	29
20080403	389		20080617	23
20080404	399		20080618	29
20080405	76		20080619	26
20080406	80		20080620	36
20080407	249		20080621	30
20080408	315		20080622	19
20080409	362		20080623	37
20080410	408		20080624	32
20080411	447		20080625	21
20080412	104		20080626	20
20080413	85		20080627	27
20080414	389		20080628	14
20080415	401		20080629	14
			20080630	40

Appendix 2

Direct Traffic

Day	Visits		Day	Visits
20080201	22		20080416	194
20080202	1		20080417	141
20080203	4		20080418	173
20080204	16		20080419	40
20080205	28		20080420	18
20080206	19		20080421	145
20080207	26		20080422	212
20080208	44		20080423	149
20080209	2		20080424	167
20080210	7		20080425	191
20080211	15		20080426	25
20080212	13		20080427	30
20080213	15		20080428	153
20080214	10		20080429	148
20080215	3		20080430	198
20080216	5		20080501	225
20080217	2		20080502	311
20080218	6		20080503	39
20080219	20		20080504	27
20080220	24		20080505	137
20080221	40		20080506	201
20080222	21		20080507	287
20080223	9		20080508	303
20080224	4		20080509	305

20080225	32		20080510	47
20080226	26		20080511	45
20080227	44		20080512	282
20080228	55		20080513	291
20080229	64		20080514	338
20080301	8		20080515	345
20080302	9		20080516	323
20080303	56		20080517	49
20080304	42		20080518	62
20080305	72		20080519	231
20080306	76		20080520	96
20080307	100		20080521	132
20080308	17		20080522	152
20080309	8		20080523	91
20080310	68		20080524	30
20080311	66		20080525	52
20080312	73		20080526	58
20080313	89		20080527	88
20080314	94		20080528	79
20080315	7		20080529	76
20080316	15		20080530	101
20080317	127		20080531	34
20080318	159		20080601	33
20080319	213		20080602	88
20080320	181		20080603	147
20080321	66		20080604	90
20080322	29		20080605	95
20080323	13		20080606	48

20080324	36		20080607	36
20080325	88		20080608	29
20080326	107		20080609	31
20080327	132		20080610	26
20080328	119		20080611	54
20080329	19		20080612	36
20080330	7		20080613	13
20080331	157		20080614	21
20080401	133		20080615	18
20080402	162		20080616	21
20080403	182		20080617	19
20080404	197		20080618	22
20080405	42		20080619	17
20080406	29		20080620	21
20080407	85		20080621	18
20080408	148		20080622	12
20080409	151		20080623	25
20080410	153		20080624	21
20080411	214		20080625	9
20080412	42		20080626	15
20080413	37		20080627	10
20080414	168		20080628	6
20080415	185		20080629	9
			20080630	30

Appendix 3

Search Engines Traffic

Day	Visits		Day	Visits
20080201	21		20080416	170
20080202	12		20080417	198
20080203	3		20080418	146
20080204	28		20080419	40
20080205	10		20080420	26
20080206	24		20080421	142
20080207	11		20080422	152
20080208	12		20080423	180
20080209	0		20080424	193
20080210	0		20080425	176
20080211	1		20080426	30
20080212	0		20080427	22
20080213	0		20080428	190
20080214	0		20080429	221
20080215	0		20080430	196
20080216	1		20080501	73
20080217	3		20080502	91
20080218	22		20080503	20
20080219	26		20080504	27
20080220	43		20080505	60
20080221	42		20080506	87
20080222	52		20080507	87
20080223	8		20080508	86
20080224	3		20080509	80

20080225	42		20080510	12
20080226	61		20080511	14
20080227	62		20080512	73
20080228	26		20080513	74
20080229	36		20080514	83
20080301	0		20080515	76
20080302	3		20080516	62
20080303	32		20080517	9
20080304	26		20080518	9
20080305	56		20080519	63
20080306	44		20080520	50
20080307	46		20080521	48
20080308	7		20080522	67
20080309	7		20080523	49
20080310	84		20080524	16
20080311	56		20080525	16
20080312	79		20080526	18
20080313	90		20080527	39
20080314	118		20080528	33
20080315	9		20080529	27
20080316	8		20080530	26
20080317	95		20080531	7
20080318	123		20080601	9
20080319	176		20080602	29
20080320	83		20080603	29
20080321	43		20080604	22
20080322	26		20080605	10
20080323	18		20080606	7

20080324	42		20080607	2
20080325	66		20080608	2
20080326	68		20080609	8
20080327	73		20080610	5
20080328	69		20080611	6
20080329	18		20080612	10
20080330	14		20080613	11
20080331	81		20080614	5
20080401	96		20080615	5
20080402	124		20080616	5
20080403	141		20080617	4
20080404	140		20080618	5
20080405	27		20080619	8
20080406	43		20080620	9
20080407	126		20080621	10
20080408	127		20080622	5
20080409	173		20080623	9
20080410	209		20080624	8
20080411	187		20080625	11
20080412	39		20080626	4
20080413	35		20080627	12
20080414	181		20080628	5
20080415	178		20080629	3
			20080630	4

Appendix 4

Keywords

Day	Visits		Day	Visits
20080201	21		20080416	170
20080202	12		20080417	198
20080203	3		20080418	146
20080204	28		20080419	40
20080205	10		20080420	26
20080206	24		20080421	142
20080207	11		20080422	152
20080208	12		20080423	180
20080209	0		20080424	193
20080210	0		20080425	176
20080211	1		20080426	30
20080212	0		20080427	22
20080213	0		20080428	190
20080214	0		20080429	221
20080215	0		20080430	196
20080216	1		20080501	73
20080217	3		20080502	91
20080218	22		20080503	20
20080219	26		20080504	27
20080220	43		20080505	60
20080221	42		20080506	87
20080222	52		20080507	87
20080223	8		20080508	86
20080224	3		20080509	80

20080225	42		20080510	12
20080226	61		20080511	14
20080227	62		20080512	73
20080228	26		20080513	74
20080229	36		20080514	83
20080301	0		20080515	76
20080302	3		20080516	62
20080303	32		20080517	9
20080304	26		20080518	9
20080305	56		20080519	63
20080306	44		20080520	50
20080307	46		20080521	48
20080308	7		20080522	67
20080309	7		20080523	49
20080310	84		20080524	16
20080311	56		20080525	16
20080312	79		20080526	18
20080313	90		20080527	39
20080314	118		20080528	33
20080315	9		20080529	27
20080316	8		20080530	26
20080317	95		20080531	7
20080318	123		20080601	9
20080319	176		20080602	29
20080320	83		20080603	29
20080321	43		20080604	22
20080322	26		20080605	10
20080323	18		20080606	7

20080324	42		20080607	2
20080325	66		20080608	2
20080326	68		20080609	8
20080327	73		20080610	5
20080328	69		20080611	6
20080329	18		20080612	10
20080330	14		20080613	11
20080331	81		20080614	5
20080401	96		20080615	5
20080402	124		20080616	5
20080403	141		20080617	4
20080404	140		20080618	5
20080405	27		20080619	8
20080406	43		20080620	9
20080407	126		20080621	10
20080408	127		20080622	5
20080409	173		20080623	9
20080410	209		20080624	8
20080411	187		20080625	11
20080412	39		20080626	4
20080413	35		20080627	12
20080414	181		20080628	5
20080415	178		20080629	3
			20080630	4

Appendix 5

Referring Sites

Day	Visits		Day	Visits
20080201	0		20080416	27
20080202	2		20080417	34
20080203	0		20080418	12
20080204	9		20080419	13
20080205	10		20080420	10
20080206	9		20080421	9
20080207	12		20080422	10
20080208	2		20080423	6
20080209	6		20080424	18
20080210	3		20080425	12
20080211	11		20080426	6
20080212	2		20080427	6
20080213	2		20080428	36
20080214	3		20080429	32
20080215	3		20080430	37
20080216	7		20080501	35
20080217	4		20080502	35
20080218	3		20080503	21
20080219	3		20080504	21
20080220	11		20080505	44
20080221	4		20080506	46
20080222	6		20080507	37
20080223	3		20080508	43
20080224	5		20080509	71

20080225	11		20080510	24
20080226	9		20080511	12
20080227	9		20080512	37
20080228	12		20080513	36
20080229	4		20080514	41
20080301	0		20080515	47
20080302	8		20080516	34
20080303	11		20080517	17
20080304	6		20080518	14
20080305	6		20080519	27
20080306	6		20080520	13
20080307	8		20080521	16
20080308	1		20080522	12
20080309	3		20080523	29
20080310	6		20080524	18
20080311	8		20080525	15
20080312	11		20080526	13
20080313	10		20080527	15
20080314	11		20080528	17
20080315	3		20080529	9
20080316	3		20080530	12
20080317	7		20080531	11
20080318	5		20080601	4
20080319	12		20080602	14
20080320	10		20080603	13
20080321	9		20080604	18
20080322	3		20080605	3
20080323	3		20080606	8

20080324	11		20080607	17
20080325	8		20080608	5
20080326	27		20080609	8
20080327	48		20080610	10
20080328	72		20080611	6
20080329	20		20080612	10
20080330	13		20080613	3
20080331	38		20080614	1
20080401	65		20080615	1
20080402	56		20080616	2
20080403	63		20080617	0
20080404	60		20080618	2
20080405	7		20080619	1
20080406	8		20080620	6
20080407	38		20080621	2
20080408	40		20080622	2
20080409	38		20080623	3
20080410	46		20080624	3
20080411	46		20080625	1
20080412	23		20080626	1
20080413	13		20080627	5
20080414	38		20080628	3
20080415	38		20080629	2
			20080630	5

Appendix 6

Bounce Rate

Day	Bounce Rate		Day	Bounce Rate
20080201	46.51%		20080416	38.36%
20080202	53.33%		20080417	41.55%
20080203	42.86%		20080418	35.95%
20080204	60.38%		20080419	38.71%
20080205	58.33%		20080420	46.30%
20080206	61.54%		20080421	50.00%
20080207	53.06%		20080422	44.12%
20080208	36.21%		20080423	56.12%
20080209	62.50%		20080424	52.65%
20080210	50.00%		20080425	48.81%
20080211	59.26%		20080426	60.66%
20080212	20.00%		20080427	58.62%
20080213	35.29%		20080428	60.69%
20080214	38.46%		20080429	57.86%
20080215	66.67%		20080430	55.56%
20080216	69.23%		20080501	48.95%
20080217	77.78%		20080502	40.27%
20080218	67.74%		20080503	40.00%
20080219	63.27%		20080504	61.33%
20080220	64.10%		20080505	36.93%
20080221	58.14%		20080506	39.82%
20080222	55.70%		20080507	41.85%
20080223	55.00%		20080508	36.81%

20080224	66.67%		20080509	42.32%
20080225	52.94%		20080510	49.40%
20080226	59.38%		20080511	38.89%
20080227	54.78%		20080512	43.11%
20080228	50.54%		20080513	42.64%
20080229	41.35%		20080514	41.13%
20080301	25.00%		20080515	39.53%
20080302	85.00%		20080516	37.71%
20080303	44.44%		20080517	49.33%
20080304	55.41%		20080518	36.47%
20080305	58.96%		20080519	35.20%
20080306	55.56%		20080520	33.96%
20080307	41.56%		20080521	43.37%
20080308	40.00%		20080522	52.38%
20080309	38.89%		20080523	47.34%
20080310	60.76%		20080524	57.81%
20080311	66.15%		20080525	53.01%
20080312	64.91%		20080526	49.44%
20080313	56.02%		20080527	37.32%
20080314	59.39%		20080528	31.78%
20080315	70.37%		20080529	23.21%
20080316	58.33%		20080530	28.78%
20080317	55.04%		20080531	44.23%
20080318	51.01%		20080601	32.61%
20080319	51.71%		20080602	45.80%
20080320	43.11%		20080603	31.05%
20080321	41.79%		20080604	44.62%
20080322	58.21%		20080605	48.15%

20080323	75.61%		20080606	44.44%
20080324	58.33%		20080607	41.82%
20080325	46.29%		20080608	36.11%
20080326	58.41%		20080609	63.83%
20080327	54.68%		20080610	43.90%
20080328	51.12%		20080611	56.06%
20080329	47.69%		20080612	58.93%
20080330	69.77%		20080613	39.29%
20080331	45.07%		20080614	29.63%
20080401	47.84%		20080615	41.67%
20080402	46.42%		20080616	34.48%
20080403	46.27%		20080617	39.13%
20080404	44.11%		20080618	34.48%
20080405	50.00%		20080619	26.92%
20080406	52.50%		20080620	36.11%
20080407	42.97%		20080621	50.00%
20080408	39.37%		20080622	21.05%
20080409	46.41%		20080623	35.14%
20080410	47.06%		20080624	40.62%
20080411	41.83%		20080625	47.62%
20080412	45.19%		20080626	35.00%
20080413	60.00%		20080627	81.48%
20080414	38.05%		20080628	42.86%
20080415	47.63%		20080629	50.00%
			20080630	37.50%

Appendix 7

Depth of Visit

February 1, 2008 - June 30, 2008	
1 pages	10736
2 pages	4993
3 pages	2209
4 pages	1106
5 pages	699
6 pages	501
7 pages	411
8 pages	281
9 pages	261
10 pages	209
11 pages	217
12 pages	166
13 pages	153
14 pages	113
15 pages	112
16 pages	83
17 pages	76
18 pages	56
19 pages	73
20+ pages	593

Appendix 8

New and Returning Visitors

Visitor Type	Visits	Visits	Pages/Visit	Bounce Rate
Returning Visitor	15838	0.687174592	0.680142499	0.679955291
New Visitor	7210	0.312825408	0.319857501	0.320044709

Appendix 9

Visitor Loyalty

Number of Visits	
1 times	7210
2 times	2250
3 times	1302
4 times	959
5 times	786
6 times	673
7 times	584
8 times	520
9-14 times	2186
15-25 times	2316
26-50 times	2359
51-100 times	1001
101-200 times	150
201+ times	752

Appendix 10

Geography

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	15389	4.081746702	277.4004159	0.260185847	0.375073104
United Kingdom	4431	2.330625141	117.8544347	0.510494245	0.687655157
Canada	964	4.826763485	409.8475104	0.206431535	0.234439834
Finland	865	1.584971098	75.35722543	0.01734104	0.845086705
Australia	745	2.124832215	157.8214765	0.359731544	0.695302013
Sweden	220	1.368181818	31.45454545	0.513636364	0.863636364
Vietnam	98	1.93877551	140.2346939	0.959183673	0.469387755
New Zealand	39	3.128205128	111.5384615	0.487179487	0.538461538
Hungary	38	1.368421053	39.34210526	0.342105263	0.789473684
Germany	34	3.823529412	298.6176471	0.617647059	0.529411765

Appendix 11

Languages

Language	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
English (United States)	20589	3.674680655	226.0040313	0.321773763	0.457623003
English	2004	2.861277445	380.6886228	0.144710579	0.483532934
Swedish (Standard)	174	1.293103448	29.22413793	0.477011494	0.896551724
French (Standard)	38	2.526315789	95.78947368	0.842105263	0.684210526
Hungarian	37	1.378378378	40.40540541	0.324324324	0.783783784
English (United Kingdom)	36	3.972222222	156.6388889	0.833333333	0.472222222
Swedish	29	1.724137931	15.93103448	0.827586207	0.620689655
German (Standard)	23	1.391304348	66.91304348	0.782608696	0.652173913
Spanish (Spain-Standard)	23	1.739130435	63.56521739	0.652173913	0.695652174
Spanish (Spain)	8	1.125	4.875	1	0.875

Appendix 12

Absolute Unique Visitors

Day	Visits		Day	Visits
20080201	24		20080416	282
20080202	9		20080417	235
20080203	5		20080418	237
20080204	25		20080419	72
20080205	29		20080420	39
20080206	26		20080421	205
20080207	24		20080422	265
20080208	39		20080423	263
20080209	3		20080424	287
20080210	4		20080425	295
20080211	14		20080426	47
20080212	13		20080427	43
20080213	14		20080428	281
20080214	10		20080429	296
20080215	5		20080430	335
20080216	5		20080501	229
20080217	6		20080502	305
20080218	25		20080503	52
20080219	40		20080504	48
20080220	52		20080505	169
20080221	62		20080506	212
20080222	58		20080507	295
20080223	13		20080508	295
20080224	8		20080509	298

20080225	57		20080510	53
20080226	76		20080511	44
20080227	90		20080512	271
20080228	62		20080513	266
20080229	85		20080514	311
20080301	6		20080515	322
20080302	7		20080516	289
20080303	72		20080517	51
20080304	56		20080518	59
20080305	91		20080519	232
20080306	98		20080520	115
20080307	124		20080521	133
20080308	17		20080522	153
20080309	14		20080523	118
20080310	120		20080524	42
20080311	104		20080525	50
20080312	137		20080526	49
20080313	147		20080527	93
20080314	192		20080528	92
20080315	17		20080529	82
20080316	17		20080530	99
20080317	176		20080531	36
20080318	199		20080601	24
20080319	278		20080602	94
20080320	208		20080603	123
20080321	76		20080604	86
20080322	42		20080605	54
20080323	24		20080606	43

20080324	67		20080607	34
20080325	121		20080608	22
20080326	147		20080609	29
20080327	178		20080610	24
20080328	174		20080611	38
20080329	40		20080612	39
20080330	29		20080613	20
20080331	193		20080614	18
20080401	199		20080615	19
20080402	222		20080616	22
20080403	246		20080617	15
20080404	257		20080618	21
20080405	52		20080619	19
20080406	55		20080620	24
20080407	185		20080621	16
20080408	196		20080622	15
20080409	231		20080623	23
20080410	251		20080624	21
20080411	295		20080625	18
20080412	73		20080626	11
20080413	60		20080627	20
20080414	226		20080628	12
20080415	251		20080629	11
			20080630	27

Appendix 13

Page Views for All Visitors

Day	Pageviews		Day	Pageviews
20080201	145		20080416	1,641
20080202	46		20080417	1,403
20080203	19		20080418	1,283
20080204	177		20080419	338
20080205	223		20080420	157
20080206	154		20080421	1,038
20080207	202		20080422	1,348
20080208	258		20080423	885
20080209	12		20080424	1,279
20080210	80		20080425	1,314
20080211	130		20080426	134
20080212	86		20080427	194
20080213	73		20080428	1,141
20080214	38		20080429	1,062
20080215	10		20080430	1,267
20080216	20		20080501	1,049
20080217	20		20080502	1,894
20080218	64		20080503	226
20080219	140		20080504	165
20080220	186		20080505	958
20080221	289		20080506	1,444
20080222	206		20080507	1,471
20080223	90		20080508	1,638
20080224	22		20080509	1,576

20080225	366		20080510	219
20080226	319		20080511	313
20080227	320		20080512	1,389
20080228	398		20080513	1,473
20080229	450		20080514	1,652
20080301	36		20080515	1,852
20080302	51		20080516	1,980
20080303	391		20080517	189
20080304	267		20080518	313
20080305	425		20080519	1,401
20080306	470		20080520	711
20080307	626		20080521	675
20080308	104		20080522	865
20080309	78		20080523	960
20080310	357		20080524	175
20080311	342		20080525	259
20080312	398		20080526	275
20080313	621		20080527	756
20080314	643		20080528	863
20080315	49		20080529	817
20080316	94		20080530	926
20080317	785		20080531	121
20080318	841		20080601	171
20080319	1,212		20080602	727
20080320	1,052		20080603	1,085
20080321	485		20080604	489
20080322	197		20080605	319
20080323	70		20080606	196

20080324	204		20080607	154
20080325	602		20080608	110
20080326	661		20080609	83
20080327	833		20080610	169
20080328	723		20080611	182
20080329	147		20080612	173
20080330	78		20080613	110
20080331	951		20080614	82
20080401	1,030		20080615	74
20080402	1,095		20080616	114
20080403	1,599		20080617	71
20080404	1,451		20080618	62
20080405	233		20080619	69
20080406	199		20080620	98
20080407	891		20080621	59
20080408	1,231		20080622	164
20080409	1,262		20080623	221
20080410	1,412		20080624	136
20080411	1,656		20080625	68
20080412	362		20080626	59
20080413	160		20080627	49
20080414	1,526		20080628	40
20080415	1,238		20080629	21
			20080630	121

Appendix 14

Time on Site for All Visitors

Day	Avg. Time on Site	Day	Avg. Time on Site
20080201	0:03:26	20080416	0:03:55
20080202	0:03:21	20080417	0:04:13
20080203	0:01:25	20080418	0:04:54
20080204	0:03:13	20080419	0:02:37
20080205	0:04:24	20080420	0:02:55
20080206	0:03:42	20080421	0:03:46
20080207	0:04:37	20080422	0:03:30
20080208	0:05:13	20080423	0:02:33
20080209	0:00:10	20080424	0:03:18
20080210	0:07:12	20080425	0:02:59
20080211	0:06:25	20080426	0:01:46
20080212	0:09:43	20080427	0:03:27
20080213	0:05:44	20080428	0:02:46
20080214	0:02:07	20080429	0:02:46
20080215	0:02:19	20080430	0:03:07
20080216	0:00:08	20080501	0:02:45
20080217	0:05:35	20080502	0:04:39
20080218	0:02:21	20080503	0:06:34
20080219	0:04:24	20080504	0:02:08
20080220	0:02:09	20080505	0:03:56
20080221	0:03:09	20080506	0:04:04
20080222	0:03:35	20080507	0:03:50
20080223	0:05:18	20080508	0:04:01
20080224	0:00:43	20080509	0:04:09

20080225	0:04:34	20080510	0:02:26
20080226	0:03:41	20080511	0:03:03
20080227	0:02:30	20080512	0:03:37
20080228	0:04:55	20080513	0:04:13
20080229	0:05:40	20080514	0:03:38
20080301	0:09:22	20080515	0:03:32
20080302	0:03:43	20080516	0:04:20
20080303	0:05:12	20080517	0:04:06
20080304	0:04:08	20080518	0:06:40
20080305	0:01:56	20080519	0:05:57
20080306	0:03:21	20080520	0:05:14
20080307	0:04:26	20080521	0:04:49
20080308	0:08:48	20080522	0:03:12
20080309	0:05:12	20080523	0:05:54
20080310	0:01:33	20080524	0:01:12
20080311	0:01:57	20080525	0:02:33
20080312	0:01:43	20080526	0:03:04
20080313	0:02:54	20080527	0:04:11
20080314	0:02:36	20080528	0:06:24
20080315	0:01:21	20080529	0:05:32
20080316	0:02:37	20080530	0:06:19
20080317	0:03:54	20080531	0:02:20
20080318	0:03:00	20080601	0:05:12
20080319	0:03:04	20080602	0:04:51
20080320	0:06:33	20080603	0:06:04
20080321	0:05:15	20080604	0:04:40
20080322	0:03:35	20080605	0:03:24
20080323	0:00:46	20080606	0:04:45

20080324	0:02:35	20080607	0:03:13
20080325	0:05:19	20080608	0:06:23
20080326	0:04:11	20080609	0:00:54
20080327	0:04:52	20080610	0:06:05
20080328	0:05:23	20080611	0:02:36
20080329	0:04:08	20080612	0:02:13
20080330	0:15:19	20080613	0:04:43
20080331	0:04:35	20080614	0:02:24
20080401	0:03:35	20080615	0:02:55
20080402	0:03:27	20080616	0:04:04
20080403	0:04:45	20080617	0:02:36
20080404	0:03:59	20080618	0:02:09
20080405	0:04:34	20080619	0:02:47
20080406	0:02:25	20080620	0:05:49
20080407	0:03:36	20080621	0:00:58
20080408	0:04:35	20080622	0:05:12
20080409	0:03:46	20080623	0:03:06
20080410	0:03:15	20080624	0:02:31
20080411	0:04:02	20080625	0:02:10
20080412	0:03:24	20080626	0:03:50
20080413	0:01:54	20080627	0:00:23
20080414	0:07:01	20080628	0:00:51
20080415	0:04:12	20080629	0:00:09
		20080630	0:02:40

Appendix 15

Link Building Email Sample

Email Template 1: used for first sending request

Hello,

I have found your website <PartnerDomain> when searching the web on the topics related to my website theme.

I must say your site content is very good and I think we would benefit much from possible partnership - for example link exchange. This would bring more targeted traffic to our sites, plus increase our websites' weight at the search engines, as they give greater value to the links from the topic-related sites rather than irrelevant backlinks.

My website <http://www.Flashgame4Fun.com> is definitely related to yours.

I would be glad to link to your site in return to you linking back to mine.

Feel free to email me direct to Admin@flashgame4fun.com to discuss the details on the possible partnership.

Hope for the fruitful cooperation,

Best regards,

Administrator,

Admin@flashgame4fun.com

[Http://www.flashgame4fun.com](http://www.flashgame4fun.com)

Email Template 2: used for second sending request

Hello,

This is Admin@flashgame4fun.com contacting you again on the possible partnership issue. I emailed you some time ago but never heard back from you. The thing was that I found your website <PartnerDomain> when searching the web on the topics related to my website theme, and would like to partner with you. I would greatly appreciate it if you placed a link to

[Http://www.flashgame4fun.com](http://www.flashgame4fun.com) in return to me linking back to your website.

You can feel free to review my website [Http://www.flashgame4fun.com](http://www.flashgame4fun.com) and let me know if you feel interested in link exchange.

Don't hesitate to contact me at Admin@flashgame4fun.com to discuss the things.

Hope to hear from you soon,

Administrator,

Admin@flashgame4fun.com

[Http://www.flashgame4fun.com](http://www.flashgame4fun.com)

Email Template 3: used for third sending request

Hello,

Sorry to bother you again. My name is Admin@flashgame4fun.com; I contacted you some time ago on the possible partnership issue.

In two words, I searched for the websites related to my website topic, and found your site really attractive and content-rich.

I think we could benefit from link exchange, as my website [Http://www.flashgame4fun.com](http://www.flashgame4fun.com) has much in common with yours.

I will be glad to link to your site in return to you linking back to mine.

Please let me know if you feel interested in the possible partnership. You can contact me at Admin@flashgame4fun.com.

Best regards,

Administrator,

Admin@flashgame4fun.com

[Http://www.flashgame4fun.com](http://www.flashgame4fun.com)