

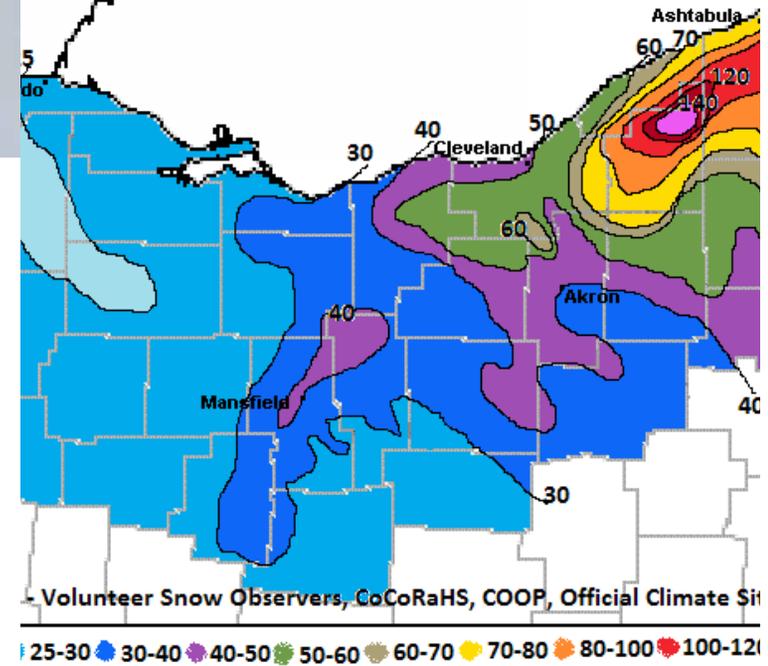
Online Marketing

Anthony Cannata
ARC Creative Groups





Seasonal Snowfall 2012-2013 (inches)
National Weather Service, Cleveland





www.thepoplehistory.com



notes

?

www.arccreativegroup.com

THE **ARC**
Creative Group Inc.

[Home](#) [Websites](#) [Marketing](#) [Training](#) [Reputation](#) [Gicles](#) [Printing](#) [Blog](#) [Contact](#)

ARC Creative Group

Small business struggle to adapt and grow as the economy, the market and their industry constantly changes around them. But those that are able to successfully embrace change eventually evolve into the extraordinary companies of tomorrow. We help small business grow with services that includes marketing, coaching, website design, printing, scanning and banners. The ARC Creative Group can help your company in any economic cycle to thrive in an ever-changing marketplace.

[Click to see the SKB presentation](#)



THE **ARC**
Creative
Group Inc.

General selling process

Get Interest:

Present your business services to new clients looking for your services.

Inform:

Use quality content to prospective clients, build your reputation and set appropriate client expectations.

Customer Experience:

Make your clients happy, with the proper use of client touch points and an integrated consultative sales process.

Keep Close:

Nothing worse than working so hard for a client and then loose them. Educate your client quarterly on what new in your field.

Get Reviews:

Ask them to share their experiences, develop a sense of ownership, encourage them to tell others and get them to come back.

The goal is to get people to your website to look at your artwork.

Nobody buys art without see it and the more art they see the better!

So what can we do?

Have Website

Social Media

Plein air Panting

Blogging

Mass E-mail

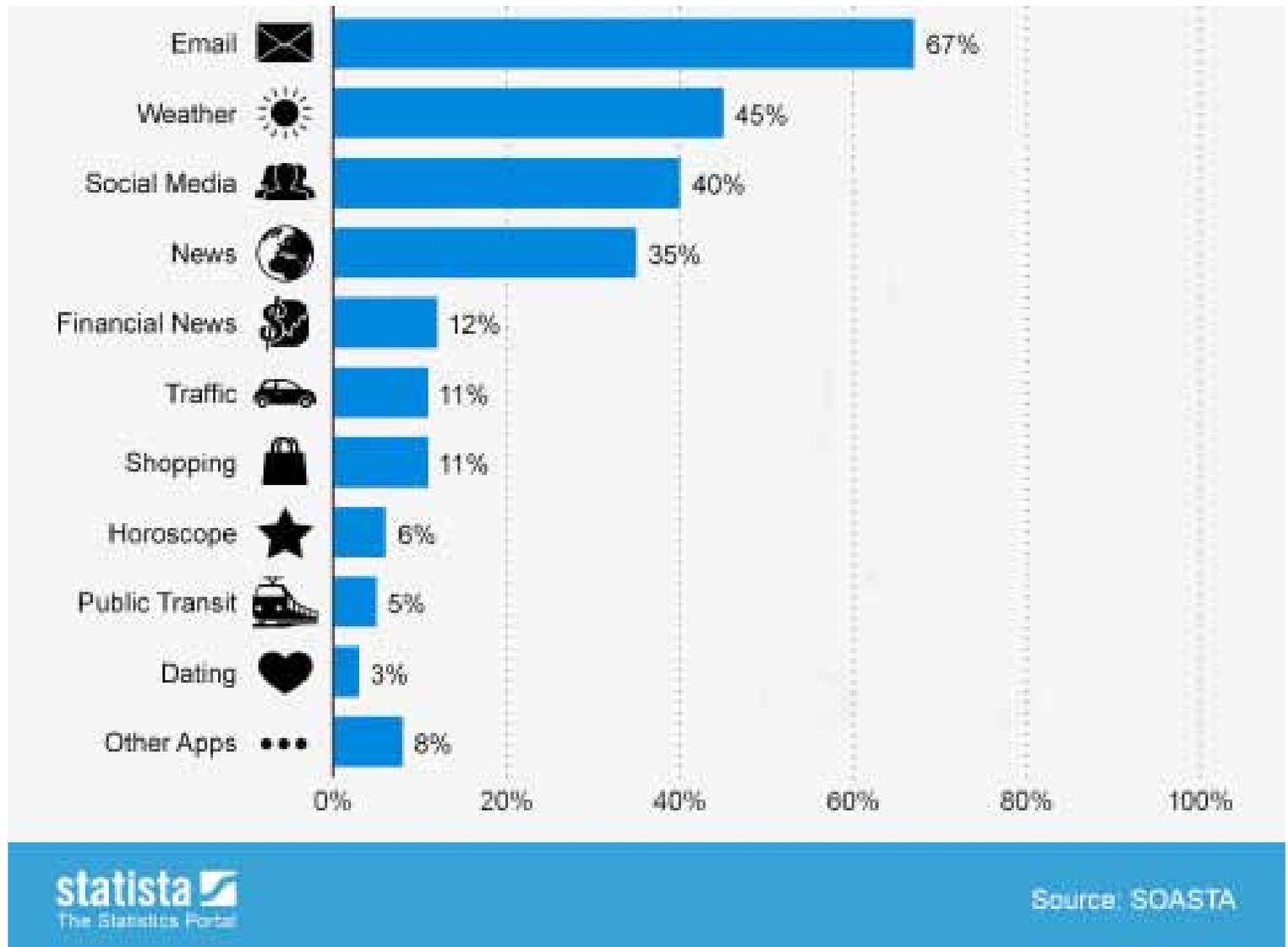
Own Your Google Search

**So how do we get found,
and how do we get people to
your site?**

WELL...

Our Routine

Where We Go When Online





Daily User of Social Media

76% of adults use Facebook daily.

51% of adults use Instagram daily.

42% of adults use Twitter daily.

25% of adults use Pinterest daily.

18% of adults use LinkedIn daily.

- **2.9 million searches are made per minute.**
- **82.6% of internet users use search engines.**
- **46% of consumers were discouraged poorly designed website.**
- **75% of searchers do not go to the second page of search results.**
- **Websites with blogs get 55% more traffic.**

How long does google take to rank a site?

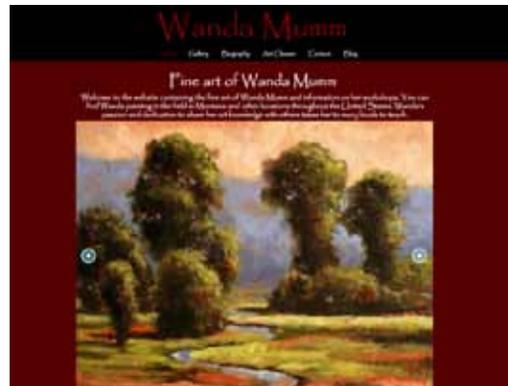
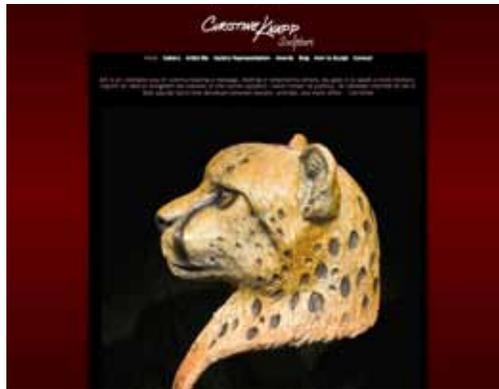
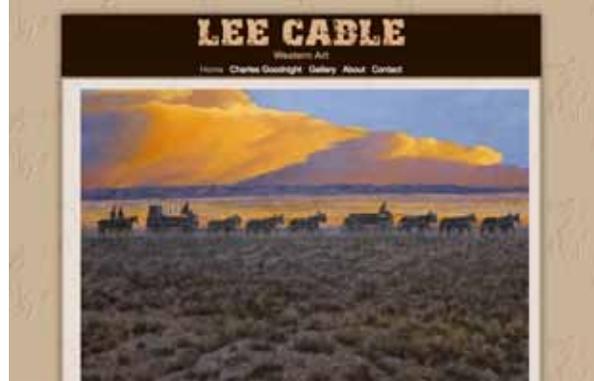
According to multiple sources, the average time for websites to rank on Google through optimization (SEO) techniques is about three to six months. That's right - jumping to the front of Google's results usually takes between 90-180 days, depending on the competitiveness of your industry and popularity of your keywords.

How long does google take to index a site?

It takes between 4 days and 4 weeks for your website to be crawled and indexed by Google. This range, however, is fairly broad and has been challenged by those who claim to have indexed sites in less than 4 days .

Websites





Who to use?
Weebly
Wix
FASO
Squarespace
ARC
On your own

What an artist website needs to have:

**Responsive Design
Gallery**

A page for each artwork

Content Management System

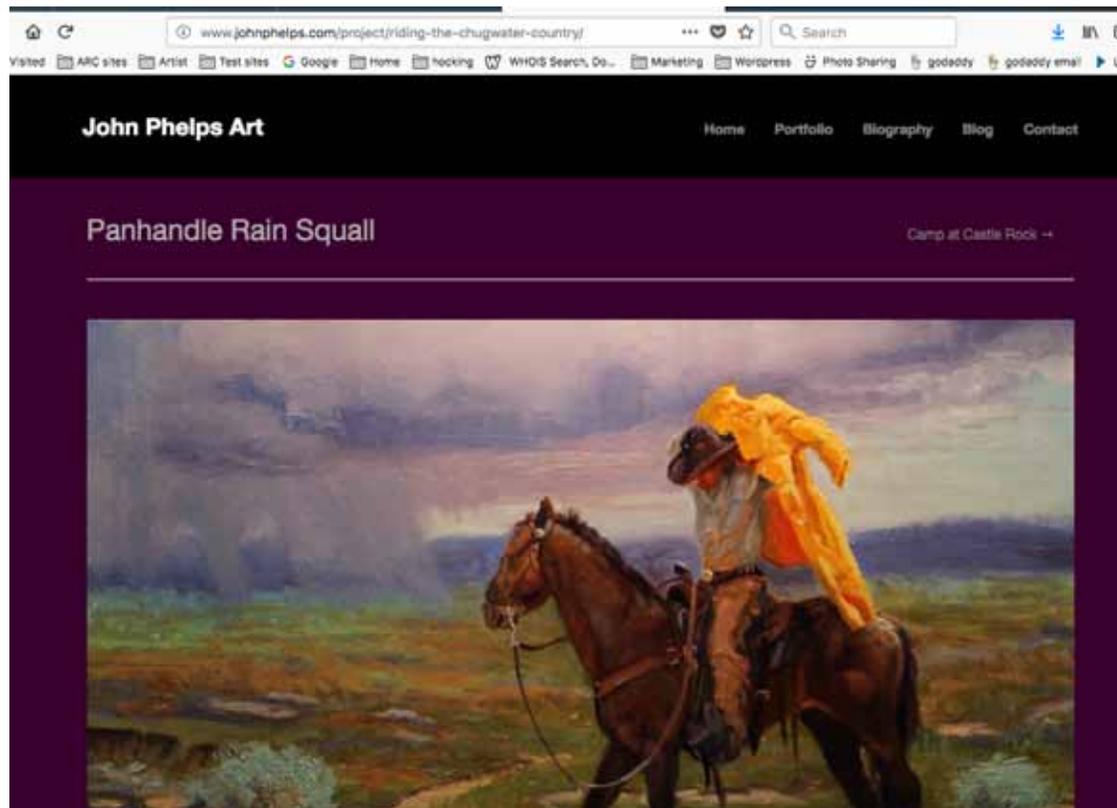
Blog

Search Engine Optimization Friendly

Analytic

E-mail Opt-in

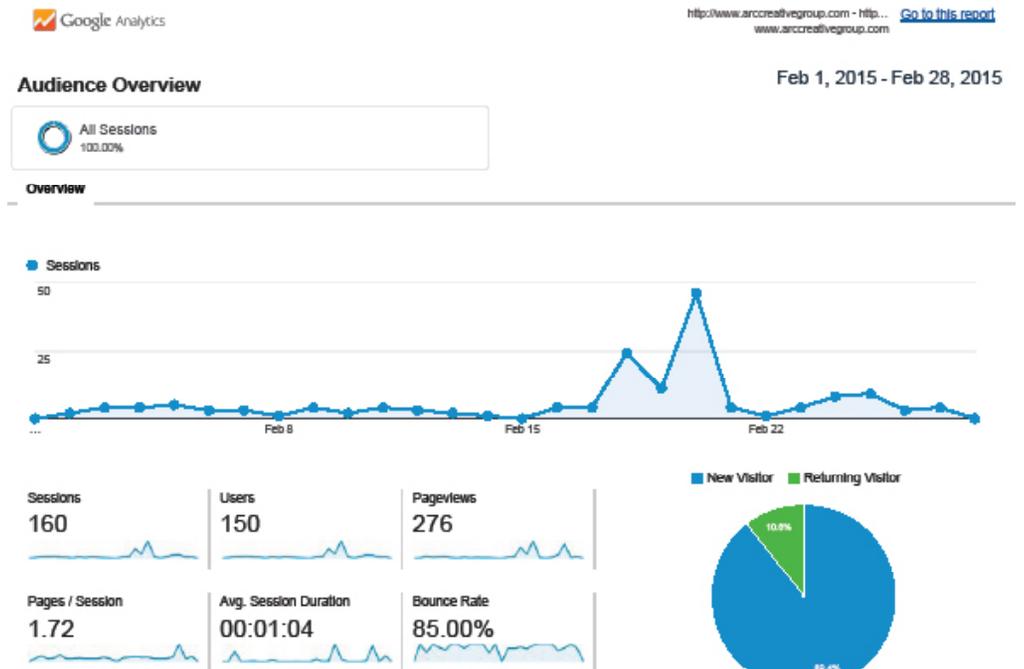
**If you don't have WAY TO share
each piece of artwork your
website is not helping you do
marketing**



Responsive Design



Analytic



Why a Blog?

1. Blogging Is Not Just A Quick Fix – It Is A Long-term Solution

Writing a weekly or even a monthly blog can have dramatic impact on your business. You may find the prospect of writing a blog every week extremely daunting – but do not panic. There is plenty of content out there to inspire you; it is simply knowing where to find it.

2. Blogging Will Drive Traffic To Your Website

Blogging is one of the best ways to drive traffic to your website. By providing suitable links from your blog page back to your main website you are ensuring that those audiences who have enjoyed reading your blog can easily visit your website. As well as this being a real positive for increasing traffic, this movement in traffic will also be noted by Google and can significantly improve your business's SEO.

3. Blogging Is A Great Way To Convert Traffic Into Customers

By capturing audiences via your blog, customers are more likely to visit your website and your other online profiles. It all leads back to diverting traffic to your website and encouraging that traffic to invest in your business.

4. It Can Help Give You And Your Business Authority Within Your Industry

Writing a blog is an excellent way of making your business stand out in your industry sector.

5. Every Time You Blog, You Are Improving Your Business' SEO

SEO is extremely important for any business operating on the web and is something that many find confusing. However, blogging is an extremely easy and efficient way of improving your business' SEO.

Correct naming of the jpeg and use of alt tags & image size

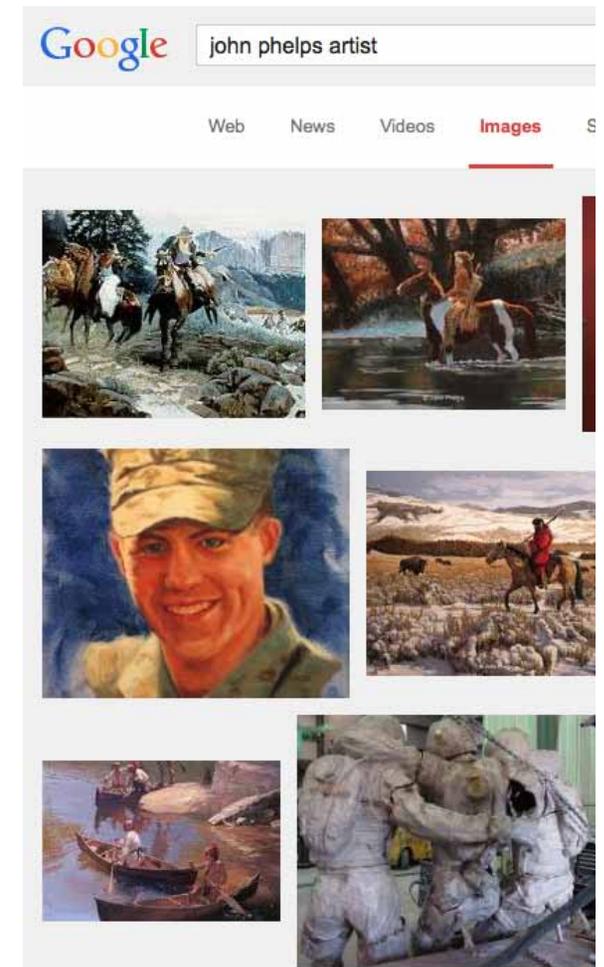
Title: name of art work

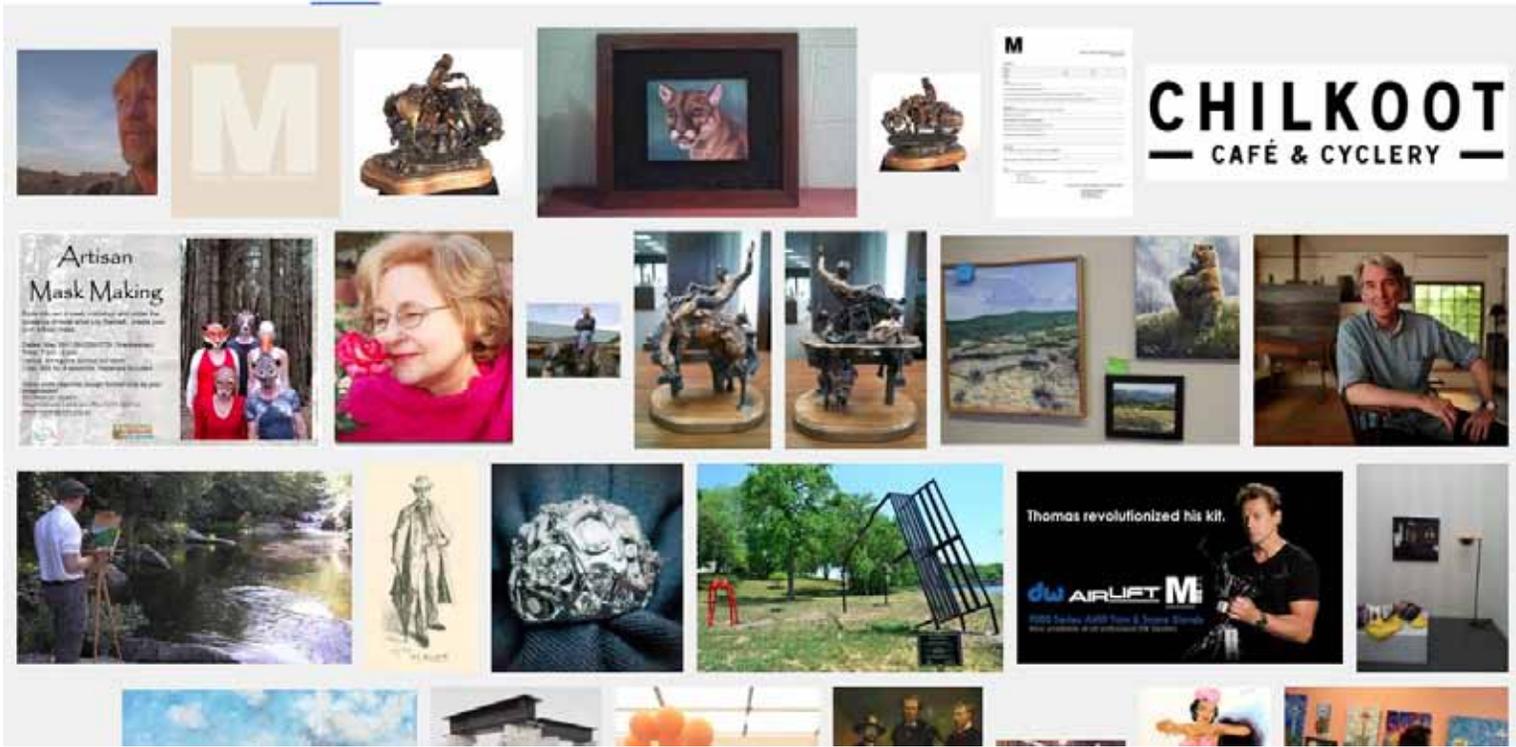
Alt Text: should be the same as your image file name.

Example:

What-Artist Name-Title.jpg

1000 pixels max





Go-to Plugins for Wordpress:

Addthis
Duplicate-post
No right click images
Go Portfolio
Google Analytic
Wordfence Security
Yoast SEO

Security Tips

Top 10 Failed Logins

Username	Login Attempts	Existing User
admin	3	No
Fioritto	1	Yes
fiorittofuneralservice	1	No
www	1	No
fiorittofuneralservicenet	1	No
admin@fiorittofuneralservice.net	1	No

[Update Login Security Options](#)

Recently Blocked Attacks

Time	IP / Action
September 19, 2016 3:23am	195.154.241.153 (France) Blocked for Malicious File Upload (Patterns)
September 19, 2016 3:23am	195.154.241.153 (France) Blocked for Malicious File Upload (Patterns)
September 19, 2016 3:23am	195.154.241.153 (France) Blocked for a Malicious File Upload in file: files=sfn.php
September 19, 2016 3:23am	195.154.241.153 (France) Blocked for a Malicious File Upload in file: upload=sfn.php
September 19, 2016 3:23am	195.154.241.153 (France) Blocked for a Malicious File Upload in file: upload=sfn.php
September 19, 2016 3:23am	195.154.241.153 (France) Blocked for Malicious File Upload (Patterns)

Pages to delete

From pages:
Sample Page

From post:
Hello World

Also:
Never use **Admin or the url name** as user name

Discussion Settings

Default article settings

Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks) on new articles
- Allow people to post comments on new articles

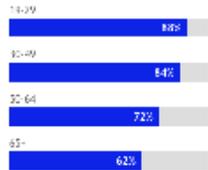
Facebook

Usage among key demographics.

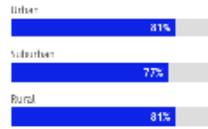
Gender



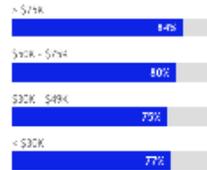
Age



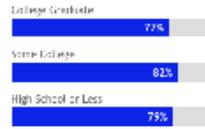
Location



Income



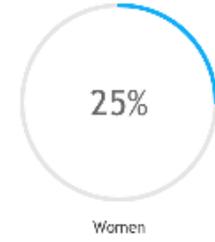
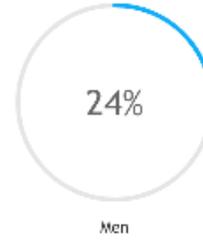
Education



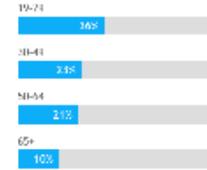
Twitter

Usage among key demographics.

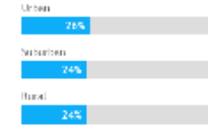
Gender



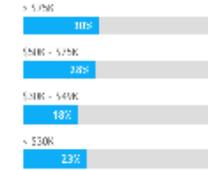
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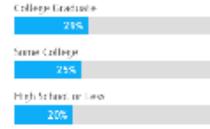
Location



Income



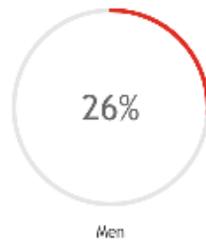
Education



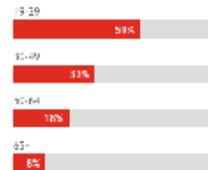
Instagram

Usage among key demographics.

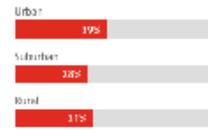
Gender



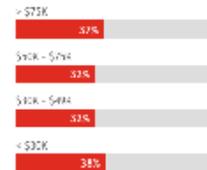
Age



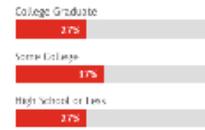
Location



Income



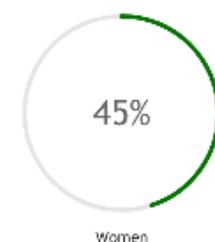
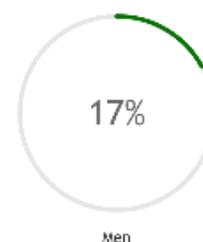
Education



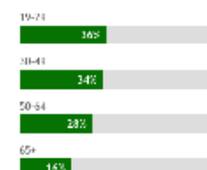
Pinterest

Usage among key demographics.

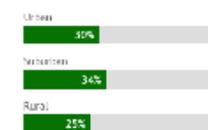
Gender



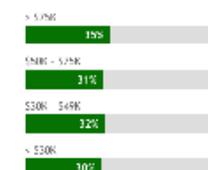
Age



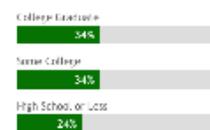
Location



Income



Education



**With social media
your goal is to break
the news feed**

Being seen is good, but clicks are better

 **Susan Kathleen Black Foundation** Published by Shared via AddThis [?] · September 1 at 3:21pm ·

Computers in the classroom, helping students make art. What could go wrong?



What Role Should Electronics Play in Art Education?
Electronic devices are increasingly becoming a big part of kids' lives. How should they be used in art classes?
SUSANKBLACKFOUNDATION.ORG

70 people reached [Boost Post](#)

 Like  Comment  Share 

  5

 Write a comment...    

Personal - Business Page - Group? Surveys



Personal Page



Group Page/
collector page

Post	Type	Timestamp	Reach	Engagement	Photos
Comparison of the benefits, risks...	Text	10/10/2014	10	0	0
PLZ IN APR PARTNER HASSE...	Text	10/10/2014	10	0	0
Chickadees, Downys will bring...	Text	10/10/2014	10	0	0
SKB Workshop 2014 only had us...	Text	10/10/2014	10	0	0
SKB Workshop 2014 only had us...	Text	10/10/2014	10	0	0



Business Page



Mass Email Quarterly

Keep them close

How to get sign ups to grow your list:

Opt-in on website

Private Videos

Works in progress

Contests, like free Giclee print.

How-to Videos.

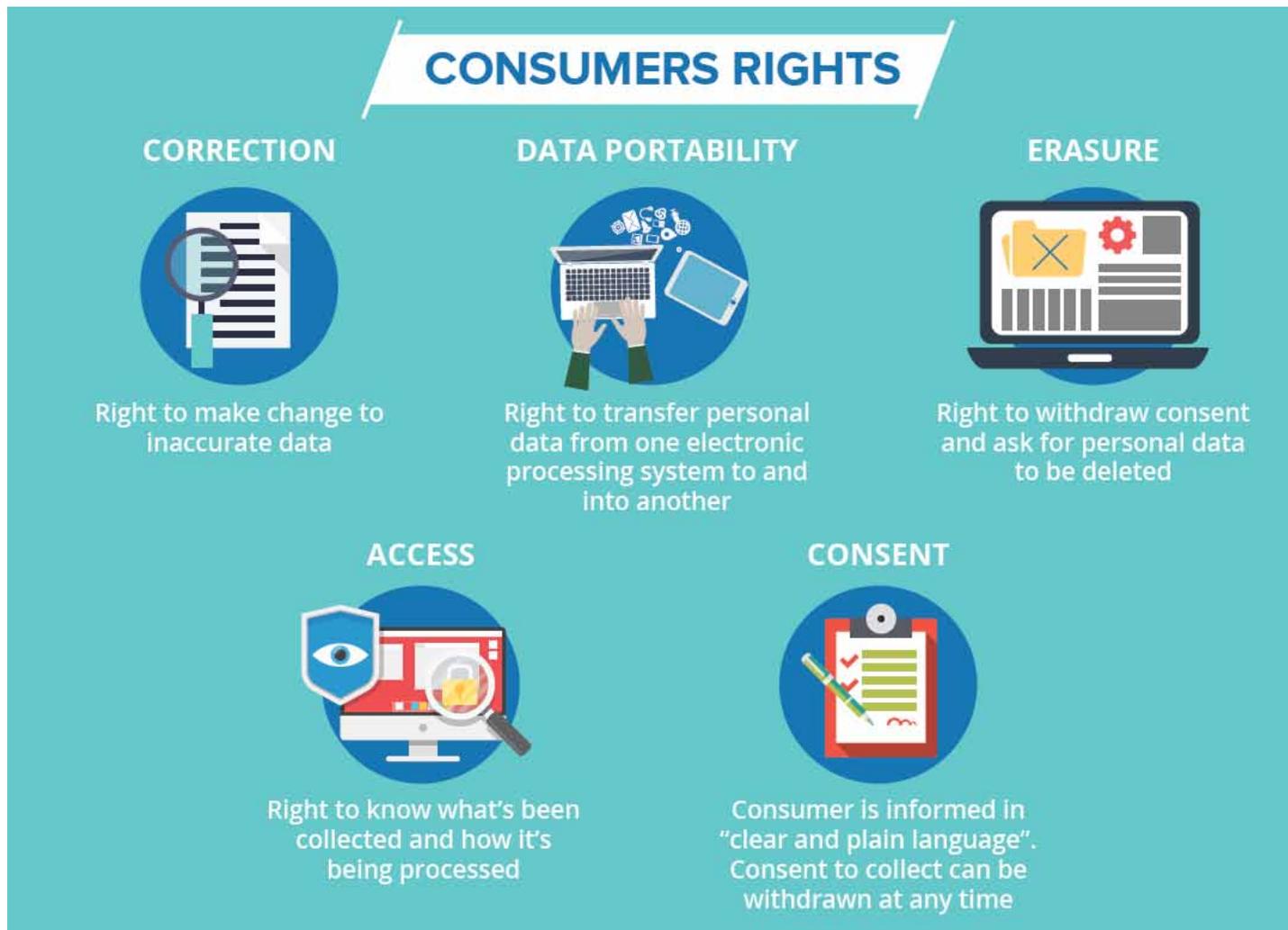
The Hypertext Transfer Protocol

Http vs Https

secures the communication from the server to the client device

Absolutely Maybe

Privacy Policy <https://>



**Just
Remember:
Marketing...
You are a
Small Business.**

**...and I don't want to
hear "I have no time"!**



**You can't sell if you
do nothing!**



or



OPR

(Online Professional Reputation)

1v1