

# YEARICK-MILLEA

## 60-SECOND IMPACT

February 2012

[Client Corner](#)

[Review Your Meta Tags](#)

[The Power Of Corporate Blogs](#)

[Five Things To Watch For](#)

### Client Corner

Yearick-Millea (YM) assists [Presidential Steel Buildings](#), a manufacturer of complete metal building systems, with public relations and marketing.

YM wrote about a project the company completed for Rockport Ready Mix in Cleveland which was featured in *Design and Build With Metal.com*.

To read the story, click [here](#).

### Does Your Meta Description Tag Discourage Visits To Your Website?

While having your company listed on Google is great, the challenge is to get users who have found your listing to click-through and actually visit your website. This doesn't always happen and the prime reason could be due to an ineffective meta description tag that Google extracts and uses as a summary of your website's content.

A well-written meta description tag, a 160-character summary of the content of your web page -- which is normally a description of your business -- needs to be appealing and interesting enough for the user to click on to your website to get additional information about your company.

We recommend you include your most relevant keywords as part of your summary. Those words will show up in bold text, and your listing will stand out from other listings that don't include the words in their summary.

While the meta description tag doesn't necessarily determine where Google will rank you, you should consider it as your last chance to persuade a user to visit your website.

### How To Harness The Power Of A Corporate Blog To Increase Your Sales

Don't underestimate the power of using a blog as part of your online marketing and publicity efforts. A corporate blog can establish your company as a thought-leader in its business category and enhance its overall Internet presence. In addition, a corporate blog can attract new customers and clients at a relatively low cost-per-lead.

- Make sure each post focuses on your subject of authority and is optimized with relevant keywords. Do it properly and Google could index your post within 60 minutes!
- Syndicate summaries of each post to your Twitter and Facebook accounts to reach more people, driving them back to your blog and to your website.

## Invest In Your Digital Assets

With more customers and clients looking for your company online, it's imperative to have a strong digital presence and continuously enhance your online assets.

The Internet gives every business an equal opportunity to capture the eyes of the world regardless of size or category. Not capturing enough of those eyes could account for a potential loss of thousands of dollars in sales each day.

If you feel you are not getting your share of eyes, or your online marketing efforts aren't creating the leads and sales you expected, then call us.

We can help you get there ... now much faster than ever.

- Design your blog so it's comfortable to read and reflects your company's corporate culture.
- Add photos and videos to your post for variety and to enhance reader interest.

## Five Things To Watch For This Month

### 1. More Google Updates: Do You Know Where Your Website Is?

Google is completing another one of their "Panda" updates, penalizing websites and blogs that have more than the normal amount of ads placed "above the fold." Google says, "This algorithmic change does not affect sites that place ads above-the-fold to a normal degree, but affects sites that go much further to load the top of the page with ads to an excessive degree, or that make it hard to find the actual original content on the page."

### 2. The Power Of YouTube

Don't underestimate the power of YouTube as a sales and marketing tool. According to Reuters, every second, one hour of video is uploaded onto YouTube. That's 60 hours of video each minute! The popularity of YouTube only reinforces the importance of video and the need for your company to establish and design its own video channel.

### 3. A Resurgence In Practical Website Design

After a year of being ignored in favor of Facebook, Twitter and other social media platforms, CEOs are coming back to their websites as the corporate flagship of their digital marketing efforts. With that comes the need for design and content that includes an effective selling message and a stronger call to action. Gone are the days of hunting for the 8-point font phone number or the "About Us" page failing to feature bios and photos of key team members.

### 4. Will The Super Bowl Ads Increase Sales?

The showcase of TV commercials in February's big game always raises the topic of "return on investment." Was it worth it? Will the awareness by millions watching the game equate to incremental sales? In most cases, it doesn't happen. Take the test next month and look back at which commercials from the game you remembered and which products you purchased. The hype is great, the awareness is huge, but the stark reality is that if your advertising dollars don't result in an increase in sales and profits, you've wasted your money.

### 5. "Showrooming" Is Killing Retailers: What Target Is Doing About It

Target is tired of losing sales to shoppers who come in to their stores and see the products they like, only to purchase them at a lower price online. In a letter to their vendors, Target has suggested that suppliers create special products that would set it apart from competitors and shield it from the price comparisons found in various software programs. According to *The Wall Street*

*Journal*, in a tersely worded letter, Target says, "What we aren't willing to do is let online-only retailers use our brick-and-mortar stores as a showroom for their products and undercut our prices without making investments as we do, to proudly display your brands." Watch for more major retailers to boldly take a stand and fight "showrooming" as it continues to undercut their sales and profits.



Dedicated to the practice of integrated business-to-business marketing communications, our agency combines the personal service and cost-efficiency of a small firm with the sophistication and technological resources of a larger one. Our marketing communications professionals have decades of experience implementing integrated, results-oriented marketing programs for businesses of nearly every size and type, from Fortune 500 industrial manufacturers to small and mid-sized service firms, trade associations and educational organizations. To learn more, or to see samples of our work, we invite you to visit [yearick-millea.com](http://yearick-millea.com)

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