

## SEARCHING FOR CUSTOMERS ON THE WEB

### The Power of the Search Engine Can No Longer Be Ignored

Traditional methods of advertising, branding and acquiring new customers are slowly fading away. More and more people are turning to the Internet to conduct business. The days of looking up a company in the yellow pages are long gone. Today, if someone has a need for your product or service they will power up their computers, visit their

search engines of choice, and type in what they are looking for. Results are instantaneous and the users will almost always find exactly what they need with one click of the mouse.

Independent office supply dealers must seriously consider how strong of an Internet presence they have for their companies on search engines. Simply put, if a prospect is looking for you on the Internet, your Web site needs to show up in search engine rankings. If your site doesn't, you can bet that your competitor's will. After all, what good

is having a Web site if no one can find it?

Search Engine Marketing is the science of search as it relates to marketing your company, products and services on the web, or more specifically on the many different search engines that are out there. There are two ways to show up within search engines:

Search Engine Optimization (SEO)—This is also known as organic or natural optimization. The objective of SEO is to increase web visitor counts

*continued on page 8*



### It's Time To Take Back The Chain Store Business!

**Your Competition is NOT the Independent Dealer Down the Street.**

Fact: One chain has over 40% of their consumer prices at 10% discount or less.

Fact: This chain's average discount is only 17%.

Fact: The office product chain stores and mail order houses have over 10,000 items priced at or above list price.

Fact: Independent dealers are the true "Low Cost Leaders".

#### Get The 411 on THE REAL COMPETITION:

Item411.com is a subscription web site for dealer employees. Quickly and easily uncover the chain store "smoke & mirror" pricing games. GOPD offers the Office Products Industry's most accurate and up to date chain store information:

- Find Items by Chain Number, Wholesaler Number, UPC Code or Partial Numbers
- View Common Items & Multiple Chain Prices on a Single Screen
- View Chain Pricing History with Dates and Previous Price Displays
- Display Complete S.P. Richards Item Information and Images
- Use the World's Most Powerful Office Products Search Engine
- Give ALL Dealer Staff the Power of Item411.com, 24-7 for One Flat Annual Rate

#### Take Back The Chain Store Business With OP-24/7 "Match or Beat":

The fastest office products customer acquisition method!

- Automatically "Match" or "Beat By %" The Chain Store Price
- Sell at Chain Prices and Reap Mid to Upper 20's Margins
- Low Maintenance "Chain Trained" Customers

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by ranking high in the results of searches that pertain to the content of your site. It is not just about copy, linking, infrastructure or search engine submission, but rather a complex mix of many variables that need to be built into the fabric of a Web site. In other words, if you optimize your site for search engines, it will naturally show up for the keywords you specify.

**Pay-Per-Click Advertising (PPC)**—These are all the ads that show up under the “Sponsored Listings” sections on search engine results pages. You define your keywords, create your ad copy and set a cost-per-click for each ad. Essentially, you are paying the search engine each time a user clicks on your ad. PPC campaigns can be very effective, but require careful strategy and management.

In a nutshell, the difference between organic optimization and pay-per-click campaigns is that with PPC you pay for each click to your site. With SEO, the rankings are naturally high because you were smart enough to optimize your site for your specific, targeted keywords. The screenshot on page 7 shows how paid and organic “ads” are displayed on search engine results pages.

#### Geographically Targeting Your Audience

Many independent office supply dealers obviously have certain geographic regions in which they conduct business. One of the common misconceptions they have is that even if they do optimize their Web site and run pay-per-click campaigns, they will be primarily competing against the “big boxes” like Staples or Office Depot, or even large eCommerce Web sites that specifically sell office supplies nationally or globally. While it is important to have your Web site rank for more generic terms like “office supplies” or “office supply dealers,” there is a better way to go about it—by geographically targeting your company on search engines.

Simply put, geographic targeting is optimizing your Web site and running pay-per-click campaigns that are catered to the geographic area in which you conduct business. Let’s say that I am an office supply dealer in the state of New Jersey. One of the first goals of my Web site should be to rank organically for keywords and phrases like: New Jersey Office Supply Dealers, NJ Office Supplies, NYC office supplies, New York Office Supply Dealers and so on.

To accomplish this, all you need to do is make sure these words show up in your body copy, hyperlinks, title tags, URLs, etc... There are literally hundreds of things you can do to your site to achieve better organic rankings, but while doing so it is imperative you optimize for the geographic regions in which you conduct business. Prospects who are looking to do

business locally, get better pricing, or simply do not want to deal with the Staples and Office Depots of the world, will type in geographically targeted terms. The second way to target your company geographically on search engines is through pay-per-click campaigns. Google and Yahoo are very good at doing this. The concept is the same as running pay-per-click campaigns nationally or globally, except when you set up your ad campaign you specify a state, county or even city as opposed to running the ad in an entire country. Your ad will show up in the sponsored listings section of the search engine results pages for only those prospects that are located in the geographic area you specify. Again, let’s assume I am looking for office supplies and I live in New Jersey. If I type in “office supplies,” I will be presented with ads for office supply dealers who serve

identify all the keywords you would like to show up for in search engines. A good way to do this is to analyze where and when the competition shows up, blow out a simple list using keyword analysis tools (available in Google’s AdWords, or through your search engine marketing company) and check your Web site’s analytical data to see what users are searching for on your own site.

After you have identified your keywords, you can follow guidelines and best practices to optimize your site for these words and phrases. Some of these techniques include placing keywords in all of the following locations:

- Title tags
- Meta data (in the code of your Web site)
- Body copy, “above the fold” of the page

There are many goals a Web site should aspire to, but one of the most important is to draw in new business.

the state of New Jersey. This is an excellent way to bid on more generic terms, like “office supplies,” and show up specifically for the audience you are trying to reach. This type of campaign also lowers your spend, as the cost per click will be lower when it is geographically targeted, as compared with an ad that runs nationally.

#### Designing a Search Engine-Friendly Site

“If you build it, they will come.” We’ve all heard that one before, but it does not hold true in the realm of Internet marketing. Sure, every company should have a Web site, but what good is it going to do if no one can find it? There are many goals a Web site should aspire to, but one of the most important is to draw in new business. As we know, the most effective way to do this online is to have your company’s Web site show up on search engines. If you do not have the time, money or resources to launch pay-per-click campaigns, then you at least need to pay attention to how you build your site. If you build it to not only be end-user friendly, but cater to search engines as well, you will start to see your site move up in rank on search engine results pages.

First, and probably the most important step, is to

- Page headings (bold and larger text)
- In and around hyperlinks
- URLs (page names and directory structures)
- ALT tags of images

The list goes on and on, but as a basic best practice, double check your Web site and make sure you have your keywords in all of these places.

Search engine marketing and optimization is a science. If implemented correctly, the benefits can be enormous. Acquiring new customers, increasing sales and establishing your brand online are all easily accomplished through search engine marketing. The power of the Internet and the ease with which it helps everyone conduct business is growing. You can either start being a major player on search engines, or you can let your competition do it. It has become a race to the top of the search engine pages, and you do not want to fall behind.

Information provided by Jennifer Rae Stine, Director of Marketing, Fortune Web Marketing. For more information, go to <http://FortuneWebMarketing.com>.

# HR: ON POINT

## Top 10 Ways to Motivate Part-Time Employees

Part-time jobs attract a full range of workers—students, retirees, or those wanting to earn extra cash—and many do not see these positions as careers. How do you get the most out of this diverse group of employees who work a limited number of hours each week?

**Appreciate part-time employees for the job they do.** Recognize part-timers if you want them to continue to do a good job.

**Treat part-time employees the way you want them to act.** Treat part-timers with a long-term perspective. Ask where they want to be in five years or what skills they are interested in learning.

**Provide new challenges.** Mix up the workload by moving them around and exposing them to new tasks. Give them a choice of assignments whenever possible.

**Assign a mentor.** Assign a full-time employee to mentor each part-timer.

**Encourage part-timers to take initiative.** Recognize part-time employees for taking the initiative to provide better service to customers.

**Provide the right training and resources.** Employees need the right orientation and training to do their jobs well. Ask them what would help and deliver on it.

**Show part-timers that their jobs matter.** Motivate part-timers by showing them how their jobs relate to the company’s overall goals.

**Communicate.** Communication is the lifeline of any company. Constantly talk with part-time employees to see if they have questions or concerns.

**Make them feel a part of the team.** Everyone needs and wants to feel a part of the team. Invite them to attend department meetings or off-hours social events.

**Make it fun.** Make the work environment enjoyable. The more fun your workplace is, the more likely that employees will do their best—and stay with your company longer.

If you are a S.P. Richards Advantage Dealer, make sure you are getting your money’s worth when dealing with employees and their related costs. Take advantage of the free HR Hotline services offered by Harry Moseley and The Human Resources Service. Call Harry at (214) 562-0076 with your HR questions or email him at [hemosley@burr.com](mailto:hemosley@burr.com).

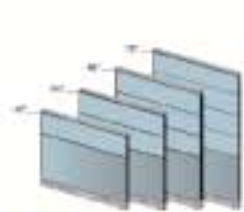
## Inspirations

### Your Guide to the Perfect Office

Maxon Inspirations is a simple four-step process that your Maxon dealer will use to develop the perfect office for your organization. Over 30 years of experience has led to the development of this foolproof system, employing visual aids to make decision-making easy. Please contact your local S.P. Richards representative for more information.



1. Select a Workstation Typical for each department in your organization.



2. Add Design Details that customize your workplace to meet your needs.



3. Select a Product Line to fit your style.



4. Choose Color Palettes to match your office interior and organizational image.

#### Parallel® Panel System

Creates simple or sophisticated cubicles, call centers and reception stations.

Innovative universal connector post for all corner connections makes installation and reconfiguration quick and easy.

Use your choice of fabric, laminate and glass options to create a high-function, cost-effective workspace.



Parallel panel system shown here with Series 1000 desk.

#### Series 1000™ Desks

Designed to stand alone or coordinate with Maxon panel systems. Broad assortment of fabrics, laminates and paints match panel system options.

Fast installation and reconfiguration, thanks to our pre-drilled holes under desk surfaces, ensuring perfect alignment.

