

decides to add a new product line whereby users can upload their own artwork or logos to the site, using a series of print templates. In future, people will be able to order business cards, letterheads, compliment slips, invoices, and purchase-order stationery online.

There are actually a number of elements of Brad's proposition that we will revisit in subsequent parts of this guide. However, the key point for now is that simply putting up a brochure of all Chambers Print's products and services is unlikely to be the best strategy. Brad has some specific and focused aims. By thinking about them now (and refining them) he stands a much better chance of success online.

## Who are your customers and what do they want?

Segmenting your audience is a key part of any marketing or PR strategy and, make no mistake, search engine optimization is essentially a marketing and PR activity (albeit somewhat different to some of the more traditional parts of this field).

Key questions at this stage (most of which will be directly relevant to your SEO campaign) include:

- ✧ Are your customers local, national, or international? How might this change in the future? Is language a barrier to them doing business with you?
- ✧ Are your customers business-to-business (B2B), business-to-consumer (B2C), or both? Do you need very different treatments for each segment? (The answer is probably yes.)
- ✧ Do your customers vary by demographic? Are they mainly of one sex or age bracket? Do they sit in any particular socio-economic class?
- ✧ Do your customers buy predominantly on price or on quality? Do you want to target upmarket users or appeal to the value end of the market? (Trying to do both at the same time rarely works.)