

"BASICS OF INTERNET MARKETING"

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All of us in business realize the importance of having a quality website to represent our company. However, no matter how wonderful your website is, won't help you if no one ever visits it.

There are several ways to promote your on-line business through Internet marketing, here are your choices: Search engine optimization, Pay-per-click marketing, Email campaigns, External Inbound Linking, and Affiliate marketing.

SEARCH ENGINE



Search engine optimization involves the basics that will ensure your site is indexed and well received by the various engines, which are: quality relevant keyword content, focused keywords, and well written title & description META tags and effective internal & external (in-bound) linking.

This form of Internet marketing has costs up-front, either for you to learn how to optimize your own website, or for you to pay someone

OPTIMIZATION (FREE SEARCH):

Search engine optimization is the art of marketing your website so the search engines find your website and the searcher or end user participates the way you want them to when they get there. Another term for this type of search activity is called "organic" or "natural" search. It is the task of making your site consistent and relevant to the concept or idea that you are promoting on your website.

who knows what the search engines want to see on your website. This process is the first step to making sure your website comes to the top of the search engine rank pages. Once you establish a top ranking, your cost is maintaining that search engine position. The "organic" search clicks are all free and abundant. Search engine optimization is the best Internet marketing tool for you to invest in for your website's overall success. Search engine optimization is the foundation to your Internet marketing plan and will be the most cost effective method in the long run.

PAY-PER-CLICK SEARCH ENGINE MARKETING (PAID SEARCH):

Pay-per-click means just that, you will pay for every click that a search does to come to your website. Pay-per-click is available through many types of search engines. The three main search engines which are the most important are Google, Yahoo and MSN. There are other types of search engines, which are specialized, like shopping.com. Pay-per-click can be expensive and not very productive especially if you are not educated on the strategy of selecting the correct keywords. Google, Yahoo and MSN all have ways for you to set budgets and ways for you to test the keywords that you want to pay-per-click.

Google and Yahoo give you the opportunity to pay for the top positions for a particular keyword, but they also factor in your website's popularity, so you may not get the top slot even if you pay for it. MSN will let you have the top slot if you set the highest bid for a keyword phrase.

Paid search should be used secondary to search engine optimization as described above. You can also use this method if you have a new website and you cannot wait for the search engines to find you based on the relevancy of your site through search engine optimization.

EMAIL CAMPAIGNS:

Email campaigns send your message to your existing customers. These would generally be customers that you have collected email addresses from on your site. It is very important to build a strong list of customers through activity on your site. Email campaigns are a great way to stay in touch with you current or past customers. Customers who have inquired about something or purchased something from your site may want to see what new products, services or special offers you are now presenting on your website. The key to any email campaign is sending emails to your customers on a regular basis and often, they generally do not see what you are sending the first few times. Make sure your title and email make them want to click your link to see what is happening on your website.

Email spamming is an issue in which you do not want to take part. Make sure that you are using your list of customers or a list of potential customers, which you purchased from a reliable source, who have requested information related to what you are offering. You can get in trouble for sending emails to someone who is not interested in what you are offering.

EXTERNAL INBOUND LINKS

External links (links coming into your website) can be placed in directories on the Internet. The most important directory is www.DMOZ.org, which is the main free directory from which to search engines pull information. There

are many types of directories on which to list your site, some are free, some have an annual fee, and some have a one time listing fee.

Press releases, articles on other websites about a subject related to the products or services you are promoting on your website are also great places to have links back to your site. Having many links on quality websites on the Internet will bring you traffic to your website and it will also give your website more importance in the eyes of the search engines, especially Google.

AFFILIATE MARKETING:

Affiliate Internet marketing is similar to the pay-per-click marketing, except it does not involve the search engines. Instead of paying the search engines for each click, you pay another company for placing a banner or link on their website. You then pay for each click or a commission on sales that was referred to you from another website.

This type of marketing involves generating code for another website to add to their website, which would appear in the form of a banner or a link. This code would then tell you who sent you the referral and you would in turn pay them a fee for that referral in the form of a per click cost or a percentage or amount of the sale that was generated.

Affiliate marketing requires programming and management of the program, this can be very costly if you are paying per click and not converting to sales, since you would also be paying a programmer to create code for you and someone to manage the program.

Google has a program called AdSense, which creates code for you and places it on other company's websites that have relevant content. This is risky because you are not really sure what kind of sites your link will be put on, and if searchers click on your link it costs you money and what you offer may not be what they are looking for.

In conclusion, you can select one of these methods to focus on or use several of them to work together. It is important to remember when creating and fine tuning your website, the optimization of your site is the main ingredient to success with Internet marketing. Your website must attract searchers who want what you are providing and then they must convert to add to your revenues. Once you have an optimized website the other methods of Internet marketing can be added as you need them to expand your customer base.

