

Marketing Your Business Online

>> You've built a terrific Web site. Attractive colors and layout. Engaging content. And a great selection of products and services. Now comes the hard part: how do you attract customers and help consumers to find your Web site?



The answer lies in a technique called Online Marketing. It's important to distinguish between this practice and "e-commerce." E-commerce involves selling goods and services from a Web site—something that takes place at eBay and Amazon and millions of other online stores. Online Marketing, by contrast, involves capturing people's attention and persuading them to visit your website so that you can sell to them.

If done well, online marketing has a number of advantages. It can be much less expensive than traditional broadcast, print, and direct mail advertising. It can reach people all over the world just as easily as it can people in your own local geographical area. You can also track your return on investment. And it can capture customers' attention at the moment they're most likely to buy—such as when they're searching for just the product you have to sell.

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>> ONLINE MARKETING

Over the years a number of Online marketing techniques have proven successful in driving traffic to Web sites. Three of the most important of these are:

■ PAY-PER-CLICK (PPC) ADVERTISING

One of the most effective forms of online marketing today is advertising on search engines, like Google. This advertising is called "Pay-per-click" or "paid search" advertising because you don't pay anything unless an Internet user actually clicks on your ad to visit your site. You can control when they see your ad (by choosing the keywords you buy), how much you pay for each click, and the maximum amount you are willing to pay each month.

■ SEARCH ENGINE OPTIMIZATION

Do you ever wonder why some companies always tend to appear on the first page of the search results? They have optimized their sites so that search engines will rank them highly. Configuring your site in this way is a complex undertaking, in part because search engines frequently change their ranking criteria, so in most cases you'll want to hire a company like Network Solutions that has experts in search engine optimization.

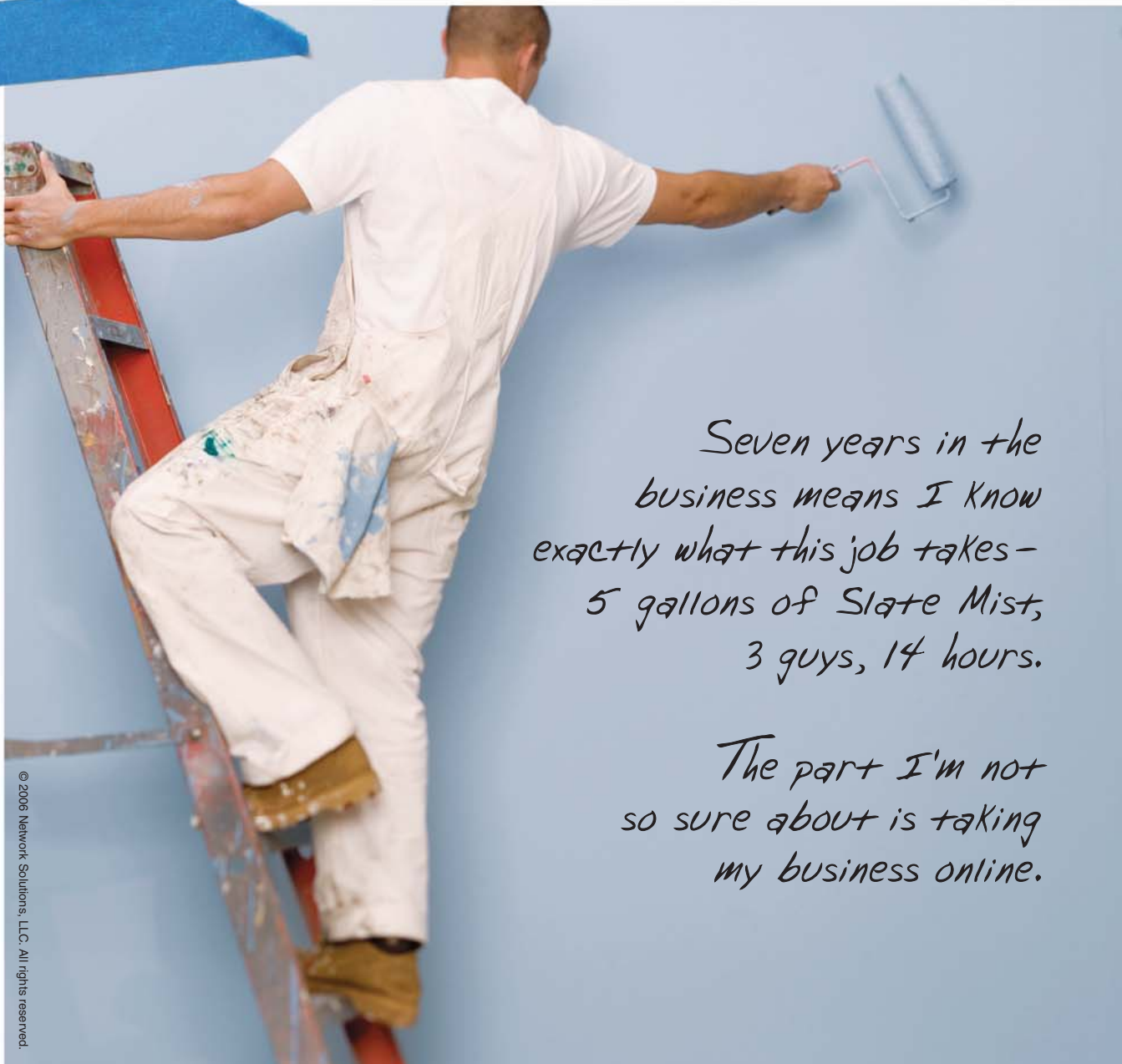
■ LINK BUILDING

One of the best approaches you can take to generating quality traffic to your Web site and increase visibility on search engines is to seek out solid, permanent links on related pages via a technique called "link building." Make sure that all of your links are to and from sites related to your line of business which will result in better rankings when listed in search results pages.

>> A PARTNER YOU CAN TRUST

As with traditional marketing, promoting your product or service online can be challenging, yet the rewards can be far greater than you expect. However, to achieve those benefits, it helps to choose the right online marketing partner. As Jeff Grosman, Senior Vice President of Marketing for Network Solutions, wisely counsels, "If you're hanging your company's future on the web, you need to work with a partner you can trust."

>> For more questions and answers on marketing your company's web site online, please visit: <http://www.networksolutions.com/learning-center/online-marketing.jsp>.



*Seven years in the
business means I know
exactly what this job takes -
5 gallons of Slate Mist,
3 guys, 14 hours.*

*The part I'm not
so sure about is taking
my business online.*

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