

What You Need in an Internet Marketing Company?

5 Tips

So, you have a web site. But do you have a web presence? Can people easily find your site and buy from you? Did you know that 90% of the people perform a Google search before they buy? Did you also know that people often don't take the time to go past the first or maybe the second page of a Google search? Consider that for a moment and you can see how being near the top of the list at Google or any search engine is a crucial element to your web presence.

To accomplish this a web site should be optimized for the search engines. SEO, otherwise known as Search Engine Optimization, helps to improve your site's page ranking, making your site more visible to your customers. SEO is just one element of internet marketing. You need to drive people to your site too with a marketing campaign. Then, you need to capture visitor information so you can remarket to your target. There are many aspects involved in internet marketing. But what makes a good internet marketing campaign? And, what should you pay for internet marketing? Internet marketing tips

Tip 1

You should not have to pay a monthly fee. Once you are taught how to market on the internet you can market yourself with minimal effort. If you do not have time or just don't want to learn how to market on the internet, then out source. If you do outsource, the marketing company you outsource to should be confident in their work. They may offer low setup fee then request a hit fee instead. Compare this to paying large amounts for a marketing piece and not have a guarantee or confidence.

Tip 2

If a company promises they can get you on page 1 at Google, RUN!!! Google and other search engines and directories use a complex formula for page rankings that they do not divulge. And, their formula is always changing. So, if some one promises you a number one slot it most probably means they'll just shoot for a very small market or for just a short time period. Do not waste your time or money.

Tip 3

Organically increasing your page rank is one of the best methods. The web spiders look for a few key points:

- Good code- Do not use a template site or auto code generators
- Changing content~ The more you change the content the more the web spiders will return to check for changes and update your page rank.
- Even balance of in and out links. Just linking to all of your friends will not help. The links must be relevant to your web site.

- Include links from larger popular sites to your s
- Include keywords in your meta tags, that match your content, that match your description, that match your key words and that match your links. This should be on each page, not just on the home page.

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Tip 4

Use the free tools like Google Analytics. Your web host also may have web trend tools you can use. Also, do key work search using Google Word or e Word Tracker to see what people are searching for. Ask if the marketing company tracks links so if you have three links on one page you can tell what link that most people are using.

Tip 5

Getting traffic to your site is the first thing but then how do you convert that to profit? Tracking potential customers by capturing email address is key to internet marketing as it allows you to go back and market to them. Remember, if someone will not give you their email address most likely they also will not give you their credit card number to buy your product or service.

When looking for an internet marketing firm look for the total package. Look for someone who can:

- Look at your web site design
- Drive qualified traffic to your site without charging monthly fees or a per click fee
- Capture and convert the leads to customers
- Leverage your current content to generate multiple revenue streams for you and to add value to your clients
- Leverage your contact with joint ventures to expand your reach

If you would like to work with a marketing company with integrity that knows how to provide the total package I invite you to view work with us.

We work to educate you on how to market and increase your profits

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Sincerely,

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