

Title:

Just An Expensive Electronic Brochure Or A Profitable Site?

Word Count:

789

Summary:

Most websites are just expensive electronic brochures that do very little or nothing for the b

It is strange how business sense seems to go out of the window when it comes to the internet a

The internet and internet protocols (IP) provide many businesses - especially those in the SME

Keywords:

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Article Body:

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The internet and internet protocols (IP) provide many businesses - especially those in the SME

They have been however convinced that they "must have a website or they are not even in the ga

Yet too many businesses' whilst they have ignored the opportunities that IP offers them at suc

It's very strange. How many businesses would say?

* 'Let's build a new store and then leave it empty';

* 'Let's plan a direct mail campaign buy all the kit and then not bother to buy the stamps to

* 'Let's pay for the stock and then just store it'.

Yet those are the equivalents of building and paying for a website and then not promoting it e

One can see why people think it might not be worth the effort. There are over 55,000,000 top 1

There are millions of web searches by millions of people every day [See Google Zeitgeist to ge

Some examples of the other UK searches that are done:

- Builder over 150,000 times in May 2005 - builder Bristol 57 times.

- Fashion over 800,000 times - far too many for me to bother with says the local retailer. Oh

- Hotel was searched for over 5,000,000 times in May 2005. Hotel Bath was searched for 1,652 t

Over 85% of people use a search engine to find their way around the internet the majority use

If you are not working the search engines, familiarising yourself and your business with Pay p

So you will ask how do we go about all of this?

Clearly the obvious answer is ask us to do it!

But a few tips are probably more what you were looking for! So:

- Look at your web marketing plan as a long-term effort to grow your site to be the best most
- Be clear about what makes your site better and more valuable to your site visitors.
- Make sure each page within your site targets and is optimized for only one or two keyword ph
- Use 2 - 6 word phrases instead of one-word keywords and you'll get more targeted visitors as
- Use this information to help you with Pay per Click campaign development.
- Add new information to your site regularly. Resources, white papers and tips not only add va
- Use the resources and downloads you offer to build your database.

Finally, just one other point - it doesn't "happen the next day". The technology is fast but s

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