

## Web Site Marketing Strategy Hints And Tips

**Your web site marketing strategy** is the essential factor that determines the success or failure of a business web site. This is true whether your web site is an extension of an offline business, or you run a completely online business. Web site marketing is unlike any marketing you may have done using other media.

**However, marketing your web site** on the Internet shares many common core-marketing foundations that underlie your marketing efforts regardless of the media you use. I am a strong believer that for a small business, all marketing should be based on the old direct marketing mantra of attention, interest, desire, and action. In this article I am going to discuss those aspects in terms of how they are crucial in marketing your web site on the Internet.

**Regardless of the media you choose**, nothing will ever happen if you don't attract the attention of prospective buyers. This is one of the very basic tenets of successful marketing. On the Internet, this concept is evaluated by the traffic that you receive on your web site. But there are a lot of factors that affect how much traffic you get, and only part of it is the actual content of your web site. There are two ways you can get attention in any media: you can earn it or you can buy it.

**All the major search engines** (Google, MSN, Yahoo, etc.) show up two different types of results when a customer uses them.

The most relevant results based on the search algorithms used by the engine are called 'free' or 'organic' since they are the natural result of running a search.

The second types of result are actually paid advertisements, and they can be very difficult to distinguish from the results that are actually relevant to you query.

**It is important to keep in mind** that no matter how good the engine, the results are still hit or miss. It is a computer program sorting web pages based on mathematical formulae, not live people helping you select the best results, so as a person hoping to be indexed, you must be willing to put the time and effort into checking how you rank on the major engines and tuning your word choice to optimize that. If you can't make it onto the first (or second at the very least) page of results, your traffic will drop dramatically! Most people don't bother to wade through the hits on the pages after that. Even second-page ranking will hurt your ability to attract new users.

**One of the most effective ways** to increase Internet traffic is buying some form of advertising. One of the most pervasive forms is banner advertising. Originally, these were very popular forms of advertising, but as they became more prevalent, their effectiveness waned. They can still be effective as long as you have a clear marketing strategy and are able to track your advertising statistics.

**Text advertisements** are probably the most common form of Internet advertising today. Google has paved the way, and if done correctly, your Internet traffic can multiply quickly by using Google ads. MSN and Yahoo also offer text advertisements on their sites. One downside to text advertising is that the cost can add up fairly quickly, depending on how many hits you receive for your ad. Each time a searcher clicks on your text ad, the provider charges you a set amount. Another way to increase traffic to your site is to buy traffic from someone who has an e-mail contact list or has a lot of traffic on their site already.

**Any approach to publicizing your website** or portal must begin with the aim of grabbing attention of the web surfers and Internet addicts. To grab attention, you must deliver your message to surfers on websites they frequently visit. You can publicize your website by doing the hard work yourself or by availing expert help, or a mix of both.

**Doing it yourself** means you will have to commit your time, energy and money. It might sound daunting but ultimately proves to be cheaper as well. Availing expert help can get your results without eating your time.

To set the cash registers ringing, it is suggested that you develop your own mix of both ways suited to your own needs and resources.

*You can get more information about Business Marketing at <http://www.BizRave.com>. Eric Menzies writes about Search Engine Marketing Firms and other topics.*