



How To Market a Website

Have visibility.

Effective marketing is essential to the success of an online business or website. If your site doesn't have the visibility, the reputation or the value necessary to draw in the maximum customer or client base, you may be missing out on tremendous profit. It's not as easy as it may sound, though. Online marketing is a multifaceted process that involves several disciplines.



WHAT IS SEO

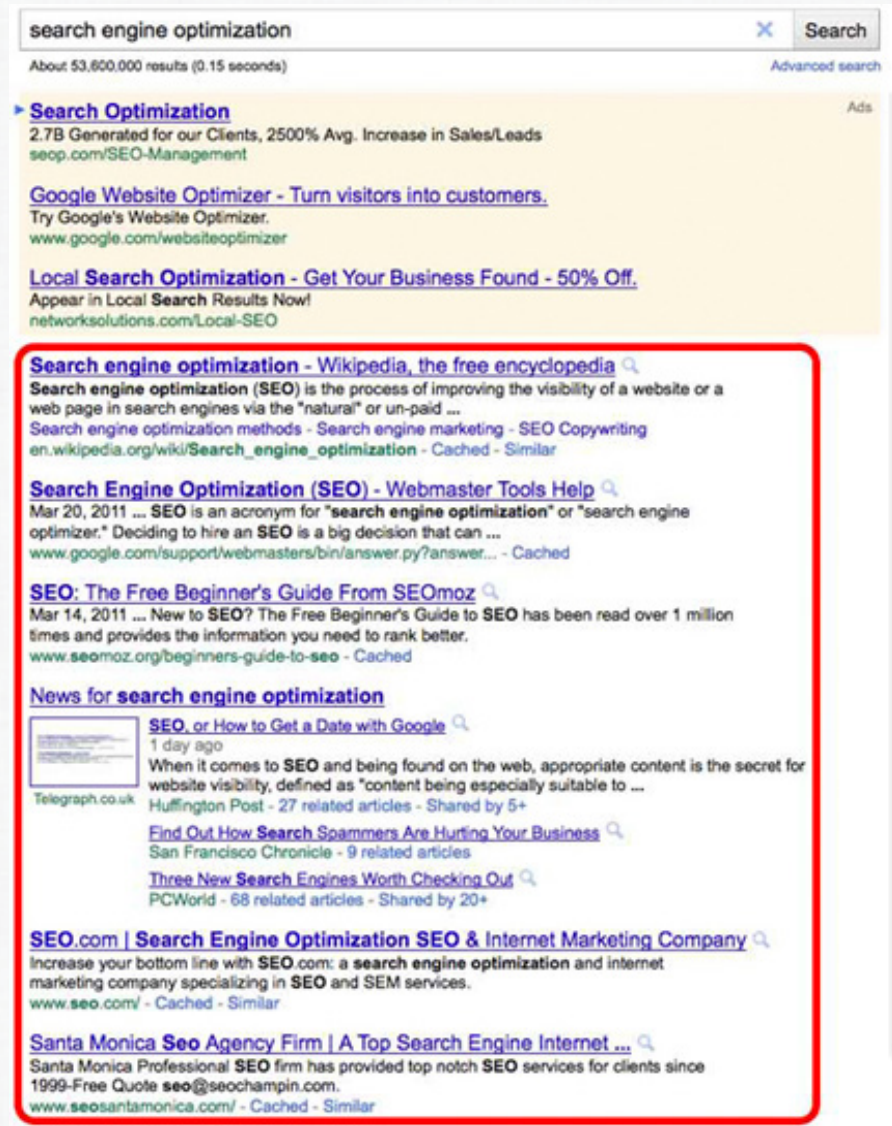
42% of web surfers click on the #1 result.

Search engine optimization (SEO) is the process by which your website becomes increasingly visible in search engines. For instance, if you enter the phrase “concert tickets” into a search engine like Google or Bing, you will notice that Ticketmaster.com is the #1 search result. That’s because Ticketmaster is highly optimized for the keyword “concert tickets,” and is seen by search engines as the most relevant authority for concert tickets. When marketing online, you need to determine your own target keywords and establish yourself as the web’s most relevant authority on your chosen subject.

The importance of SEO cannot be overstated. **Cornell research** found that 42 percent of web surfers clicked the #1 result when using search engines. The #2 result received 8 percent of clicks. In other words, the top search result can receive more than 5 times the number of clicks as the #2 result!

Start optimizing your own website right now:

- Determine the keywords that you want to target (i.e. “books for sale,” “Portland DUI attorney”)
- Incorporate your keywords into your website titles, descriptions, headings and content
- Encourage sites to link to you (build relationships, offer to write guest blog entries, create content and products that others want to link to)
- Set up your social media profiles (see next section)

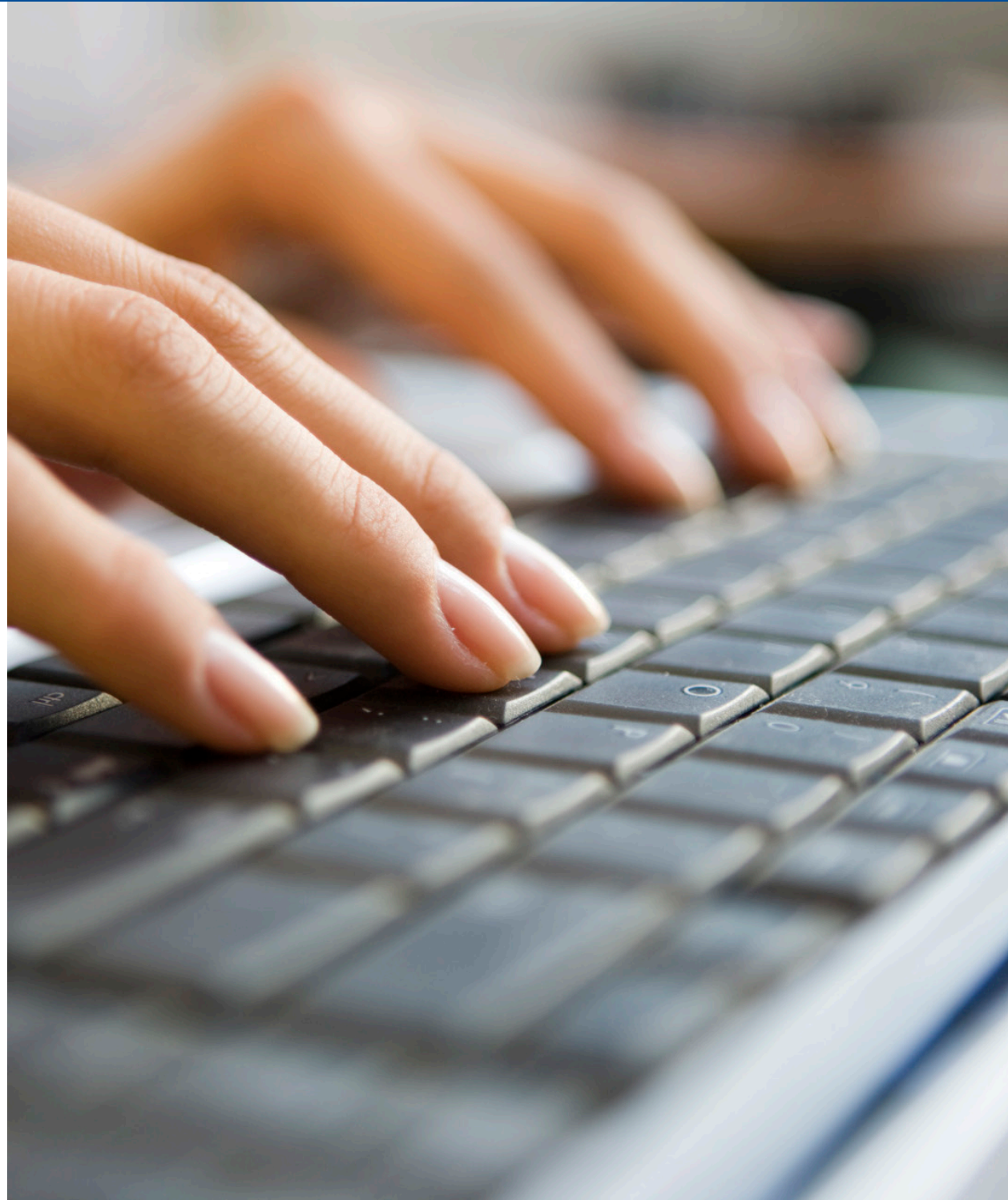


Social media is marketing for the 21st century.

Social media services include Facebook, Twitter, LinkedIn and other technologies that individuals and businesses use to stay connected. Social media sites allow you to build your brand, stay in touch with current clients, reach out to new clients, provide valuable links to your company website, and network with other businesses.

In this day and age, you will seldom find an organization that doesn't have a Facebook profile or Twitter account. With billions of people connected to social media, the marketing opportunities are virtually limitless.

- A strong social media presence can make a world of difference to your business. The Nielsen Consulting Group recently **conducted a study** and found some really intriguing facts. For instance:
- Americans spend three times as much time on social networks as on email
- More than half of users write online reviews of products and services
- More than two thirds of social network users shop online
- More people follow brands than celebrities
- Mobile users increased by more than 60 percent in 2002



Post ads for more traffic.

Pay Per Click services include Google AdWords and Microsoft AdCenter. These types of services allow you to bid on the ability to post advertisements on targeted search results and web pages. When properly utilized, Pay Per Click is a great way to drive traffic to your site from all over the Internet.

There are a lot of important variables involved in a successful PPC campaign. You must understand the fundamentals of keyword research, write persuasive copy and target your ads for optimal results. If you have limited experience with PPC, or have been unsuccessful in the past, you may want to consider partnering with a marketing company that understands the inner-workings of Google AdWords and similar services.

When choosing a PPC consultant, Business.com recommends the following:

- Ask for references
- Select someone who will work directly with you and include you in the decision-making process
- Make sure your consultant understands quantity vs. quality; you want "quality" traffic
- Make sure the consultant builds unique ads for each search term



Driving new business through email.

Email marketing can also be an extremely profitable endeavor when properly managed. Email marketing is the process of building high-performing contact lists, and then generating profits with exciting, engaging email promotions. Email marketing is effective for driving new business as well as encouraging repeat business. Even if you don't actually sell a product or service, email marketing can help you to continuously drive traffic to your website.

The benefits to email marketing are numerous. For instance, email marketing is cost-effective in comparison to traditional print mailers, and the results are almost instantaneous. Messages are sent and received in under a second, and conversions can occur in a matter of minutes.

Forbes offers four tips for successful email marketing:

- **Do no harm.** Send only relevant messages and don't overload your subscribers with spam.
- **Engage.** Get to know your audience, then target messages to your subscribers according to their preferences.
- **Don't treat email as an island.** Email should just be one small component of your marketing effort.
- **Build a lasting relationship.** Keep your subscribers happy. Deliver targeted messages at strategic times, and send messages that you know your subscribers will find useful or enticing.



Outshine your competition.

Branding can encompass many things, including the image that you build for yourself and the message that you convey to consumers. Perhaps your business prides itself on selling the most powerful exercise equipment on the market, or maybe you take pride in your reputation as New York's leading life coach and self-improvement expert. Branding includes all of the methods that you use to effectively convey this message.

Branding is a twofold process that includes:

Conveying your message to the public

Building the reputation to back up that message

A successful branding effort can include catchy slogans, eye-catching logos, and thorough and intelligent website content. In addition, [Mashable](#) offers 10 tips for building your brand:

- Media requests
- Custom short URLs
- Sharing your knowledge on Q&A sites
- Creating social and business online profiles
- Participating in meetups for networking purposes
- Placing social network buttons in your email signature
- Guest posting on websites and blogs
- Creating virtual business cards
- Starting a newsletter
- Attending networking meals (try [Let's Lunch](#) or [GrubWithUs](#))



Protect your business.

If branding is the process of building your reputation, then reputation management is the process of protecting it. This is absolutely crucial in the online marketplace, because it would be truly tragic for you to spend so much time and money to market yourself, only to have those efforts destroyed by third parties working outside of your control.

In a nutshell, reputation management is the process of ensuring that when someone searches for your name and business online, they find exactly what you want them to find, such as your official website, social network links and positive consumer reviews. If someone enters your name or business into a search engine, you do not want the search engine results to be flooded with angry reviews, scandalous articles and Ripoff Reports.



This process requires dedication and diverse skills.

As you can see, marketing is an extremely involved process, and excellent marketing requires a wealth of different skills, including SEO, persuasive writing, online ad management and even graphic design. If you truly want to get the most from your marketing campaign, consider partnering yourself with a team of experts who possess all of the essential marketing skills.

At Coalition Technologies, our diverse team includes some of the most skilled and qualified marketing experts in the industry. We employ SEO gurus, Google AdWords managers, graphic designers, copywriters and even social media managers.

Call us today at **888.800.9101** to discuss your marketing needs and learn how we can help you take your business to the next level.