



Ne^xTNET

NEWS ON INTERNET FUNCTIONALITY

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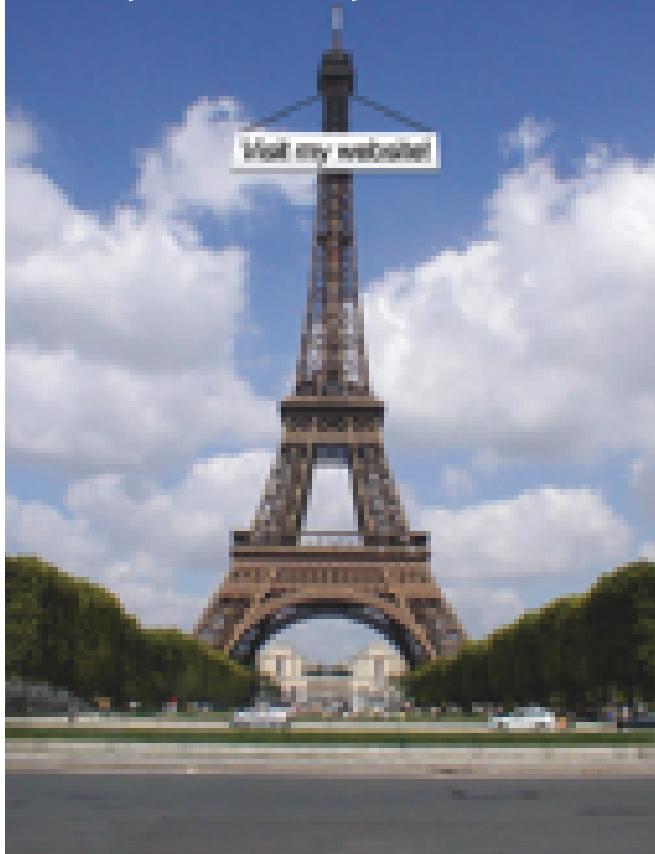
Internet Marketing Made Easy

Visibility is one of the biggest problems facing companies doing business on the Internet. How do you get potential customers to your site quickly, without spending a fortune? As marketing director of Internet Company, I hear this question over and over from our clients. The answer – it's not difficult and anyone can do it if they understand what's required.

Before taking on the task of optimizing your website, you need to remember that 'content is king' on the Internet. Search engines are looking for websites that give people what they want – good information, well presented. Many people try to manipulate search engines by abusing META tags or inserting hidden text within their pages; these are all short-lived tactics. The best strategy is really very simple but hard to maintain – keep your website current with relevant content.



There are easier, more effective ways to market your website.



Five Steps to Search Engine Optimization

Step 1: Conduct a Web Traffic Analysis of your current website. You should be able to answer the following:

- How many people are visiting your website?
- Where are they coming from?
- What pages are they viewing?

Step 2: Decide on the key words or phrases prospects use to search out your type of products and services.

To determine this, look at your competitors' websites and/or ask your clients. Limit your list to 4 or 5 main key words and 10 to 15 secondary words.

Step 3: Optimize your website for these words and phrases.

Make sure your website content includes these key words consistently and frequently. Have a dedicated page for each main key word.

Add META tag keywords and descriptions within your website HTML. Add image descriptions and page titles that include your key words and phrases.

Step 4: Add your website to as many appropriate third party directories and websites as possible. Having your website listed on third party websites has two purposes:

- It drives potential new customers to your website
- It ensures the search engine "crawlers" find your website

Step 5: Submit your website to all the major search engines.

Many people think they need to pay in order to get listed on the search engines. Not true. Search engine "crawlers" will find you, especially if other websites are linked to you. However, don't be surprised if it takes 6-8 weeks before you start to see results. During this time, incorporate a method for capturing information on your visitors. For example, add a request for information form and a sign-up for your company newsletter. In both cases, the visitor should be required to give you their name and email address. More sophisticated approaches include having a "members-only" section within your website. Remember, people will only give you their contact information if you are giving them something valuable in return. Any information you collect from potential customers should feed into your prospect database.

To keep your content fresh, issue press releases on your company successes or post educational articles. Remember, people use the Internet to gather information, conduct research, etc. If your website has valuable content, search engines will find you and traffic will follow.

Finally, you must evaluate and modify your strategy on an ongoing basis. Conduct a Web Traffic Analysis of your website every 4-6 weeks. This will tell you what is and isn't working.

Molly MacDonald is the Marketing Director of Exware Solutions Inc. Exware helps organizations turn their websites into powerful productivity tools that streamline communications, boost productivity and cut operational costs.

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