

I just launched my company web site, now what?

You have already taken a huge step towards marketing success by choosing to create a website to promote your company, sell your products and services, as well as brand your company online.

But now what?

Very simply put, the success of your website depends on one thing and one thing only- MARKETING.

You have to imagine that your website is the quaint little Mexican restaurant that is sure to satisfy the pallet of all hungry individuals wandering aimlessly for the best of the Mex, but unfortunately you are located on the corner of “Who Knows” and “Nobody’s been there.” In order to attract the hungry, which you are sure to delight, you must make your existence ridiculously obvious.

You see, unfortunately, on the web, you don’t have a store front for people to wander into, or nonchalantly pass by meanwhile storing you in the “must go back” file in their brain. If you are to capture the attention of the ever growing, perpetually *hungry* consumer, you must plaster your brand identity, products and services everywhere appropriate. You must purchase that virtual billboard on the side of the internet highway that gives crystal clear directions to the corner of “Who Knows” and “Nobody’s been there”.

This raises two main questions: where to market and how to market.

You could place a couple of print ads in a magazine or newspaper, or you could run a radio or tv ad, or you could place an ad where your consumer is, where your web site is, and where the consumer is actively seeking, searching and emotionally ready to purchase what you are offering. Where is this fantasy land that enables consumers to ‘click’ on a textual, audio or visual ad, which will immediately send them to where you are to sell them what they need and want in the very moment necessary for a consumer to engage in a purchase? The internet.

So why place your ads conventionally in a magazine or TV channel and hope that those random, less targeted individuals listen or read intently, take notice, copy down necessary contact information, and make the additional effort to contact you via phone or email? Seems like a long, directionless, cumbersome process that will only lead to sales when every step of the way is followed.

Now that it is obvious that as a web company or web site you should be advertising online where your consumer is, what kind of advertising online is there?

Here are a couple of effective and cost efficient methods of successful internet marketing:

Pay Per Click Marketing (PPC)- Very simply, pay per click (PPC) is an advertising model used on search engines, advertising networks, and content websites/blogs, where advertisers only pay when a user actually clicks on an ad to visit the advertiser's website. Advertisers bid on keywords they predict their target market will use as search terms when they are looking for a product or service. When a user types a keyword query matching the advertiser's keyword list, or views a page with relevant content, the advertiser's ad may be shown. These ads are called a "Sponsored link" or "sponsored ads" and appear next to or above the "natural" or organic results on search engine results pages. ([Wikipedia.com](https://www.wikipedia.com))

PPC has the following benefits:

- PPC advertising reaches only your target market or the world! You pay only when someone clicks and is sent to your website with the presumed intent to do business.
- If someone runs a search engine search query for a particular keywords(s) that means they are looking for a company that offers what you offer.
- Time is a factor, so be there when they need you. Online you are available 24 hours a day every day, and again, when they run a search for your keywords through PPC marketing you will be there when they need you.

Search Engine Optimization (SEO)- In the simplest of terms, search engine optimization will enable your website to rank higher than others without having to just pay more. For example, Google has a very thoroughly refined and advance mathematical algorithm that takes into account age of a website, unique visits to a website, amount of content on the web site and relevancy of that content and so much more. Taking all information in account, Google ranks websites accordingly. There are many ways to 'optimize' your website to be more compliant with said algorithm.

Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines. ([Wikipedia.com](https://www.wikipedia.com))