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TOOLS OF INTERNET MARKETING

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Abstract:- There is so many tools of internet marketing. By using internet marketing tools a can generate maximum sales in small time period. Webpage Optimization, SEO(search engine optimization), SMO (Social Media Optimization), E-mail Marketing, Affiliate marketing, and Google Adword (online advertisement) are the strong tools of Internet marketing. Internet marketing is an experimental area that continues to grow, evolve and adapt. Several attempts have been made through the fields of technology and marketing to overcome the anonymousness of the computer user's interests and preferences to move toward a direct behavioral approach to online marketing; more specifically, identifying the users on the internet, collecting profiles of their interests and delivering advertisements that appeal to their specific preferences. Online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication technologies had contributed to the restructuring of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains. However, this effective, new method also involves its special disadvantages, e.g. lack of personal contact, security and privacy, etc which should be taken account for. The present study, then, concentrates upon the impacts of internet-fostered interactive spaces on marketing practice.

Keywords : Internet Marketing, Social Media Optimization, Online Marketing etc.

INTRODUCTION

In this paper, I have tried to evaluate the internet marketing tools and web page optimization. web page optimization is called as search engine optimization and search engine is the most effective tool that can bring a prospective customer to your Company website and its also a very strong tool of internet marketing. Millions of web visits are initiated daily through one or the other search engine to locate information or sources of supply. This is considered to be the most effective and targeted channel for you as a website owner to acquire a hot lead. Businesses all the over the world spend a huge sum on designing, building, maintaining and promoting their websites.

INTERNET MARKETING PLAN AND OBJECTS

Online advertising and marketing budgets have also soared. Relative to these, the investment required for getting traffic through search engines is much lower. However, as search engines have millions of pages in their coverage, it is important to have a proper approach to using this channel effectively.

The art and science of understanding how search engines identify pages that are relevant to a query made by a visitor and designing marketing strategies based on this is called search engine optimization. Search engines offer the most cost effective mechanism to acquire "real" and "live" business leads. It is found that in most cases search engine optimization delivers better ROI than other forms such as online advertisements, e-mail marketing and

newsletters, affiliate and pay per click advertising, and digital campaigns and promotions.

Before you begin to develop your own strategy and implementation plan to optimize your website for improved page ranking, you have to reflect on what is the major objective of this initiative. Is it your objective to attract more visitors to your site or convert more persons from being a visitor to a loyal stakeholder in your business? The dot com mania period showed a marked change in evaluating a website's success in terms of number of eyeballs that it could collect, without taking into perspective what these eyeballs or site visits meant to the organization. That has changed by now, and most companies realize that critical to a business unit's success is sticky visitors, loyalty and ultimately the impact this has on its

Valuing a website in terms of what advertising it can attract and sustain is no longer the benchmark or performance indicator; what is certainly more important is what the site does to acquire and retain new and existing customers.

As search engines have several million pages that are available on the world-wide web, it is necessary to use specialized techniques to match your web page with the algorithms and ranking criteria that such engines use, thereby improving the chance of catching the limited attention span of the visitor.

The first step that advertisers and marketing professionals need to take to apply optimization techniques to a website is to articulate the objective and characterize the visitor, the desired visitor experience and outcome. The optimization plan should evolve out of this.

SOCIAL MEDIA MARKETING TOOLS

Social Media Marketing is growing increasingly more prominent, creating opportunity to further establish online reputation and reach vaster markets of online consumers. To help you leverage the advantages of Social Media outlets, Titan SEO will oversee and help your team manage Social campaigns, supplementing your SEO initiatives. Our social media strategies include:

Facebook

There is more to Facebook than just creating a Fan Page. We'll help you optimize your page for your brand and important keywords. We'll also work with your team to implement best practices to increase fans, organic ranking exposure, and referral traffic to your site.

Twitter

Twitter can be a great way to engage with your current customers, and get the attention of new prospects. Titan SEO will implement a twitter listening campaign in order to reply to any posts regarding your company, brand, or keyword focus. We will also consult with you on the best practices for Twitter success.

YouTube

YouTube, which is owned by Google, enjoys a significant amount of exposure in the organic search results. If you have videos or are thinking about creating videos we'll help you tag them correctly and set them up for success. We'll also assist in setting up a YouTube channel.

Linkedin

For B2B businesses LinkedIn has proven to be a valuable tool to help bring in new prospective clients. We'll work with your team to setup a company account so you can utilize it to garner new business.

Google +

A newcomer to the social landscape, Google + is growing at an astonishing pace. It is also starting to have preference in organic search over Facebook, Twitter, and other social media outlets. We'll help you set it up and give you to tools to manage it moving forward.

PPC Explained

John Wanamaker once said, "I know half of my advertising is wasted; I just don't know which half."

Know the feeling? Businesses in nearly every industry seek ways to advertise their services or products, and for decades, marketers have struggled with the lack of measurable data and the complex nature in which their different advertising methods interacted and affected their bottom line. Was their advertising program working? Were their funds being wasted? Or were there seasonal or external factors involved that they could not account for?

With the birth of the internet, advertisers knew online marketing would become a primary source of revenue and brand awareness, but this time with a twist: advertising spend was now becoming highly trackable, so

that businesses could understand the effectiveness of various advertising campaigns and create budgets accordingly.

We now have various ways to advertise online, but one of the quickest to set up and easiest to track is Pay Per Click Marketing, or Paid Search.

Pay Per Click (PPC) Marketing is a way businesses can capitalize on the millions of people using search engines on a daily basis, many of whom might be searching for your particular product or service. Like Search Engine Optimization (SEO), PPC ads also appear on search engine results pages when a searcher types in a related query. If the searcher clicks on the ad, they will be directed to the company's website, but, unlike SEO, the company advertising a PPC ad will be charged the market rate for that click, giving this form of advertising the name “Pay Per Click”.

PPC campaigns have a distinct advantage in the fact they can be created and be live online in minutes. Additionally, marketers handpick the keywords (or search phrases) on which they want to bid, what maximum price they are willing to pay per click, exact phraseology for their ad copy, and on which page of their website visitors will land.

As opposed to an SEO campaign, whose clicks are “free” and therefore considered most cost-effective in the long run, PPC clicks can be costly for the advertiser if not properly managed. It is important to carefully and diligently manage your PPC account on a regular basis, to be sure your cost per lead is in line with your goals, to stay on top of what the competition is doing, and to quickly respond to other changes in the marketplace.

Hands-On Bid Management

If your company does not have the time or resources to manage your PPC account regularly, you would be wise to hire an agency to manage it for you. At Titan SEO, we monitor our clients' PPC accounts daily, conduct manual A/B testing, and give detailed custom reporting weekly, monthly, or by request. While many other PPC agencies employ an automated bid management tool to regulate their clients' accounts, we have found nothing is more effective than an experienced, seasoned PPC professional with hands-on control of your account, detailed awareness of your keywords and their performance, and availability to talk through strategy and performance with you as often as you prefer.

Staying on top of current marketing trends and search engine advancements is important to us, and we pass on that information to our clients so their PPC campaigns will be as competitive as possible. Our PPC Management team is certified on both Google and Bing, and receives continual training for new advancements in search engine technology, searcher behavior, copy writing, and more. We maintain weekly calls with our representatives at Google and Bing to ensure we stay on top of new developments that might assist our clients' individual needs, and we work internally to ensure our clients' PPC and SEO efforts work in conjunction.

BENEFITS OF INTERNET MARKETING TOOLS

The digital landscape has changed dramatically over the past few years, but SEO still remains an effective and important marketing strategy. While there are many benefits to a good SEO strategy, we have outlined the top 5 to help you understand (or remind you!) why SEO is awesome.

Increased Traffic - Top positions on the search engine result pages receive a majority of the impressions and clicks, so ranking in these top positions can result in significant traffic increases for your website. SEO also focuses on creating informative and keyword relevant title tags and meta descriptions, which show up in the result pages. Having optimized tags and descriptions helps to increase click through rate, which also promotes increases in qualified web traffic.

ROI - SEO provides trackable and quantifiable results, regardless of whether you are an ecommerce or non-ecommerce site so there are no qualms when it comes to ROI. SEO agencies are able to track nearly every aspect of their strategy, like increases in rankings, traffic and conversions. Comprehensive analytics also provide the ability to drill down at a granular level and see demographic information and other engagement metrics for individuals who have interacted with your website. For Ecommerce sites, SEO agencies can see which paths users take in order to complete a sale, all the way down to which keyword they used to search for you prior to purchasing. For non-Ecommerce sites, you can attribute values to your lead conversions, like a 'contact us' form fill-out, and calculate the value of your SEO strategy that way.

Cost effectiveness - SEO is one of the most cost-effective marketing strategies because it targets users who are actively looking for your products and services online. SEO's inbound nature helps businesses save money as opposed to outbound strategies like cold-calling. While cold-calling can still be an effective strategy, the leads generated cost 61% more than leads generated by an inbound strategy like SEO. And since SEO also targets users

who are actively searching for products and services like yours, the traffic resulting from SEO is more qualified than many other marketing strategies, resulting in cost-savings for companies.

Increased site usability – In an effort to make your website easier to navigate for the search engines, SEO simultaneously helps to make your website more navigable for users as well. SEO consists of rearranging the site's architecture and links to make pages within the website easier to find and navigate. This not only makes it easier for search engines to crawl your site and find pages, but also makes it easier for users to find information on your website as well.

Brand Awareness - Since top position rankings result in significant impressions, having your website in these top positions on the result pages translates to more exposure for your website. Plus, being on the first page for your targeted keywords not only helps users to associate your brand with those keywords, but it instills trust, since companies on the first page are generally perceived to be more trustworthy. The more your pages and content rank in high positions in the search engines, the more chances you have for users to see your content and associate with your brand.

Defining the SEO budget - The word optimization is by itself suggestive that the plan should balance the initiative and the budget so as to get cost effective results. If the stakes are high, it may sustain higher advertisement and paid listing options. How much would you like to spend on this exercise? If the budget is limited, the expensive options of several advertisements, linking programs, directory listings will have to be forsaken and attention given to getting the best results from limited but focused efforts. The key metrics to this program is to assess the ROI it delivers: marketing dollars vis-à-vis measurable benefits to the organization.

Avenues for promotion - Search Engines provide you an effective vehicle for promotion of your website. There are no doubt other channels available. 'Directories' is often included in the generic term 'search engines' although they are distinct in their characteristics and function. Advertisements through banner displays at popular and often visited sites and “portals”, reciprocal links, affiliate links and programs that direct visitors from one site to a targeted site (with a payment associated with such arrangements) and publicity through other media are other well known avenues of promotion. Mass email campaigns, publishing and distributing internet newsletters, 'permission marketing' using list servers and internet based marketing promotions including coupons and sweepstakes are other forms of online advertising. The key determinant is what value the initiative offers you in return for the investment. Metrics are somewhat more difficult to establish for search engine optimization compared to other direct forms of advertisement. Some suggested measures for determining ROI are discussed in a later section.

Search Engines and Directories

Using search engines so you know how they work from the user perspective. From your own experience as a user, also know that only those results that list at the top of the heap are most likely to attract you. It doesn't amuse you to know that your search yielded 44316 results. Perhaps even number 50 on your list will not get your custom or even your attention. Thus you know that getting listed on the top or as near to the top is crucial. Since most of the search engine traffic is free, you'll usually find it worth your time to learn a few tricks to maximize the results from your time and effort. In the next section, you will see how search engine works – from your perspective as a website owner.

How do Search Engines Work?

Most of the top-ranked search engines are crawler based search engines while some may be based on human compiled directories. The people behind the search engines want the same thing every webmaster wants - traffic to their site. Since their content is mainly links to other sites, the thing for them to do is to make their search engine bring up the most relevant sites to the search query, and to display the best of these results first.

In order to accomplish this, they use a complex set of rules called algorithms. When a search query is submitted at a search engine, sites are determined to be relevant or not relevant to the search query according to these algorithms, and then ranked in the order it calculates from these algorithms to be the best matches first.

Search engines keep their algorithms secret and change them often in order to prevent webmasters from manipulating their databases and dominating search results. They also want to provide new sites at the top of the search results on a regular basis rather than always having the same old sites show up month after month.

An important difference to realize is that search engines and directories are not the same. Search engines use a spider to "crawl" the web and the web sites they find, as well as submitted sites. As they crawl the web, they gather the information that is used by their algorithms in order to rank your site.

Directories rely on submissions from webmasters, with live humans viewing your site to determine if it will be accepted. If accepted, directories often rank sites in alphanumeric order, with paid listings sometimes on top. Some search engines also place paid listings at the top, so it's not always possible to get a ranking in the top three or more places unless you're willing to pay for it.

Let us now look at a more detailed explanation on how Search Engines work. Crawler based search engines are primarily composed of three parts.

CONCLUSION:

Though the online internet marketing a company can increase maximum sales and generate maximum profit.

As the Internet continue to evolve, new technologies in Internet marketing will emerge and will define how products and services will be marketed in the near future. Getting a better understanding of the power of Internet marketing by giving a comprehensive look at its advantages and disadvantages will prepare business owners and digital marketers in years to come.

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