



# Making the Internet Work for Your Business

BT Marketing Solutions explain what it takes to make your business a success online

- How to be an online success
- What the difference is between a website and a web presence
- Why you must have an on-going internet marketing strategy



# Making the Internet Work for Your Business

Online retail in the UK will grow at a 10% compound annual growth rate over the next five years. (Forrester.com)

Combine that with the fact that 77% of households have access to the internet (Office of National Statistics, 2011) and you have a pretty compelling case as to why UK businesses need an online presence.

But, if your business is going to make the most of the internet, your online presence must be effective.

## How to be an online success

For many businesses, being online translates into having a website.

That's all well and good, but is it enough?

Today, the online market is looking for far more than just a static website that tells them a few things about your company and its products.

If you want your business to stand out from the crowd, you have to think more in terms of a web presence than a website.

## What is a web presence?

The number one goal of your web presence is to get people to notice you. That means you need:

- A professional website that's tailored to your business
- Search engine optimisation (SEO) and/or Pay-Per-Click (PPC) marketing strategies
- Integrated social media
- A blog
- Great content
- Newsletter and/or email marketing

All these elements must work together to create a presence that's engaging, user-friendly and visible.

The whole aim of your online marketing is to get your website into the search results. But wouldn't it better to get your website, blog, articles and social content in the search results too?

If you think about it, online is the only place you can actively prevent, or at least hamper your competitors' visibility. There are only 10 slots per results page,



so the more of those you occupy the less room there is for your competitors.

But how can you make sure you appear so people can find you?

## Getting it right

Although you know your business like the back of your hand, understanding the nuts and bolts of internet marketing (such as SEO and PPC) is a different matter entirely.

It's a discipline that, not only do you have to understand and keep up with the latest changes, you also need to find the time it takes to constantly refine and enhance your marketing strategy. You see, internet marketing isn't a one off activity; it is something that has to be constantly worked at and monitored to make sure you're being as effective as possible.

And that can be a real challenge.

## Staying one step ahead...

### Of the search engines

Search engines, such as Google, are constantly making changes to their algorithms. They are the set of calculations and factors that Google uses to decide where websites should rank. So it's important you keep up to date with what's going on to make sure your

site continues to rank well.

### Of your customers

That might sound a bit odd, but if you want to remain high in the search results you have to make sure you're targeting the keywords your customers are using to find you.

Just because you drew up a list at the start of your campaign doesn't mean that list will still be valid in a few months down the line. By constantly monitoring your analytics, you'll be able to see how your customers are finding you and which of your keywords are performing best.

Then it's up to you to refine your list and tweak your internet marketing strategy accordingly.

### Of your competitors

It also pays to keep an eye on what your competitors are up to. Take a look at the websites that rank near you in the search results. What are they doing to gain those positions and how can you do it better?

## You are not alone

Before you break out into a cold sweat and hide under your desk, there's no reason why you have to embark on your internet marketing journey alone.



As you've seen, it's a vast and, at times, complex area of marketing, but one that is essential for today's businesses.

So rather than just burying your head in the sand in the hope that the internet will disappear (there's no chance of that happening), embrace the new opportunities it will bring your business and get some help.

There are many companies out there that can offer advice and tailored services to get your business noticed online. But, as with most things in life there are good guys and bad guys. If you follow these simple tips, you'll find one of the good guys:

- Check credentials before responding to cold calling e-mails and phone calls
- Search Google for local companies (if they're any good they will rank well),

or ask around for recommendations

- If anyone offers a 'cast iron' guarantee they'll get you ranking on the first page in a fixed period of time, run for the hills – no one can offer such guarantees

- Make sure you will get a good return on your investment (do the maths)

- Ask for references before signing on the dotted line – genuine companies will be proud of their achievements and their customers will be happy to show you the results they've had

Embracing internet marketing will open up a whole new world of possibilities to your business. Don't sit back and let your competitors clean up – get a strong web presence and start drawing new customers to your website.

## BT Marketing Solutions

have helped thousands of businesses get their perfect web presence – for customer examples click [here](#). To book a free web review call 0800 011 3043 or visit [www.marketing-solutions.bt.com/businesszone](http://www.marketing-solutions.bt.com/businesszone) for more information.

