

# How to Make Your Small Business a Success Online

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Anyone looking for that one small business marketing tip that will unlock endless profits for their small business is likely to know that the secret they're looking for lies somewhere in the vastness of the online business world. In fact, many believe that the best small business marketing tip for budding online entrepreneurs is to diversify your marketing efforts. This means that you shouldn't rely on simply just one of the methods of driving traffic to a website. Instead, you should try your very best to bring traffic into your site by using all of the means available to you.

There are several different ways to drive traffic to your site but some of the most popular include paid advertising, such as buying space on banners or in newsletters, email marketing, Pay per Click marketing and SEO, which stands for search engine optimization. The first of these is quite straight forward and it involves purchasing space on a website or email; very similar to traditional newspaper advertising. Email marketing involves making a list of your customers and marketing to them via email.

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Pay per click involves buying links on websites to appear when customers search for certain terms, and SEO is the art of getting your site to appear high in the rankings when someone searches for particular keywords. All of these techniques should be implemented to ensure that your site will rank high and garner thousands of visitors. However, the site will need to be of the highest quality in order for you to be able to keep visitors interested while there and to ensure repeat business as well.

If your site is already complete and everything functions correctly, a small business marketing tip to those just starting out is to concentrate on SEO to begin with. There are a couple of different reasons for this. First of all, for those without a lot of capital to invest in advertising or other costly methods of driving traffic, SEO can be easily implemented at a relatively low cost. Secondly, these efforts are mostly cumulative and will accumulate over time as you continue to improve and build your site's SEO strategy. Therefore, it is good to get started on your site's SEO as quickly as possible. Finally, because it sometimes takes a while for the search engines to adjust things after you add a site or makes changes, it again pays to get rolling on this early.

Shortly after SEO, the next small business marketing tip would be to get started on email marketing. The usefulness of building a list of people interested in your products or services cannot be overstated and, by beginning to collect this information from visitors to your site early, you will be able to have a much larger lead base to market new products or services to as they become available. Many internet marketers focus solely on list building as a road to riches, so it is definitely worth taking a long look at this method.

Scott Gallagher is an author of an internet marketing course. With exceptional knowledge of marketing for small business, Scott is also becoming an expert with Courier Company Marketing Solutions.

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