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Website Marketing

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The key objective of any website is to be commercially successful. For a company to be successful today an effective online presence is essential. A business no matter how small or large is always looking for new ways to increase profit and remain competitive.

Search engine optimisation is becoming increasingly important for the success of small businesses today. Recent trends indicate that the internet is replacing traditional media as the leading source of information & E-Commerce is replacing high street retail as the leading sales channel.

Search engine marketing is particularly important for a small business as costs involved are often lower than running a traditional marketing campaign.

Organic search engine optimisation

“Website is the most powerful marketing tool of the 21st century!”

Companies that do not realise the importance of online marketing are losing out to companies that do.

Organic search engine optimisation is focused on achieving high rank in the un-paid section of search engines such as Google and Yahoo. This is the most important method that can drive a lot of traffic to a website. It is however time consuming and requires an ongoing approach.

If you are able to achieve a first page ranking for your website on major search engine such as Google, you may never need to use any other form of paid advertising ever.

“Over 70% of internet users use search engines to find what they are looking for.”

Please see *Articles* on page 2

5 Ways to Promote Your Company's Website on Search Engines

By Kronik Media

*"www.kronikmedia.co.uk
offer up-market web
design & online branding
for businesses small or
large"*

1. Add a blog on your company's website.

Adding a blog to your website can have a positive effect on its search engine ranking. Blogs are easy to maintain and is a perfect solution for adding new content on your website on a regular basis. Any page you add on the blog is easily indexed by Google and improve your websites overall visibility on search engines. It is a popular and widely used technique to improve a websites profile on search engines.

2. Add new content on your website at least once a week.

Search engines love websites that are updated on a regular basis. If you have blog on your website then it offers an easy method to add new content your website on a regular basis. Alternatively if the company's website uses a content management system then you should be able to add new content or pages with ease. In any case if a company is serious about online marketing and achieving a high position on search engine like Google and Yahoo then it is essential that the company's website is updated with new information on a regular basis.

3. Publish Press releases

Press releases are a good way to improve a company's brand and online presence. There are many free press release websites hat allow a company to a publish press release on their website. Some of these news /PR website enjoy high volumes of traffic every day and help in promoting your company's website. In addition each press release that is published on a website has a link back to your company's website. In addition each press rerelease can link back to the company's website. The number of back-links to a website is one of the most important factors affecting the position of a website on search engines like Google and Yahoo. As such press release provides opportunities to build back links to a company's website and in turn improve its rank on search engines.



Contact us on
www.kronikmedia.co.uk/call-back.jsp
for a free evaluation of your website

Promote Your Website on Search Engines

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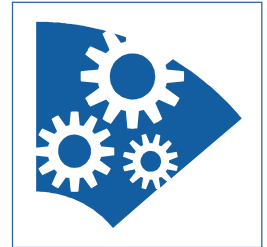
4. Write and publish original articles

Articles are another effective method to improve a company's brand awareness online and increase back links to the company's website. Like with press release there are many article websites and directories that allow a company to publish articles that are then made available to many users across the internet. Articles are more time consuming to write than a press release and are usually governed by editorial guidelines. However writing & publishing of articles is a very effective marketing tool used by search engine marketing experts across the world. A small company can publish new articles that are related to its market and gradually improve its position on search engines like Google and Yahoo. The articles can be published on the company's website and also distributed on various article websites and directories.

5. Participate in social networking websites

Social networking websites are increasing in popularity every day. Marketing a company's website on social networking websites is a proven online marketing technique and has become an essential part of any successful online marketing strategy. Face Book, MySpace and You Tube are only some social networking websites where a company can create a profile to improve its online visibility. They not only increase back-links to a company's website but also help spread information about the company to other users.

In addition to the leading social networking websites, participation in other blogs and forums within your market is another effective online marketing tool used successfully by search engine marketing experts. There are over a million blogs and forums on the internet. It is easy to find them by searching on Google or other search engines. Blogs and forums encourage users to participate feely by starting a discussion or participating in an existing discussion by leaving a comment. Participating in forums and blogs by leaving a comment allows a company to promote its website. However it is important to know that using forums and blogs purely for self promotion is frowned upon. It is important to participate and share information that adds value to the discussion. A company can benefit in return by getting a back link to their company website from the blog or forum signatures that get published along with each comment.



Special Offer **Press Release Distribution**

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Email info@kronikmedia.co.uk

"Kronik Media's search engine marketing service is result driven and guarantees increase in website traffic."

Free Resources

List of Free News sites & Directories to promote your company's website

You can add your website's listing on the following directories for free. Additionally you can write and submit press releases to the free press release websites. Each submission will improve back-links to your website & improve your websites profile.

Over a period of time this will lead to an improved rank of your website on Search engines like Google and Yahoo.

Directory Submissions:

- 1) www.Scoot.com
- 2) www.business-directory-uk.co.uk
- 3) www.b2bindex.co.uk
- 4) www.countyweb.co.uk
- 5) www.searchme4.co.uk
- 6) www.businessdirectory-uk.com
- 7) www.touchtarget.com
- 8) www.kompass.co.uk
- 9) My.kellysearch.com
- 10) www.businessmagnet.co.uk
- 11) www.lii.org
- 12) www.turnpike.net

For more free Tips & Advice on online marketing visit our [Search engine marketing](http://www.kronikmedia.co.uk/blog) blog, www.kronikmedia.co.uk/blog

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- www.fastpitchnetworking.com
- www.free-news-release.com
- www.free-press-release.com
- www.i-newswire.com
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