

## HAVE WEBSITE, NO VISITS

Carm Maesano  
November 2008

“Finally, we’ve got our website. Looks great...everyone we’ve shown really likes it. Took way more time that we thought to get done but, ahhhh – pretty darn good.”

### *A few weeks later....*

“What’s wrong with our website – we’re getting no visits. Why aren’t we in the search engine results? Our site looks better and our stuff *is* better than anyone else’s, so what’s going on?”

Launching a proper website is no small task, but the ultimate goal is to drive results. Whether it’s sales, awareness, sign-ups, etc...every website has a purpose and goals.

You may have heard the terms Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and if you haven’t, a quick Google search can solve that. In sum, it’s internet marketing and it serves the purpose of attracting visitors to your site who want what you have, be it products or information.

Although having a website is a must, you must also have a concrete plan – an internet marketing strategy. The best internet marketing integrates with your overall business strategy and marketing plan – they go hand in hand.

### **Back To Why You’re Getting No Visits...An Ecommerce Website, for Example.**

Some say, “You’re not getting any visits because launching a website is like launching your store in outer space; no one can find you!”

Ok, but it’s more like this. “Having a web site puts you on the largest, busiest street in the world where people are interested, even hungry for your offering and want it now!” The problem, though, is that you simply don’t have a sign.

The challenge for any online business – large or small – is to put up the biggest, most visible sign so that you’re found among the sea of other advertisers and the competition. Right? Kind of, but this would cost an absolute fortune and spending more than you’re making is hardly the goal.

Putting the biggest sign up doesn’t have to cost a fortune because internet marketing allows you to virtually make and pay for your sign appear **to those you want, when you want, where you want.**

### **Internet Search Marketing & Relevance**

The term **relevance** may be the single most important word in both SEO & SEM. For paid internet advertising, particularly search engine marketing, you can show your sign *specifically and only*:

- to those interested in your products or services (*and* block others out)
- to those in the geographic area you service
- when and at the times you specify (if it matters)

What you must and can do is set out parameters that will weed out wasteful or misguided clicks.

### **Internet Marketing Can Be Efficient - Don't Overspend!**

Along this virtual, super-busy street hungry visitors are looking for what you've got – let's say *zero gravity chairs*. So, do they see your sign? They will if you know them and plan accordingly.

#### **Did You Research Your Customers? Can You Answer...?**

- What words do they use to search?
- Where are they from (and can I get it to them)?
- When do they search for these?

#### ***You did if knew precisely that...***

- They mainly search for the exact term, "zero gravity chairs", but they also search for variations that include "outdoor", "lounger", "patio", "lafuma", "folding"...to name just a few and also search plural/synonym variations.
- They mainly live domestically, with 3 specific warm climate states accounting for most searches.
- That most searches were conducted by month, in order...June, July, May, and April.
- There are some common words that are associated with chairs people search that you DO NOT want to show your sign for (e.g. dining, kitchen, massage, etc)

#### **Well, How Much \$ to Show My Sign?**

Again – relevance! Your sign will be cheaper, appear more often and in better positions if you have achieved relevance between 3 key components.

1. Search terms (what your customers search for *that you have and they want*)
2. Ad Copy (what your sign says/communicates)
3. What they find when they "land" your website

Have one or two of those things covered? Well, you're still not there unless you've got all three. What's the punishment? Poor search results from Google and the other search engines, and ads that are either not served or served inefficiently – costing you more than they should.

All sound confusing? Not really and as with many things, it takes a commitment and focus to achieve increased visibility in the online space. Whether your organization is large or a small, the marketing playing field is as level as it gets in the online world. Less than 5% of websites are optimized – will you make it your competitive advantage?

Article Author: Carm Maesano  
Annex Media – Internet & Marketing Strategy  
© Annex Media November 2008; Annex Media.

Article may be used/circulated only with the above author's credit (otherwise with expressed written permission).

Article Source: [www.AnnexMediaMarketing.com/articles](http://www.AnnexMediaMarketing.com/articles)