



GET READY TO BE NOTICED ON THE INTERNET

1. Selling the Identity of the Web site.

A Web site has an identity and presence just as a store front has in the bricks and mortar world. So, the principals of marketing and selling that work in the real world have a place on the Internet. Some of these principals are:

Commitment: Someone in the organization should be 100% committed to getting the Web site noticed.

Investment: Time, energy and money should be allocated to deployment of the site.

Consistent: A poor Internet site which is consistently updated will be more effective than an elaborate site which is static and outdated.

Confident: People associated with the site and the customers who use it must feel confident they're working for and with the right outfit. In surveys the most frequently cited reason for buying from a particular store, was "confidence."

Convenient: The Web site should be user friendly.

For more on these principles see:

Gallagher, Bill. *Guerrilla Selling*. Boston: Houghton Mifflin 1992.

2. The Web Site and Search Engines.

Crawler based search engines read a site's meta name tags in order to place the site in their data base. Meta tags are part of the site pages which are not seen. The "keyword" and "description" of the site pages are contained in these unseen tags. Some search engines use these meta tags when they display a reference to the site in their directory. Effective "keywords" and "description" should be carefully chosen and updated periodically.

Registering a site directly with a search engine is possible. The search site, Google, offers text based ads displayed along side search results.

3. Links.

Exchanging links with related sites is a highly effective method of getting a site noticed. Other site owners are willing to give your site a reference link on their site. Customers are also a prime source of recognition. Ask customers to list the site in their Favorites List. Also asking for referrals by customers is effective.