



## **Building an Online Presence**

### **Apply the ABCs of Internet Marketing by WSI My Web Guide in Dubai**

There is no doubt that in today's business world, having a strong online presence is important for any business. The e-business world is a level playing field, where small businesses can occupy the same amount of space and have the same impact as the big guys. However, amidst this shift to new business technologies, many small to medium sized businesses (SMEs) feel overwhelmed when faced with the task of choosing the right person to create their Internet solution.

WSI MY Web Guide in Dubai helps SMEs by creating Internet solutions that give them the **ABCs of Internet Marketing Success™**.

- The first step in the ABCs is **A**ffordable Website Design Solutions. Before your business can take full advantage of Internet marketing, you need to establish a presence online. When it comes to delivering Website Solutions, affordability and efficiency are two important concerns for us because they're important to our clients. We use cutting edge technology to design affordable business-class websites that need no technical staff to maintain, that generate revenue during all hours of the day and are easily found by consumers within our clients' target markets.
- The second step is **B**uild Targeted Website Traffic. Search engine marketing has become the most cost-effective way to reach your customers and offers unprecedented targeting capabilities. At WSI we use unique tools and business processes, combined with techniques like Web ads, Search Engine Optimization, Guaranteed Inclusion advertising, among others, to ensure your business attracts the highest volume of targeted Web traffic possible.
- The third step is **C**onvert More Customers - with better website return on investment (ROI). Establishing a presence online and driving qualified traffic to your website are the first steps, and with those tasks complete, you can focus on the real work: turning those visitors into buyers.

Following are four things that should be kept in mind when choosing your e-business solution.

#### **1. Your website should not cost you anything**

Your website should be a balance sheet item, not an expense to your company, and it should deliver a measurable return on investment. Most Web developers build or rebuild sites from scratch with the focus on coding only. They don't take advantage of modular development technology that supports a building block approach of functionality as a reflection of your business needs.

By deploying a modular approach to building, rebuilding, or enhancing your site, the developer can bring you a high quality solution at significant cost savings.



## **2. Your website should not remain static**

Websites should be more than simple online brochures – they should work for you, and should change as your company, industry trends, and your customers' interests change. Updating your website with fresh content encourages your customers to return to it. They are more likely to return to your site if they know it will be a source of fresh content – they'll want to see what's new! Content such as promotions, photos, statistics, and white papers or research studies should be updated regularly in order to remain current.

Most small to medium sized business owners simply do not have the time or resources to consistently update their company's website on their own. Working with a WSI Consultant ensures that your site will not be left unattended; WSI Consultants specialize in maintaining long-term business relationships and ongoing support.

## **3. Your website should be measurable**

You measure your sales activity and channels on a monthly basis, and your website is one of your sales channels. Knowing the number of visitors, not just the number of hits, is extremely important. Knowing which pages are being viewed and how long a visitor is on each page is critical information. What search engine did the visitor come through to visit your site? Did the visitor reach the site over a link from another site?

As a small or medium sized business owner, you are constantly measuring yourself against your competition. How your website performs is no different. You need to know how your site ranks compared to your competitors' sites as well.

Working with an Internet solutions provider rather than a website developer will give your business a competitive advantage over your competition. Your Consultant will be in sync with your unique selling points, core competencies, customer demographics, sales targets, operating costs, and target return on investment.

## **4. Your website should be visible**

What good is the most interesting and measurable website if it can't be found or viewed by your target audience? Today, many countries are making Web accessibility, the practice of making pages on the Internet accessible to all users, especially those with disabilities, mandated by law. Web accessibility can be accomplished through simple adjustments, such as by ensuring the site does not rely too heavily on frames. Page reading softwares that literally reads the text of the page out loud for users with visual impairments, have difficulty reading text in frames. If your site necessarily relies on many graphics or flash components, an easy way to make it accessible to users whose computer cannot support them or those using page reading software is to make a text-only version of the site to



supplement your regular site. Making your website accessible is a first step to ensuring that your site is visible.

Another key component of a visible website is its ability to be found by search engines, and, in turn, your target audience. Optimizing your website with keywords (Search Engine Optimization, or SEO) makes finding your site easier for your clients. Include the common words and phrases that your clients would use as search terms to find information on your topic in the text of your website. The more SEO-friendly your site is, the higher it will rank in search engine listings. While, in the long run, organic SEO is the most effective way to drive targeted traffic to your site, most sites need some help to boost their rankings until organic SEO can begin to work for you.

Two effective ways to help your rankings is through Pay-per-click campaigns and email marketing. Then, by working to optimize your site to make your site search engine friendly, you can work towards being found on the first page of the non-paid search results. You can boost the Web presence of your business, showing potential customers that you are up-to-date with their needs, and are ready to work for them.

Ensuring that your website doesn't cost you anything, isn't static, and is measurable and visible will help make your website work for your business, generating traffic of targeted potential customers to your site, and, ultimately, generating revenue. A basic 'online brochure' simply isn't enough anymore – your website should be a complete, e-business solution that works for your business. Your business needs the ABCs of Internet Marketing Success™.

### **Work with (WSI My Web Guide) in Dubai to make sure you perform ethically on Social Media**

Let WSI My Web Guide in Dubai help you by creating the Website design and development to ensure a successful "Direct sales or Brand Awareness or Lead Generation" that adheres to professional business conduct guidelines. With our proprietary WSI Power we can quickly identify and obtain creative content ideas that will develop your credibility as an expert in your industry. Let WSI become your Internet marketing partner in Dubai and in the United Arab Emirates (UAE).

To learn more please visit our site - [www.wsimywebguide.com](http://www.wsimywebguide.com) or email: [info@wsimywebguide.com](mailto:info@wsimywebguide.com) in Dubai in the United Arab Emirates (UAE)

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