

## Internet Business Strategies For Successful eCommerce

The goal of any online business is to sell something, be it a product, service, or information. To accomplish this, you need customers, or traffic, to your web site. Follow these key Internet business strategies to generate customers and cash.

### Image is Everything

Your web site should reflect how you want customers to feel about your business. The site must be professional looking and easy to navigate and understand. The content provided should be relevant to the needs of the customer.

### Marketing is King

What promotional tools are you using to advertise your web site? Search engines are the primary method Net surfers use to locate information. One of the top Internet business strategies is to choose relevant keywords for the most efficient search engine optimization. The word "books" is too generic for a site promoting life/career changing seminars based on motivational books. Surfers who type in "books" probably want to buy one rather than attend a seminar. Use specific terms that closely relate to what you are selling.

Links to your web page are another important Internet business strategy. Links increase visitors who often become customers. Relevancy is key; links to your home page should be from sites with topics closely related to your business. Be descriptive with links. "Buy last season's Coach handbags at closeout prices" entices more clicks than "Brand name liquidators."

Consider starting your own affiliate program. It's cost effective because you only pay other sites for the visitors they link to you. You can pay for visitors or pay if the visit results in a sale.

Online businesses do best with online marketing. However, don't discount "old" media. Get a press release or article about your eBusiness in the local paper. Place an ad in the Yellow Pages or industry trade magazines.

### Information Content

Don't just sell your product or service. Include articles, news, or interesting facts related to your eBusiness. Many customers will appreciate the information. In addition, reporters often look for information online; a blurb about your web site in their story might bring in more customers.

### Make your website "Sticky"

Add features to your website that makes the potential customer to come back to your website. Otherwise you will lose that visitor probably for good. A few examples: Add a newsletter subscription box to your website and offer a bonus for signing up. Use an autoresponder to send out periodic news, and offers for a new product. Ask the visitor to bookmark your website.

Be sure to update your website often with new high quality content which is relevant.

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### About the Author

Start your own homebased business the easy way. Marketing tips and proven strategies available at: <http://www.tlmarketing.net>