



## Search Engines

Search engines are always a hot topic, so here are a few key points worth bearing in mind when looking into the minefield that is Online Marketing.

One of the biggest problems about having a new website developed is getting to grips with search engines. If your website has been around since the Internet dark ages, then your site will probably seem to appear quite well without much effort, however new sites have a much harder time at getting ranked and may have to consider paying significant amounts of money into the process.

Now as far as money goes, don't simply give it away to a company that promises the world. All search engine optimisers that I know and trust all explain that they can try their best, but they refuse to guarantee rankings. Spending money to get listed into the Yahoo directory is well worth a shot, and you can do that yourself. You can also try your hand at Google Adwords (which gets you a link in the advertising lists on Googles pages) these can be quite targeted and you can limit your budget, so you can see what does and doesn't work.

Investing in some decent statistics for your website is very important if you are spending money on search engines. If you can't see what difference the investment is making to the visits to your site and the orders you are getting, its not worth paying for.

Getting people linking to your site is so important these days. If you have people you know with websites, why not ask for a link in return for adding one of their links to your own site, it costs you both nothing, yet you will both gain. Also look into putting links or banners on relevant websites. E.g. if you find there is a website with a forum where people talk about hairstyles, getting your hairdressing companies banner on their site will help you with search engines, even if you don't get any traffic from the actual banner.