

## Online Marketing



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### ***Reviews***

*Great electronic book and valuable one. It really is simplistic but surprises within the fifty percent from the book. Its been printed in an extremely simple way in fact it is merely right after i finished reading this publication by which in fact modified me, change the way i really believe.*

***(Dr. Bethany Lindgren)***

## ONLINE MARKETING

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Grin Verlag Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 216x147x13 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 8 (Niederlande), Fontys University of Applied Sciences Venlo, language: English, abstract: The main problems how to optimise a website ; what is the potential of search engine marketing according to international sales increase and for whom is an investment in search engine marketing advisable have been solved in this report. All important factors which have to be considered when optimising a website have been explained and rounded off with concise examples. The report focused on the subarea of online marketing search engine marketing (SEM) .SEM embraces search engine optimisation (SEO) methods and pay per click (PPC). The difference between these methods is that SEO covers lots of measures which can be influenced directly by a company to improve the ranking result of its homepage without spending money. PPC in contrast is rather similar to conventional advertising and does cost money at the moment a person clicks on this advert. Nevertheless an optimal output can only be achieved by carrying out SEO measures and PPC advertising. PPC adverts can also be used to test keywords before starting to optimise a website, so only ideal keywords then can be optimised which lead to the best SEO results. PPC adverts are also a good changeover which can be used until the SEO measures are successful and the homepage is listed on the upper organic results. Surveys regarding to the use and accessibility of the internet within the EU showed that the medium internet has developed as the second most commonly used retail channel within the EU. 65 % of the European...

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