

### Are You Doing All You Can to Increase Traffic To Your Website?

Currently using (tick box)	Activity	Notes	E-commerce (E) or Service (S)
<input type="checkbox"/> Google <input type="checkbox"/> Yahoo <input type="checkbox"/> MSN	Pay Per Click	Pay per click will allow you to reach customers immediately. Consider advertising on all search engines – Google, Yahoo, and MSN.	E, S
<input type="checkbox"/> On page SEO <input type="checkbox"/> Write Content <input type="checkbox"/> Link Building	Search Engine Optimisation	Getting to the top of the search engines can be a time consuming process, but it can deliver the best results. Ensure that you follow the main rules for successful SEO – Optimise your web pages to include important keywords, write fresh content for your website, and build up links to your site.	E, S
<input type="checkbox"/> Measure	Google Analytics	In everything we do, in order to find out if it has worked or provided us with a return on our labours, we need to measure and analyse the outcome. The same applies to our website projects; sign up and try Google Analytics, an excellent free website tracking software.	E, S
<input type="checkbox"/> Online PR	Online PR	Online PR is an affective way to raise your online profile.	E, S
<input type="checkbox"/> Bizrate <input type="checkbox"/> Amazon <input type="checkbox"/> Nextag <input type="checkbox"/> Kelkoo <input type="checkbox"/> Ciao <input type="checkbox"/> Shopping.com <input type="checkbox"/> Froogle	Shopping Portals	Shopping portals (aka shopping comparison sites) are a quick way to get visibility online and are excellent for e-commerce business that sell products at competitive prices. Shopping portals come up organically on search engines highlighting your products.	E
<input type="checkbox"/> eBay	eBay Shop	eBay, the online marketplace can't be ignored as a real opportunity for online retailers. Set up a branded online shop within this well known website and take advantage of the massive customer base.	E
<input type="checkbox"/> Paid on Results <input type="checkbox"/> Affiliate Window <input type="checkbox"/> Affiliate Futures <input type="checkbox"/> Others	Affiliate Marketing	Why not consider using an affiliate programme? You advertise your products on a popular website and then you pay commission on sales or referrals.	Best for E S can consider

<input type="checkbox"/> Blogs <input type="checkbox"/> Linked in <input type="checkbox"/> Facebook <input type="checkbox"/> My Space <input type="checkbox"/> Other	Social Networking	Interact with your customers online through social networking.	E or S
<input type="checkbox"/> Banner ads	Banner Advertising	Advertise on the websites your target customers are accessing by placing a large graphical advertisement on their page. Excellent for brand building.	E or S
<input type="checkbox"/> Emails	Email Marketing	Keep customers up to date with an interesting company newsletter.	E or S

Contact **Com.Motion** to discuss how we can help your company increase its online sales through our comprehensive Online Advertising and Search Engine Optimisation programmes.

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