

Web Marketing Best Practices

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A good start is to use an easy to remember domain name (URL) for your company's web site. This makes it easier for customers and prospects to remember your name. Using e-mail to build a relationship with your customers by sharing value-added information such as product updates, industry trends, product announcements, new web sites, etc. Other best practices are:

- Establish goals for your web marketing program
- Use e-mail newsletters to share information
- Develop an electronic capabilities statements and marketing brochures
- Promptly respond to customer e-mails (treat these like phone calls)
- Be sure to get the customer's permission to send them e-mail
- Continuously check for online pricing errors
- Regularly update online advertisements
- Use "cookies" to remember customer preferences
- Track which parts of your web site are the most visited
- Include a "Bookmark" key for your web site
- Regularly compare your Web site to your competitors'
- Try to get your site to appear on the first three "results" pages major search engines such as Google, Yahoo, and MSN (Microsoft Network)
- Set up a Web log (blog) on your site to get feedback from visitors / clients
- Use "MBE" and/or "WBE" meta-tags (electronic key words)
- Put useful free information on your Web site to attract visitors and provide a value-added service to your clients

Other best practices are designing your site to ensure it can handle a surge in demand. You should also use an incremental approach to web marketing, starting small and gradually working your way up. Targeting high volume, or "power buyers", helps maximize returns. Lastly, you should ensure that your overall marketing program is effective, before you put it on the Internet.

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