

Do You Use An Internet Marketing Professional?

Here are questions you should ask them and the answers they should give you!

Will you submit my site more than once?

Yes. Although search engines periodically send spiders out to retrieve new sites and to re-examine older sites, the Web is so large that it is unwise simply to hope that your site will be re-examined from time to time.

How often will you submit my site?

The process should be repeated regularly but not so often that the search engine software penalizes your site. In addition, your site should be adjusted periodically to be search engine friendly and then resubmitted. Keeping a Web site at or near the top of search results has become a science. The best search engines frequently modify the way their databases list Web sites. Internet marketers must work constantly and systematically to stay aware of changes.

Will you use an automated process to submit my site to search engines?

No. The most effective submissions are done manually. Effective Internet marketers will not use software that claims to automate the submission process. Using human beings insures much better results.

What types of information do you use to stay abreast of current Internet Marketing techniques?

Internet marketing professionals should know how each of the major search engines collects data and ranks individual sites. They should subscribe to monthly marketing newsletters, attend marketing seminars, and participate in several online marketing discussion groups. Keeping up with the latest information is essential.

What type of software tools do you use?

Internet marketers need the best tools available. They should use high-end marketing software and subscribe to services which offer valuable information on what people are searching for and how they are searching. These tools should be used to evaluate and modify your site's code and content so that the best possible ranking is achieved.

How will I know what results you are achieving?

Each month, detailed reports should be received. The reports should detail how much traffic has come to your site, where your site ranks in the major search engine databases and if it has risen or fallen since the previous month. These reports should be available in both concise summary and detailed versions.

You should know what to expect from your Internet Marketing Professional. If your current Internet Marketer does not answer the above questions to your satisfaction, you should think about finding a new resource for this important task. After all, your Web site is a critical part of your marketing efforts and probably cost a lot of money. What good is it if no one can find it?

These things are just the beginning of what we do at Marketing On Demand. Call us today for an informed survey of your current Internet marketing tactics and strategies.