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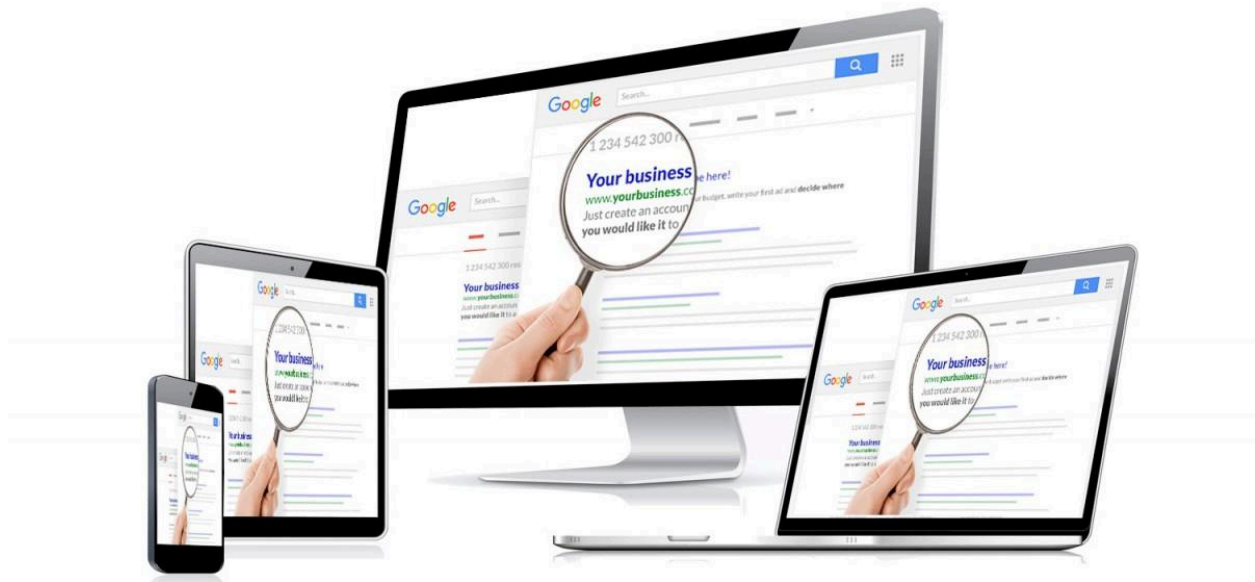
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## 3 Basic Must-Do Internet Marketing Tips



The internet is a vast, vast marketplace where you have all kinds of people – meaning you have all kinds of buyers, sellers, marketers, specialists, etc. Your business has unlimited potential to grow when it targets the internet as its market. I just want to share with you three basic internet marketing tips which should be kept in mind especially by business owners.

If you're a business owner who owns a website, you'll probably want to involve yourself in internet marketing. Otherwise, your website is practically useless. There are a lot of things that potential customers are looking for about your business – such as information, graphical representations (in layman's term: pictures), history, reputation, and the list goes on and on. You have to satisfy the curiosity and doubts of your customer or your business will go nowhere.

So my first must-do internet marketing tip for you is:

Make sure you have a blog.

If you think this is easy, it's not. It's a pain in the ass to keep on updating things about your company daily, weekly or, (heaven forbid) monthly. Actually, scratch out the monthly because updating monthly makes your blog quite useless – unless you already have hundreds of articles for readers to dig around.



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Blog marketing will greatly boost your connection with potential customers. It will give you the ability to hear out their feedbacks about your company, products and/or services and communicate with them through the comments section. A blog will also improve your SEO – making you rank for some keywords you use in your blog article entries.

Another reason why you need a blog is that a blog-less website is mostly stale – there's minimal update, not much new information, and not much interaction from the customers. A blog will make your website more customer and reader-friendly. It will also make your website more Google-friendly. Google loves new information. New articles = new information = Google love. Simple, right?

So go make a blog of your own! And of course, you will also need a good writer for it. My advice is that you pick one good writer from your company to write for you. Of course, pay him or her is due. Writing is no easy task but it's rewards in the internet is endless nowadays. Just look at the SEO copywriters out there (cough\*, yours truly). Of course, don't forget to check out the freely available blog tips around the net to improve your blog in the direction you want it to go.

Second must-do internet marketing tip: Make sure your website looks like what your target market wants it to look like

There are so many websites out there. Some of them look alike, some don't but heck why are we talking about them? Wanna know why? Because you would want to look at the successful ones and try to look like them. There must be something in their site's design that attracts target market like no other. As my friend says "The best person to ask directions from is someone who's already been there."

You shouldn't waste time or money spending in conceptualizing what your site should look like. Just try and get ideas from successful ones who has the same market and business as you do. Learn from them. But don't copy it – create your own familiar design.

Without a site design that your target market prefers, you are bound to lose conversions – that's for sure. People trust a good-looking site than a home-cooked look. It's different when you feel like you're dealing with an expert – it boosts trust, reputation and authority from what your customers can see. A wisely designed website is the way to go. It doesn't have to be fancy and perfect – it just has to appeal to your target market's taste. Just take a look at this site (I'm a minimalist by the way, heh)

Third must-do internet marketing tip: Don't stop with a website



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A lot of business owners stop their internet activity once they've created and established a company website. They think that once a website is there, it will run on it's own and function properly as it's supposed to. Flash news: that won't happen.

Putting up a website in the internet is step one of the tough road to successful internet marketing. Step one doesn't give you everything – it's just the foundation. After you've created and established an online presence, you have to make sure to follow up with other online business needs. Such as, as earlier stated, a blog (ahem!), Social network integration (ahem ahem!), and yours truly, SEO (ahem ahem ahem!). My advanced package answers all of those needs by the way. Just in case you're interested. Just saying.

There's no business that requires no investment. Internet marketing is one of those businesses that pushes you to make investments which are no joke. I'll be painfully blunt with you: it will hurt your bank account to make sure you have great internet marketing running for your business. But in the long run, it will earn you much, much more than your investment. Remember, the internet is an endless marketplace. Making sure you're visible in that marketplace can mean endless success for you and your business.

SEO, SEO copywriting, CMS management and Social Media management is no joke, and those are just SOME parts of internet marketing. It will cost you, but it's gonna be worth every penny you spend. Just make sure that the one doing these services for you is a trusted authority and service provider. There are lots of cheap cheats out there who will suck your wallet dry. Don't even think of getting cheap with your SEO.

Follow these must-do's and you'll be on your way to bringing your business to the best internet marketing practice there is.

Contact Details:

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