

## REACHING YOUR CUSTOMERS

The Internet holds immense promise for businesses of various kinds. More and more consumers elect to take advantage of the convenience of shopping online. Consequently, businesses continue to mushroom across the Internet to meet the needs of the online consumers. To survive on the Internet playing field and run a successful business online you must know how to reach and attract shoppers.

The first step in this process is to define the type of customers you wish to attract.

### USING SEARCH ENGINES

Once you have defined your desired customer base, you will need to find a way to reach those customers. As the Internet is home to billions of Web pages few users come across particular pages by chance. Instead, the vast majority of Internet users rely on search engines when navigating the Web. Search engines – particularly Google, Yahoo!, MSN, and Ask Jeeves –combine to drive approximately 90 percent of Internet shoppers to their destinations. This means that as an Internet business owner, you must know how to use the search engines to your advantage.

Search engines offer two distinctly different means of displaying search results: Organic listings (i.e., the main results of any Internet search) and pay-per-click advertising. The former format relies on the search engines' proprietary algorithms for deciding the relevance and thus the rankings of indexed content in relation to the search engine users' search terms. The latter is an entirely bid-based concept in which the Web site owner (aka the "advertiser") bids for the top ranking for a particular keyword. The highest-paying advertiser gains the top ranking (until outbid by another advertiser) and is charged the bid amount each time a search engine user clicks through the search engine's link to access the site.

Organic search engine rankings are the most lasting of the two concepts – and often the type of search results Internet users trust the most. However, securing top ranking for competitive keywords and phrases is challenging and time consuming. But it can – and should – be done if you are serious about long-term success for your business. Pay-perclick is a quicker fix, but can be a treacherous concept for advertisers who haven't considered the potential cost and hatched a sensible strategy for their PPC campaigns.

## COMMUNICATING WITH YOUR CUSTOMERS

Once you have caught the interest of your customers, you need to make sure that you can offer them what they are seeking. For example: If a visitor to your site reached the site by searching for “cheap shoes,” you must be sure to actually offer shoes at a competitive price.

Another critical element in the building and maintenance of a successful online business is customer care. Once you have developed and continue to expand your customer base you will need to ensure that the customers are happy with the products or service you are providing them with so that they will return to your store when purchasing new products and/or deciding whether or not to extend current subscriptions to your services.

[Express Email Marketing](#), which is offered by [CheapHostingForYou.COM](#), allows you to communicate with your customers through e-mail based newsletters, announcements and attractive marketing campaigns.

Express Email Marketing is strictly permission-based, which means that you will only be sending your announcements, etc. to recipients who have agreed to be on your mailing list. This means that the recipients have expressed their interest in your business by opting in. With Express Email Marketing you can take advantage of this by informing your customers of special promotions, discounts, new products, etc. If you decide to compose a newsletter, Express Email Marketing lets you distribute that, too. Furthermore, the program allows you to survey customer interests and preferences and to monitor the responses to the campaigns you distribute.

With the right combination of product selection, search engine optimization, pay-per-click advertising, and Express Email Marketing you will be in a prime position to attract customers to your business and to ensure that they keep coming back for more.



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