



Customers and prospects alike demand information that is customised, relevant and available instantly. As a result your website is becoming an increasingly fundamental part of your communications strategy as you strive to satisfy an increasingly insatiable appetite for commercial immediacy. Your website is not in itself a sales and marketing campaign, you first need to tell the public where and why they should visit your site.

Facts

Website marketing is about maximising the number of viable online visitors or 'web traffic.' This process usually involves a combination of different operational, marketing and promotional strategies:

- **Project Preparation**
 Ensure your website is optimised for search engines, your online content is relevant and provides sufficient audience value to return to and recommend your site.
- **Search Engine Marketing**
 With 30% to 50% of traffic generally derived from search engines, ensure your meta data, key words and link popularity is appropriate.
- **Online Marketing**
 Begin with selecting the right domain (your brand and address), update your email signatures and trial keyword advertising with search engines using [AdWords](#) or [Overture](#).
- **Traditional Marketing & Advertising**
 Including your web address on your regular marketing material and stationery is crucial.

Features & Benefits

Online campaign value is measured relative to other communication and sales channels. Cost of acquisition, client service and transactions are good indices.

The success of both your online presence and marketing campaign are inextricably linked. The value you provide to your online audience is the catalyst for repeat business, and is the principle draw card for your marketing.

The benefits you derive from your website vary significantly from organisation to organisation, however increasing your distribution, reducing transactional costs, improving service levels and offering decision support are all cited benefits.

Maximising the available benefits to your online audience is your first consideration. Getting visitors to your site is then simply about alerting them as to why they should visit.

For further information on website marketing or to arrange a convenient time to discuss your online needs, call ARES on 1300 762 912 today.

ARES' Services

ARES' marketing and strategic consulting experience allows us to leverage our creative and technical services to maximise the value available to you. The benefits start with a well constructed online project that is developed from the very start to maximise your web traffic.

Many of the online marketing tools are either free or easily combined with traditional marketing initiatives, and can therefore be undertaken by you with assistance from our *Website Marketing Guide*.

Other ARES' services include:

- Email marketing systems which allow you to author emails and manage online subscriptions
- Online banner advertisement design
- Advice on your existing website and how well it is optimised for search engines
- Web advertising buying
- Online strategic consulting
- Print design and advertising

