

WEB MARKETING FROM ON TARGET

Effective, targeted web site marketing

You now have a stylish, well built and user friendly web site, but will it do you any good if no one can find it?

People depend on search engines to locate information on the internet and effective web site promotion delivers the right information to the right people at the right time.

On Target's web marketing strategy harnesses the power of search engines in order to establish your online presence. In order to attract visitors and especially potential customers to your site it is vital that it is easy to find. Due to the sheer number of sites competing for attention on the internet it is not enough to submit to a couple of search engines and hope for the best. Research and experience has taught us that getting your site listed and keeping there is hard work!

On Target offers a highly targeted, manual web site submission service. We also undertake the optimisation of your web site ensuring that all relevant METAtags and keywords are present in the site's coding, in order that search engines use it most effectively. The service involves the monthly submission of your web site to the most popular search engines/directories.

On Target don't have any magic methods, passwords or special tools, we just do it right, ensuring your site has 'searchable' pages and taking time and patience to submit and re-submit web sites and check on their progress.

We cannot guarantee every visitor will become a customer but we will ensure that anyone searching the internet for the services you offer will be sure to find your site.

What we do for your web site

All submissions take place by hand, with monthly follow-ups. You will receive progress/success reports on a monthly basis. The progress reports or 'Stats' are based on up to six keywords or phrase that relate exactly to the website content. We then search for each key phrase within each of the search engines where the site has been accepted. We detail its position or ranking in the resulting list of possible sites. To view an example of our 'Stats' - see attached sheet.

The aim of our service is to get your web site[s] listed and keep them there. Obviously, we cannot guarantee top listings and a lot of emphasis falls on the site content. The optimisation part of this service, however, ensures that your web pages are correctly prepared, in order that the coding and appearance allows for the site to be indexed in the greatest number of directories/search engine's possible.

We have marketed many sites and having researched the process, we know what gets a site ranked and well listed and what does not.

On Target can also submit your site to free classified ad sites if you require, as well as placing your site anywhere at all that may help. If you need advice with creating links and partnerships we will be more than happy to help.

When will your site be listed

There is no 'quick fix' to gaining a web presence and it can take many months to get a good listing in the major search engines. This is because a great deal of sites are submitted to them every day and the system they use is not very effective. On Target only submits to the 14 or so major search engines because they supply nearly 100% of web traffic.

Many of the search engines only update their database once every 60 days or so, and they change when they do this so as not to get overwhelmed. So, depending on which day your site is submitted, the time it takes to be listed can vary. Submissions can get missed or ignored, that is why On Target keep submitting and emailing on a regular basis, it is only the sites that are well optimised and pushed that make it.

Why choose On Target

We can promise you results with our web marketing service because we do it right and our sites always get listed. We submit only to the SE's that matter and include search engine's that have a 'paid only' policy. These search engines charge for submissions and subsequent listing of a site. Some charge thousands of dollars, but On Targets marketing service has been successful in placing sites with these search engines, for no extra cost.

On Target submits by hand (not by using automated software) this ensures that only the most relevant keywords and descriptions are submitted and that nothing is missed out and no irregularities go unnoticed. Incomplete or wrongly submitted sites will not make it in to most of the main search engines.

In almost all cases increased traffic to your site, driven from the search engines, results in a steady growth in inquiries. By providing you with monthly statistical reports you are fully aware of the progress and stability of your site. Installing a tracker in your web site will give you a good idea as to the traffic that it is getting, but unlike most web marketing services you do not have to rely on this to see where your monthly fee is going.

On Target wants your web site to be a success and we will keep you informed of the best ways to market it. The more traffic you receive the more likely you are to recommend us and that way, everyone benefits.

Costs

The majority of the search engines do not charge for submissions, but a few engines do charge a one-time fee for submission. We will advise you as to which search engines are worth paying for and which are not, and undertake this service for you. As we mentioned before we can get your site listed with these 'paid only' search engines for no extra charge in most cases.

Once you sign up for the web marketing service you will be charged a monthly fee of £50.

For this you will receive progress reports in the form of statistics* and your web site will be submitted by hand every month.

On initially signing with us you will have the choice of using our optimisation service. This includes scrutiny of your sites coding in order to determine the relevance factor of each page's content. Search engines use different techniques to search and we will develop your sites content to be searchable with any combination of techniques. It will involve the addition of METAtags, keywords and descriptions to your site.

This coding overhaul is accomplished with no disruption to the site design itself.

If you decide to use this service, there will be a one-time cost of £300.

Because it takes time for the sites to gain a presence across the search engines and because a great deal of the work [not including the optimisation] is done at the start of the web site's submission process, clients are required to sign up to the service for a minimum of six months.

On Target offer discounted rates on the submission of 6 or more web sites and/or pre-payment.

bit about search engines

Search engine positioning is one of the preferred marketing strategies for web sites. It especially popular among small and medium sized companies with tight budgets. Over 95% of traffic comes from a few main search engines and directories (see list below) and that is why On Target submit to them.

According to a Compaq study, 68% of 500 million users looked only at the first page of results drawn by a search engine. Therefore if your web site ranks in the top 10 positions of major search engines you can and will attract hundreds or even thousands of new visitors to your web site every month. More importantly we believe that your site will attract targeted visitors who are more likely to become customers.

There are really only a handful of search engines that will supply the traffic and these are the ones we concentrate on - and a few others that aren't listed but which we know to help a great deal, especially as they list quite quickly and supply hits whilst we wait for the others to kick in.

*You will not receive 'Stats' for the first couple of months as it takes this time for the site to make progress and for the 'Stats' to become meaningful.