

E-Service Marketing in E-Commerce

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Abstract

We offer fundamental Internet marketing and SEO services that we explain here, and we offer individualized services and personal coaching for social media marketing. Our business blogging services site goes into considerable detail about this important part of social media marketing.

From our offices in the Denver, Colorado, metro area, we search engine optimization services and Internet marketing to small and mid-sized businesses in Colorado—including Aurora, Boulder, Broomfield, Centennial, Denver, Englewood, Greenwood Village, Lakewood, Littleton, Northglenn, Parker, Thornton, Westminster, and Wheat ridge—and across the country.

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Introduction

Our goal is always the long-term success of your website – a gradual increase in the number of referrals your site gets from the search engines. Your long-term success depends on your sustained commitment to making the content of your site better than the content of your competitors' sites. You can buy paid ads on the search engine results pages, of course, but your real goal is to be listed towards the top of the “generic” or “organic” listings. Some reports about how people ignore the paid ads on the top and to the left of the generic listings are sobering, by the way. At rate, pay-per-click should ordinarily be a temporary strategy. We

will be happy to discuss our basic services as well as long-term Internet marketing strategy with you.

When Allied Internet markets your Web site, you get the benefit of our years of experience with Web design, content development, programming, Internet marketing, and search engine optimization – as well as our experience working with tech support and account management personnel on behalf of our clients, including those at IT companies, Web hosting companies, and at advertising and marketing agencies. We have a seven-part Web site marketing process that focuses on fundamental search engine optimization. The first four parts are essential and should be done right away, and the other parts should be done on a regular schedule after the basics are in place.

Objectives of the study

Marketing researchers may use the Internet to meet three different types of research objectives:

1. They can study how the Internet is used as a marketing tool:
2. They can use the Internet as an alternative medium for traditional questionnaire surveys.
3. They can use the Internet to study Internet consumer behaviors.

Data Collection methods

The third dimension of our typology of Internet marketing survey designs is related to the data collection methods. Three different methods

may be used;

1. Direct observation;
2. A questionnaire; or
3. An experiment.

The direct observation of the content of a Web site or page could either be done by the researchers or a sample of users. This method may be used to collect objective data such as the number of advertisement on a page or the existence of frames or the number of links inside a particular page; or to collect subjective data such as the satisfaction of users or their reaction to the content or design of a Web page.

Scope of the Research:

If your Web site offers more than a few products and services, it's ordinarily best to begin marketing just the most important keywords but needs vary and we're adaptable. We begin by asking you to tell us which of your products and services you want to emphasize; this will often be because of their profit potential.

We then research how often people search on keywords associated with your most important products and services. Our goal is to identify the best keywords to target for search engine optimization.

We will email you a written report on our findings, and then talk with you on the phone after you've had a chance to look at the report. During this conversation we will discuss the principal search terms we should use for competition research.

Competition Research and Analysis:

Careful competition research will allow us to market your site intelligently. We limit this part of our research to Google and Yahoo because they represent the two principal kinds of search engine requirements, and because have no close competitors at this time. Our goal is to identify your online competitors who are doing well on search

engine results pages.

We especially want to know why they are doing well. Because we've been dealing with Web sites professionally since 1994, we know how to evaluate what we're seeing and make expert recommendations to you. Our analysis of your competition can guide your marketing efforts for months to come.

We also analyze the content, the graphic design, and the text design of your own Web site, and evaluate it based on what we've learned about your competition.

A Web site with movie reviews may try to affiliate with a merchant who sells movies, and a Web site devoted to gold may align itself with a Web site that sells sporting goods or athletic apparel. It's in a Web site owner's best interests to identify merchants with compatible products because it will increase the likelihood of making lots of sales. You could sign up travel agencies to your affiliate programmes and invite them to create links from their Web sites to yours. You would then pay the travel agencies a commission on any book sales and/or leads you get from their customers.

On-line retailers with affiliate programmer compensate customers in different ways. Some merchants pay affiliates strictly for sales, while other merchants compensate affiliates simply for sending a potential customer their way. Other programmes may compensate affiliates if a person clicks on an advertisement, regardless of whether that person turns into a lead or ends up a product. This is called pay-per-click programmes. Affiliate programmers can be extremely powerful because they allow you to increase your revenues by having your brand name displayed on dozens if not hundreds of complementary Web sites. There are literally thousands of affiliate programmes on the

Web. Web sites that sign up can earn a percentage of every sale for referring customers to Staples.com.

Modification of Your Web Site:

A discussion of our recommendations with a client often results in further edits to the suggested text and metatags. We will then work with your Web designer to implement any recommendations you accept.

If you prefer to have Allied Internet make the changes to your Web site, we will give you an estimate of the cost of modifying the site.

Search Engine and Directory Submission:

After your Web site has been modified on the basis of our recommendations, we will generate a "sitemap.xml" file configured to Google specifications, put it online with your other Web site files, and notify Google that it's there. We also generate a file called "urllist.txt" for Yahoo and some of the other engines. We then submit your site to the most important search engine databases including Google, Yahoo, Microsoft Live Search, and DMOZ.

Link Development:

The development of appropriate incoming links to your site is still important, although the emphasis is now on the quality of the links, not on the quantity.

Google has downgraded reciprocal links as a measure of a site's popularity. Reciprocal links – "you link to us and we'll link to you" – are artificial. They are not real indicators of a site's value, and we therefore avoid link exchange sites, systems, and schemes.

Once a customer entered his/her e-mail address, a new page appeared inviting the customer required to join the mailing list. Once customers joined the Payless mailing list, they were

automatically entered into the vacation contest. Keep in mind that if you are going to set up a mailing list for your customers, you should clearly tell your potential customers how they can leave the list, and about any other conditions that might apply to the list.

Many online shoppers use a search engine or a Web directory when they are trying to find something on the Internet. A Web directory, on the other hand, organizes Web sites by category so that they can be easily browsed by Internet users. Unlike search engines, directories are usually compiled by human beings. Making sure that your Web site is registered with all of these sites is one of the most important things you can do to draw traffic to your store. Why all of them? Your customers won't all be using the same search engine or Web directory. Some people use Excite, some use Alta Vista, some use Lycos, etc. By registering with all the major search engines and Web directories, you have the best chance of being found by online shoppers regardless of what search engine or Web directory they are using.

Before you submit your site to any search engine or Web directory, you need to understand how their databases are developed. A search engine database is significantly different from a directory database. Automated computer programs called spiders develop search engine databases. These databases are intended to help you find instances of words or phrases on Web sites. The link may be a great source of direct traffic, leads, etc., but for rankings, it's likely to have no value at all."

Ward recommends that "sites that are already engaged in artificial linking activities" should "either remove those links or accept that your site's ranking is on borrowed time."

Our focus is on building strong one-way

incoming links, and we carefully evaluate a site's suitability before asking for a link to yours. If links are going to help your standing with the search engines, a site that links to yours must be relevant to your site. For our own Web sites, (a) we write news releases about what we're doing, (b) we write articles for submission to other sites, (c) we get our sites listed in reputable directories, (d) we develop relationships with businesses in related fields who do not directly compete with us, and (e) we read and add comments to blogs that are relevant to our services. We always include a link to one of our sites.

Allied Internet can do all of these same things for your site. There is no quick way to accomplish any of this, but it's a strategy for long-term success, and as experienced writers, editors, and researchers, we're prepared to make it happen for you. Even if you already have an account with Google Analytics or one of the other Web site traffic logging services, for ninety days we will add your site to our own account at Hits Link, the premier Web site traffic tracking and analysis program, and give you access to your statistics. If you already have Hits Link tracking your site, we'll ask your permission to access your account so that we can monitor the progress of traffic on your site. Our analysis of the traffic on your Website enables us to review our suggestions about content and about metatarsi and to make new recommendations to you if there is a reason to do so. Every couple of months we will have a phone discussion with you while you're looking at your statistics on Hit slink. We'll look at many indicators, including exactly which search engines are sending visitors to your site, and which search terms visitors are typing into search engines to find your site.

Conclusion

We'll also discuss the weekly and monthly traffic totals, and we'll take a look at the geographic distribution of visitors to your sit. The single most important factor in important factor in improving your standings with the search engines is the regular addition of genuinely useful content to your site. Google wants you to "create a useful, information-rich site," and Yahoo looks for "original and unique content of genuine value. "We can help you do this, or we can do it for you. Because we are experienced writers, editors, and researchers, many of our clients ask us to share the responsibility for developing fresh Web site content several times each month. We can serve as your creative coaches and support team to whatever extent you request. See The Internet Examiner, our company blog, for samples of our writing.

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