

Website Promotion

In today's online world, having a website is not enough if there is little or no traffic coming to your site. According to a recent research, 96% of people with Internet access turn to the Internet first to search for information on products and services. Last year alone, more than 5 billion searches were performed in US alone, which was almost an increase of 30% over previous year's. As access to computers and internet connections improve across the world, the growth in internet searches is expected to rise significantly over the next several years.

Why you need to have online marketing or website promotion?

Having a presence on search engines for the terms relevant to your products and services is absolutely essential for growing your online business. With millions of pages on the internet, how can you make sure your customers will find you? If you have spent significant time and money in building a great looking website and you have great things to offer, but your target customers are unable to find you in internet searches, then its simply a waste of resources. A common belief that build your website and consumer will come to you does not hold true with vast internet landscape. A good promotion plan will take your business to consumer rather than waiting for them to come to you.

What are the key options for marketing on the web?

Well, there are several options available to market your website on the internet, but most popular now-a-days are – Pay-per-click (PPC), or paid advertising, AND Search Engine Optimisation (SEO) which is also known as organic listing or ranking. It is important to understand the distinctions between the two, as these are quite different in the way they work, hence the efforts, costs and results can be substantially different. Therefore you must assess what method, or if both methods, will work effectively for you. Contact Asia Pacific Direct for advise, and how we can help you with your online marketing plan.

Pay-per-click advertising

This method is growing significantly , and is particularly popular among new websites, where instant visibility can be achieved through paid advertising/listing on search engines such as Google and Yahoo!. They both have their own method of running paid advertising process, but they both aim to address similar objective – search engine advertising. Search engines sell targeted advertising for specific keywords on a pay per click basis – that is, you only pay when someone views and clicks on your advertisement on the search engine result.

- **How does Pay Per Click advertising work?**

Pay Per Click advertising is an incredibly targeted, highly-effective way for all size businesses to generate quality sales traffic to your Web site. While searching for a specific topic on search engines such as Google and Yahoo, you probably would have noticed the brief text links/advertisements labeled "Sponsored Links" that appear along the top and right side of a search engine results page. These links/ads are referred as "Pay Per Click" advertisements, because advertiser pays only when a surfer clicks on the links/ads. Therefore it is important that your ad is crafted to attract the right audience.

- **How to get best results using Pay Per Click ads?**

Pay Per Click ads are displayed based on the relevancy of the terms that the user is searching for. Therefore, it is important that the text used for creating the ads content (both title as well as the brief description) be based on the terms that your potential customer is likely to use for the search. For example, if you are selling Tennis Balls, and your potential customers are using the phrase "Tennis Balls supplier" to search online, your ad should contain these words so your ad has a close match to what your target audience is likely to look for. Just by choosing "Tennis" as a key word, you may attract too many unwanted or irrelevant surfers who may be looking for something else relating to Tennis, and not the balls. The ranking of ads appear based on the bid you have placed for that key word(s), higher the bid, better the position of the ad. Hence, you always need to manage a good combination of how much you are willing to pay per click, versus how many clicks you need to build a strong pipeline of potential enquiries. While anyone can manage simple pay per click campaigns, there is often need to bring in the experts when it comes to managing multiple campaigns in a complex and highly competitive industry. Contact us to find out how .

Pay Per Click advertising provides several unique benefits that can significantly enhance the effectiveness of your online marketing efforts, including:

- **Effective Targeting** : Pay Per Click allows you to get very specific in terms of who you target, and what kinds of response you want.
- **Greater Control** : You can manage your money very precisely, as you can set limits on how much you wish to spend daily, or monthly.
- **Pay linked to performance** : You only pay when a surfer or potential customer clicks on your ad.
- **Solid Tracking Mechanism** : There are various reports and tools available that allow you to see and track how many people are responding to your ad .
- **Easy to Update** : You can edit your ads to make it more effective. The change process is quite simple and it takes very little time. However, ads are generally approved by search engines themselves to ensure that the advertising process is fair to all.

APD can help you achieve strong results using pay per click advertising effectively for your business.

Search Engine Optimisation

Search Engine Optimisation is a structured process to gain high visibility for your website in search engine results through improved organic ranking. The process includes making changes to the site text, labeling, navigation, and link building. As oppose to Pay-per-click, SEO is a time consuming process and it requires patience, determination and persistence before your site can gain visibility on the search engines.

We offer some services which are designed to attract meaningful traffic to your website.

Premium SEO Plan

- This is our most popular and affordable website promotion plan.
- Your website will be tailored to rank in the top search results of major search engines. The pages of the website are based on keywords/phrases and details about your business. This will help you get to the top pages in the search results. This will give your potential customers, who are looking into search engine listing, ways to find you. You will need to provide us with 20 to 30 keywords and we will optimize your web pages.
- We have considerable experience in website promotion and we know what the search engines are looking for so we will optimize your web pages according to that.
- We will regularly monitor your website's performance in major search engines for the targeted keywords.
- We will analyze your logfiles and report you what keywords have brought people to your website, which search engines are sending the most traffic. This will help you in your online success.

One time SEO Plan

- This one time website promotion plan does not include regular monitoring of your website into the search engines.
- We will optimize your web pages according to the keywords provided by you and submit your website to the major search engines.
- We will monitor your websites performance in major search engines for the targeted keywords for 2 months.
- We need access to your logfiles to analyze the results. This will help your website to reach among the top position in search engine results.

To avail any of our above services, please complete our **enquiry** form now.



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