

E-Marketing Rule #4

A website is a marketing activity.

While portions of the site may be strictly for sales, such as shopping carts and order forms, the primary business function of a commercial website is to **positively affect the buying opinion of your niche.**

Rule #4 for e-marketers is to channel traffic through the site to create maximum opportunity to display the information that helps your clients buy your product or service.

Structure your website so that it's just as appealing to your niche regardless of the path she chooses through your site.

Don't build your site so that it can only be effectively navigated from the homepage. Putting a master index or welcome message on your homepage is fine, but add obvious and ergonomic menus to every page.

If a visitor comes to your site from a search engine or link, offer navigation choices that present information that will affect his buying perception.

To learn more about E-Marketing and how to get the most from the Internet, call Dave Murphy today at 410.290.7000 or dave@dgl.com.

Reason #79 To Use DGL's E-Commerce Services

Knowing how many hits your website gets is useless. Knowing who your visitors are, how they found your site, and which webpages are most interesting to them are all very useful. You'll get all of these with our website activity reports sent to you by postal courier. Call 410.290.7000 and ask Dave Murphy about our e-commerce Internet services.

Opera Sponsored for Free

The fastest web browser just got better - it got free.

Opera Software released version 5.0 of its flagship product yesterday. With a Eudora-like twist, Opera 5.0 is available for \$39 or it's free, if you're willing to live with a small advertising sponsorship window.

Details at dgl.com/itinfo/2000/it001207.html.

Search Engines Secrets

One of the easiest and most effective ways to increase the chances that your site will be reported following a search query is to include all relevant keywords as metatags in the HTML of your webpages.

Two metatags, the "Keywords" and "Description" tags, are critical to helping your webpages appear on the "short list" of the major engines.

Details: dgl.com/dglinfo/1998/dg981031.html.

Customers Speak Out

"The training was a great start."
Charlotte, The Events Organization

"I highly value the website activity reports Damar Group sends me. The printed reports are easy to read — they tell me who is visiting my site and which pages pull best. I use the reports to make better business decisions about my company's online marketing."
Dave Fitton, Marketing Partners, mpus.com

"...check these guys out."
Michael Berkman, CMSI

"Magnifico!"
*Cheryl Washington, Transwestern
Carey Winston*

New Domain Names

The Internet Corporation for Assigned Names and Numbers (ICANN), the organization responsible for maintaining the Internet, has voted to expand the list of available top level domains (TLD).

Currently, most businesses must choose from three TLDs: .com, .org, and .net.

The existing list of TLDs will expand to include .biz, .info, .name, .pro, .aero, .coop, and .museum.

Details at dgl.com/itinfo/2000/it001116.html.

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