

TEN KEY STEPS to success in B2B online marketing

Steps ONE, TWO & THREE: Optimisation, Optimisation, Optimisation.

- [Keyword Analysis](#) (what are real people really searching for?)
- [Competitive Analysis](#) (what words and phrases are they using?)
- [Content Enhancement](#) (match your web site to the market - and beat the competition)
- [Code Enhancement](#) (get technical - for best results)
- [Link Enhancement](#) (relevant links in and out of your www are critical)

Steps FOUR - TEN: ...but best done After Optimisation!

- 4) [Pay-per-Click Advertising \(PPC\)](#) - enables you to achieve top positions, for relevant keyword phrases, in the majority of the leading search engines.
- 5) [Web Page and Directory Submission](#) - the quickest and most cost effective means of gaining qualified incoming hits to your web site.
- 6) [Trusted Feeds](#) - designed primarily for catalogue sites or those with thousands of product pages and/or dynamic content.
- 7) [Conversion Optimisation](#) - ensures that your web site is not only getting more qualified traffic but also that it is converting at the best possible levels.
- 8) [Contextual Marketing](#) - enables marketers to present potential clients with advertisements relevant to the 'context' of the page they are looking at.
- 9) [Affiliate Marketing](#) - where a company places a banner or links on a number of web sites (affiliates) and in return pays the Affiliate for the traffic when visitors click through the Affiliate site.
- 10) [Web Analytics](#) - specialist statistic packages that measure web traffic available on multiple platforms to suit all requirements.

Whether your intention is for visitors to make an online purchase, download a brochure or to contact you, your web site must be designed [to pull the visitor towards a positive action](#).

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